

Cambodian Youth are curious about their bodies and their options but **rarely access accurate information** due to **social stigma** and poorly established information systems

Leveraging digital tools to decrease contraceptive misconceptions and increase use among youth in Cambodia

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BACKGROUND

Changing traditional views in urban areas have resulted in an increase in premarital sexual activity amongst Cambodian young adults

Among sexually active youth in Phnom Penh, use of contraceptive methods is low and few use modern methods (MM)

- 18%** of sexually active youth report using modern methods
- 31%** of sexually active youth report using traditional methods
- 50%** of sexually active youth do not use a modern method but state that they do not want a child anytime soon.

Figures based on CDHS (2014) age group 15-24 yrs]

During the research, youth expressed their desire to avoid getting pregnant, but certain misconceptions emerged as key barriers to adoption of modern contraceptive methods, such as:

- Talking about sexual health means you are sexually active.
- Women are not sexually active before marriage.
- Using condoms most of the time means you won't become pregnant.
- It's better to leave decisions about contraception to men as they know best.
- The side effects of hormonal contraception will negatively impact your body and your future.

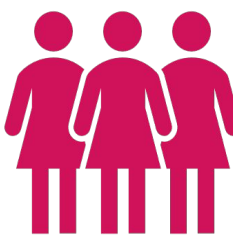
In this context, Population Services International's Promoting Healthy Behaviors Activity (PHB), with funding from USAID, designed a digital campaign to provide a credible and safe space for youth in Cambodia to learn about sex and sexuality, prevent unplanned pregnancy and plan for their futures.

METHODS

The digital campaign **"Just the Two of Us"**, designed with PHB partners 17 Triggers and Dosslarb, a youth-run multi-media platform, is a tailored combination of communication channels and messages designed for and by youth, using an engaging package of digital touchpoints such as microsite, Facebook page, YouTube, youth influencers, Facebook chatbot and question box.



RESULTS – Jan–Aug 2022



Reach: 2.3M+

Video views 544K
Engagement 17K
Comments 400
Shares 760



Followers: 7,803



Messages: 1,474

23 questions
1,451 chatbot conversations



Website visits: 9,600+

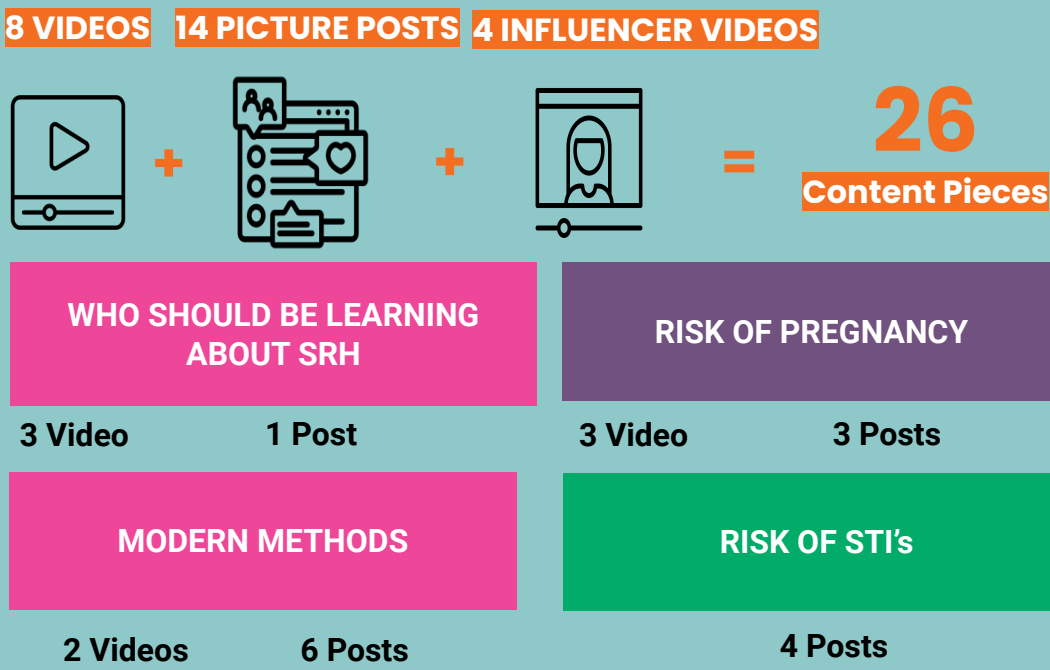
Key Learnings

- Secrecy and privacy resonate; people are still hungry for information.
- Clear and detailed information is not only easy to consume, but also easy to share.
- Youth have to balance short and long term goals when making the decision to adopt MM. Youth believe their sexual practices will not lead to premarital pregnancy, so they choose instead to manage future risk of infertility by rejecting MM (other than condoms).

CONCLUSIONS

- Formal or informal peer-to-peer information sharing is seen as more trustworthy and connected to the current needs of youth.
- Integrated platforms are more popular as they allow youth to access information in a variety of ways.
- Reach and video views have performed better than expected due to paid ads, influencers engagement and the interesting content of the campaign.
- Consider more influencer-generated content. It saves on production time and reaches a broad audience.

SUMMARY OF CONTENT POSTED



KEY HIGHLIGHTS

Most Viewed: Live Expert Video



The highest performing content, with over 196k views, was a LIVE video with known, charismatic, youth-friendly experts.

Most Liked: Misconceptions



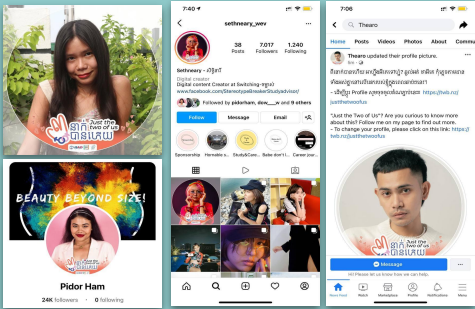
Posts debunking common misconceptions about "who should learn about SRH" were the most popular (2,418 engagement)

Most Shared: Modern Methods



Correct and clear information about modern methods is the most shared post (257 shares)

Most Popular: Influencers' Videos



4 promotional videos from influencers were published with a total metric of: 100K reach 55K views

ACKNOWLEDGEMENTS

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CONTACT INFORMATION

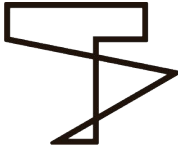
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