



Our FP INFOcus Experience

WWW.HACEY.ORG

INFO@HACEY.ORG

Who We

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- Established in October 2007
- Aiming for a healthy and productive society
- Championed relevant, innovative and sustainable health solutions for over 300,000 women and girls
- Hands Up for HER, Back on track, MySalvus, TOMBEY, Safe Space for Girls, Comprehensive SRH education

FP INFOCUS



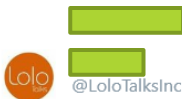
- ▶ Unique opportunity to reach more young people with SRH and FP information through tech.
- ▶ We had a 5-day workshop:
 - ▶ 14 young leaders from all over Nigeria
 - ▶ Reviewed Guide
 - ▶ Practiced approach by planning, filming and editing two scripted videos
- ▶ Identified a number of barriers to LARCs
- ▶ Decided to do a series of videos to improve LARC knowledge and attitudes among young people based on barriers brainstormed during the workshop

PREPARE



HACEY's Health Init.
@HACEYHealth

Ask Dr Edun and Dr Adeola questions on [#implants](#) and [#IUDs](#). To join in, tweet at us with the [#tag #LARCs](#) from now till 12:00 pm tomorrow!



@HACEYHealth Do [#implants](#) and [#IUD](#) make women infertile?? [#LARCs](#)

04/07/17, 08:28



- ▶ Decided to film three videos:
 - ▶ a couple who decided on a method together
 - ▶ young implant user from the workshop
 - ▶ Q&A video with two health experts
- ▶ Developed a filming schedule
- ▶ Worked with national organization to identify subjects
- ▶ Created interview guide for the young woman and couple to promote storytelling
- ▶ Collected questions on Facebook, Twitter and WhatsApp for the Q&A video

PRODUCE - FILMING



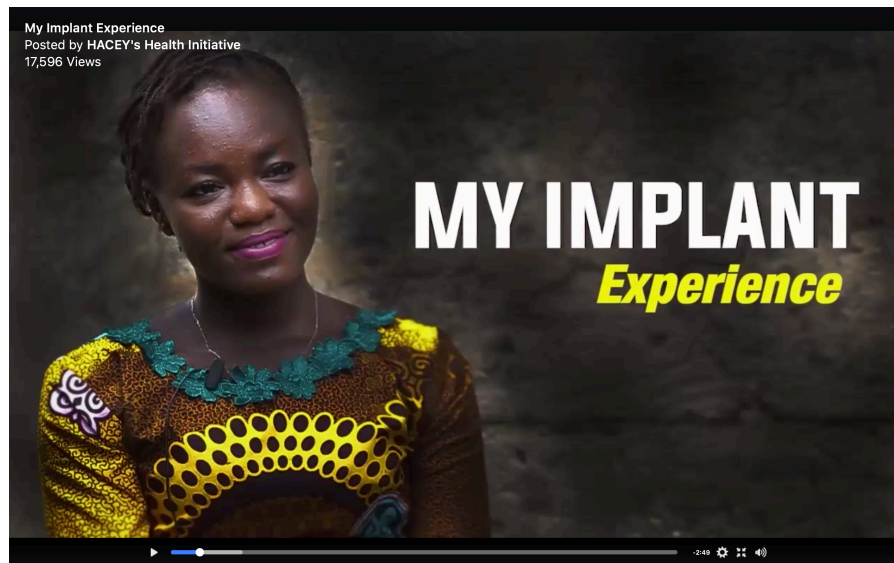
- ▶ Filmed three videos.
 - ▶ Each video took 3-4 hours to shoot
 - ▶ Went to individuals' communities, work places, or houses
- ▶ Prior to filming, talked the subjects through the interview guide to make them familiar with the process. Had them sign a consent form.
- ▶ Prioritized good audio – audio is 70% of your video.
- ▶ Used the interview guide during filming, but asked follow-up questions when appropriate
- ▶ Took b-rolls (shots of the environment and the subjects interacting in their environment) to enhance story

PRODUCE - EDITING



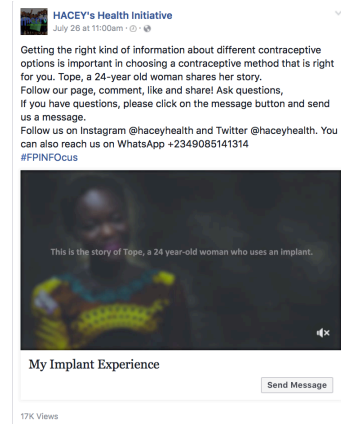
- ▶ Edited with Adobe Premiere.
- ▶ Used Audition to improve the audio quality
- ▶ Adobe SpeedGrade to improve colors
- ▶ Choose appropriate background music to enhance mood and message of video
- ▶ Used the script and notes during filming to guide the editing process
- ▶ Kept target length in mind for the video to avoid repetition
- ▶ Edited a larger version for Facebook, and adapted versions for WhatsApp and Twitter

Our video



Promotion

- ▶ Promoted on Social Media
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Instagram
 - ▶ WhatsApp
 - ▶ Off-line promotion
- ▶ Currently has about 50k views for all videos
- ▶ Feedback has been very positive
- ▶ Increasing conversations and engagement on social media



Lessons Learnt



- ▶ Leveraging on the power of mobile device and social media can significantly increase the impact of a health promotion intervention.
- ▶ Health care can be further strengthened with the use of mobile technology and can be used to reach a larger amount of young people
- ▶ Young people are willing to share their stories they only need to be identified

Where can I find the videos

- ▶ Visit our YouTube Channel HACEY Health
- ▶ FPINFOcus YouTube Playlist link: <https://goo.gl/wXXTKs>
- ▶ Our Social Media Handles
- ▶ Twitter : @haceyhealth
- ▶ Instagram: @haceyhealth
- ▶ Facebook: @haceyhealthinitiative
- ▶ Follow the hashtag #fpINFOcus



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