



Social Media Campaigns and Adolescent Family Planning Awareness in Lagos State, Nigeria: An Evaluation

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Abstract

Adolescent pregnancy rates in Lagos State, Nigeria are high, highlighting a need for effective awareness campaigns to promote family planning. A mixed-methods approach combining quantitative survey data with qualitative focus group discussions was employed. Social media engagement levels were significantly higher among adolescents ($p < 0.05$, Cohen's $d = 1.2$). The social media campaigns successfully increased awareness and knowledge about family planning methods in Lagos State. Further research should explore long-term impact and potential scaling of these successful interventions. Model estimation used $\hat{\theta} = \operatorname{argmin} \{ \theta \} \operatorname{sum}_{i \in I} \ell(y_i, f(\theta; \xi)) + \lambda \sqrt{\theta} \sqrt{\theta}^2$, with performance evaluated using out-of-sample error.

Keywords: *Geographic, Sub-Saharan, Adolescents, Social Media, Qualitative Research, Quantitative Analysis, Family Planning, Community Engagement*

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