

Facebook Ads vs. Malaria

Using Social Media Campaigns to Promote Health-Seeking Behaviors of Households



FACEBOOK



Opportunity + Problem

½ adults in the world own a smartphone.

Those that don't, tend to live in poor and rural areas.

Malaria affects people in poor, rural areas

Can Facebook ads help against malaria?

Solution: Stratify

1. Let's determine who malaria affects the most and the least.
2. Let's measure the effect of the campaign on both groups.

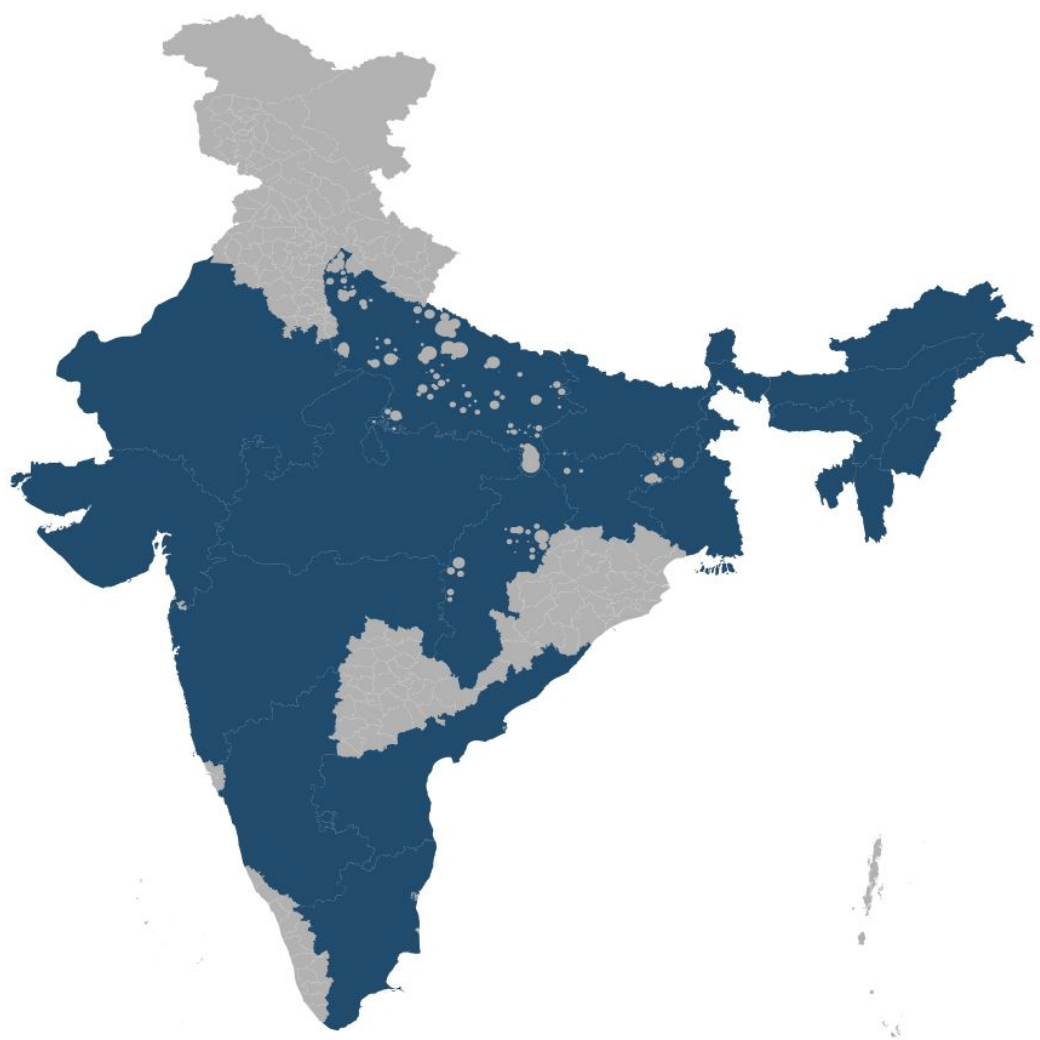
Those in **mud/tin/straw**
dwellings are **2x** more
likely to have malaria than
those in **concrete/brick**
dwellings.

Malaria No More Ad Campaign

22 states.

133M people reached.

Stratified by age, gender,
metro/rural.

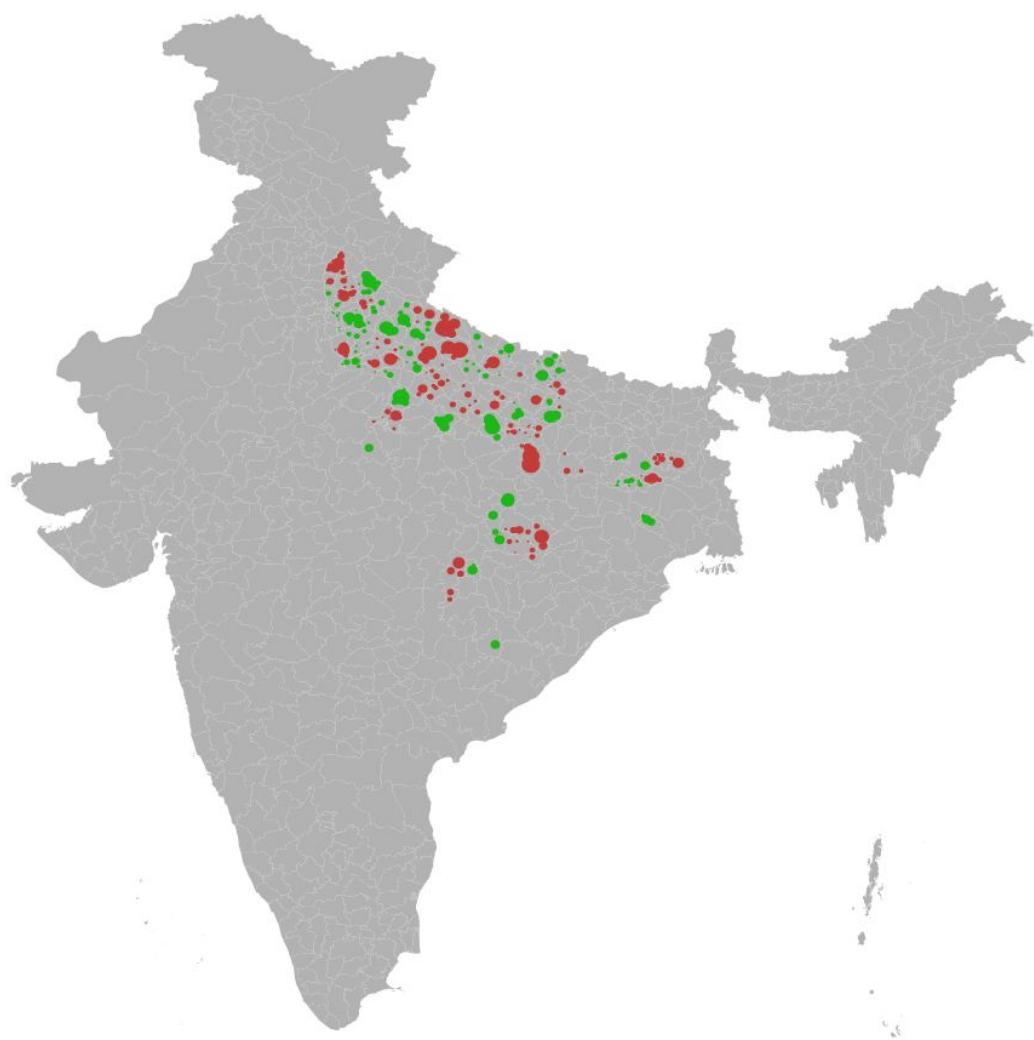


Impact Evaluation Recruitment

Q: Sleeping under mosquito nets.

Recruitment campaign stratified across 80+ districts + dwelling type.

<https://vlab.digital>



Population-level effects of the campaign

People in **concrete/brick** dwellings were **more** likely to sleep under mosquito nets.

People in **mud/tin/straw** dwellings were seemingly **not affected** by the treatment.

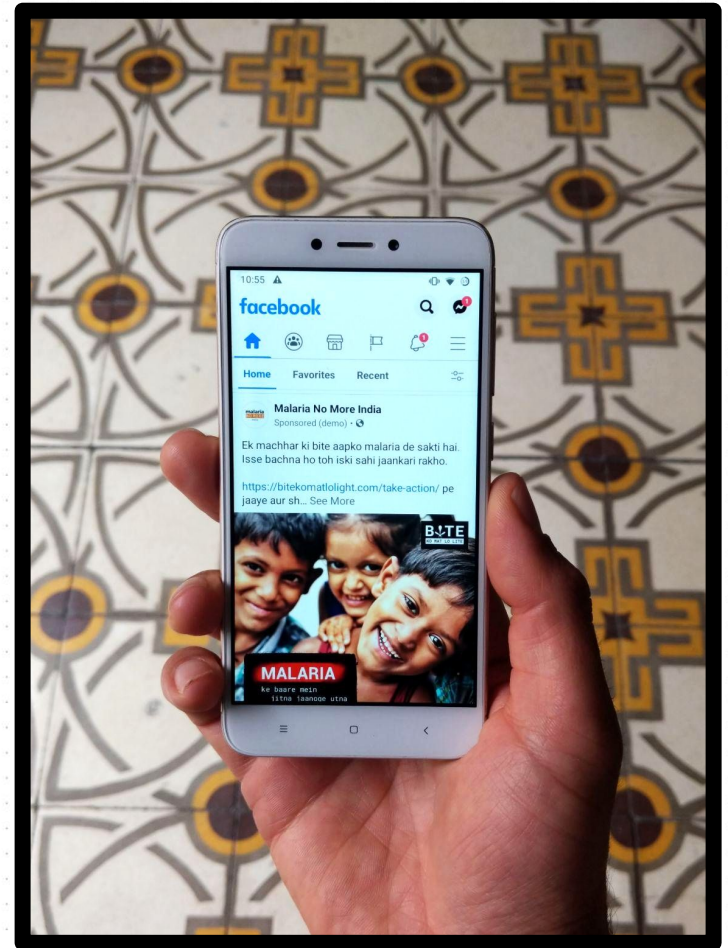
Remarketing study

4908 survey participants.

Show them ads (real ads, real timeline)

~6.5 ads each in 2 weeks.

Q: Did you sleep under a mosquito net last night?



Direct effect of the ads

Both dwelling-type subgroups showed **equal** improvement in probability of sleeping under a mosquito net.

Takeaways - measurement

Policies and interventions affect subpopulations differently.

Measuring effects on different populations can be hard.

Digital advertising can be used for recruitment.

We can automate the process.

Takeaways - impact

No off-the-shelf tools to target those most at risk for _____.

No off-the-shelf tools to maximize social impact of an ad campaign.

Advanced targeting of ad platforms can be used.

We need off-the-shelf tools.

Next steps

We're working on: **early-childhood literacy + vaccine hesitancy.**

Repeated evaluations and iterative message development.

Training and capacity building.

Creating self-serve tools.