

**MINISTRY OF EDUCATION AND TRAINING
FPT UNIVERSITY**



Capstone Project Document	
COMMUNICATION CAMPAIGN TO RAISE AWARENESS AMONG THE YOUTH ABOUT THE HARMFUL EFFECTS OF ABORTION	
THINK TWICE	
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EXECUTIVE SUMMARY

Overview of Think Twice, a project group consisting of five members with the same goal, wants to bring valuable and useful things to the community. Through research, we found that the current situation of unintended pregnancy induced abortion among young people is an alarming problem, so we decided to propose a communication campaign to raise awareness of young people about the harmful effects of abortion.

The campaign will deploy on two platforms online and offline. The campaign deploys multi-channel, diverse in transmission content, so that the audience can interact directly and build content that focuses on images and concise content.

Through the campaign, we want to bring an overview of the harmful effects of abortion on young people. The campaign will build throughout the Think Twice slogan "Suy nghĩ cẩn thận - Quyết định đúng đắn". The campaign helps the subjects to think carefully about their choices and decisions in the matter of abortion during unintended pregnancy.

ACKNOWLEDGEMENTS

Our capstone project "COMMUNICATION CAMPAIGN TO RAISE THE YOUTH AWARENESS OF THE HARMFUL EFFECTS OF ABORTION" is the result of the continuous efforts of the five members and the dedicated guidance of our mentor.

We are truly grateful to Ms. Huynh Ngoc Dong Giao, our Multimedia Communication lecturer at FPT University, for equipping us with the skills and knowledge needed to complete the project.

Special thanks to our families, brothers, sisters, friends and teachers, especially our class MC1501 for supporting us.

We sincerely thank you!

THINK TWICE GROUP

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LIST OF ACRONYMS/ABBREVIATIONS

UGC.....User-Generated Content

KPI.....Key Performance Indicators

PRT.....Psychological Reactance Theory

CHAPTER I. INTRODUCTION

1.1. Background

Current Situation of Abortion

- + **The World:** According to a report from World Health Organization (WHO, 2021), every year around the world there are an average of 73 million abortions, of which 61% are due to unintended pregnancies.
- + **Vietnam:** Annual reports of the number of abortion from the Maternal and Child Health Department (2016, 2017, 2019) showed that, in the period from 2016 to 2020, the total number of abortions reported on average each year was more than 200,000 cases, with pregnancies from 7 weeks old and below accounted for an average of 73% and pregnancies over 7 weeks old accounted for 27%.

The current situation of communication of abortion in Vietnam

- + **The Government**

The Vietnamese government and the Ministry of Health have implemented many policies related to the propagation and provision of reproductive health care services to adolescents and young people, Decision No.906/QĐ-BYT of the Ministry of Health (2017) on "Strengthening counseling and service provision on Population - Family Planning for adolescents and young adults for the period 2016 - 2020" is an example. Based on this approved proposal, the participating provinces all developed their own plans to implement the act. Most of the provinces, in addition to offering solutions such as direct propaganda, service provision,... also mentioned digital communication through social media as an effective method to spread awareness, for instance Ha Tinh and Vinh Long province (People's committee of Hatinh province, 2018; People's committee of Vinhlong province, 2018).

However, the content communicated through their social networks is not particularly appealing, with most of the articles containing large amounts of text while lacking illustrations, such as Da Nang Center of Disease Control's Facebook page.

- + **Personal Campaign**

In 2018, a campaign called "Mama! Don't Kill Me" created to go against abortion had faced backlash from the public (Thuy Linh, 2018). Le Hoang Thach - co-founder of the campaign, stated his goal was "to spread awareness about abortion to help protect the rights of women and their unborn babies" (2018). This had sparked controversy and stirred anger in the community, especially among women. The campaign's founders were said to have unjust views that frame women as criminals. The campaign received a plethora of criticism from the community for having strong, direct calling out such as "Mama! Don't kill me", in addition to the encouragement of people to sign a petition for the National Assembly of Vietnam to enact a law banning abortion.

1.2. Problem Identification

A data compilation by Guttmacher Institute (2022) about the number of unintended pregnancies induced abortions in Vietnam over the period from 1990 to 2019 shows that: The rate of unintended pregnancy decreased significantly from 113,000 to 86,000 cases. This is explained by

socio-economic development, education and public health improvement. However, abortion rates still rise; specifically 72,000/113000 (63.7% in the period 1990-1994) and 64,000/86,000 (74.4% in the period 2015-2019). This shows that the tendency to normalize abortion is becoming more and more popular in Vietnamese society.

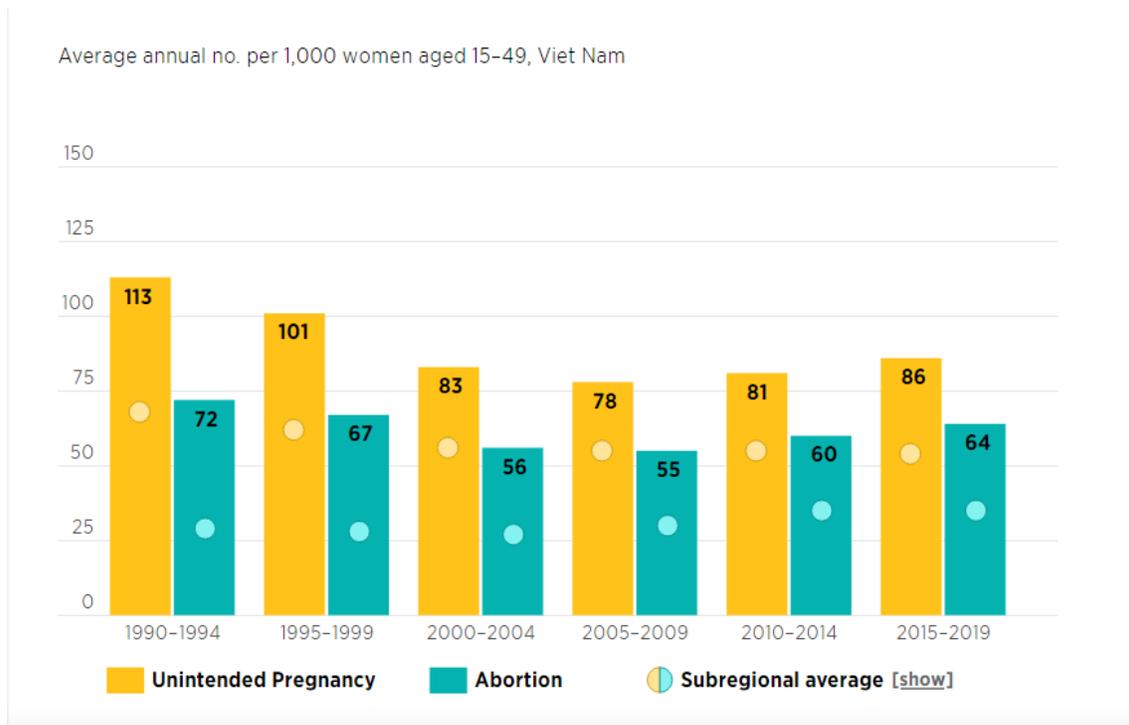


Figure 1. Unintended pregnancy induced abortion rates in Vietnam
(Source: Guttmacher Institute)

Based on the current ineffective communication situations as mentioned above and the fact that the cases of abortion are still increasing despite the improvement of socio-economic, health and education; We concluded that communication activities on the issue are still limited and have not yet brought about concrete impact.

However, while communication campaigns about abortion in Vietnam were not effective, mass communication campaigns were shown to have a positive impact on behavior change, as reported in a meta-analytic review of over 1600 articles (Anker et al., 2016). A study on the influence of social media platforms on protection against Covid-19 (Al-Dmour et.al, 2020) also concluded that social media platforms could be an effective tool in spreading messages to increase public health awareness, more specifically, watching a narrative program about health-related consequences can increase subject's awareness and make them more conscious of their health-risk behavior, as an experiment conducted by Moyer-Gusé and Nabi (2010) shown. Wakefield et al. (2010)'s study on the use of mass media campaigns in health-related behavior

also concluded their effectiveness in bringing about positive change and reducing health-risk behavior in the audience.

However, Wakefield (2010) also noted instances when communication campaigns on health failed to bring about an impact. These included using inappropriate formats, which can be explained for the unproductive results of Vietnamese government communication activities discussed previously. For example, the Centre of Disease Control of Da Nang's Facebook page was created to provide reproductive health knowledge for young people, but conveyed long, factual messages and used an unappealing format with long text posts. Another instance mentioned was when campaigns cannot deliver an effective message, with some even having reverse effects, as seen in the individual campaign 'Mama! Don't Kill Me' mentioned above.

The reason for instances when communication campaigns, such as 'Mama! Don't Kill Me' provoked its audience can be explained by the psychological reactance theory (PRT) developed by Brehm (1966). According to PRT, individuals believe they possess a certain level of freedom, and anything that hinders their practice of freedom is perceived as a threat. Consequently, persuasive messages to discourage unhealthy behavior in health campaigns can be perceived as a threat to the audience's freedom and cause reactance.

As a result, many studies have been based on PRT to understand the audience's reactance with the aim to create effective persuasive health communication campaigns (Tylus, 2019). These studies have resulted in strategies that campaign organizers can apply to reduce reactance and decrease the risk of audience resistance to persuasion. These strategies include providing options for the audience (Shen, 2014) and using narrative messages (Moyer-Gusé & Nabi, 2010), and more.

The experiment conducted by Moyer-Gusé and Nabi (2010) on 367 subjects, in which they were shown either a narrative or non-narrative program about unplanned teen pregnancy's consequences. The results showed that subjects who watched the narrative program perceived a lower persuasive intent in the message and were more aware of unplanned pregnancy than those who watched the non-narrative program. This was explained by the fact that the narrative message increased the audience's empathy and identification with the characters in the story, resulting in less reactance and more acceptance towards the message.

Conclusion: based on these findings, we concluded that communication campaigns can have a positive influence in raising awareness and encouraging behavior change in the audience. However, health advocacy campaigns are prone to audience's reactance because of their persuasive message to discourage audience's health-risk behavior and as a result, can be ineffective if done incorrectly, which could be seen in the campaigns in Vietnam discussed before and could partially be the reason Vietnam still witnessed the growing acceptance towards abortion.

1.3. The Statement of The Capstone

Recognizing this problem, our team proposed a communication campaign to raise awareness among young people about abortion. Through applying a more diversified communication

approach with accessible content presentation, we hope to aid in the process of delivering the message and decrease the instances of unintended pregnancy induced abortion in society.

1.4. The Structure of the Capstone

Our Capstone Project consists of seven chapters:

- Chapter I, II: Conducting research and gathering necessary information for the development of the media campaign.
- Chapter III: Planning direction and preparing materials for the campaign, including main phases of the event, visual direction, main content pillars,...
- Chapter IV: Preparing materials required for the campaign
- Chapter V: Implementation. Monitor campaign's progress and make adjustments.
- Chapter VI: Conclusion. Gather results and evaluate campaign's impact.
- Chapter VII: Report

CHAPTER II. SITUATION ANALYSIS

Definition of concept:

Unwanted pregnancy: According to the definition from Hexa Health, unwanted pregnancy is a pregnancy that occurs when no more children or no children are desired. Unwanted pregnancy also includes the pregnancy earlier than desired (mistimed pregnancy). Unwanted pregnancy is a common problem that has spread worldwide. It affects women and their families. Unwanted pregnancy can occur due to failure of contraceptive aids, irregular use of pills, not using contraceptive methods during sexual intercourse.

Abortion: Harvard Health stated that abortion is the removal of pregnancy tissue, products of conception or the fetus and placenta (afterbirth) from the uterus. In general, the terms fetus and placenta are used after eight weeks of pregnancy. Pregnancy tissue and products of conception refer to tissue produced by the union of an egg and sperm before eight weeks.

Generation Z: often shortened to Gen Z, gen Z is the demographic cohort that comes after the Millennials and before Generation Alpha. Researchers and popular media typically use the mid-to-late 1990s as the starting birth years and the early 2010s as the ending birth years for this generation.

Awareness: Bhasin (2022) defined awareness as a state of mind where one has the consciousness of a particular situation or thing. It can also be understood as the ability to perceive or know something. Hence, when companies or brands try to raise awareness around their products or services, they try to inform and educate the target audience about them.

In-depth interview: is a qualitative data collection method. Because of the privacy and flexibility nature in the exchange, this method is great for retrieving sensitive information which interviewees might find difficult to share in a survey. (Stolle, 2023)

Media theories:

Communication campaign: As defined by Rice and Atkin (2011), a communication campaign is a coordinated effort to deliver a specific message or set of messages to a target audience using various media channels. The goal of a communication campaign is to influence the knowledge, attitudes, behaviors, or opinions of the audience regarding a particular topic. Communication campaigns can be used for a variety of purposes, such as promoting a product or service, raising awareness about a social issue, or encouraging healthy behaviors. They typically involve the use of multiple communication strategies and tactics, including advertising, public relations, and social media, to reach the intended audience and achieve the desired outcome.

Media strategy: is a type of strategy that implements the use of a particular media to achieve advertising or marketing goals. Media strategies are frequently used in advertising campaigns to increase brand awareness and interest in a company's products or services. However, media strategies often don't solely center around promoting a product or service; rather, they work to get the right message in front of the right people to draw in more of a company's target audience both in the short term and long term. (Indeed Editorial Team, 2023)

Social media: Lutkevich and Wigmore (2021) defined social media as a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns.

User-generated content (UGC) is a type of content that is created by the audience or user that consumes a brand's service, rather than the brand itself. UGC is a great tool for spreading the brand's activities in a natural, cost-effective way. (Naem and Okafor, 2019)

Empathy map: as introduced by Sarah Gibbons (2018), is a technique that helps a brand/organization gain a deeper understanding of its target audience through exploring the audience's behavior such as how they think, feel, what kind of information that they usually take in, and what kind of activities they engage in.

2.1. Research

The campaign objective is to raise awareness of abortion to young people. Our campaign objective was based on three research questions, which were:

- + How is the current situation of communication of abortion in Vietnam?
- + How much are our target audience aware of abortion and how they approach content about abortion and reproductive health?
- + What method of communication would be effective in advocating messages about health, such as abortion consequences and safe-sex?

2.1.1. The current situation of communication of abortion in Vietnam

To know about the current situation of communication of abortion in Vietnam, we gathered secondary data, and we found that, presently in Vietnam, even though there have been propaganda policies on contraception and reproductive health issued to reduce unintended pregnancies induced abortions, the communication results proved to be not quite effective and widespread for the way of communication are unsuitable to young people.

In addition, abortion is a sensitive topic, inappropriate communication can easily create controversy and conflict such as the campaign "Mama! Don't kill me" organized in 2018.

2.1.2. The awareness of abortion among young people and their approach to content about abortion and reproductive health

We conducted an in-depth interview with the aim to explore the level of understanding about abortion, as well as the subject's approach to content related to abortion. The interview was conducted one-on-one with 30 women from 16 to 26 years old, with 27 interviewees being highschool and college students. Each exchange was done in either online or offline form depending on the interviewee's selection and was mostly audio recorded, with the option of video recording for the interviewees.

The interview consisted of 13 questions, combining closed-ended questions for specific information, and open-ended questions to encourage natural and flexible responses.

Results

Regarding opinions on abortion and unintended pregnancy in interviews:

Through in-depth interviews and observations, analysis of feedback content found that over 90% of respondents gave clear and quick responses on the topic of unintended pregnancy induced abortion. This suggests that respondents are familiar with this topic.

The respondents also believed that the increase in unintended pregnancy-induced abortion in Vietnam needs more attention from society, with 70% attributing this increase to the fact that young people are more open-minded about sex and abortion due to Western culture. In addition, interviewees believed that there should be more communication activities to provide reproductive health knowledge to people.

When asked to choose an age range with a possibility of having unintended pregnancy-induced abortion, 60% of interviewees listed a range approximately from 13-20 years old, while the remaining 40% could not specify the age range. It can be concluded that respondents tend to think of young people (mostly adolescents) as being most at risk of unintended pregnancy-induced abortion due to their characteristics of being financially and mentally unstable.

80% of the interviewees displayed a negative attitude towards unintended pregnancy-induced abortion among young people. They believed that abortion can harm health and is an indicator that young people lack precautions in sexual relationships. However, respondents focused primarily on physiological issues when asked about the harmful effects of abortion. This suggests that they may not have a comprehensive understanding of the consequences of abortion and unintended pregnancy, particularly regarding mental health and societal outcomes.

When discussing reasons for unintended pregnancy-induced abortion, 73% mentioned economic instability, family pressure, and social pressures. Additionally, 60% believed that the mother/father's young age and lack of psychological readiness could be contributing factors, as they do not want their future to be interrupted. These factors reflect both psychological characteristics and the common pressures experienced by young people.

Conclusion: the interviewees were quite open about the topic of abortion and unintended pregnancy. Their replies were quick and straight-forward, with little probing needed. However, most interviewees were not completely aware of the consequences of abortion. Most interviewees attributed the increase of unintended pregnancy-induced abortion rates in Vietnam to the influence of media and Western culture. They all agreed that this situation needs more attention and that a communication campaign addressing this issue is necessary. For the interviewees, the three most common reasons for choosing abortion were economic instability, familial and social pressure, and fear of falling behind in life. These are also the pressures commonly experienced in young people.

These findings were implemented into the analyzing of our campaign's target audience as well as building the character and their psychological development through the stages of our event.

Regarding access to abortion and reproductive health-related content:

100% of interviewees believed that social media platforms were an appropriate place to access such information. Of those interviewed, 73% prioritized concise, easy-to-understand content

with attractive and well-designed illustrations. Additionally, 45% of them mentioned the importance of credible and objective content.

Conclusion: Our group based on these findings about the interviewees' preferences to build a communication campaign through social media and an interactive event with well-designed images and short content to make the delivery of message most suitable to our audience.

2.1.3. Effective communication in advocating messages about health, such as abortion consequences and safe-sex

As discussed on the strategies that organizers can apply to reduce reactance and decrease the risk of audience resistance to persuasion mentioned before. These strategies include providing options for the audience (Shen, 2014) and using narrative messages (Moyer-Gusé & Nabi, 2010), and more.

The study conducted by Moyer-Gusé and Nabi (2010) in particular, was an important basis for our campaign as they monitored change in attitude towards unplanned pregnancy in their subject. In their study, Moyer-Gusé and Nabi (2010) created an experiment in which they showed 367 subjects either a narrative or non-narrative program about unplanned teen pregnancy's consequences. The results showed that subjects who watched the narrative program perceived a lower persuasive intent in the message and were more conscious of using protection against unplanned pregnancy than those who watched the non-narrative program. This was explained by the fact that the narrative message increased the audience's empathy and identification with the characters in the story, resulting in less reactance and more acceptance towards the message.

Examining media in practice has also revealed the effectiveness of applying user-generated content in communication campaigns. GoPro, a company that provides portable cameras perfect for capturing athletic movement, has gained success by applying UGC to spread their brand's name for free, with its name tagged in more than 6000 videos uploaded everyday to Youtube (Albee, 2015). A statistic from Ori Marketing Agency in Vietnam (2022) showed that UGC videos gained 12 times more customer interaction than other content formats, and advertisements that applied UGC also garnered more than 20% attention and can increase conversion rates to more than 28%, showing the effectiveness of UGC in marketing as well as spreading brand awareness.

Conclusion:

Our group based on these findings to implement in our communication campaign the two strategies, providing options and applying narrative messages, as well as UGC to reduce the risk of provoking our target audience and enhancing their acceptance of our message. In addition, the respondents' preferences for content related to abortion that were found in our in-depth interview were also used to direct our content, which is short, easy-to-understand and well designed.

2.2. Target audience analysis

2.2.1. Empathy Map

Based on the findings from our in-depth interview, we obtained an overview of our target audience's empathy map

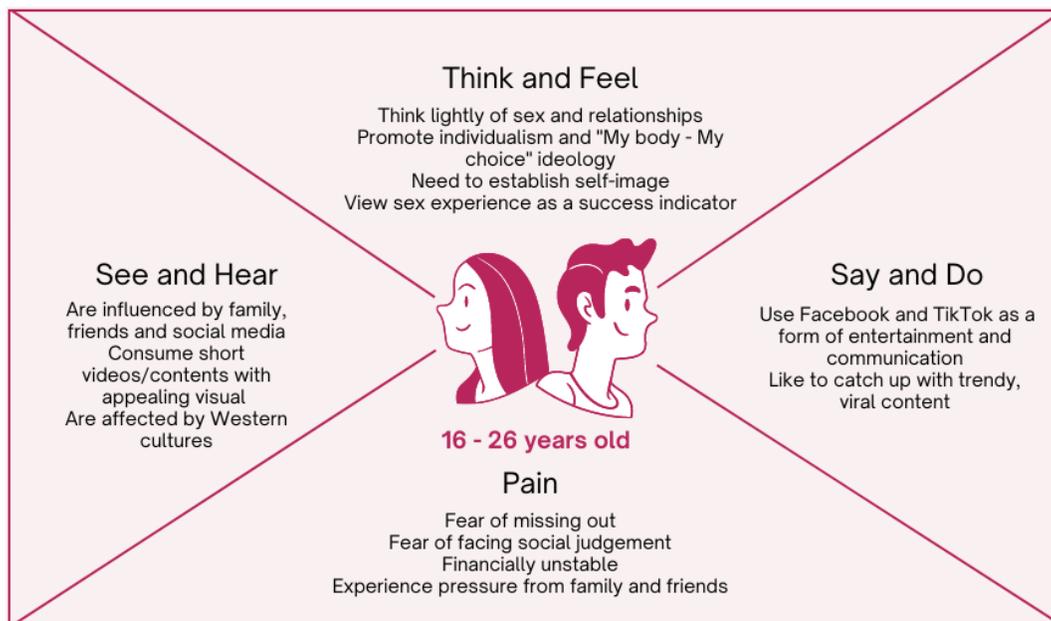


Figure 2. Empathy Map

- + **General Information:**
 - Gen Z from 16-26 years old.
 - Scope: Can Tho City.
- + **See and Hear:**
 - They are influenced by friends and family and social media and are affected by Western culture.
 - They view short videos with duration from 15 seconds to 1 minute, with short content and appealing visuals.
- + **Say and Do:**
 - They use Facebook, TikTok as a form of entertainment and communication and like to catch up with ongoing trends, viral content.
 - They have a passive approach to health related knowledge and most of them do not intentionally seek out information about abortion beforehand.
- + **Think and Feel:**
 - They think lightly of sex and relationships and view sex experience as an indicator of growth.
 - They promote individualism and “My body - My choice” ideology and have a need for self-assessment and establishing self-image.
- + **Pain:**
 - They have a fear of missing out and falling behind in life and are afraid of facing social judgment.
 - They feel the pressure from family and peers and are financially unstable.

2.2.2. Persona



Figure 3. Persona

Based on the obtained information from in-depth interview and target audience analysis, we developed these following insights:

2.3. Insight

- + Heavily affected by Western culture, leading to the rise of "My body - My choice" ideology among young people in Vietnam
- + Constant exposure to social networks with short video
- + Easily affected by successful social models; desire to establish self-identity.
- + Have a tendency to act on instinct.
- + A growth in acceptance of abortion. (Based on the data analyzed from Guttmacher Institute mentioned above)

2.4. Big Idea

From the target audience's insights and the current state of ineffective communication activities, it can be seen that young people are aware of the negative impacts of abortion but still act on instinct and lack careful thinking in reality. This is why we propose this communication campaign, with the message of reminding young people to think again before making decisions that lead to undesirable consequences. The campaign is carried out with the aim of limiting

unwanted pregnancy and raising awareness among young people about abortion, through a more accessible way of communication.

Think Twice - translate into Vietnamese: suy nghĩ lại lần nữa

The campaign delivered a message of, instead of acting on instinct, young people can actively choose their way of life by thinking carefully about the consequences before making decisions, specifically in the prevention of unintended pregnancy and abortion.

2.5. Media Strategy

The campaign used five media strategies, which are multi-channel, multimedia, short and well-designed content, and paid media. For multi-channel, the campaign used various sites with an offline event and online sites: Facebook, TikTok and landing page to increase accessibility to young people. Secondly, our communication campaign applied multimedia, where our content was delivered under different formats from short videos, infographic to educational mini games,... The content delivered was also created with a focus on well-designed images and short-length messages to make it easy to understand. Finally, paid media was used to advertise our campaign's fan page and posts on Facebook and TikTok to increase reach and promote campaign's content.

2.5. Media Tactic

There were five media tactics applied in our campaign, those included: user-generated content (UGC), trendy content, viral content, infographic, and social advertising. The first tactic is UGC, which is applied through small challenges and educational games on Facebook, and interactive event series - "Cô Gái Gamma", where participants experience the story, immerse themselves to feel and think about the situation of unwanted pregnancy, and their feedback and reaction was used as materials for our campaign and built the progression of our event. Secondly, the campaign created trendy content, to catch up with ongoing trends among the youth, and viral content, such as small challenges to increase media spread and audience engagement. In addition, the campaign used infographics to ensure that the delivery of heavy concepts such as abortion and reproductive health are easier and more appealing to consume. Finally, social advertising was applied for the campaign's TikTok and Facebook account, including the page and posts.

CHAPTER III. PLANNING

3.1. Overview of Master plan

General information

Campaign Name: THINK TWICE (translate into Vietnamese: Suy nghĩ lại lần nữa)

Tagline: SUY NGHĨ CẦN THẬN - QUYẾT ĐỊNH ĐÚNG ĐẮN

Campaign Objective: The media campaign focuses on raising awareness among young people about abortion through interactive social media activities to spread the message: SUY NGHĨ CẦN THẬN - QUYẾT ĐỊNH ĐÚNG ĐẮN

Media Objective:

Event:

- + 200 interactions (such as comments, offline activities participations)
- + 1000 views of “Cô Gái Gamma” video clips

Social media :

- + Facebook: 10000 reach and 500 page likes
- + Tik Tok: 500 views/clip with 100 followers
- + Landing page: gather 100 web visitors’ information

Post frequency: 1 to 2 posts/day

Implementation time: The campaign will be held for five weeks starting from June 19th to July 24th with the aim to provide information about the harmful effects of abortion, safe sex practices,... for over 10,000 target audiences.

Media selection: based on the campaign’s direction of strategy, and tactics, the chosen media channels are:

- + **Online:** Facebook, Tiktok and websites to convey messages, update character’s story and campaign’s progress, and highlight the risks of unsafe sex and abortion.
- + **Offline - event:** Based on the persona drawn from target audience analysis, our team developed an event called “Cô Gái Gamma”. The event will work as a story that revolves around a girl, whom we developed based on our built persona. Students can scan the QR code attached to the standee placed at Gamma Hall of FPT University Can Tho to view the story of “Cô Gái Gamma”, then vote and share their opinion about the situation.

With four phases, the character will tell the audience of her situation and the hardships that she’s going through when dealing with unwanted pregnancy. Her story will create a scenario where the audience can put themselves in and think about how to handle when faced with a similar situation.

- + **Paid media**

Three content pillars:

- + **The story of “Cô Gái Gamma”:** is the main content pillar, delivered in two forms: offline with QR code scanning activities and event series at the campus of Can Tho FPT

University, and online through frequent posting on Think Twice's TikTok and Facebook accounts.

- + **Reproductive health knowledge:** communicated through Think Twice's TikTok and Facebook accounts, includes: current situation and harmful effects of abortion; safe sex practices methods.
- + **Interactive content,** with mini challenges organized on campus and posted through Think Twice's TikTok and Facebook accounts, including: short interviews; online and offline mini games...

Location:

- + **Offline:** Can Tho FPT University’s campus
- + **Online:** Facebook, Tiktok, landing page

3.2. Action plan

PROCESS			PLANNING 05/06-18/06	IMPLEMENTATION 19/06-24/07	RESULT 25/07-03/08
Mode of Operation	Social Media Channel	Personnel in charge	Media Objective		
Online	Facebook	Phan Thao Anh	Within 45 days, KPI (coverage index) reached 10000 audiences through two forms online (Facebook and Tik Tok) and offline.	Boost brand awareness Increase web traffic Grow brand’s audience Promote content Connect with audience User Acquisition and Engagement Increasing user engagement Expanding user base	Go viral Improved engagements rates Grow audiences
	Tiktok	Le Vo Phuong Quyen			
	Landing page	Nguyen Dinh Thi Mai Nguyen Vo Minh Thy	Help audience better understand campaign Think Twice Help audience better understand “Cô Gái Gamma” story	Increase engagement for main social site (Facebook, Tiktok) Increase the credibility of the campaign	Performance Tracking

Offline	Event	Chung Pham Ngoc Yen Nguyen Vo Minh Thy	Determine the time, place, target audience, how the event works	User-generated content Expression: Users can share their thoughts, ideas, experiences and knowledge with others. Interaction: Users interact with others in their network by commenting, liking, sharing. Influence: UGC allows users to influence their community.	User-generated content Contest entries Reach Engagement Explore their reactions when dealing with unwanted pregnancy.
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Table 1. Campaign's Action Plan

Content plan

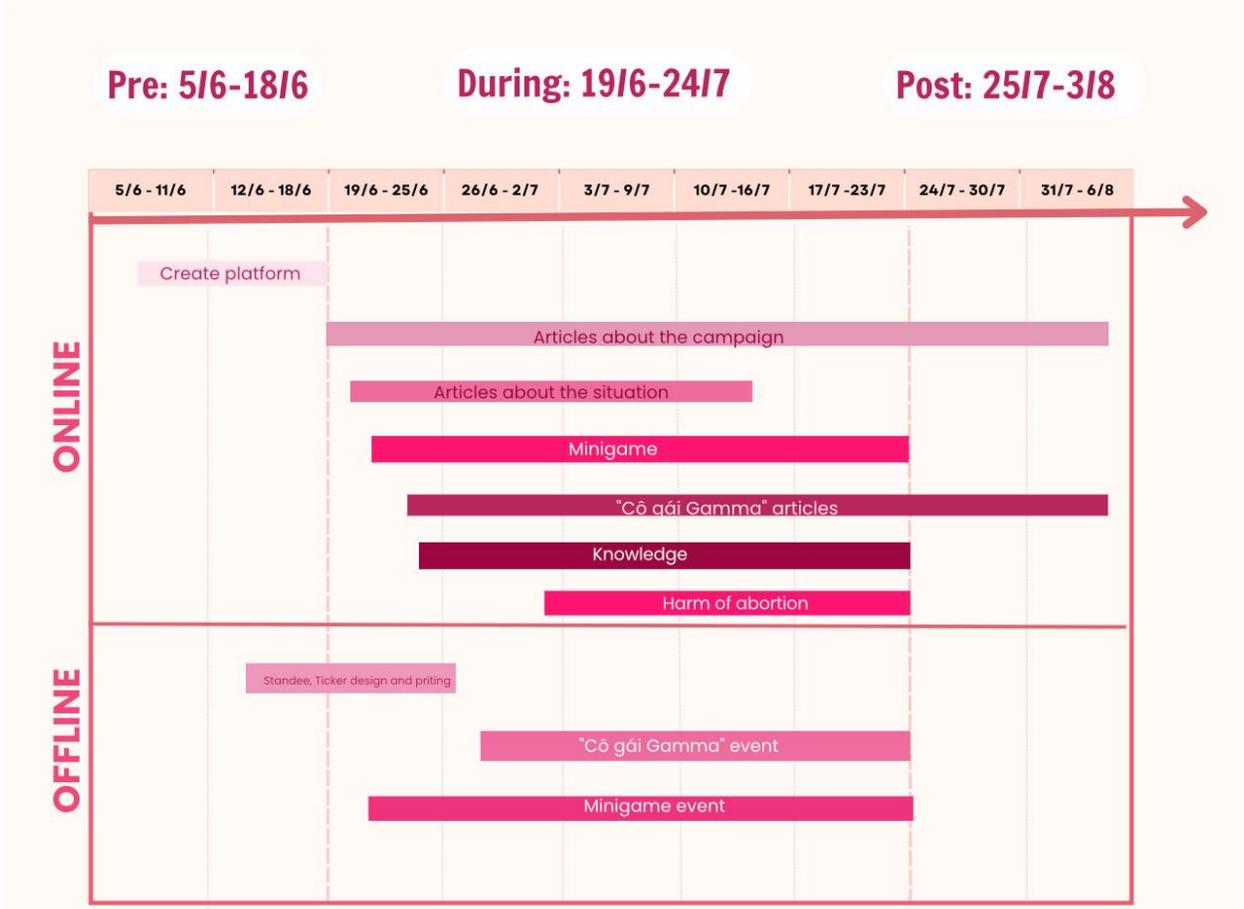


Figure 4. Content Plan

3.3. Budget and Resources

Estimated Budget

MC1501_THINK TWICE CAPSTONE PROJECT					
ESTIMATED BUDGET FOR THINK TWICE CAMPAIGN					
					Monetary unit: vnd
COMMUNICATION CAMPAIGN TO INCREASE YOUTH AWARENESS ABOUT ABORTION - THINK TWICE (19/06 - 24/07)					
NO.	CATEGORY	AMOUNT	UNIT PRICE	TOTAL	NOTE
EVENT					
1	Name tag	6	15,000	90,000	67 x 110 mm in size
2	Name card	8	5,000	40,000	Colored, hard paper
3	Standee	4	800,000	3,200,000	0.6 x 1.8m in size
4	Sweepstakes fill-in form	100	800	80,000	Couche paper
5	Prize	10	50,000	500,000	For the winning participants
6	Sticker	150	1,100	165,000	40 x 40 mm in size
7	Ballpoint pen	10	2,500	0	Available
8	Vote box	1	180,000	0	Size 15 x 15 x 15cm (mica) Student support
9	Table with cloth	1		0	Student support
10	Survey forms	50	2,000	100,000	
TOTAL				4,175,000	
Incurred Cost (10%)				417,500	
ESTIMATED BUDGET				4,592,500	
SOCIAL					
1	Landing Page	2	380,000	760,000	Weebly's monthly subscription
2	Facebook Ad	1	900,000	900,000	One month advertising
3	TikTok Ad	1	900,000	900,000	One month advertising
TOTAL				2,560,000	
Incurred Cost (10%)				256,000	
ESTIMATED BUDGET				2,816,000	
TOTAL					
1	Event			4,592,000	Incurred cost included
2	Social			2,816,000	
TOTAL				7,408,500 vnd	

Table 2. Campaign's Estimated Budget

Human Resources

Team member	Role	Description
Nguyen Vo Minh Thy CS140369	Leader - monitor campaign progress	Campaign management Monitor and report work progress Budgeting
Phan Thao Anh CS150498	Social Media - Facebook	Manage Facebook page Create content calendar Monitor content distribution Design cover photos for posts Verify quality of content before posting
Le Vo Phuong Quyen CS150547	Social Media - TikTok	Manage TikTok page Create content calendar Monitor content distribution Design cover photos for posts Verify quality of content before posting
Nguyen Dinh Thi Mai CS150366	Social Media - Landing page	Manage campaign's website Schedule posts focusing the storyline of the interactive character Direct website interface
	Logistics	Prepare materials needed during campaign
Chung Pham Ngoc Yen CA150843	Design	Design corporation identify program and materials used in events (standee, hashtags)
	Media production	Produce material videos for "Cô gái Gamma" Film and edit event recap video Media product - Campaign recap video

Table 3. Task Distribution

3.4. Risk management

The identified risks and methods of control are:

Factors		Type of risks	Method of control
Topic	Topics related to abortion are sensitive and difficult to reach	Strategic risk	Mitigation: Use of trendy and viral content to increase coverage Invest in visual elements with easy to digest information for knowledge-related content
People	May receive backlash from extreme abortion advocates	Strategic risk	Mitigation: Ensure that the main message delivered is open and emphasizes people's right to make their own decisions. Avoid stating personal opinions in all content made
	User-generated content gained contrary effect as expected - participant's interactions give no value in the shaping of the campaign	Strategic risk	Mitigation: Organize mini challenges activities, short interviews to encourage natural interaction with the audience. Provide in-event instruction and recommendation to guide participants into giving suitable responses.
Time	The occurrence of events coincided with school activities	Strategic risk	Mitigation: Preparing flexible plan that leaves space for adjustment to match with students' schedule at the campus
	Time constraints can lead to poor quality production	External risk	Acceptance: Being selective, define central content to prioritize and invest in.
Finance	Insufficient budget risks leading to under quality execution	Strategic risk	Mitigation: Build a defined budget, identify essential materials to invest in. Make use of available objects; flexible in gifts distribution for future activities

Content Delivered	Unappealing and denoting a sense of criticism for audience	Strategic risk	Mitigation: Apply visual elements with brief and concise information. Combine with other interactive content such as minigame, trendy content to encourage engagement. Ensure that the main message delivered is open and emphasizes people's right to make their own decisions.
	Information conveyed related to medical field (data relaying abortion situation, the effects of abortion and contraceptive methods) may be either lacking or inaccurate	Preventable risk	Avoidance: Find counseling from doctors working in the field to ensure credibility. Research and draw references from credible websites.
	The contents delivered are deviated from the direction of the original plan	Preventable risk	Avoidance: Allocate percentage of content pillars to control posts distribution.
	The story of the interactive event is not impressive and does not deliver the main message of the campaign	Preventable risk	Avoidance: Focus on exploiting content about the interactive events and to increase audience familiarity. Create activities such as giving gifts, leaving messages to encourage participants to follow the character's story.

3.5. Potential achievements

- + Increasing awareness of abortion among Can Tho FPT University's students.
- + Working as a form of reproductive health and reducing abortion rates advocacy.
- + A successful campaign can attract attention and engage students in the interactive character's story - "Cô Gái Gamma".
- + An interactive event in which the character shares her difficulties during an unintended pregnancy can create a simulated situation for students to put themselves in and think about how to handle when faced with a similar situation.
- + Additionally, the character's sharing of her story can illustrate to students the challenges of unintended pregnancy and the dilemma of abortion. This serves as a reminder for the youth to be more active in preventing and protecting themselves from unwanted consequences

CHAPTER IV. PRE-PRODUCTION

4.1 Timeline – Content plan

	PRE	DURING					POST
Time	05/06 - 18/06	19/06 - 25/06	26/06 - 02/07	03/07 - 09/07	10/07 - 16/07	17/07 - 24/07	25/07 - 03/08
Content	Prepare	Campaign introduction	The first week of “Cô gái Gamma”	Summer Vacation Week	Launch of Stage 2 of “Cô gái Gamma ”	Launch of Stage 3 “Cô gái Gamma ”	Campaign summary
Goal	Prepare contents to launch the project on schedule	Grab attention Make your audience understand your campaign message Viewers get to know and understand how to participate and interact with the event	Create empathy and interaction of the audience with the girl, raise awareness of the Think Twice message	“Cô gái gamma”updates regularly to stay engaged Content focusing on real stories, short interview clips	Increase the professionalism of abortion content	100 participants	Raise awareness; re-emphasizing the "My Choice" message
Main activities	Plan the upcoming progress of the campaign. Create and complete the interface of communication channels Facebook, TikTok, landing page Standee and logo design. Complete scenarios of event stages.	4 “Cô gái Gamma” event stage clips prepared. Prepare printing products: shirts, nameplates, standee, stickers, hashtags	Premiere of Phase 1 of “Cô gái Gamma”, taking place on 2 days 27/06 and 28/06	Filming, preparing clips of fetal graves Prepare videos and captions for stage 2.	Stage 2 premiere of “Cô gái Gamma”, which took place offline on 11/07 Prepare for Stage 3.	Stage 3 of “Cô gái Gamma”, taking place offline on 20/07 and 21/07 Prepare Stage 4: Announcing the results of the “Cô gái Gamma”	Compile data statistics, results and evaluate campaign

Table 4. Campaign’s timeline

4.2. Human Resources

Team member	Role	Description
Nguyen Vo Minh Thy CS140369	Leader - monitor campaign progress	Campaign management Monitor and report work progress Budgeting
Phan Thao Anh CS150498	Social Media - Facebook	Manage Facebook page Create content calendar Monitor content distribution Design cover photos for posts Verify quality of content before posting
Le Vo Phuong Quyen CS150547	Social Media - TikTok	Manage TikTok page Create content calendar Monitor content distribution Design cover photos for posts Verify quality of content before posting
Nguyen Dinh Thi Mai CS150366	Social Media - Landing page	Manage campaign's website Schedule posts focusing the storyline of the interactive character Direct website interface
	Logistics	Prepare materials needed during campaign
Chung Pham Ngoc Yen CA150843	Design	Design corporation identify program and materials used in events (standee, hashtags)
	Media production	Produce material videos for Cô gái Gamma Film and edit event recap video Media product - Campaign recap video

Table 5. HR

4.3. Scripts

4.3.1. Event Script

The event is interactive through 4 clips posted to Tiktok. Consists of 4 stages lasting 4 weeks. The progress of the clip in the next stage will be based on viewers' votes. Viewers can access it by scanning the QR code printed on the standee located in the school's Gamma Hall.

Contents of Event's stages:

Stage	Content	Offline	Online	Offline Places	Deployment time
Pre Event	Script preparation. Set up footage. Record clips. Edit clips in 4 stages. Prepare gifts. Printing.	Yes	No	Gamma Building Classroom	23/06 - 26/06
Stage 1	Upload the clip "Cô gái Gamma stage 1" to social media. Set up the event Organize a call to action on clips.	Yes	Yes	Gamma Hall	27/06 - 02/07
Stage 2	Upload the clip Cô gái Gamma stage 2" to social media. Set up the event Organize a call to action on clips.	Yes	Yes	Gamma Hall	10/07 - 16/07
Stage 3	Upload the clip "Cô gái Gamma stage 3" to social media. Set up the event. Set up check-in gifts. Organize a call to action on clips. Participant tracking. Gift giving.	Yes	Yes	Gamma Hall	17/07 - 23/07
Stage 4	Upload the clip "Cô gái Gamma stage 4". Engagement tracking.	No	Yes		

Table 6. Event's stages

4.3.2. Recap Event Script

The script recaps the whole process of preparing and implementing the “Cô Gái Gamma” event. The recap event scenario has been detailed in the appendix section with a total duration of 5 minutes

4.3.3. Media production script

Cô gái Gamma" 4-stage scenario

The 4 stage script “Cô gái Gamma” to create interaction for the event, viewers will have the role of voting and orienting for the next phase of “Cô gái Gamma” with a total duration of 5 minutes. The recap event scenario has been detailed in the appendix section

4.4. Budget

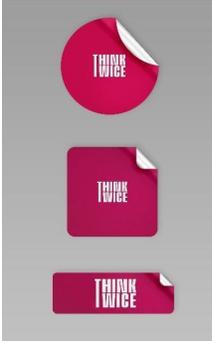
THINK TWICE CAMPAIGN EXPENDITURE					
Monetary unit: vnd					
COMMUNICATION CAMPAIGN TO INCREASE YOUTH AWARENESS ABOUT ABORTION - THINK TWICE (19/06 - 23/7)					
N O.	CATEGORY	AMOUNT	UNIT PRICE	TOTAL	NOTE
EVENT					
1	Name tag	6	15,000	90,000	67 x 110 mm in size
2	Name card	8	5,000	40,000	Colored, hard paper
3	Standee	4	800,000	3,200,000	0.6 x 1.8m in size
4	Sweepstakes fill-in form	100	800	80,000	Couche paper
5	Prize	10	50,000	500,000	For the winning participants
6	Sticker	150	1,100	165,000	40 x 40 mm in size
7	Ballpoint pen	10	2,500	0	Available
8	Vote box	1	180,000	0	Size 15 x 15 x 15cm (mica) Student support
9	Table with cloth	1		0	Student support
10	Survey forms	50	2,000	100,000	
TOTAL				4,175,000	
Incurred Cost (10%)				417,500	
ESTIMATED BUDGET				4,592,500	
SOCIAL					
1	Landing Page	2	380,000	760,000	Weebly's monthly subscription
2	Facebook Ad	1	900,000	900,000	One month advertising
3	TikTok Ad	1	900,000	900,000	One month advertising
TOTAL				2,560,000	

Incurred Cost (10%)		256,000	
ESTIMATED BUDGET		2,816,000	
TOTAL			
1	Event	4,592,000	Incurred cost included
2	Social	2,816,000	
TOTAL		7,408,500 vnd	

Table 7. Campaign's Estimated Budget

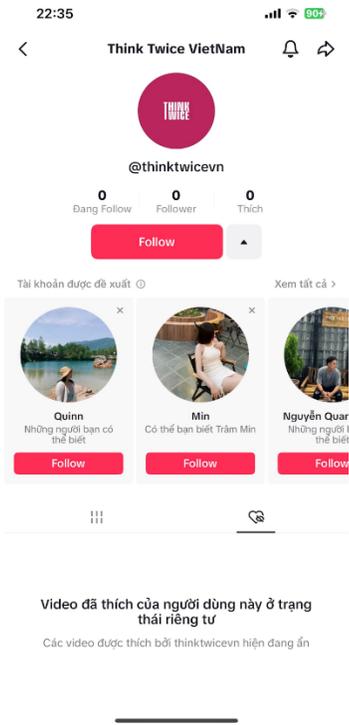
4.5. Design kit

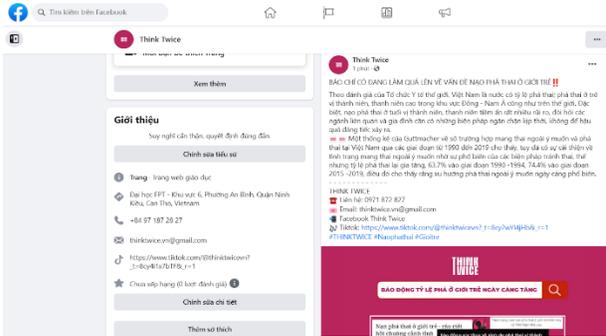
No	PRODUCT	AMOUNT	DESCRIPTION	COMMENT
BRAND IDENTITY				
1	Color coding	1		Color coding is used for original designs such as logos, standee, social posts, cover photos,...
2.	Logo	1		<p>Color codes used: #b8255d, #fafdfc</p> <p>The project logo is designed to be minimalist, using #b8255d colors to target young women with love. It feels eye-catching, bright and close.</p>

3.	Nameplate	30		Nameplate for Think Twice's member
4.	Stickers	120		Stickers as gifts for event participants or mini games on social media
5.	Organizer shirts	6		T-shirts for Event Organizers
EVENT				

1.	Hashtag	1		Used for participants to check in to the event
2.	Hashtag	1		Used for participants to check in to the event
3.	Hashtag	1		Used for participants to check in to the event

4.	Hashtag	1		Used for participants to check in to the event
5.	Standee	1		Main standee for the "Cô gái Gamma" event
SOCIAL				
1	Facebook cover photo	1		

<p>2. Landing page theme demo</p>	<p>1</p>		<p>Used to introduce the project, introduce the character experience "Cô Gái Gamma"</p>
<p>3. Tiktok interface demo</p>	<p>1</p>		

<p>4.</p>	<p>Demo facebook post</p>	<p>1</p>		<p>Thoughtful content and images, attached to other social media of Think Twice</p>
<p>5.</p>	<p>Demo Tik Tok post</p>	<p>1</p>		<p>According to the modern concept, eye-catching images impress viewers, the content is neat and easy to understand.</p>

CHAPTER V. IMPLEMENTATION/ PRODUCTION AND DISTRIBUTION

5.1. Overview of the Implementation Plan

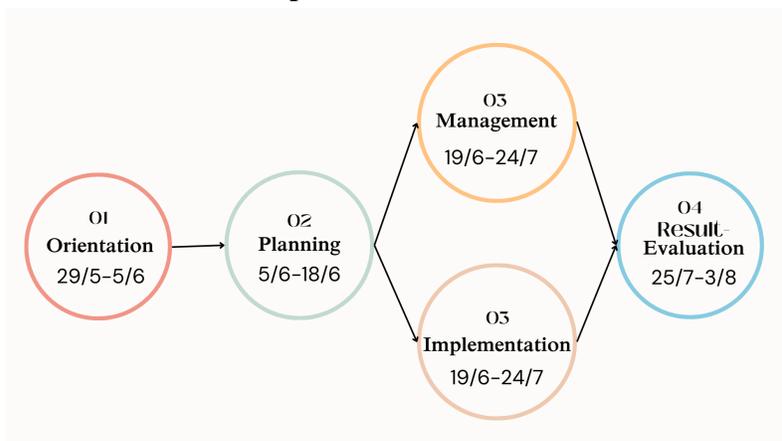


Figure 4. Implementation Plan

Orientation: Research strategies, tactics and plan appropriate exams; ensure content is focused on the content pillar.

Planning: The implementation period of the campaign is from 19/06/2023 – 24/07/2023 and goes through 3 stages. The first phase of the campaign, from June 5 to June 18, prepares the launch content for the project. From June 19 to July 24, campaign is implemented in 5 weeks, with a main focus on communication in aspects such as knowledge, “Cô gái Gamma”, minigame, interview clip, Ending The campaign from 25/07/2023 - 03/08/2023 is the time to evaluate the campaign, reinforce the message, raise awareness, emphasize "My choice", the focus clip Recap the event, Recap the campaign.

Implementation: Focus on online and offline to support each other in the process of conveying messages, raising awareness of the target audience. Each member takes on each item, to make work more efficient. Each member is in charge of the duties listed below.

Member	Duties in charge
Nguyen Vo Minh Thy	<ul style="list-style-type: none"> + Synthesis of collected data + Financial expenditure management + Printing uniforms, logos + Recording recap event + Buy gifts for the event
Phan Thao Anh	<ul style="list-style-type: none"> + Manage Facebook Fanpage, posts + Design post content + Call for interaction + Script event recap + Video editing
Le Vo Phuong Quyen	<ul style="list-style-type: none"> + Manage TikTok, Edit post content + Search for partners + Assist in arranging and moving for the group during the operation + Support printing media publications + Media production script, teaser + Contact a partner

Nguyen Dinh Thi Mai	<ul style="list-style-type: none"> + Undertake to write content, knowledge articles + Video editing + Writing scripts for interviews, Media scripts + Writing media production scripts + Build Landing page + Contact schools and partners for preparation
Chung Pham Ngoc Yen	<ul style="list-style-type: none"> + Undertake brand identity design + Contact relevant parties to borrow locations and tools + Edit media production + Support to increase interaction for the group and contact the media support club. + Campaign recap

Management: Online activity frequency number of 2-3 posts/day, focusing on safe sex knowledge, abortion harms and “cô gái Gamma” experience character; The frequency of offline activities is usually about 2-3 days a week from 19/06 to 24/07

Result – Evaluation: Collect and evaluate data from 2 platforms Facebook, Tiktok as well as participation at weekly events.

From the above overview when implementing the plan, the team draws the following assessments:

Advantage	<ul style="list-style-type: none"> - Compared to the plan set out impart Achieve the requirements and objectives that the plan originally set out - Reasonable time allocation, the campaign ends as originally planned - Content extracted from reputable sources, carefully designed, Diverse content on platforms - The form of the product is invested in terms of sound, effects, and accessibility - Get a lot of attention and compliments.
Restrict	<ul style="list-style-type: none"> - The landing page did not meet the plan - Failure to cooperate with doctors and medical staff for sensitive topics

5.2. A Scope Statement

General information

- Campaign Name: **THINK TWICE** (translate in Vietnamese: **Suy nghĩ lại lần nữa**)
- Tagline: **SUY NGHĨ CẦN THẬN – QUYẾT ĐỊNH ĐÚNG ĐẮN**
- Objectives: The media campaign focuses on raising awareness of young people about abortion through social media activities to spread the message: **SUY NGHĨ CẦN THẬN – QUYẾT ĐỊNH ĐÚNG ĐẮN**
- Offline location: FPT Can Tho University campus
- Online places: Facebook, Tiktok, Landing page
- Post frequency: 1-2 posts/day

- Reach goal: 200 offline interactions and 1000 views for “Cô Gái Gamma” story
- Implementation period: The campaign will run for 5 weeks from 19/06 to 24/07/2023 to ensure that the campaign will provide more information about abortion harms and safe relationships,... for more than 10,000 target audiences.

Plan scope description

The campaign aims to raise awareness about unwanted pregnancies and abortions among adolescents today, especially women aged 16-26 years in Can Tho area.

The overall results achieved: the project has followed the original goal, closely following the online and offline base plans on Gen Z 16-26 years old, media content routes ensure to provide knowledge. At the end of the project, it sends a message to young people about taking responsibility for their choices, avoiding abortions during unintended pregnancies.

Plan constraints:

Restrict	Influence
Manpower	Some of the goals such as landing pages were made and done from the beginning, but due to technical errors in domain creation by Weebly partners, the page did not have a beautiful domain name, and the page was lost near the end of the campaign
Time	The contents are produced in parallel, so it is difficult to invest in brainpower for the product, leading to not keeping up with the content schedule
Skill	It is difficult to negotiate with partners, so it is impossible to find a reputable professional doctor, partly due to sensitive topics.

Plan acceptance criteria:

Exceeded the set target, ensure on schedule of the campaign, initial tactics, specifically, According to the plan, the offline channel needs to get 200 interactions, the online channel needs to reach 10,000 reach and the actual, the offline channel has a total of 3 stages with about 392 participants, of which total online reach on Facebook is 11,912 and Tik Tok is 13,000 video views.

Plan deliverable:

According to the proposed plan, Offline - Event aims to reach 200 interactions (such as comment, views,...); Total 1000 views of “Cô Gái Gamma " story. While with Online, Facebook aims to gain 1000 reaches, 500 page likes; Tik Tok: 500 views/clip, 100 followers; Landing page: collect information of 100 web visitors.

Personnel in charge

Member	Duty	Describe
Nguyen Vo Minh Thy CS140369	Leader - Progress management	Campaign management Track and report work progress Budget your campaign Write a report
Phan Thao Anh CS150498	Social media - Facebook	Manage your project's Facebook page Schedule posts Article content orientation Design cover photos for posts Edit, browse the content of posts
Le Vo Phuong Quyen CS150547	Social media - TikTok	Manage your project's TikTok page Schedule TikTok posts Article content orientation Design cover photos for posts Edit, browse the content of posts
Nguyen Dinh Thi Mai CS150366	Social media - Landing page	Project site management Schedule posts around the “Cô Gái Gamma”l story Content writing, interview scripts Site interface orientation
	Logistics	Prepare props and materials during the campaign
Chung Pham Ngoc Yen CA150843	Design	Design an identity for your campaign Design products for the event
	Editing	“Cô Gái Gamma” story clips Event recap clip Media products (campaign recap clips)

Table 8. Personnel in charge

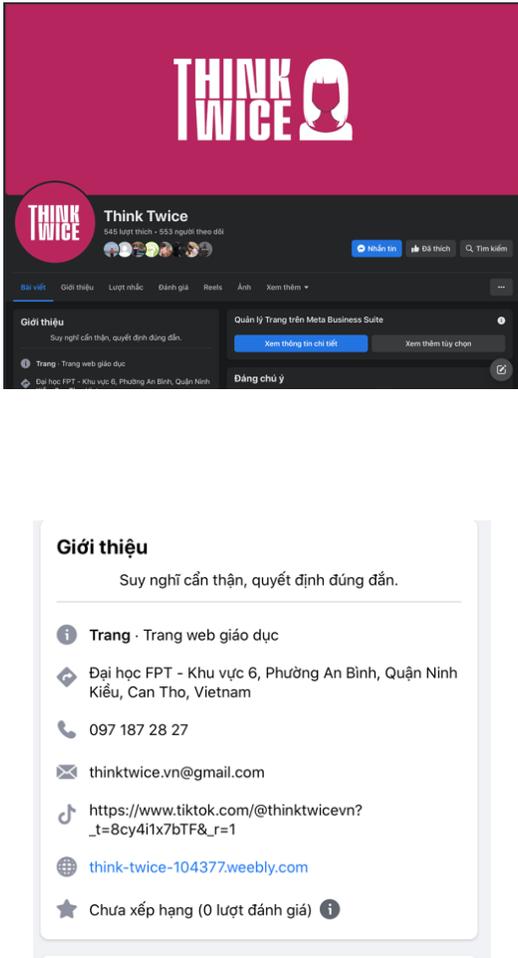
Real budget expenditure

FPT CAN THO UNIVERSITY				
MC1501_ THINK TWICE PROJECT				
TOTAL EXPENDITURE				
No.	CATEGORIES	AMOUNT	UNIT PRICE	INTO MONEY
EVENT				
Media publications				3.006.000
1	Standee	1	620.000	620.000
2	Sticker	8	30.000	240.000
3	Handheld hashtag	4	70.000	280.000
4	Formex caption “Cô Gái Gamma”	1	60.000	60.000
5	Decal glued standee	2	30.000	60.000
6	Nameplate	6	3.000	18.000
7	Nameplate strap	30	45.000	1.350.000
8	Nameplate cover	6	30.000	180.000
9	QR Codes photo	1	8.000	8.000
10	T – shirt (sponsored 500.000vnd)	6	115.000	190.000
Gift Event - Stage 1 “Cô Gái Gamma”				236.000
11	Booklet	4	9.000	36.000
12	Hair tie	4	11.000	44.000
13	Keychain	4	7.000	28.000
14	Write	4	7.000	28.000
15	Sticker	2	50.000	100.000
	Minigame gifts			70.000

16	Hair tie	10	7.000	70.000
			SUM	3.312.000
SOCIAL				
17	Public landing page (1-month plan)	1	306.000	306.000
18	Facebook Ads (by Day)	7	15.000	105.000
	TikTok Ads			
19	Advertisement by day - Project teaser	3	41.667	125.000
			SUM	536.000
SPINNING				
20	Car rental	1	600.000	600.000
21	Refueling	1	150.000	150.000
22	Charitable	1	300.000	300.000
23	Candy/Milk Charity	1	150.000	150.000
			SUM	1.200.000
TRIVIA				
24	Cafe Interview	1	18.000	18.000
			SUM	18.000
TOTAL				5.048.000

Table 9. Real budget expenditure (Actual expenditure between 12/06 and 10/07)

5.3. Outline of Deliverables

No.	PRODUCT	DESCRIBE	COMMENT
SOCIAL			
1	Official logo		<p>Color codes used: #b8255d, #fafdfc</p> <p>The project logo is designed to be minimalist, using #b8255d colors to target young women with love. It feels eye-catching, bright and close.</p>
2	Facebook interface		<p>The content and images are thoughtful, eye-catching, synchronous with the main color.</p>

GIẢI Ô CHỮ CÙNG THINK TWICE

THAM GIA ĐỂ HIỆN PRIZES THƯỜNG HẤP DẪN NHÉ!

- Tên một nhân vật gần liên với dự án của chúng mình
- Một biện pháp tránh thai tự nhiên, nhưng chỉ hiệu quả 75%
- Biện pháp tránh thai phổ biến nhất, vào có tác dụng phòng ngừa bệnh lây qua đường tình dục
- Một dụng cụ hình chữ T đưa vào tử cung để ngăn chặn trứng thụ thai
- Tên của một thành phần chính trong thuốc tránh thai
- Tên tiếng anh của vòng tránh thai là: ...Device
- Điền vào ô trống "...". - Quay lại định danh đến
- Tên của chúng mình (quá dễ nhé)
- Ghép lại chúng ta có ... - Một thông điệp chúng mình muốn gửi gắm đến các bạn

GUESS THE CODE

30 34 bình luận 12 lượt chia sẻ

THINK TWICE

10 bình chọn

19 Hủy phá bỏ

90 Giữ lại con

MINH NÊN PHÁ HAY GIỮ CON?

Hủy phá bỏ 17%

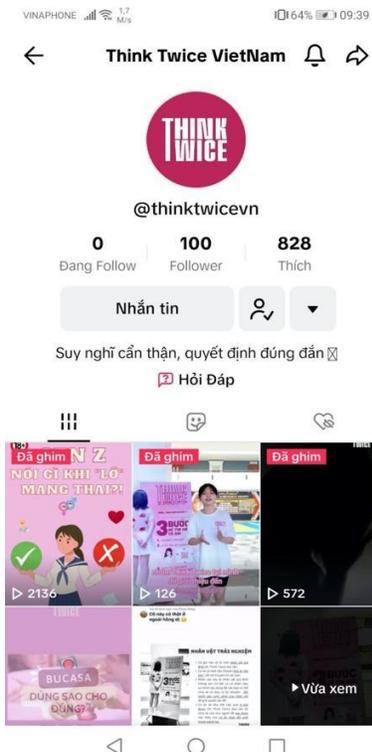
Giữ lại con 83%

0:02 / 0:59

19 6 bình luận

3

Tiktok interface



According to the modern concept, eye-catching images impress viewers, the content is neat and easy to understand.

4

Landing page



Thời gian sự kiện

Cô Gái Gamma là gì?

Đây là nhân vật trong câu chuyện được kể từ góc nhìn của những người.

Cô là một câu chuyện kinh điển "tạp giã" của thế hệ trước.

Nhân vật này không đồng ý để anh chỉ nói về cô nhân vật, mà anh nhân vật mới định hướng về các bạn có thể để nhân vật cuộc sống của nhân vật về từ những góc nhìn những cái đó.

Những bài nhạc của các bạn sẽ làm nên câu chuyện về định hướng làm việc của cô gái.

26 Tháng 6 - 23 Tháng 7

Câu chuyện Cô Gái Gamma - Cập nhật thường xuyên tại sảnh Gamma của Đại học FPT Cần Thơ

[Hãy đến xem và theo dõi nhé!](#)

4 giai đoạn của Cô Gái Gamma



Suy nghĩ cẩn thận - Quyết định đúng đắn

[#thinktwice](#)



Chúng ta luôn ở một góc nhìn khác nhau, cùng một vấn đề sẽ có rất nhiều góc nhìn khác nhau, trong cùng một vấn đề thì có rất nhiều góc nhìn khác nhau.

Chúng ta luôn ở một góc nhìn khác nhau, cùng một vấn đề sẽ có rất nhiều góc nhìn khác nhau, trong cùng một vấn đề thì có rất nhiều góc nhìn khác nhau.

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MỤC TIÊU DỰ ÁN

Lan Toả Thông Điệp

Với thông điệp "Suy nghĩ cẩn thận, quyết định đúng đắn" để lan truyền thông điệp của các bạn trẻ của thế hệ trước, nghĩ kĩ trước khi đưa ra quyết định, phải có các nhân vật chính của nhân vật của nhân vật để không bị lạc hướng, bởi họ có ảnh hưởng rất lớn đến tương lai của nhân vật.

Nâng Cao Nhận Thức

Nâng cao nhận thức cho thế hệ trẻ về tầm ảnh hưởng nghiêm trọng khi mang thai ngoài ý muốn, đặc biệt là phụ nữ và nhân vật của nhân vật của nhân vật quyết định trong việc quan hệ an toàn để không xảy ra tình trạng đáng tiếc.

Liên hệ với chúng tôi

Các kênh hoạt động chính của Think Twice - nơi chúng tôi cung cấp những kiến thức, những câu chuyện thú vị xoay quanh vấn đề này nhé!



Used to introduce the project, introduce the character experience "Cô gái Gamma"

EVENT

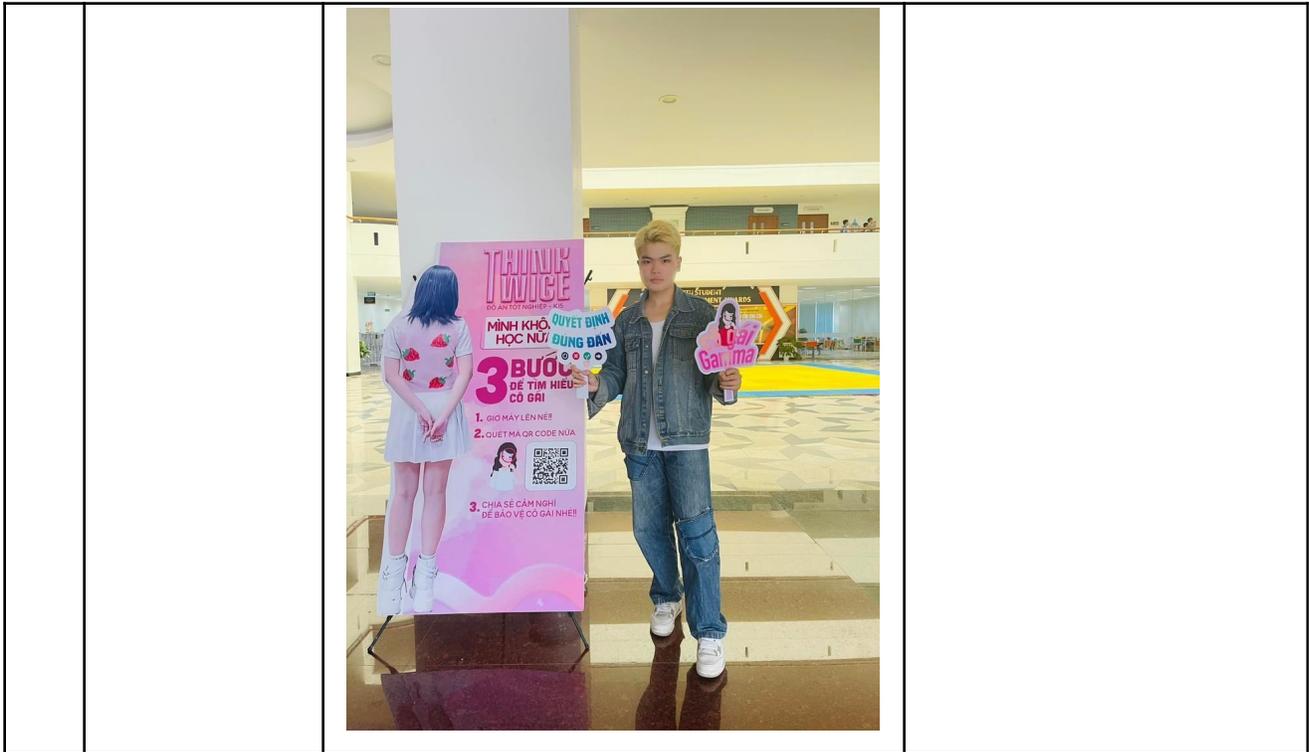
5	Standee		Main standee for the “Cô Gái Gamma” event
6	Sticker		Stickers as gifts for event participants or mini games on social media

7

Hashtag

Used for participants to check in to the event





8

Organizing committee shirt



T- Shirt for Event Organizers

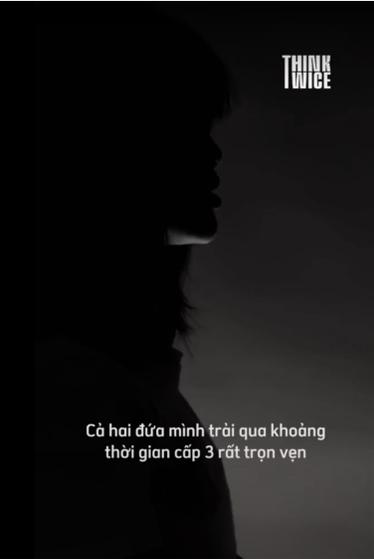
9

Nameplate



Nameplates for the organizers Think Twice and Straps for the event

MEDIA PRODUCTION

<p>10</p>	<p>Clip recap event</p>		<p>Link clip: Link</p> <p>Horizontal frame, with FPT logo and campaign logo</p>
<p>11</p>	<p>“Cô Gái Gamma” clips</p>		<p>Link Stage 1: “MÌNH PHẢI LÀM SAO ĐÂY?!”</p> <p>Link Stage 2: “MÌNH KHÔNG HỌC NỮA”</p> <p>Link Stage 3: “TÔI MỆT MỎI, TÔI MUỐN...”</p> <p>Link Stage 4: “TÔI CÒN SỐNG, NHƯNG...”</p>

12	Recap Think Twice Campaign		Link clip: Link
13	Media product		Link clip: Link

- **Initial expectation and realized figures on July 10th, 2023**

	Initial expectations	Now (10/07/2023)
Facebook	10000 reach	4024 reach
	500 page likes	543 page likes
	500 followers	550 followers
TikTok	100 followers	98 followers
	500 average views	308 average views 4,403 video views 145 reviews
Landing page	500 visits	Incomplete

Event	200 students interact with “Cô Gái Gamma” event	Not yet completed
	1000 views for “Cô Gái Gamma” story through all 4 stage videos	652 clip views for First Stage

5.4. Task Due Dates

Week	Time	Content	Channel
Week 1 (Already) - Introducing the Think Twice project and the upcoming “Cô Gái Gamma” event	19/06 - 25/06	<ul style="list-style-type: none"> • Viral posts, interactive minigames to promote the campaign • About key channels of activity • “Cô Gái Gamma” Teaser 	<p>Online - Facebook and TikTok</p> <p>Offline - interactive minigame with the audience</p>
Week 2 (Already) - Premiere of “Cô Gái Gamma” First Stage	26/06 - 02/07	<ul style="list-style-type: none"> • Engage with the audience during the event • “Cô Gái Gamma” post and actual photos at the interactive event • Posts about abortion, safe relationships 	<p>Offline - standee code scanning events</p> <p>Online - Facebook and TikTok</p>
Week 3 (Already Underway) - Keep Audience Engaged During Summer Break	03/07 - 09/07	<ul style="list-style-type: none"> • Clip interview real story • Posts about safe sex 	Online - Facebook and TikTok
Week 4 (Forthcoming) - Premiere of Phase 2 of “Cô Gái Gamma”	10/07 - 16/07	<ul style="list-style-type: none"> • Engage with the audience during the event • “Cô Gái Gamma” post and actual photos at the interactive event 	<p>Offline - standee code scanning events</p> <p>Online - Facebook and TikTok</p>

		<ul style="list-style-type: none"> • Posts about the harms of abortion • Knowledge minigames - Crossword puzzles • Interactive mini game posts to promote fanpage 	
<p>Week 5 (Forthcoming) - Premiere of Stages 3 and 4 of “Cô Gái Gamma” End of campaign</p>	17/07 - 24/07	<ul style="list-style-type: none"> • Engage with the audience during the event • Lobby check-in with the audience voting on the Girl's decision to keep or break 	<p>Offline - check-in event voting</p> <p>Online - Facebook and TikTok</p>

Table 10. Task Due Dates

The link to our campaign’s detailed table of plan is attached in the Appendices section below

5.5. Risk and Management

Restriction	Improvement
The content transmitted has not been optimized	<ul style="list-style-type: none"> - Take advantage of viral content to attract engagement - Recraft existing content to create new content
The content related to professional knowledge about obstetrics and abortion is not really attractive	<ul style="list-style-type: none"> - Match with design to visualize content
Content routes do not ensure progress, thematic posts are not at the right weight	<p>Clearly define the proportion of content routes with:</p> <ul style="list-style-type: none"> • 35% of the content revolves around abortion • 35% of the content is about the interactive character “Cô gái Gamma” • 30% interaction (including minigames, funny photos, event streams)
Having difficulty contacting a medical professional for support	Transition to a different approach (Sources of scientific reports,)

Technical errors when making landing pages	Focus on investing in Facebook and Tiktok platforms.
--	--

Challenge and solution

	Challenge	Solution
Social media	Sensitive content	Avoid subjective opinion
	Hard to reach out to experts for support	Consult reputable sources
	It takes a lot of time and money to produce new content	Content syndication
Event	Difficult to attract attention from student	Take opportunities by creating trendy content on standee
	Standee, interaction (scanning a gift code), can be costly	Save printing costs when reuse standee
	The event was overlapped with summer holiday break	Flexible schedule ssssssssssssssssssssssssssssss

5.6. Distribution

+ On Social Media platform

Platform	Number of posts	Total reach	Total interactions	Objective
Facebook	79	11.912	1,600 - 1,700	Compared to the original plan of 1-2 articles/day, this number is increased to 2-3 articles/day, thereby increasing the reach

Tik Tok	29	13000	2614	Good offline activity promoted the reach, especially in stage 3
Landing Page	2	Incomplete	Incomplete	Technical errors should not accomplish the goal

Table 15. Social engagement dashboard

+ Offline event: “Cô gái Gamma” event

The event, which will take place from June 19, 2023 to July 24, 2023. At the Offline event, participants will be scanned with a QR code to enter the Tiktok platform, then leave a comment on the posts. From the Offline event participants will interact Online with “cô gái Gamma”. From those interactions, got 131 votes in Phase 3 for “Cô gái Gamma” that she should keep or abort. Along with that, a writing event about harm attracted 94 participants who shared their views on the experience character's decision to have an abortion into stage 3.

Stage	View of Tiktok	Engagements of Tiktok
Stage 1: “Mình phải làm sao đây?!”	761	- Like: 137 - Comments: 97 - Shares: 12
Stage 2: "Mình không học nữa!"	293	- Like: 17 - Comments: 13 - Shares: 10
Stage 3: "Tôi mệt mỏi, tôi muốn..."	5355	- Like: 843 - Comments: 47 - Shares: 8
Stage 4: "Tôi còn sống, nhưng... (Sự lựa chọn cuối cùng)"	207	- Like: 9 - Comments: 10 - Shares: 2

Table 16. Interactive dashboards through each stage

CHAPTER VI: POST-PRODUCTION & EVALUATIONS

Think Twice campaign is carried out with two purposes:

- + Raise awareness of Gen Z about the issue of unintended pregnancy induced abortion.
- + Provide reproductive health information.

To bring about these goals, we had carried out a communication campaign with the name "Think Twice - Suy nghĩ cẩn thận, Quyết định đúng đắn"; Specifically through 02 social media platforms: Facebook; Tiktok and a series of interactive events -" Cô Gái Gamma"

6.1. Results of campaign

Overall, the campaign ensures target orientation; specifically:

6.1.1. Target audience

- + Offline: In total, all three event phases gained approximately 392 interaction aged 19-23.
- + Online: 65% reach is female from 18-24 years old.

6.1.2. Campaign Content

Content 70% - 75% of knowledge on reproductive health content is delivered through Think Twice's channel, including:

- + **Content facebook:** 79 posts, Reproductive health knowledge/ "Cô Gái Gamma"/interactive minigame with 38/37/25(%) distribution respectively, ensuring the initial proportion set in the planning stage of the campaign.
- + **Content tiktok:** 29 posts. Reproductive health knowledge/ "Cô Gái Gamma"/interactive minigame with 38/31/31(%) distribution respectively, ensuring the initial proportion set in the planning stage of the campaign.
- + **Landing page:** 93 visits with 47 unique visits in a span of 2 weeks from July 5th to July 19th. Our landing page did not achieve planned requirements due to: short uptime; the platform provider experienced technical problems.
- + **Event "Cô Gái Gamma":** 392 total event interactions, exceeding 96% the original target of 200 interactions. A majority of participants understood the character's story and gave advice for the character, which shaped the next stage of the story on Tiktok.

6.1.3. Survey after campaign

The event "Cô gái Gamma" consisted of 4 stages:

- + Stage 1: "Minh phải làm sao?"
- + Stage 2: "Minh không học nữa!."
- + Stage 3: "Tôi mệt mỏi, tôi muốn..."
- + Stage 4: "Tôi còn sống..." (Sự lựa chọn cuối cùng)

Result:

All stages of the event: 392 total event interaction with 167 comments offering opinions on the character's situation on social media.

Stage 3 of the event (because this is the final decision stage for stage 4 whether to keep or abort the baby, votes should be used and the results are produced): 131 voted for the girl’s decision to keep or end her pregnancy , 94 people shared what they know of the negative effects of abortion at stage 3 of the event.

The event took place in 5 weeks and had received considerable attention and interest from students, who had closely followed the story line and gave advice for each phase (especially K17 and K18).

6.1.4. Results of communication objective

Facebook	Tiktok
<ul style="list-style-type: none"> ● Total reach: 11.912 ● Page visit: 2.247 ● Post with most reach : Project Introduction with 7.000 reach ● Likes: 580. ● Engagement: 6.579 ● Audience: 34.3% aged 18-24, 47,9% aged 25-34. 	<ul style="list-style-type: none"> ● Follow: 123 followers (65% female, aged 18-24) ● View: 13.000 views ● Total like: 1,925 likes ● Total share: 55 shares

Table 13. Communication result (27/07/2023) (1)

	Facebook	Tiktok	Highlight	Evaluation
Audience	55% female aged 18-24 45% male aged 18-24.	65% female aged 18-24	-Gained interest of 210 offline participants aged 19 - 23 -Event’s stage 3: received 94 opinions of abortion’s harmful effects.	-Reached target audience - female gen z. -During its implementation , the project has attracted considerable attention from young people, especially gen Z from FPTU Can Tho

<p>Type of Content</p>	<p>79 posts total, with 30 informative posts on abortion consequences and related issues. 29 posts on the interactive character - “Cô Gái Gamma”, 20 posts of minigames to increase interaction with the audience.</p> <p>-With 38/37/25(%) respectively ensuring the initial content distributions.</p> <p>-Post frequency: 2-3 posts/ day, with a focus on information about safe sex practices; abortion and related issues; and interactive character Cô Gái Gamma.</p>	<p>31 posts total, with 11 informative posts, 10 posts on “Cô Gái Gamma”, 9 mini game posts and 1 recap.</p> <p>-Post frequency: 1-2 posts/ day, with a focus on information about safe sex practices; abortion and related issues; and interactive character “Cô Gái Gamma”.</p>	<p>-Informative posts have 200 – 300 reach on average. With content about fetus graves gathered 900 reach.</p> <p>-Mini game gained 1200 reach</p> <p>-Video stage 3 of “Cô Gái Gamma” had the most views with 4118 views on Tiktok.</p>	<p>-A majority of gen Z audiences prefer brief and intriguing content. Especially posts with trendy and visual interactions content.</p>
<p>Feedback</p>	<p>“Giữ fanpage đi tui thấy hay mà, tui học bên y thấy giờ tụi nó sống thoáng lắm.”</p> <p>“Có page như Think Twice cũng đỡ, lên lướt đọc có thêm thông tin.”</p> <p>“Hoàn thành đồ án tiếp tục đi bài tương tự đi thấy khá hay.”</p>		<p>In an interview at the final stage of the event series, four respondents shared a wish for the campus to have more projects with similar topics. They suggested that the campus should organize workshops on this "sensitive" but practical topic.</p>	<p>The project had experienced some difficulties, however audience encouragement had contributed to the successful outcomes of the project.</p>

Table 14. Communication result (27/07/2023)(2)

6.2. Evaluation

6.2.1. Media Strategy

The result is that the campaign has completed the planned communication strategy including 5 strategies. Firstly, the content is short and direct: social media channels include Facebook and Tiktok. Secondly, visualize the delivered content: 100% of articles focus on the visual element. Third, multi-channel: Combining online and offline (03 online platforms and offline event series). Next, diversify content: images, infographics, interactive games, clips... And finally paid media for Tiktok and Facebook, includes the page and posts.

6.2.2. Media Tactics

The campaign has completed 6 communication tactics planned in the planning section. Firstly, top tactical user-generated content that both creates a natural experience and increases media virality. Secondly, the strategy is applied through educational games (Facebook) and interactive events - giving advice to characters through offline activities and Tiktok. Additionally, the group takes advantage of popular social networking content to increase Reach: Facebook, Tiktok and websites. Viral and trendy content are also applied through creating reproductive health information games, "Think Twice Challenge", catch up with the trend of 'changing Vinamilk profile'...Finally, visual elements are applied by creating infographic and beautiful designs. In the end, the project has good results in paid media.

6.2.3. Media Plan

Compared to the set targets, the communication results show:

- + Facebook: achieved 119% of the set reach (plan 10,000, results achieved 11,912 reaches), achieved 100% of the goal of page likes. However, this is the number of active likes in running ads to increase reach and create attraction
- + TikTok: 23% more than the original goal of following the page, this is the organic number (plan 100, gain 123 followers)

6.2.4. Budget and Expenses

+ **Estimated budget:** 7,408,500 vnd

+ **Actual expenses:** 5.285.000 vnd

Evaluation: It can be seen that the project had effective budget use, with 71.3% of the estimated budget spent. We had achieved that by: utilizing available items, using 1 standee for all event stages; flexible change of the prices given; being selective in materials needed.

However, limitations in some items had made the standee setup process experienced certain difficulties.

CHAPTER VII. CONCLUSIONS

7.1. Conclusion

The project achieved the original goal within 5 weeks (June 19th - July 23rd, 2023) implementation time following the online and offline communication plan based on target audiences' insight, reaching the audience through communication channels, fast, concise, creative special content but trendy visual information. The content posted ensured the initial distribution of the content pillars and the content providing knowledge on reproductive health, including information on safe relationships, the current situations and harmful effects of abortion, were ensured in quantity as well as quality. A message was delivered to young people about being responsible for their own choices to avoid falling into the case of unintended pregnancy following abortion.

Think Twice chose a sensitive and highly in-depth topic, however the campaign had received support and recognition from a number of experts and support from young people - Think Twice target audience.

7.2. Limitations and Challenges

During the implementation process, the campaign had experienced some boundaries in time and budget, a difficulty that appeared when the team could not contact sponsors, which posed an issue in executing and limiting the scale and scope of the campaign. The lack of filming equipment also affected the quality of production. The nature of the topic about abortion was sensitive and was partially the reason the team experienced difficulties in reaching out for sponsors and experts. Finally, the members lack in-field experience, as a result the campaign had faced various challenges.

7.3. Recommendation

Campaigns with specific topics, especially in health, require preparation and support from in-depth experts, communicators should reach out to sponsors in advance to receive support in budget and other aspects of future campaigns. Finally, more organizations with related fields to reproductive health should help spread awareness and limit the case of abortion among young people in society.

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Appendices

Materials used for content posted online

No	Classify	Content	Link	Author
1	Current situation	The situation - a global crisis, according to a new UNFPA report	https://vietnam.unfpa.org/vi/news/gan-mot-nua-so-truong-hop-mang-thai-la-ngoai-y-muon-mot-cuoc-khung-hoang-toan-cau-theo-bao	UNFPA
2		Data on abortion rates in countries	https://www.who.int/news-room/fact-sheets/detail/abortion	WHO
3		Guttmacher's figures	https://www.guttmacher.org/regions/asia/vietnam	
4		How to safely prevent pregnancy, minimizing abortion among young people today	https://moh.gov.vn/chuong-trinh-muc-tieu-quoc-gia/-/asset_publisher/7ng11fEWgASC/content/cach-tranh-thai-an-toan-giam-thieu-tinh-trang-nao-pha-thai-o-gioi-tre-hien-nay?inheritRedirect=false	Ministry of Health
5		Vietnam SDGCW 2020 -2021 (Sustainable development goals for Children & Women?)	https://www.unicef.org/vietnam/media/8701/file/Antenatal%20Care.pdf	UNICEF
6	Knowledge - Contraception	VIUD	https://tamanhhospital.vn/dat-vong-tranh-thai/	Tam Anh
7		How to calculate safe days	https://www.vinmec.com/vi/tin-tuc/thong-tin-suc-khoe/san-phu-khoa-va-ho-tro-sinh-san/tranh-thai-tu-nhien-bang-cach-tinh-ngay-rung-trung/	Vinmec
8		Contraceptive patch	https://www.vinmec.com/vi/tin-tuc/thong-tin-suc-khoe/san-phu-khoa-va-ho-tro-sinh-san/cach-su-dung-mieng-dan-tranh-thai/	Vinmec
9		Harm of emergency contraceptive pills	https://medlatec.vn/tin-tuc/tac-hai-cua-thuoc-tranh-thai-khan-cap-khien-nhieu-nguoi-bat-ngo-s195-n31900/	Midlate

10		Non-contraceptive effects of hormonal contraceptives	https://tapchihocvietnam.vn/index.php/vmj/article/view/1059/919	Journal of Medicine vn 2021
		Condoms used correctly	https://www.vinmec.com/vi/tin-tuc/thong-tin-suc-khoe/huong-dan-su-dung-bao-cao-su-dung-cach-cho-nam-gioi/	Vinmec
11		Harm of abortion	https://tamanhhospital.vn/pha-thai-co-anh-huong-gi-khong/	Tam Anh
12		The reality of anxiety, stress when having an abortion on 3rd	https://www.jns.vn/index.php/journal/article/view/378	<u>Journal of Nursing Science, Volume 4 No. 4 (2021)</u>
13	Law	Is abortion sanctioned?	https://thuvienphapluat.vn/phap-luat/thoi-su-phap-luat/phu-nu-mang-thai-duoc-phep-pha-thai-trong-truong-hop-nao-nao-pha-thai-trai-phep-co-bi-di-tu-khong-32186.html#:~:text=go%20female%20no%3F-,Women%20female%20bearing%20thai%20get%20allowed%20scraping%20breaking%20thai%20when,pregnancy%2022%20weeks%20age	Law Library

Table 15. Table of article links

Recap Event Script

Phân đoạn	Nội dung	Phân cảnh	Thời gian	Hiệu ứng	Thoại
1	Giới thiệu tổng quan Cô gái Gamma	<p>Hình ảnh cô gái dưới sảnh Gamma.</p> <p>Hình những idea đầu của standee.</p> <p>Giới thiệu sơ lược về 4 giai đoạn điểm tin.</p>	70s	Hình ảnh, thoại, sub text.	<p>Sự kiện cô gái Gamma sẽ nằm trong dự án Think Twice dưới vai trò là nhân vật trải nghiệm.</p> <p>Nhân vật có câu chuyện là trong tình trạng mang thai ngoài ý muốn và cần lời khuyên từ các bạn.</p> <p>Cô gái Gamma sẽ là nhân vật giả định không ám chỉ bất cứ cá nhân nào, nhóm xây dựng nhân vật để các bạn có thể đặt mình vào vị trí của nhân vật trải nghiệm để giải quyết vấn đề thông qua việc để lại lời nhắn của mình.</p> <p>Cô gái Gamma sẽ xuất hiện lần lượt qua 4 giai đoạn, Think Twice sẽ dựa vào lời chia sẻ của mọi người để xây dựng những điều mà cô gái phải đối mặt trong tương lai qua từng giai đoạn mà nhóm sẽ cập nhật trên hai kênh là Facebook và Tik Tok để mọi người theo dõi liên tục và trực tiếp.</p>
2	Chuẩn bị	<p>Chuẩn bị dựng clip.</p> <p>Set up</p>	20s	Hình ảnh và nhạc.	

3	GIAI ĐOẠN 1: MÌNH PHẢI LÀM SAO?	Dựng standee. Ảnh nhìn đầu tiên của mọi người về cô gái Gamma.	20s	Hình ảnh. Nhạc. Thoại, sub	<p>Ngày 27.6.2023 ngày đầu tiên cô gái Gamma xuất hiện tại tòa Gamma. Bắt đầu giai đoạn 1.</p> <p>Nhóm sẽ cho mọi người quét trực tiếp mã QR trên standee hoặc vào Facebook Think Twice để xem giai đoạn 1 của cô gái.</p> <p>Giai đoạn 1 sẽ gợi mở câu chuyện để mọi người hiểu cô gái đang gặp vấn đề và cần sự giúp đỡ của các bạn.</p> <p>Mọi người sẽ đưa ra lời khuyên gì khi biết cô gái mang thai ngoài ý muốn và cô cũng chuẩn bị đi du học.</p>
4	GIAI ĐOẠN 2: MÌNH KHÔNG HỌC NỮA!	Hình ảnh comment của các bạn. Hình ảnh tương tác trên standee.	20s	Hình ảnh. Nhạc. Thoại, sub	<p>Ngày 11.7.2023</p> <p>Sau 2 tuần Think Twice nhận được rất nhiều sự chia sẻ trên Tiktok và đa số các bạn đưa ra giải pháp “Bình tĩnh và nói chuyện với gia đình.”</p> <p>Cô gái gặp trở ngại về việc du học và quyết định nghỉ học. Đây là lựa chọn khó khăn và bắt buộc các bạn phải trấn trở để có thể để lại lời nhắn của mình trong giai đoạn tiếp theo.</p>

5	<p>GIAI ĐOẠN 3: MÌNH MỆT MỎI, MÌNH MUỐN,...</p>	<p>Hình ảnh mọi người bình luận.</p> <p>Tương tác offline.</p> <p>Tương tác online.</p>	35-40s	<p>Hình ảnh. Nhạc .</p> <p>Thoại, sub</p>	<p>Ngày 18.7.2023</p> <p>Hầu hết lượng comment của mọi người đều tiếc cho việc học của cô gái.</p> <p>Giai đoạn 3 là giai đoạn quan trọng. Ở giai đoạn này cô gái Gamma gặp rất nhiều thử thách trong cuộc sống, đôi vai nhỏ bé chẳng biết có gánh vác nổi trách nhiệm của một người vợ, một người mẹ hay không?</p> <p>Think Twice đã nhờ mọi người 1 lần nữa đặt mình vào vị trí nhân vật để quyết định việc giữ hay phá đưa bé ở tuần thứ 8.</p> <p>Đồng thời tại sảnh Gamma, nhóm tổ chức cho các bạn tìm hiểu về tác hại của nạo phá thai để củng cố lựa chọn của các bạn.</p> <p>Có hàng trăm tờ note được ghi lại.</p>
6	<p>GIAI ĐOẠN 4: SỰ LỰA CHỌN CUỐI CÙNG.</p>	<p>Kết quả của tương tác vote.</p> <p>(Có thể lồng tiếng phỏng vấn của các bạn)</p>	30s	<p>Hình ảnh. Nhạc .</p> <p>Thoại, sub</p>	<p>Ngày 25.7.2023</p> <p>Sau 1 tháng đồng hành cùng cô gái Gamma mọi người lựa chọn giữ lại đứa bé khi mang thai ngoài ý muốn thông qua nhân vật trải nghiệm. Ở giai đoạn 3 có đến 90 vote giữ lại và chỉ có 19 bạn chọn bỏ đứa bé.</p>

7	Kết	<p>Source mọi người đứng suy nghĩ trước khi đưa ra lời khuya.</p> <p>Hình ảnh mọi người check in.</p> <p>Hình ảnh tương tác trên social.</p>	40s	<p>Hình ảnh. Nhạc .</p> <p>Thoại, sub</p>	<p>Khi đặt mình vào câu chuyện của nhân vật trải nghiệm, Think Twice cảm nhận được sự bối rối không biết phải làm sao của các bạn sinh viên.</p> <p>Thông qua sự kiện chúng mình chỉ muốn cung cấp cái nhìn đa chiều hơn về những vấn đề mà mang thai ngoài ý muốn mang lại, để các bạn trẻ chuẩn bị tâm lý về những thách thức sẽ gặp phải trước những lựa chọn của bản thân.</p>
8	Thông điệp	<p>Hình ảnh mọi người ủng hộ.</p> <p>Source phỏng vấn.</p>	40s	<p>Hình ảnh. Nhạc .</p> <p>Thoại, sub</p>	<p>Think Twice hoàn toàn tôn trọng quan điểm của mỗi cá nhân, việc lựa chọn giữ hay phá đưa trẻ là trách nhiệm của bản thân mỗi người.</p> <p>Chúng em chỉ muốn truyền đạt thông điệp rằng việc để bản thân rơi vào hoàn cảnh mang thai ngoài ý muốn là điều hết sức khó khăn để đưa ra lựa chọn. Vì vậy mỗi người hoàn toàn có khả năng bảo vệ chính mình để không rơi vào trường hợp tương tự như cô gái Gamma.</p>

					Hãy suy nghĩ cẩn thận, quyết định đúng đắn nhất .
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Table 16. Recap event script

Media Production Script

STT	Phân Cảnh	Mô Tả	Lời Thoại	Thời Gian
1	Giai đoạn 1: “MÌNH PHẢI LÀM SAO ĐÂY?!”	<p>Giải thích lý do</p> <p>Sự bối rối của cô gái</p> <p>Xin định hướng của cộng đồng mạng ở cuối clip</p> <p>=> Hướng đề cộng đồng mạng khuyên cô gái nói với gia đình và bạn trai</p>	<p>Cuộc sống của mình đó giờ rất suôn sẻ.</p> <p>Mình học giỏi, mình còn gặp được một người rất thương mình. Và tháng sau mình và người yêu sẽ đi du học. Mình trải qua một thời cấp 3 rất trọn vẹn.</p> <p>Nhưng mà mình không tin, mọi thứ mình cố gắng để đạt được, bây giờ lại sắp mất hết.</p> <p>Tụi mình đã cố gắng rất nhiều để chứng minh được rằng tình yêu sẽ không làm ảnh hưởng đến việc học mọi chuyện đã vượt quá tầm kiểm soát của hai đứa mình vừa mới phát hiện là:</p> <p>Mình có thai rồi. Mình phải làm sao bây giờ?</p>	1 phút
2	Giai đoạn 2: “TÔI KHÔNG HỌC NỮA”	<p>Từ bỏ việc học</p> <p>Cùng chung sống với bạn trai để nuôi con</p>	<p>Người yêu mình bảo sẽ cùng mình nói chuyện với ba mẹ của hai đứa.</p> <p>Tụi mình cũng quyết định từ bỏ việc đi du học, cùng nhau nuôi con của tụi mình</p> <p>Từ nay mình trở thành người có gia đình</p>	1 phút

		Cảm thấy chút tiếc nuối khi bỏ lại tương lai đẹp đẽ phía trước	Mới hôm trước mình còn đang chuẩn bị đi du học, bây giờ lại đột nhiên lập gia đình. Thời gian tụi mình bỏ ra, đi một quãng đường dài, tới lúc đến được đích rồi lại rẽ sang 1 hướng khác	
3	Giai đoạn 3: TÔI MỆT MỎI, TÔI MUỐN...	<p>Không gia đình, không kinh tế, đã nghỉ học giữa chừng, ốm nghén</p> <p>Thể hiện sự dằn vặt của cô gái giữa việc chọn bỏ và giữ con</p>	<p>Mình nản quá, mình nghĩ người yêu mình cũng vậy,...</p> <p>Ba mẹ hai bên ko nuôi, nó phải ở ngoài cả ngày lo kiếm tiền cho mình và con.</p> <p>Còn mình thì ở nhà, đợi nó mang tiền về. Cổ họng mình cứ nhờn nhợn, cả người như cứ mỗi chỉ muốn ngủ thôi. Bây giờ tụi mình cãi nhau vì tiền trọ, tiền khám.</p> <p>Tụi mình ko còn như trước đây nữa...</p> <p>Đáng lẽ mình không nên có thai lúc này</p> <p>Đây không phải là cuộc sống mình mong muốn. Mình muốn quay lại như lúc trước.</p> <p>Mình muốn cho con một cuộc sống tốt, nhưng mình cũng muốn sống cuộc đời của mình nữa.</p> <p>Mình mệt mỏi quá, mình muốn...</p>	1 phút

4	<p>Giai đoạn 4: “TÔI CÒN SỐNG, NHƯNG...”</p>	<p>Trường hợp Cộng đồng vote bỏ: “Tôi sống nhưng...Con tôi chết rồi”</p>	<p>Trường hợp bỏ con: Mình còn sống, nhưng con mình thì không...</p> <p>Mình không có thai nữa</p> <p>Nhưng mình cũng không nghĩ mình có thể quay lại như lúc trước</p> <p>Đôi lúc mình vẫn quên, mình cứ nghĩ con mình vẫn còn tình cảm giữa hai đứa dường như cũng khác rồi. Nếu như chuyện này chưa từng xảy ra thì tốt rồi...</p>	1 phút
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		<p>Trường hợp Cộng đồng vote giữ: “Con và tôi đều được sống”</p>	<p>Trường hợp giữ con: Mình còn sống, và con mình cũng vậy</p> <p>Đây không phải là dự định ban đầu của mình, nhưng bây giờ dù có hối hận thì mình cũng ko quay lại được nữa.</p> <p>Những lời khuyên của mọi người đã giúp tụi mình vượt qua giai đoạn khó khăn đó.</p> <p>Mình sẽ mạnh mẽ để tiếp tục sống tốt, vì con mình, và vì mình nữa</p>	
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Table 17. Media Production Script

In-depth interview questionnaire

IN-DEPTH INTERVIEW OF THE YOUTH’S KNOWLEDGE ON THE CURRENT STATUS OF ABORTION IN VIETNAM	
Category	Content
Introduction	Explain about the purpose and direction of Think Twice campaign Brief introduction of the interview
Part I. Demographic	1. Please specify your age
	2. Your profession is: A. Highschool student B. College student C. Employee

IN-DEPTH INTERVIEW OF THE YOUTH'S KNOWLEDGE ON THE CURRENT STATUS OF ABORTION IN VIETNAM

Part II. In depth-interview	1. Do you think that the current state of unintended pregnancy induced abortion in Vietnam (is increasing, of which 30% are women aged 15-19) needs more attention from society?
	2. Who usually decides to have an abortion due to unintended pregnancy? Please determine an age range if possible.
	3. What do you think about the issue of abortion due to unwanted pregnancies among young people today?
	4. If there are communication programs to help young people understand more about the harmful effects of abortion, which of the following information channels would be the most effective and suitable for that? A. TikTok B. Facebook C. Instagram D. Youtube E. Other (please specify)
	5. Which criteria are important when conveying reproductive health content such as the harmful effects of abortion? A. The image, videos presented (specifically vivid illustrations, brief videos) B. The content delivered (short, humorous, easy to understand) C. The people delivered the content (experts in the field, popular faces) D. Other (please specify)
	6. If you were to look for news about abortion or unintended pregnancy, what kind of news would you tend to find?
	7. If the people around you like family, close friends,... intended to end their pregnancy, what would you do?
	8. What would be the first thing you would do if you or your loved one got pregnant unexpectedly? And how would you deal with the pregnancy?
	9. What are the consequences that women might meet when undergoing abortion at a young age?
	10. What are the pressures or barriers (the reasons) for young people to choose to undergo abortion rather than to keep their pregnancy?

IN-DEPTH INTERVIEW OF THE YOUTH'S KNOWLEDGE ON THE CURRENT STATUS OF ABORTION IN VIETNAM	
	11. According to statistics from Guttmacher Institute, over the period from 1990 to 2019, the rate of unwanted pregnancies decreased (due to the increasing of protective measures), but the instances of choosing abortion increased. What are your thoughts on this situation?

Table 18. In-depth interview of the youth's knowledge on the current status of abortion in Vietnam

Links interview answers:

https://docs.google.com/spreadsheets/u/1/d/1w1xUbDxrI9aJX5OEb4i2tkwEyu7PgaOO1R0BfgxMBoc/edit?usp=drive_web&ouid=106565503077653395998

Link Recap Event:

<https://drive.google.com/file/d/1WewYWfNSWWkmYWOL1mcuMWaa0hVIHIs/view?usp=drivesdk>

Link Recap Campaign:

https://drive.google.com/file/d/19-PDgnLfr4jihkSW81WTXkxCqpZkvdHD/view?usp=drive_link

Link Media Production:

<https://drive.google.com/file/d/14P7Cqaomn4rkM0D1KrsVZ5iOri1sk8Yk/view?usp=drivesdk>

Link Table of plan:

https://docs.google.com/spreadsheets/d/1tmd48Yu-B4elxLI7a9gAw5gSB8sGxPZS/edit?usp=drive_link&ouid=106565503077653395998&rtpof=true&sd=true

Links feedback Table 95 shared notes:

https://drive.google.com/drive/folders/1-QnbScXZJLD4RZWzRhxyOeGp4PBrEAvF?usp=drive_link

Link Social:

Facebook: <https://www.facebook.com/profile.php?id=100093476347393>

TikTok: https://www.tiktok.com/@thinktwicevn?_t=8cy2wYl4jHb&_r=1