

Girl

Focus

Toolkit

Design Guide



Introduction

Welcome to the Girl Focus Toolkit Design Guide.

The purpose of this document is to provide your appointed communications and creative professionals with all the guidance they need to bring your HPV vaccine campaign to life, using the design assets and templates that are downloadable in the Design Assets area at **girlfocustoolkit.org**

Following the guidance set out on these pages will ensure that your campaign is as engaging and effective as possible. But of course, every country is different and so the rules and recommendations provided allow for flexibility so that campaigns can be adapted to suit your country's specific cultural and communications needs.

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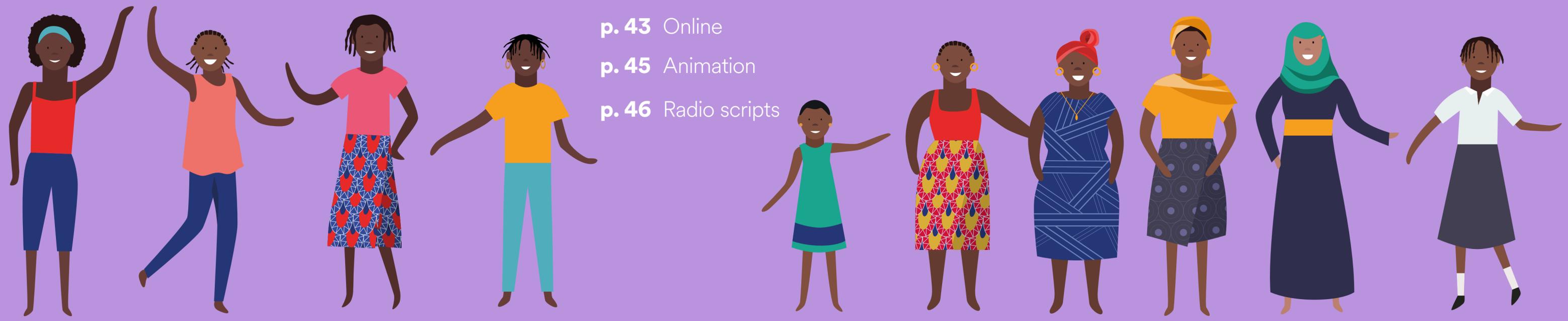
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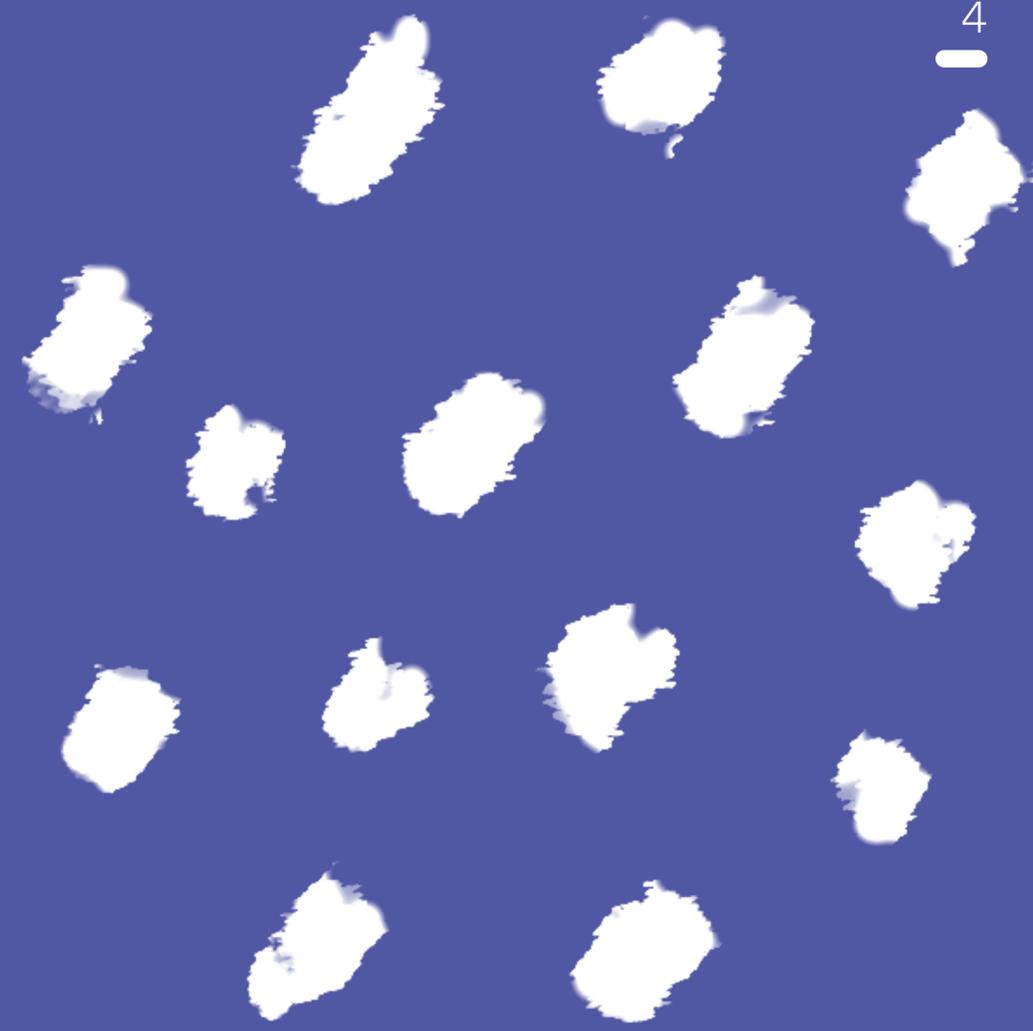
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Section 1: General overview



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Who is this guide for?

This Design Guide is for communications managers and design agencies.

Communications managers

This guide helps you make decisions and brief your design agency. Section 1 takes you through some key decisions for you to consider at this stage, and sections 2 and 3 help you brief your design agencies.

Design agencies

Once briefed, section 2 of this guide provides advice and detail around how to develop campaign materials.



How to use this guide

If you would like to use some of the girl focused materials already developed, this design guide will help you brief your design agency and get started. Before you brief your agency, it's worth considering the following:

1. Which of our two creative styles (routes) do you prefer?

Go to page 7 of this guide.

2. Which channels do you want to use?

Go to section 3 of the **Step by Step Guide** at girlfocustoolkit.org

3. What are the skills and capabilities of available design agencies?

If they are skilled and able to develop materials further to be more relevant to girls in your country, forward them to section 2 of this guide.

Or, if you would prefer they work with pre-existing design templates, your design agency can download the high resolution templates from the **Design Assets** area at girlfocustoolkit.org

Once modifications have been made to reflect your country's vaccination implementation, these assets can then be prepared for production.

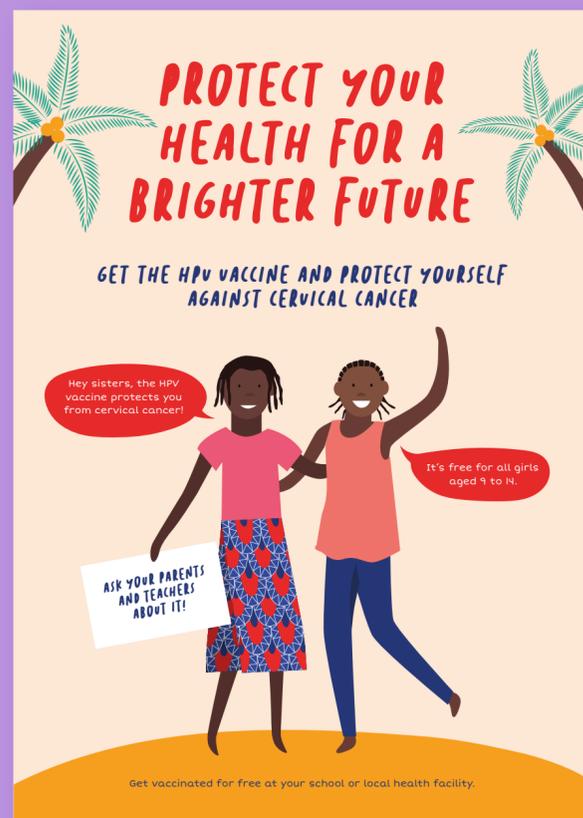
4. Would you like to consider Social media as part of your campaign?

There is an art to doing social media well and we would recommend getting support from a specialist agency to enable you to build a strong campaign. In section 3 of this guide we share some assets and guidelines you can use.



Selecting your creative style

1. Illustrative Toolkit

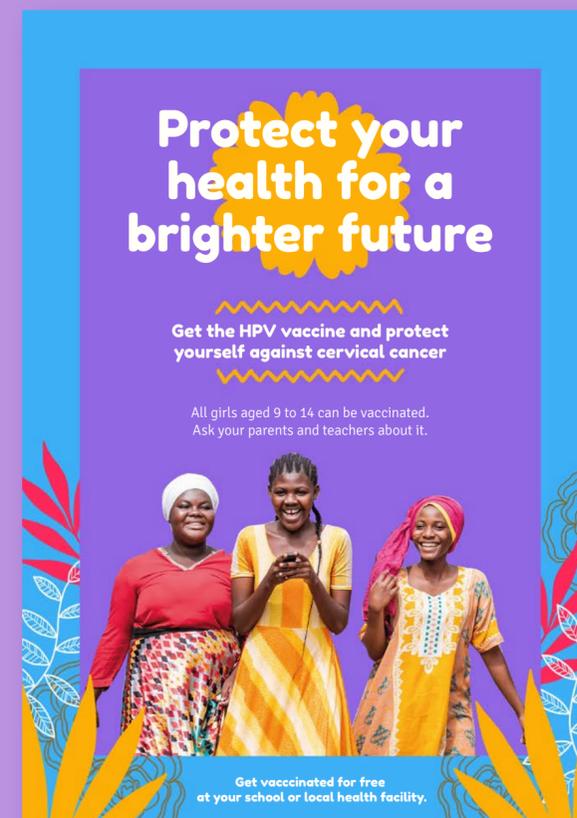


This vibrant and engaging route can be tailored to reflect your audience and meet your messaging needs.

Illustration is an effective way of representing ethnic diversity. We have created a suite of characters and assets that are ready to be adapted by you. With illustration, there is more scope for making ongoing updates and refinements.

For detailed guidance on this route go to page 13.

2. Photographic Toolkit



The realistic photographic route can create an engaging campaign that audiences can directly connect with.

This route also depends on high quality photography which can be more challenging to update and amend at a later stage.

For detailed guidance on this route go to page 19.

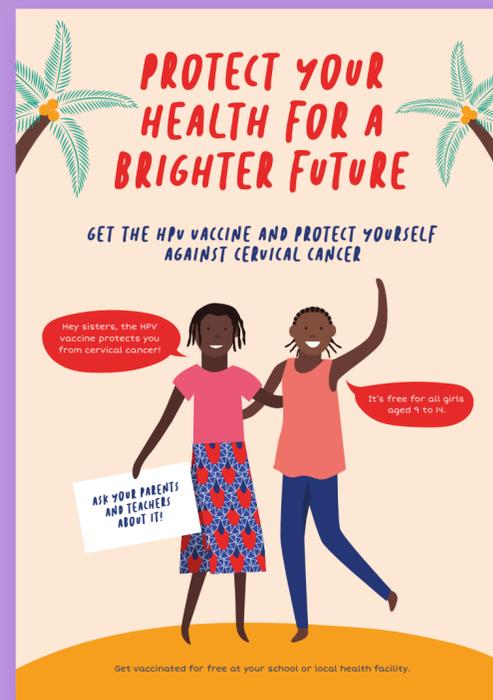
Designing for specific audiences

Both routes have been designed to purposefully allow tailoring for your specific audiences. We recommend these include girls, caregivers (ie parents and other guardians) and/or a combination of both audiences. On the right are three examples of some best practice visuals for each audience, which can form the basis of all your creative output when developing your campaign.

The poster-style format of these visuals are also appropriate for testing in research, the findings of which can then inform the development of other media formats in your campaign.

For detailed guidance on designing for specific audiences, go to page 25.

For girls:



Here we speak to the girl directly: ie 'protect YOUR health'.

These also show girls in action, in groups of two or more.

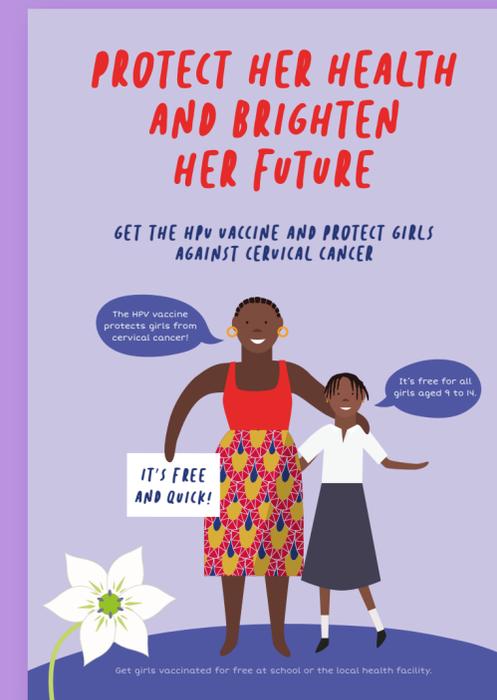
These communications can be used in places attended by girls only: social media channels, leaflet given out at school, etc.

For girls and caregivers:



Here we tailor the message to the third person: 'Protect girls health'.

These can show either a mother and her daughter together, or a group of mothers / caregivers and girls.



This approach can be used in communal places attended by both girls and their parents / caregivers.

Messaging hierarchy

Getting your messaging right is critical to engaging with your audience and imparting clear and useful information.

In this section we provide guidance on how to structure messaging across a range of formats. For example, the poster here was developed for the campaign in Liberia and followed this simple messaging structure:

Lead message

**PROTECT GIRLS' HEALTH
BRIGHTEN THEIR FUTURES**

Support message

**GET THE HPV VACCINE AND PROTECT YOURSELF
AGAINST WOMB CANCER**

Support copy

Hey sisters,
there is a vaccine
that can protect
girls from
developing womb
cancer later
in life

It's called the
HPV vaccine and
it's free for girls
aged 9

Support copy
/ Call to action

**TELL EVERY
GIRL ABOUT
THE VACCINE!**

Call to action

Girls can get vaccinated for free at school, in local health facility and at community outreach from November 25th. You will need to get a second dose 6 months after the first vaccine.

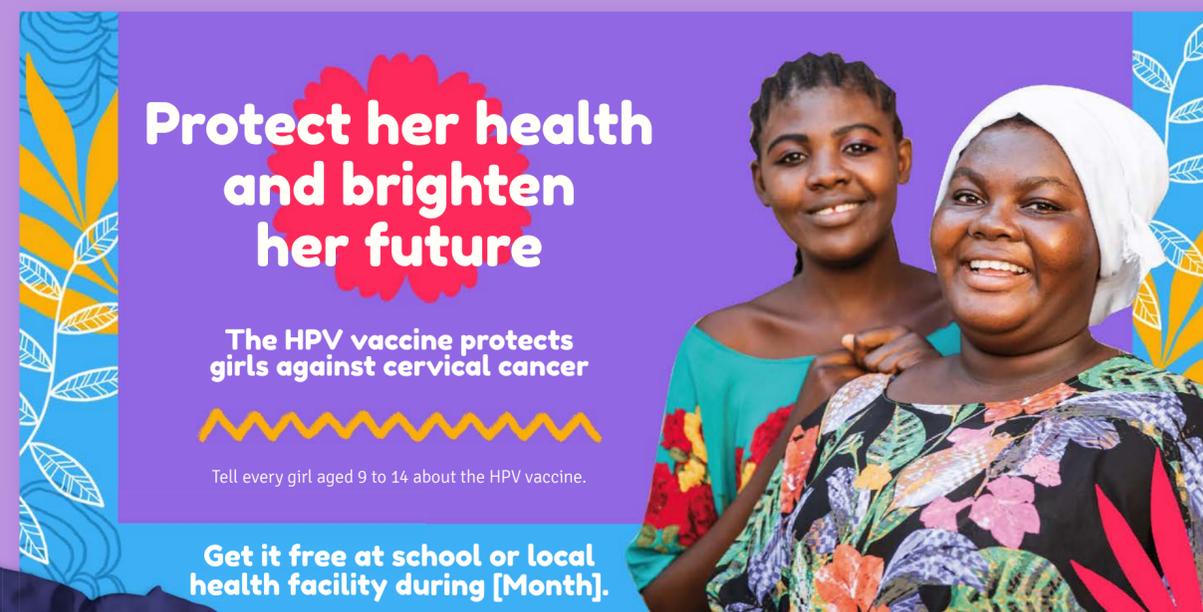
Visit [EPI Facebook page](#) to find out more 



Media

Both routes can be used across a wide range of media channels. On page 28 we'll show you how to develop your campaign to be integrated across whatever channels you decide to use.

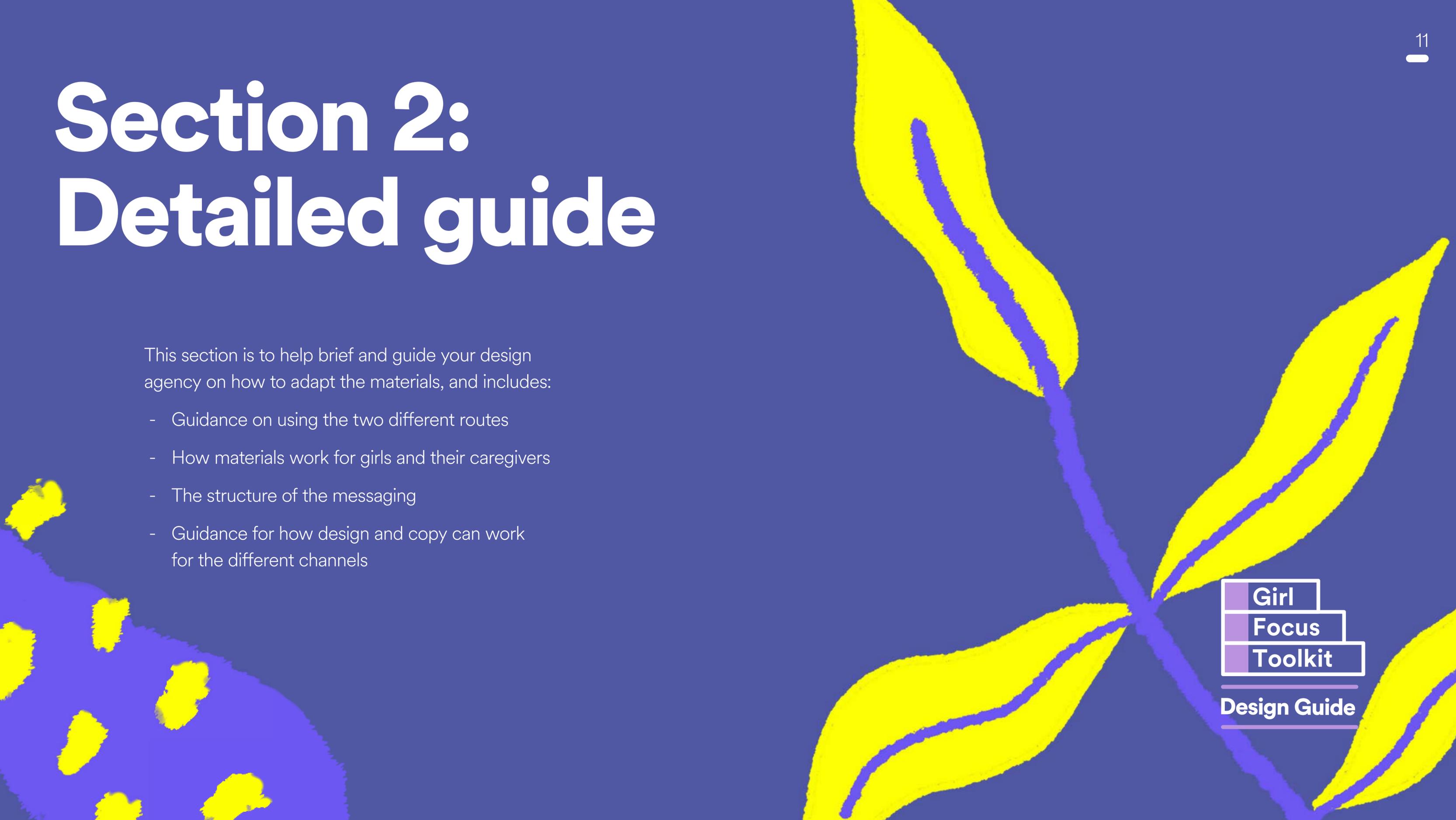
Links to all the downloadable assets and templates you need to create your campaign can be found in **Design Assets.**



Section 2: Detailed guide

This section is to help brief and guide your design agency on how to adapt the materials, and includes:

- Guidance on using the two different routes
- How materials work for girls and their caregivers
- The structure of the messaging
- Guidance for how design and copy can work for the different channels



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Selecting your creative style



A vertical poster for HPV vaccination. The background is yellow, and the text is in white. The title 'Protect your health for a brighter future' is written in a large, bold font. Below it, the text 'Get the HPV vaccine and protect yourself against cervical cancer' is written in a smaller font. A decorative wavy line separates the text from the image of two women. The image shows two women, one younger and one older, smiling. Below the image, the text 'Get vaccinated for free at your school or local health facility.' is written in a small font. The poster is framed by a purple border with decorative floral patterns.

Using the illustrative route

Over the next few pages, we'll show you how to use the illustrative route and how it can be applied to different contexts.

All the downloadable assets and templates you need to create your campaign can be found in **Design Assets**.



LE VACCIN CONTRE
LE HPV EST DISPONIBLE
A PARTIR DE NOVEMBRE
2019 ET C'EST GRATUIT.

Design guidance for the illustrative route

1. Clear space

Ensure there is sufficient clear space between graphics, copy and messaging. The magenta lines on the visual on the right show the clear space that's required between the poster edge and copy and graphics.

2. Lead message font

The lead message font is called Sunday Morning and is a handwritten style that's bold and fun. You may find that certain accents or glyphs may need to be added when working with certain languages. All copy and messaging looks best when centre aligned.

3. Support graphics

These are used to add local cultural relevance to the creative. But they are best used sparingly so as not to clutter the communication and ensure the messaging is clear.

4. Support message

Keep a clear space between lead message and support message, so that messaging can be clearly read. Leave a similar amount of space between support message and the characters. Use an alternative colour to the lead message font to add interest and differentiation.



Design guidance for the illustrative route

5. Speech bubbles

Position these next to heads and mouths of the character who is speaking. Try to ensure that speech bubbles do not overlap other graphic devices.

6. Main characters

Place in the centre of the poster and allow enough clear space around so as not to clutter the design, and space well enough so speech bubbles can be used to hold copy clearly. Try not to encroach on the headline / sub copy.

7. Additional message

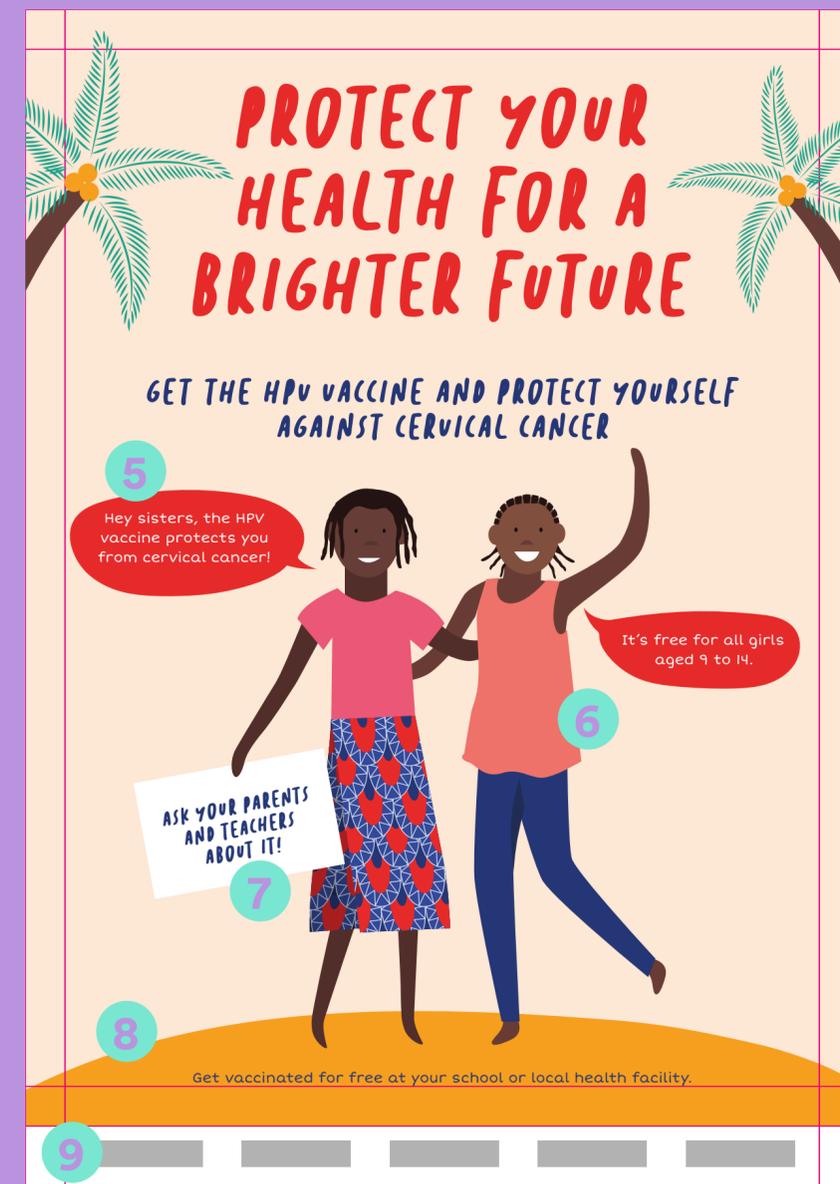
When additional messaging is required, the white placard, held by a character, can be used. Ensure the copy in the placard is clear enough to read - and the placard kept small enough so that it doesn't encroach on the other content.

8. Base / Call to action

This holds the characters in position on the page and contains the call to action.

9. Partner logo placement

When partner logos need to be included, use a white bar at the bottom of the poster to hold these, so that they are clearly visible.



Illustrating characters

When designing characters it is important to consider ethnicity, gender, age, clothing, hairstyle, facial expression and pose. Ultimately, audiences want to see themselves and their society represented. They also want all girls to receive, and benefit from, the HPV vaccine.

Characters shown smiling helps convey a sense of comfort and positivity around the HPV vaccine.

Illustrated characters are best received when smartly dressed and well presented, as they are representing their nation, and audiences have an expectation of the illustrations of their compatriots to look credible.

Characters who show signs of positive movement and human contact help imply elements of dynamism, love and support.



Illustrating girls

When illustrating girls, it is important they can be easily identified as girls, and of the official vaccination age of between 9 and 14.

In particular, clothing and hairstyles are key identifiers, as short hair, trousers or shorts can easily be confused with boys. Depicting a girl in a school uniform can help clarify the age of vaccination cohort (though showing a friend in non-school clothing also helps appeal to out-of-school girls).

Girls are best depicted as a similar height, otherwise audiences estimation of girls' identities and ages varies considerably.



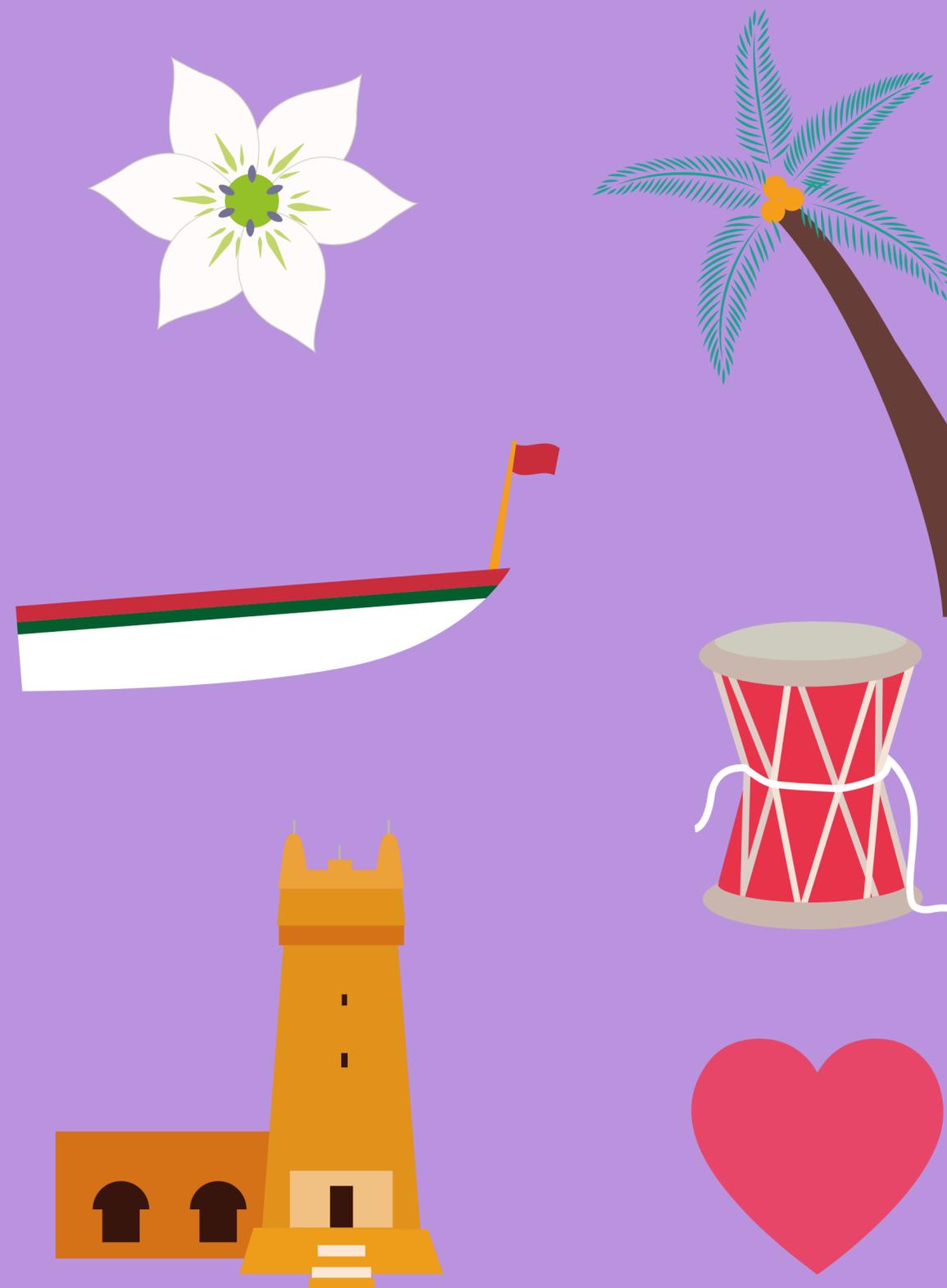
Illustrating additional elements

The illustration of additional elements helps situate core imagery in a familiar and attractive context.

Girls in particular relate well to imagery which reflects themes of love and the natural world - eg flowers, trees, love hearts.

Audiences also enjoy seeing iconic, national emblems (eg national flowers, iconic buildings, flags etc) as they create a sense of unity and importance for the HPV vaccine.

The use of a medical or health icon or emblem can help reaffirm the topic is health-related.



Using the photographic route

Over the next few pages, we'll show you how to use the photographic route and how it can be applied across a range of media channels.

All the downloadable assets and templates you need to create your campaign can be found in **Design Assets**.

Get the HPV vaccine and protect yourself against cervical cancer

All girls aged 9 to 14 can be vaccinated.
Ask your parents and teachers about it.



Get vaccinated for free at your school or local health facility.

Using the photographic route

Design guidance for the photographic route

1. Clear space

Ensure there is sufficient clear space between graphics, copy and messaging. The magenta lines on the visual on the right show the clear space that's required between the poster edge and copy and graphics.

2. Lead message font

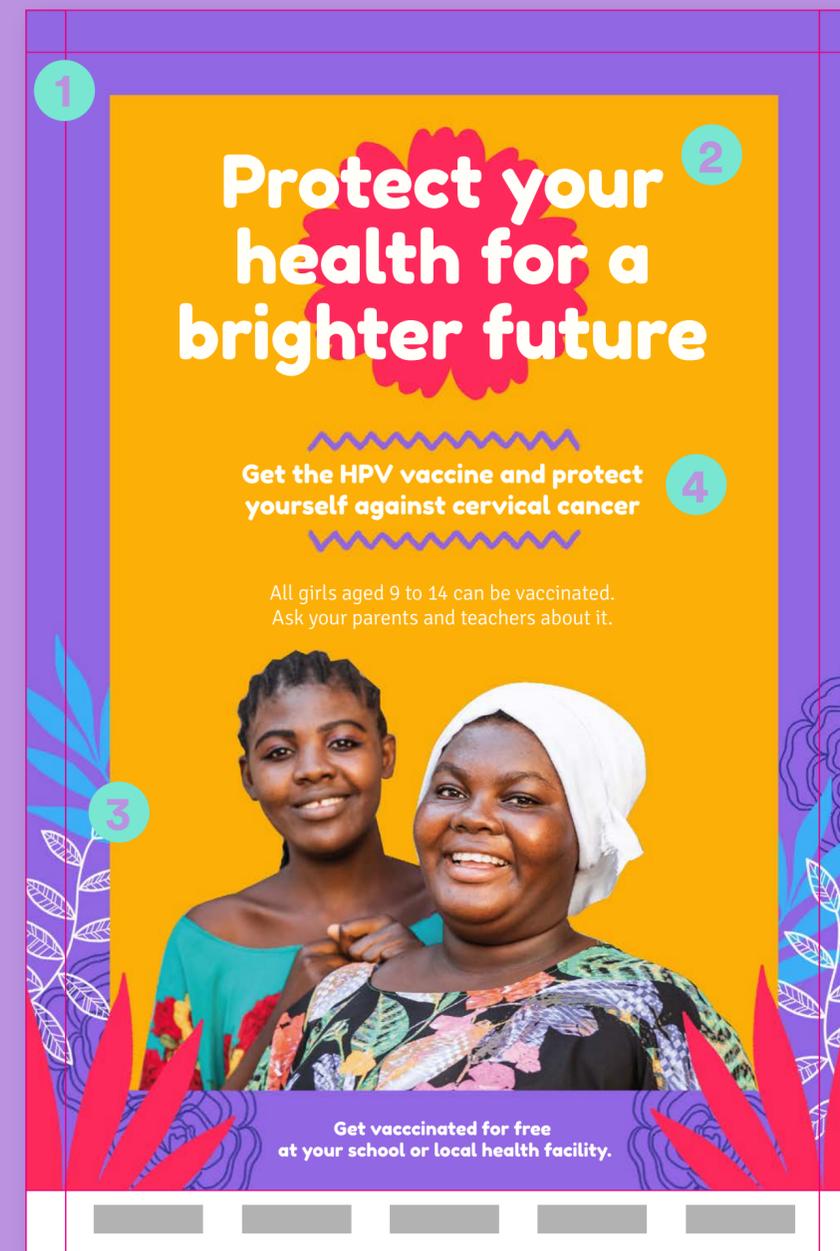
The lead message font is called Cordelia, and has a handwritten style that's bold and engaging. You may find that certain accents or glyphs may need to be added with certain languages. All copy and messaging looks best when centre aligned.

3. Support graphics

These floral motifs are placed around the characters, in front of and behind them to add a layered effect. also place in top left / right corners around the headline.

4. Support messages

These should be centre-aligned beneath the headline and above the heads of our models. The line breaker graphics can be added at the designer's discretion to add separation or emphasis.



Design guidance for the photographic route

5. Main characters

Place in centre and from the bottom of the poster and allow enough clear space around so as not to clutter the design above. Try not to encroach on the headline / supporting messages.

6. Motifs

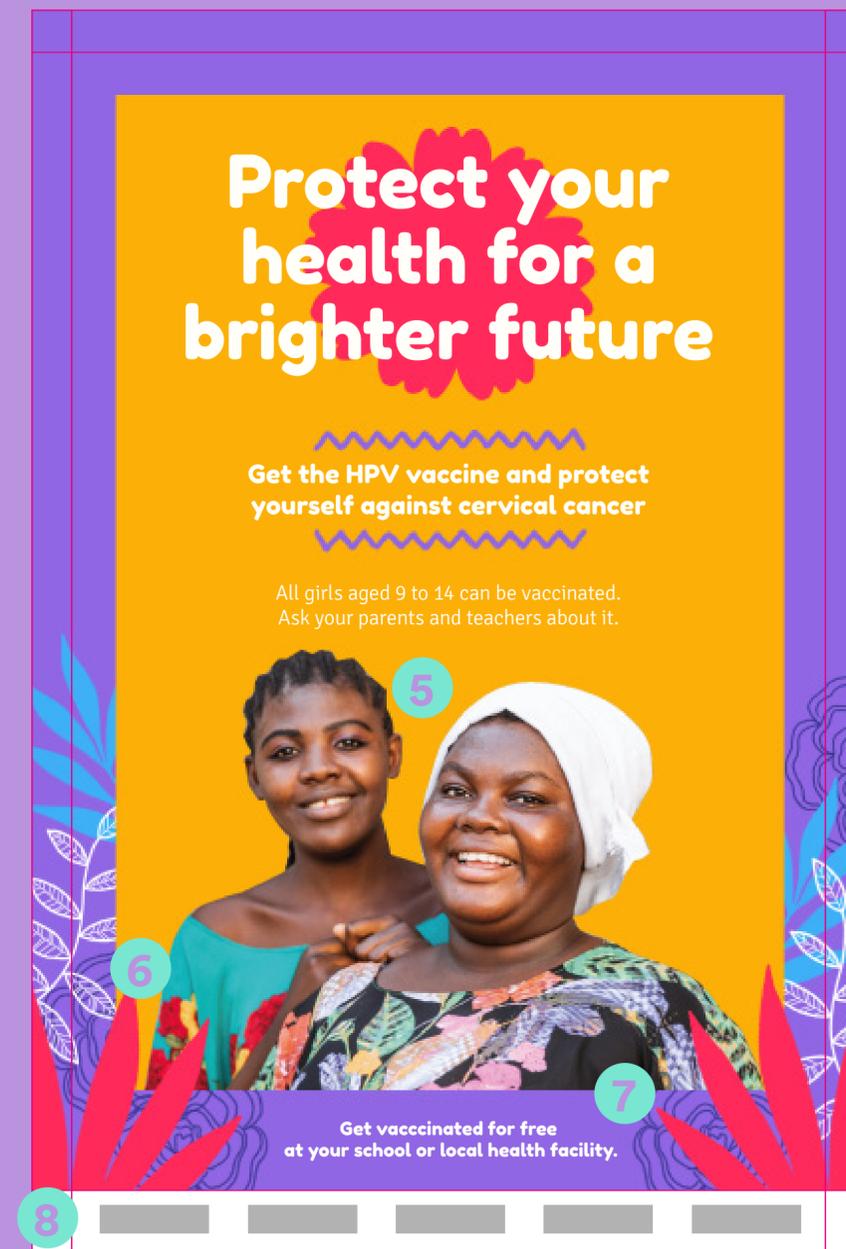
Motifs such as plants and flowers are provided in **Design Assets**, though more motifs can be created to better reflect the culture and character of your country.

7. Call to action

Position the call to action in a bottom corner, within a monochrome motif area, which will be easier to read.

8. Partner logo placement

Use a white bar at the bottom of the poster to hold support logos.



Photographer's brief

The first of these creative routes is illustrative, featuring drawn characters that reflect the ethnicity and culture of girls in each participating country, and is therefore relatively easy to adapt and tailor for each territory.

The second creative direction, however, relies on photography that features young girls and their caregivers, instead of the illustrated characters. We therefore need to provide clear direction on how to replicate the photography style that is deployed in the creative examples you see here, so that country / culture-specific imagery can be generated 'on the ground' in each territory.

This particular campaign is aimed at, and features, young girls aged between 9 and 14, and their female caregivers / guardians.



Photographer's brief

General creative direction.

Our campaign is very much about positivity, female empowerment, colour and vibrancy, with the implication that the HPV vaccine helps the girls to lead healthy and fulfilled lives. Therefore the photography needs to reflect this.

It is very important to obtain written consent from all individuals photographed, and that they understand what the images will be used for. Consult with relevant institutions in your country for guidance on this.



Photographer's brief

Photoshoot specifics

Ideally, up to 11 models required, 8 girls between the ages of 9 and 14, and 3 female adults of varying ages, eg late 20's, 40's and 60s or 70 year old grandparents. If your country is populated by multiple ethnicities, then try to feature models that are as representative of this as possible, showing a broad cross section of your multicultural society.

Models can wear clothes that are typical and commonplace in your nation. The models' attire can also reflect the dress of the different ethnicities living in your country, so that might mean some girls dressed in 'western' and some in more traditional clothes.

The photographs can be a mix of static and posed, with subjects looking to camera and appearing happy, confident and smiling. Some shots can show girls and caregivers interacting with arms around each other, holding hands or perhaps with an elbow resting on a shoulder. All the time depicting togetherness, friendship and support for one another.

To add interest and variation, we would also recommend shots that show girls with their arms aloft in a celebratory manner, high-fiving or jumping up, to demonstrate spontaneity and joy.

Composition for the posed shots

Full group / ensemble shot showing all of our models. Some can be sitting down at the front if necessary.

Three or four young girls (9 to 11)

Three or four older girls (12 to 14)

One girl and one caregiver

One 9 year old and one 14 year old

Two girls and two caregivers

One 9 year old girl on her own

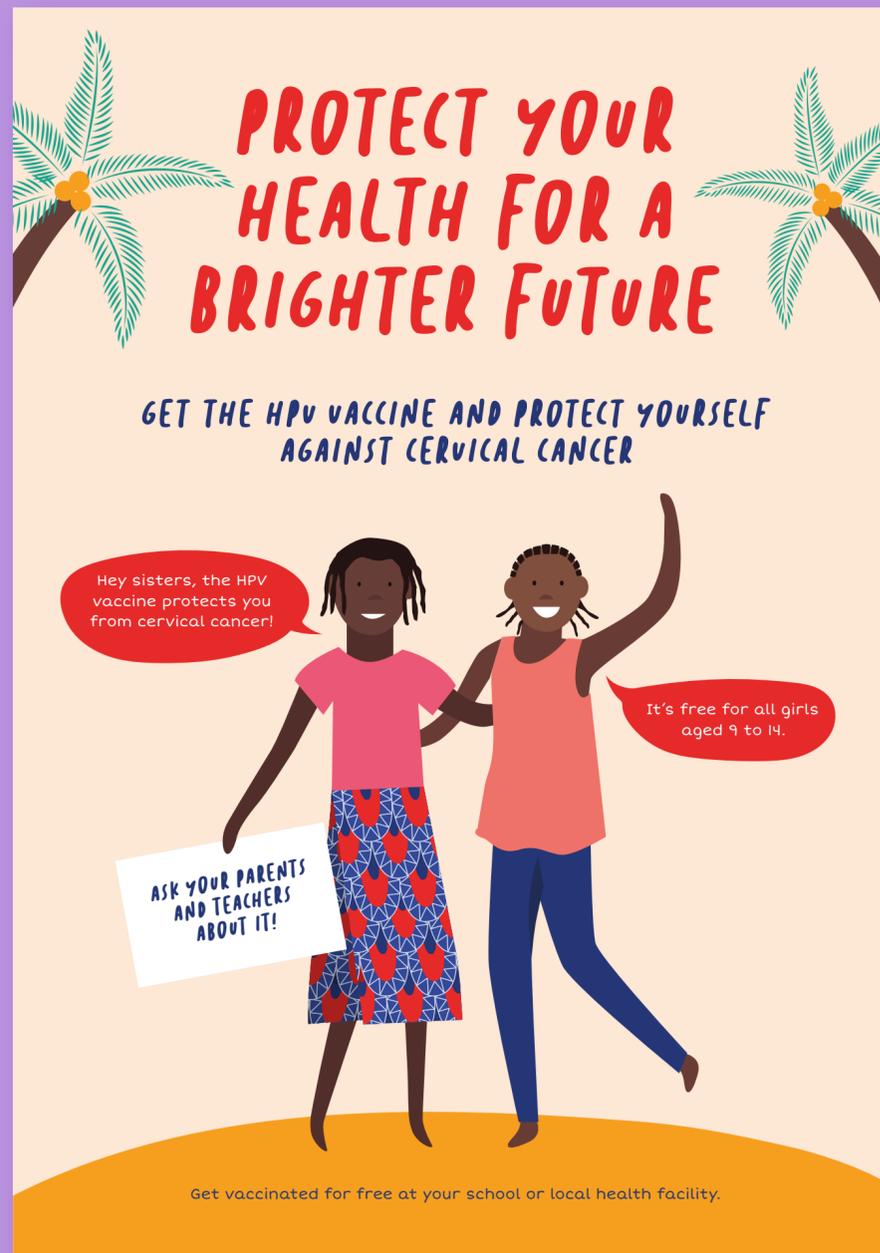
One 14 year old girl on her own

One of each of the caregivers on their own

Designing for girl audiences

The HPV vaccine and cervical cancer are new and difficult topics for young girls to engage with. This makes girl-centred communication important, in encouraging girls and their caregivers to understand that the HPV vaccine is safe and effective, and a positive step for their health.

We recommend, when targeting girl audiences, at least two girls appear together to engender a sense of friendship, unity and support. This approach applies to both illustrative and photographic routes.



Designing for girls and caregivers

Another very effective representation is that of a large group of girls and caregivers together (nb caregivers are girls' parents or those responsible for their daily care).

This provides a loving, supportive and safe context for what is an unfamiliar topic. Characters holding hands or being held by each other reaffirm this sense of connection and support for this new vaccine.

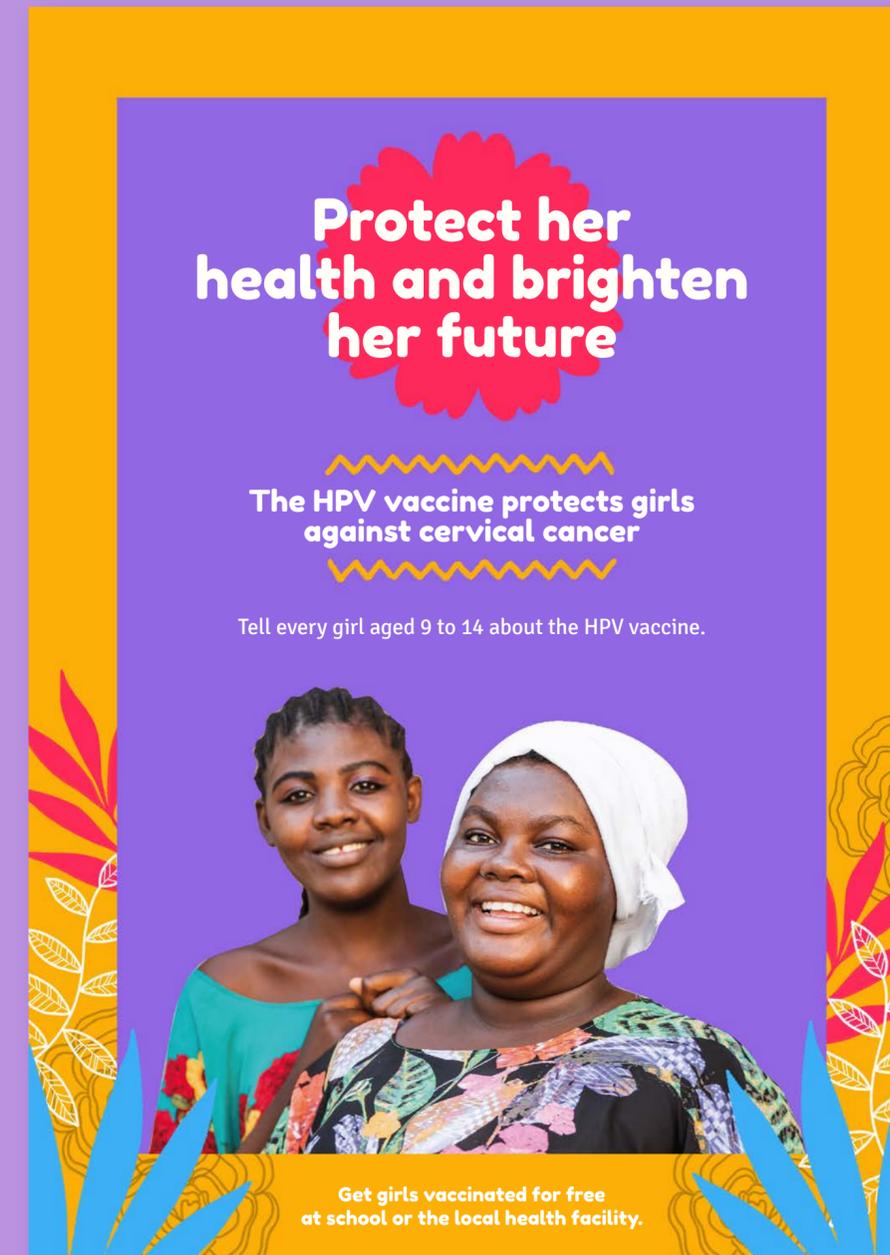
You may want to include male caregivers. We would advise against depicting boys, as this could confuse the message, as it is only girls who receive the HPV vaccine.

The messaging is then applied in a way that is appropriate for the media channel.



Girls and caregivers

Another very effective representation is that of depicting one caregiver and one girl together. This paired representation helps prompt mothers and daughters to consider the special bond between them and how important their health is.



Messaging

Over the next few pages, we'll show you how to structure and write your campaign messages. Here we use the poster format to demonstrate this, but the approach with a poster can be replicated for other media channels and formats.

Links to all the downloadable assets and templates you need to create your campaign can be found in **Design Assets**.

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Planning your messages

Whether using the photographic or illustrative route, campaign messages need to be carefully planned to ensure that they resonate with your audience.

‘The seven C’s of effective communication’* are a useful structure to refer to when developing messaging for a campaign.

*Williams, J. R. (1992). The Seven C’s of Effective Communication. Baltimore, MD:JHU/CCP presentation materials.

Captivate head and heart
(Sense of protection and love)

Clarify the message

Create trust (Mothers and daughters together)



Command attention

Captivate head and heart

Clarify the message

Communicate a benefit

Convey a consistent message

Communicate a benefit (eg It's free)

Call to action

Messaging structure

Lead message

This should command attention and captivate the head and heart. We recommend a positive, upbeat tone. Girls enjoy references to a healthy future, and parents appreciate references to protection and prevention.

Because the illustrations do not reference vaccination, it may be beneficial to refer to some aspect of the vaccine in the lead message. Pre-testing lead messages with the target audience is recommended.

Some examples of lead messages include:

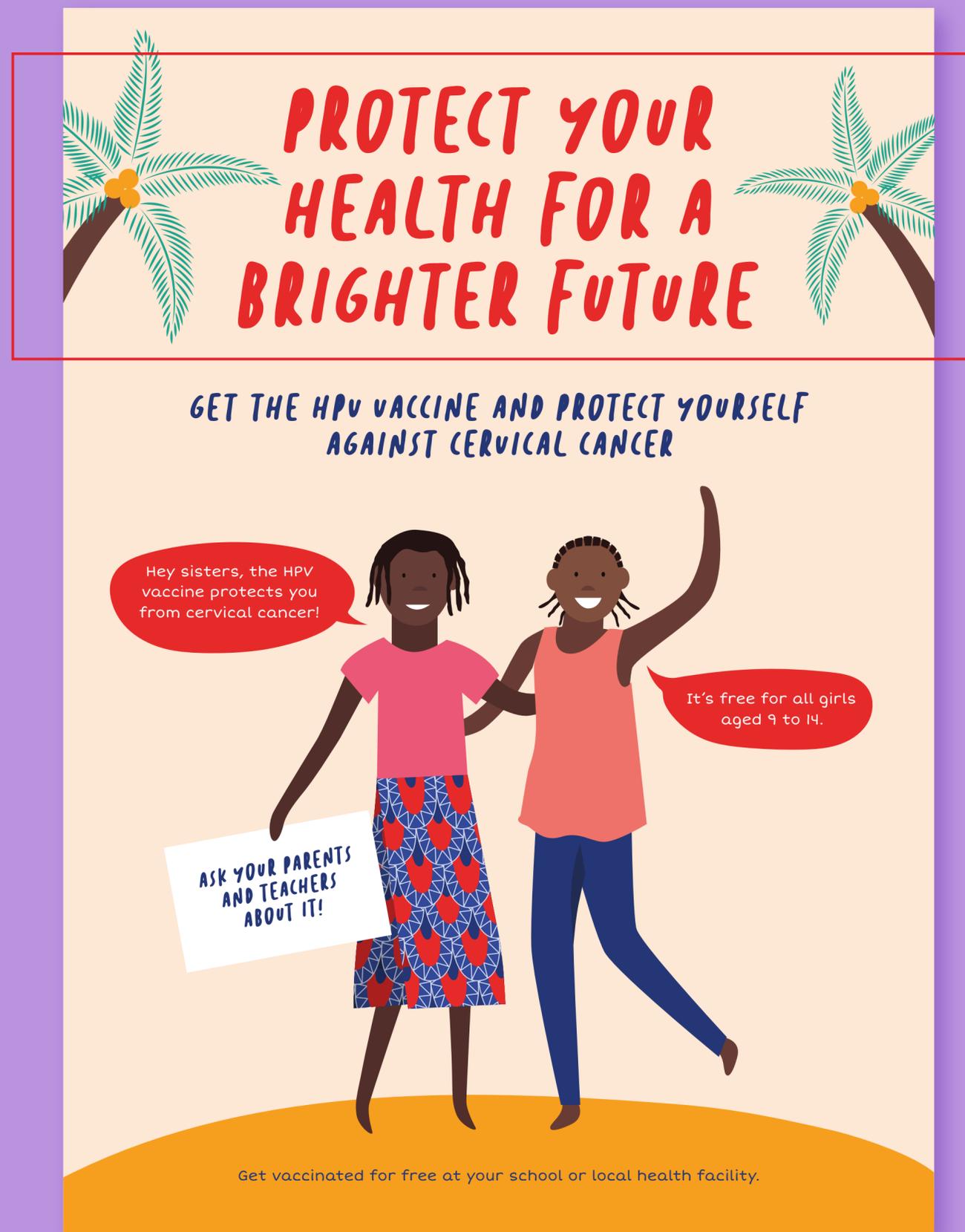
“Protect her health, give her a brighter future”

“Protect yourself from cervical cancer”

“Protect your health for a brighter future”

“We protect our girls from cervical cancer”

“Grow with confidence”



Messaging structure

Support message

This should clarify the message and communicate a benefit. The support message provides an opportunity to further explain the headline - ie that there is a vaccine that can prevent cervical cancer in girls. This is useful where the headline may be positive and empowering but does not specify either the vaccine or cervical cancer.

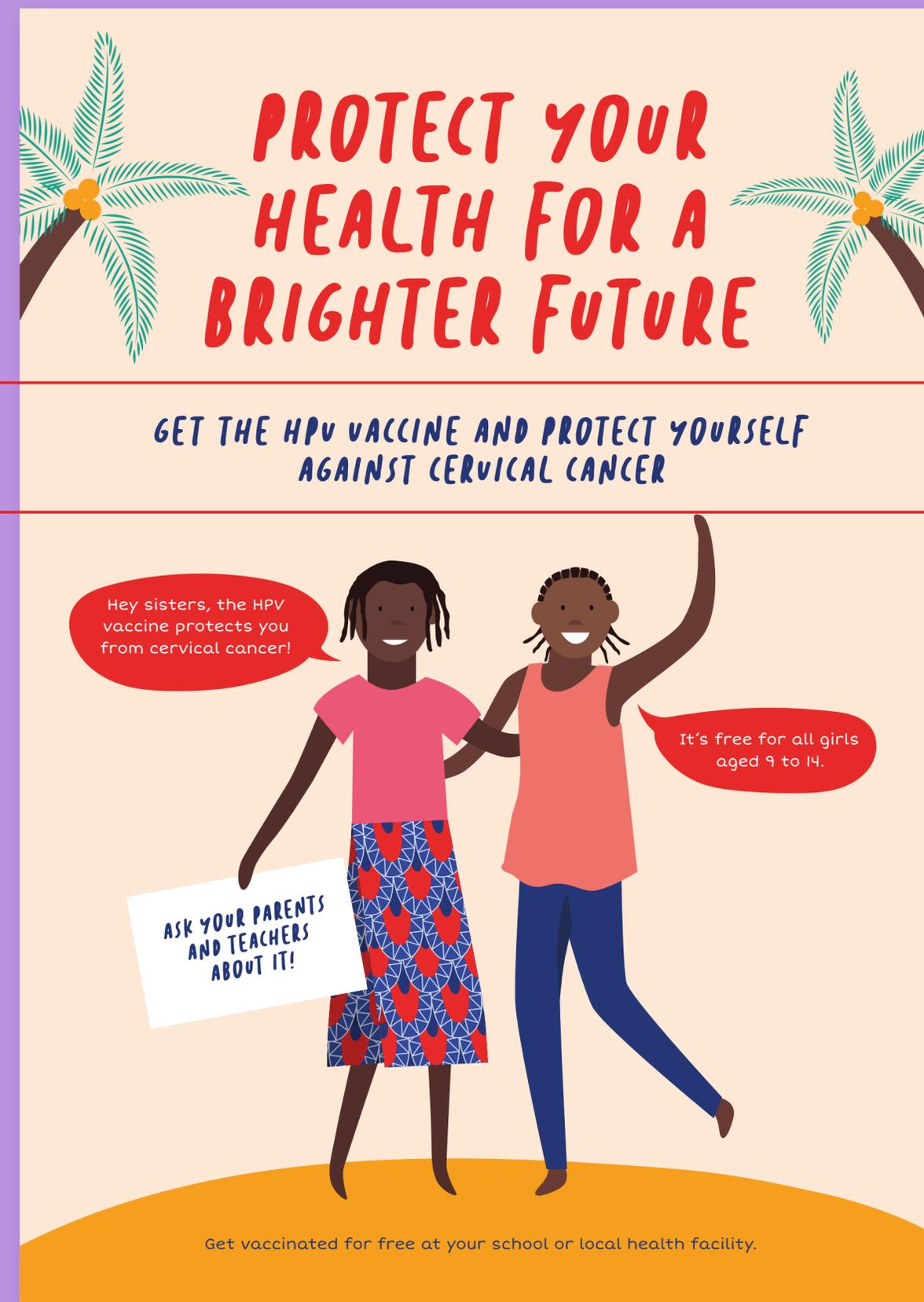
Some examples of support messages include:

“The HPV vaccine prevents cervical cancer”

“The HPV vaccine protects girls from cervical cancer“

“Get the HPV vaccine and protect yourself against cervical cancer“

“Cervical cancer is preventable with the HPV vaccination!“



Messaging structure

Support copy

This should clarify the message and communicate a benefit. Speech bubbles (illustration route) engage audiences by replicating natural conversation, and draw the reader in to engage more with the topic. A Q&A format provides an interactive aspect that younger audiences enjoy, as they can place themselves within the conversation.

Using names of girls helps normalise the content and references different ethnic groups and religious affiliations.



Messaging structure

Support copy

This should convey a consistent message and communicate a benefit. The insertion of the white card (illustration route) is to provide key takeaway details regarding the vaccination in a concise way. With the photographic route, a suitable space on the design (or a highlight-box) where copy can be easily read will allow for support copy to be inserted.

Key details will vary by country, but we recommend the following:

- Age-group and gender of vaccination cohort
- Date of vaccination
- Vaccination venue
- Two doses are needed, 6-months apart
- The vaccine is free of charge

However, care needs to be taken not to over-message the support copy.



Messaging structure

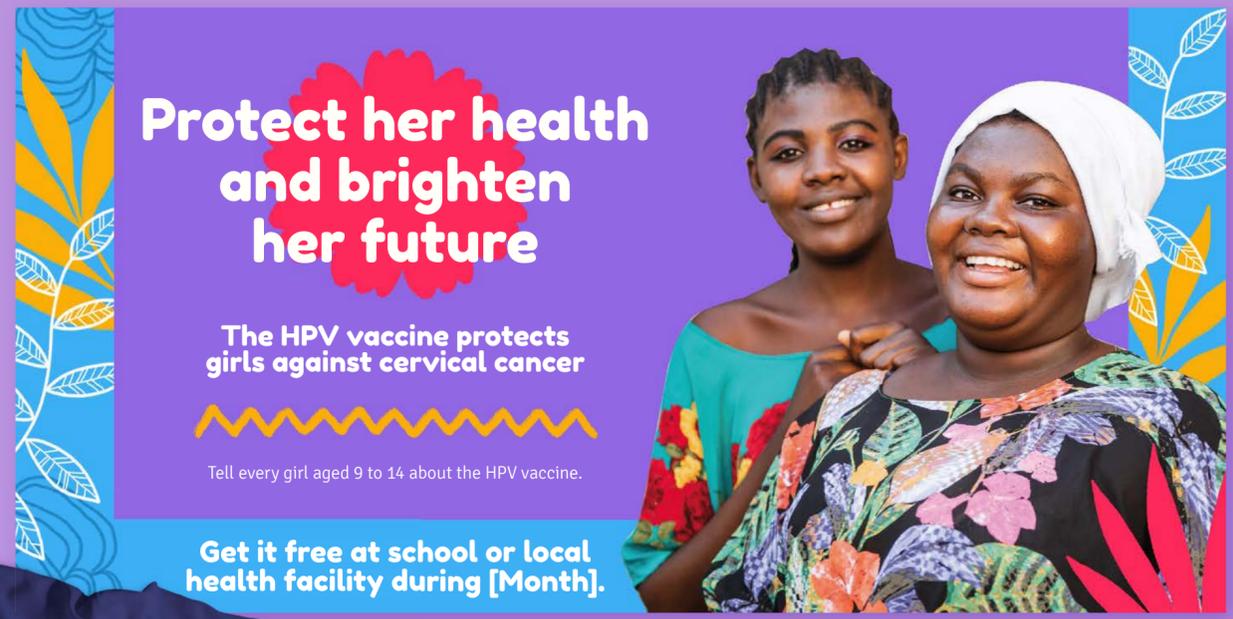
Call to action

This should tell the audience what they need to do next. Calls to action will be provided by your country's Ministry of Health, and can be displayed either in the white card (illustration route) or a suitable space in a bottom left/right corner of the poster (photographic route).

The call to action should be simple and easy to recall or note, with no more than two or three elements to signpost to the audience. It is important to understand which next steps are most appealing to your audience (eg Facebook, SMS etc).

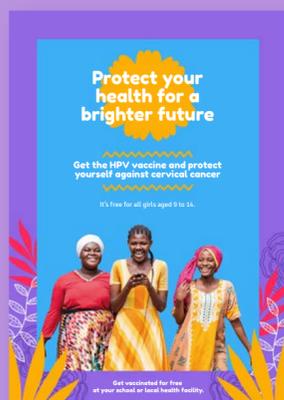


Traditional media, online advertising and animation



Posters

This is the approved messaging for larger posters with low dwell time. The calls to action should appear in the speech bubbles to increase visual prominence. The call to action messages will be supplied by your ministry of health.



For girls:

Lead message: **Protect your health for a brighter future**

Support message: **Get the HPV vaccine and protect yourself against cervical cancer**

Speech bubble: **Get it free for all girls aged 9 to 14. Get it at your school or health facility.**



For caregivers 1:

Lead message: **Parents, help protect your daughter's health**

Support message: **Get the HPV vaccine and protect girls against cervical cancer**

Speech bubble: **Get it free at school or local health facility.**



For caregivers 2:

Lead message: **Protect her health and brighten her future**

Support message: **Get the HPV vaccine and protect girls against cervical cancer**

Speech bubble: **Get it free at school or local health facility.**



For girls and caregivers:

Lead message: **Protect our health. Brighten our futures.**

Support message: **Get the HPV vaccine and protect girls against cervical cancer**

Speech bubble: **Get it free at school or the local health facility.**

Billboard

Just like A0 posters, billboards only have a dwell time of a few seconds so should only appear with the key messages. Here's an example for girls and caregivers.



Press adverts

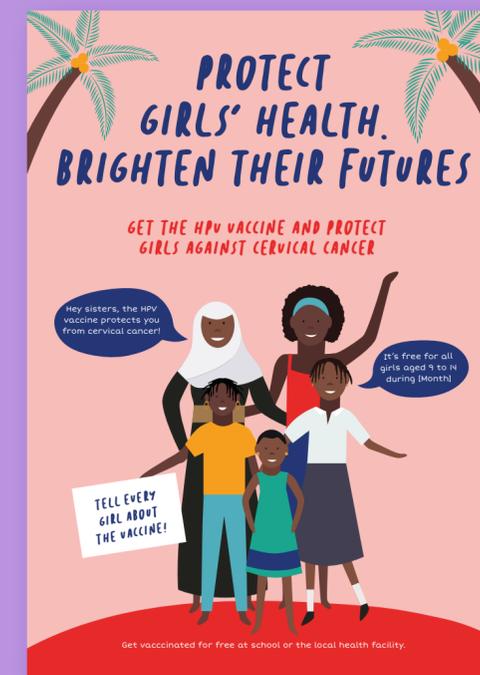
As press adverts are long dwell formats, they can carry a little more body copy (support messages), if required. See examples here:



Full page



Half page



Quarter page

Press adverts - messaging across insertion sizes

This is the approved messaging for full, half and quarter sized press adverts. The calls to action will be supplied by your Ministry of Health.

For girls:

Lead message: **Protect your health for a brighter future.**

Support message: **Get the HPV vaccine and protect yourself against cervical cancer.**

Speech bubble: **Hey sisters, there is a vaccine that can protect you from developing cervical cancer later in life. It's called the HPV vaccine and it's available to all girls aged 9 to 14.**

Call to action: **Ask your parents and teachers about it! Get vaccinated for free at your school or local health facility.**

For caregivers 1:

Lead message: **Parents, help protect your daughter's health.**

Support message: **Get the HPV vaccine and protect girls against cervical cancer.**

Speech bubble: **Help make sure she grows up safe and healthy by protecting her against cervical cancer. The HPV vaccine is available to all girls aged 9 to 14 during [Month].**

Call to action: **Tell every girl about the vaccine! Get girls vaccinated for free at school or the local health facility.**

For caregivers 2:

Lead message: **Protect her health and brighten her future.**

Support message: **Get the HPV vaccine and protect girls against cervical cancer.**

Speech bubble: **Help make sure she grows up safe and healthy by protecting her against cervical cancer. The HPV vaccine is available to all girls aged 9 to 14 during [Month].**

Call to action: **It's free and quick! Get girls vaccinated for free at school or the local health facility.**

For girls and caregivers:

Lead message: **Protect girls' health. Brighten their futures.**

Support message: **Get the HPV vaccine and protect girls against cervical cancer.**

Speech bubble: **Hey sisters, there is a vaccine that can protect girls from developing cervical cancer later in life. It's called the HPV vaccine and it's free for girls aged 9 to 14.**

Call to action: **Tell every girl about the vaccine! Get vaccinated for free at school or the local health facility.**

Press adverts



Leaflets

Leaflets are useful for deepening understanding among your audience. This cost-effective format can be read, retained and re-read, helping to overcome barriers to vaccination. When targeting girls, a simple A5 leaflet should be used. For caregivers a longer form, fold-out DL leaflet should be created.



Leaflets - messaging structure

Below is a recommended messaging structure for leaflet formats. The call to action messages should be approved by your ministry of health.

Key points within copy:

Lead message: **Protect girls' health for brighter futures.**

Support message: **The HPV vaccine protects girls from getting cervical cancer**

Introductory message: **There is a vaccine that can protect girls from getting cervical cancer later in life. It's called the HPV vaccine and it's free for girls aged nine.**

[Highlight box 1] **Tell every girls about the vaccine!**

[Highlight box 2] **Girls will need to get a second dose six months after the first dose.**

What is the HPV vaccine?

Every girl should grow up to be healthy and strong: The Human papillomavirus (HPV) is the leading cause of cervical cancer

In [enter your country], about [enter number] new cervical cancer cases are diagnosed annually [enter year of data].

The good news is that girls in [enter your country] can now get the HPV vaccine to protect themselves from cervical cancer:

If girls get the HPV vaccine at [enter girls age] years of age, the chances of them getting cervical cancer late in life is reduced.

When and where will the vaccination happen? Girls can get vaccinated for free at school, at health facilities and at community outreach from [enter start date]. If a girl is not present at school on vaccination day, she can still receive the vaccine anytime at school, a nearby health facility or community centre.

Frequently asked questions

Q1: **Why do adolescent girls get the HPV vaccine?**

The HPV vaccine provides the best protection for girls under 15 years of age from getting cervical cancer later in life.

Q2: **How many times do girls need the vaccine? In order to get full protection from cervical**

cancer, a girl will be given two doses of the HPV vaccine. The second dose needs to be given six months after the first dose.

Q3: **Is the HPV vaccine safe?**

Yes, the vaccine is very safe. It has been approved and recommended by the Ministry of Health and has been used in neighbouring countries and many others internationally.

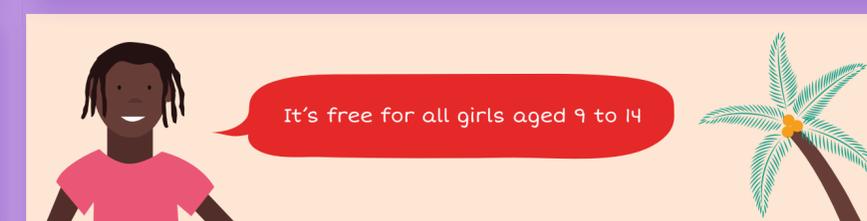
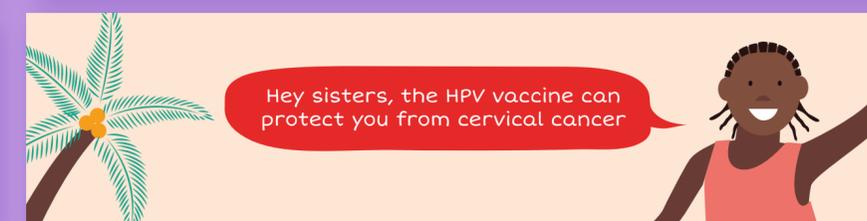
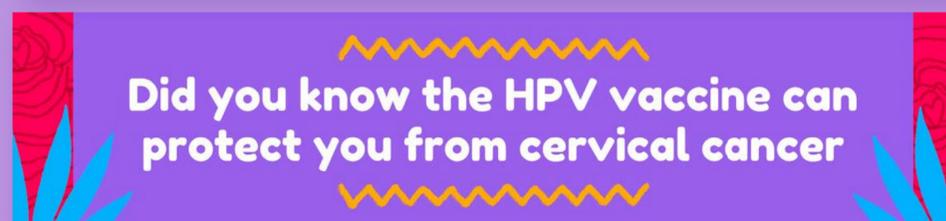
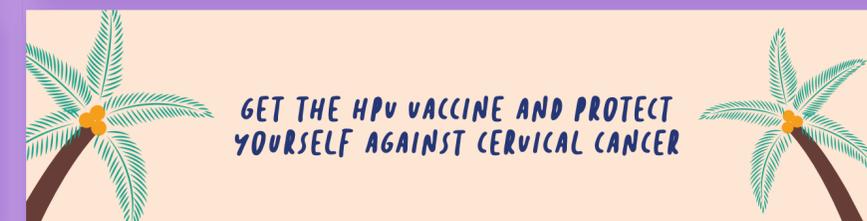
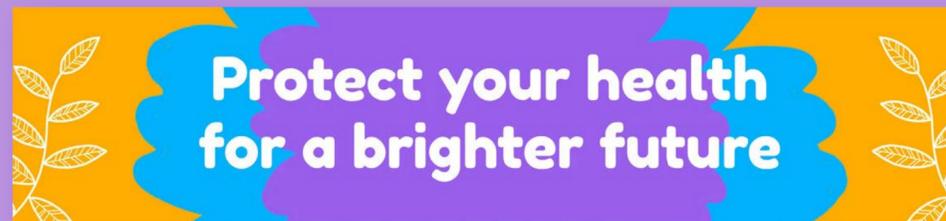
Q4: **Do boys get the HPV vaccination too? HPV vaccination is only for girls, since cancers caused by HPV affect mostly women.**

Terms and Conditions

[check with your ministry of health for this content]

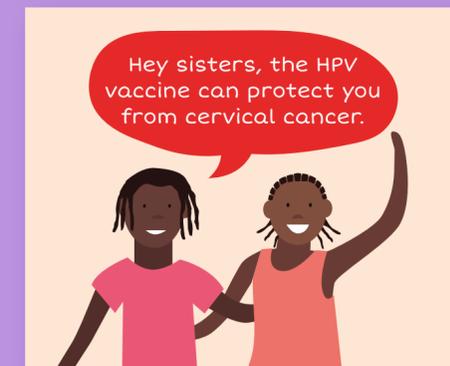
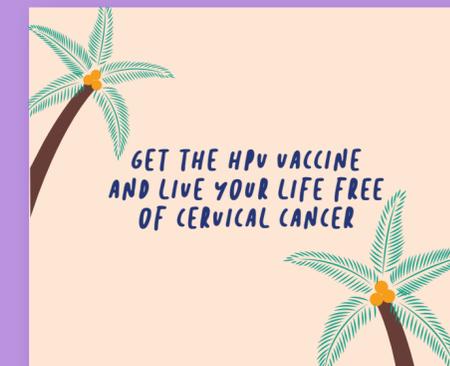
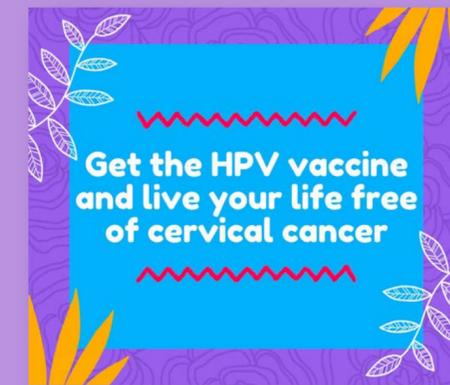
Online advertising

These examples show online banner ads aimed at girls. For campaigns aimed at caregivers, please compose each screen to feature one caregiver and one girl, and take your messaging guidance from page 28 of this document.



Online advertising

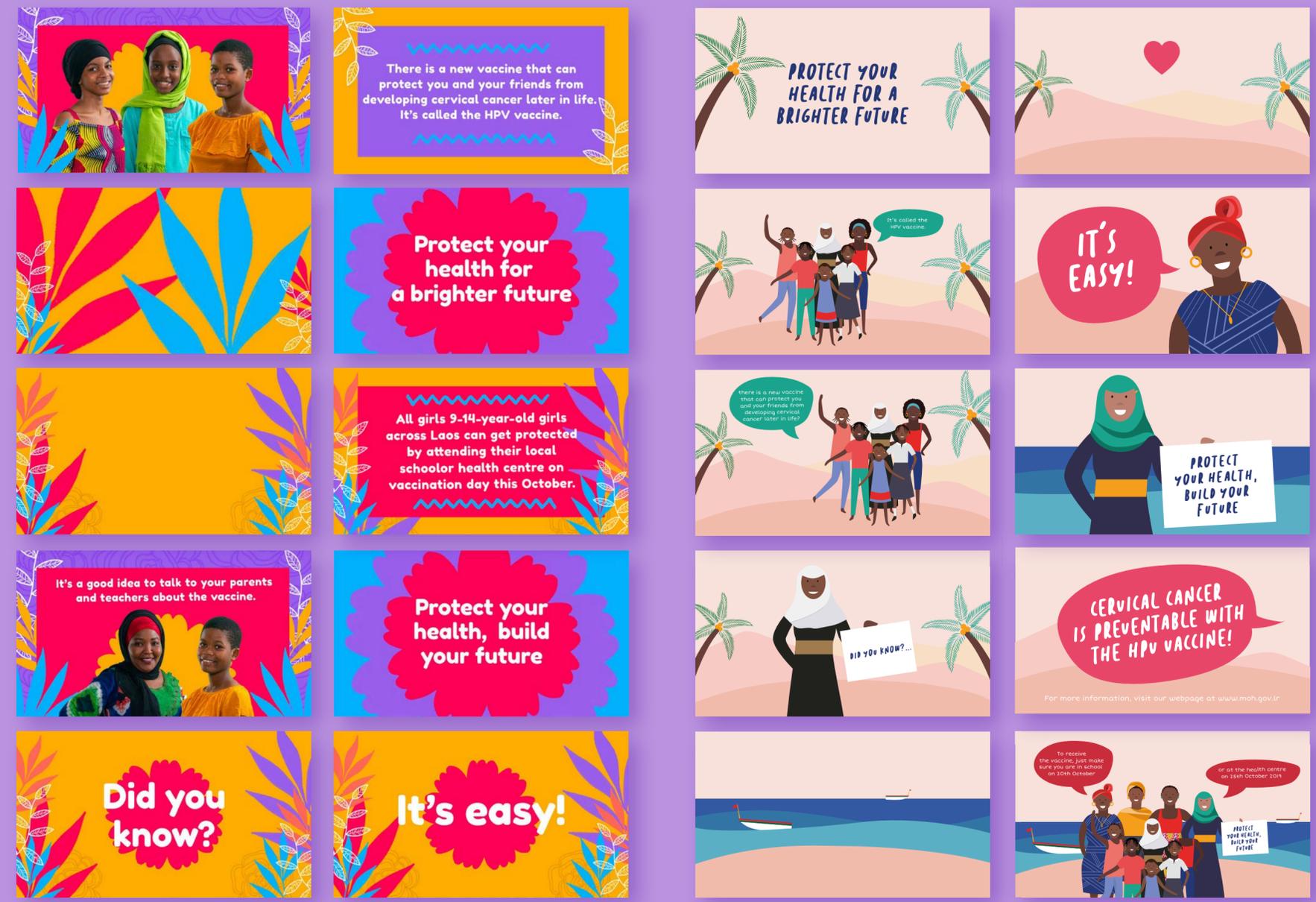
Animated MPU for girls. For online campaigns directed at caregivers, please compose each screen to feature one caregiver and one girl, and take your messaging guidance from page 28 of this document.



Animation

This multi-purpose animated film can be edited and used to help drive awareness and engagement. For example it could be shared online as a social post or used for presentations in schools and community centres.

We recommend the addition of local music and voiceover. To use on social channels, it doesn't need voiceover as users might not have sound on - but it's a 'nice to have' for other mediums. You can also customise characters and backgrounds to reflect local preferences.



Radio scripts

Radio is a cost-effective way to raise mass awareness amongst our two audiences. To meet the needs of different budgets, two scripts are available. Script A is creatively more ambitious and will require higher production values. Script B is simpler, allowing it to be produced on a limited budget. The call to action will be supplied by your ministry of health.



Radio scripts

Script A

SFX: Bustling classroom

Female VO: Every girl should grow up to be healthy and strong.

Girl 1: I want to be a dentist.

Girl 2: A firefighter!

Girl 3: I want to be a teacher.

Girl 4: A footballer!

Girl 5: I'm going to be astronaut!

Girl 6: I want to grow up to be... healthy. That's why I've had the HPV vaccine to prevent cervical cancer.

Female VO: Any girls aged 9 to 14 years can get the free HPV vaccine. It's available at school or your health facility during [Month].

So girls, protect yourself against cervical cancer and grow up to be anything you want to be.

Text [XXXXX] now for more information on the HPV vaccine.

Script B

Female VO:

Every girl should grow up to be healthy and strong.

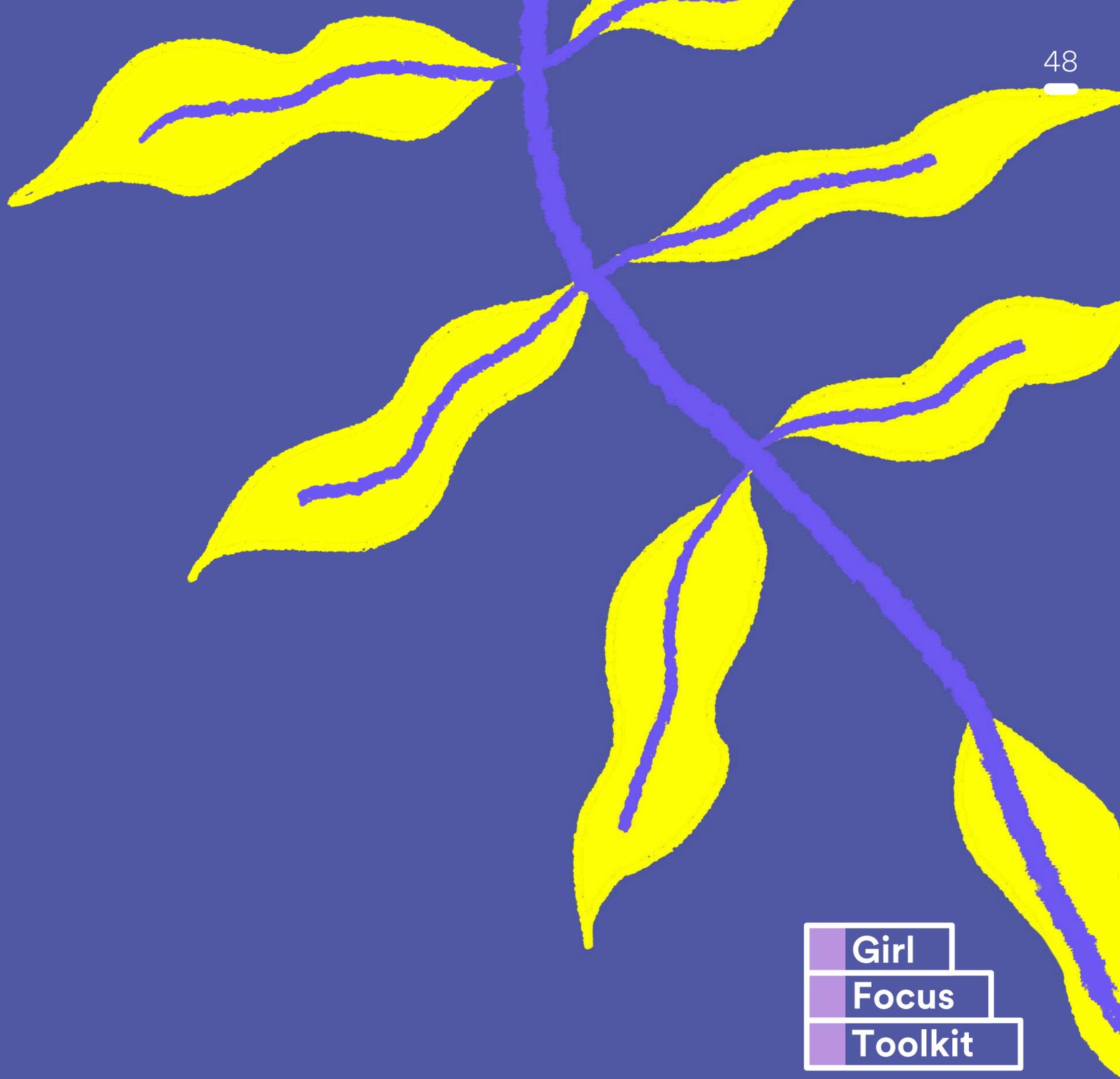
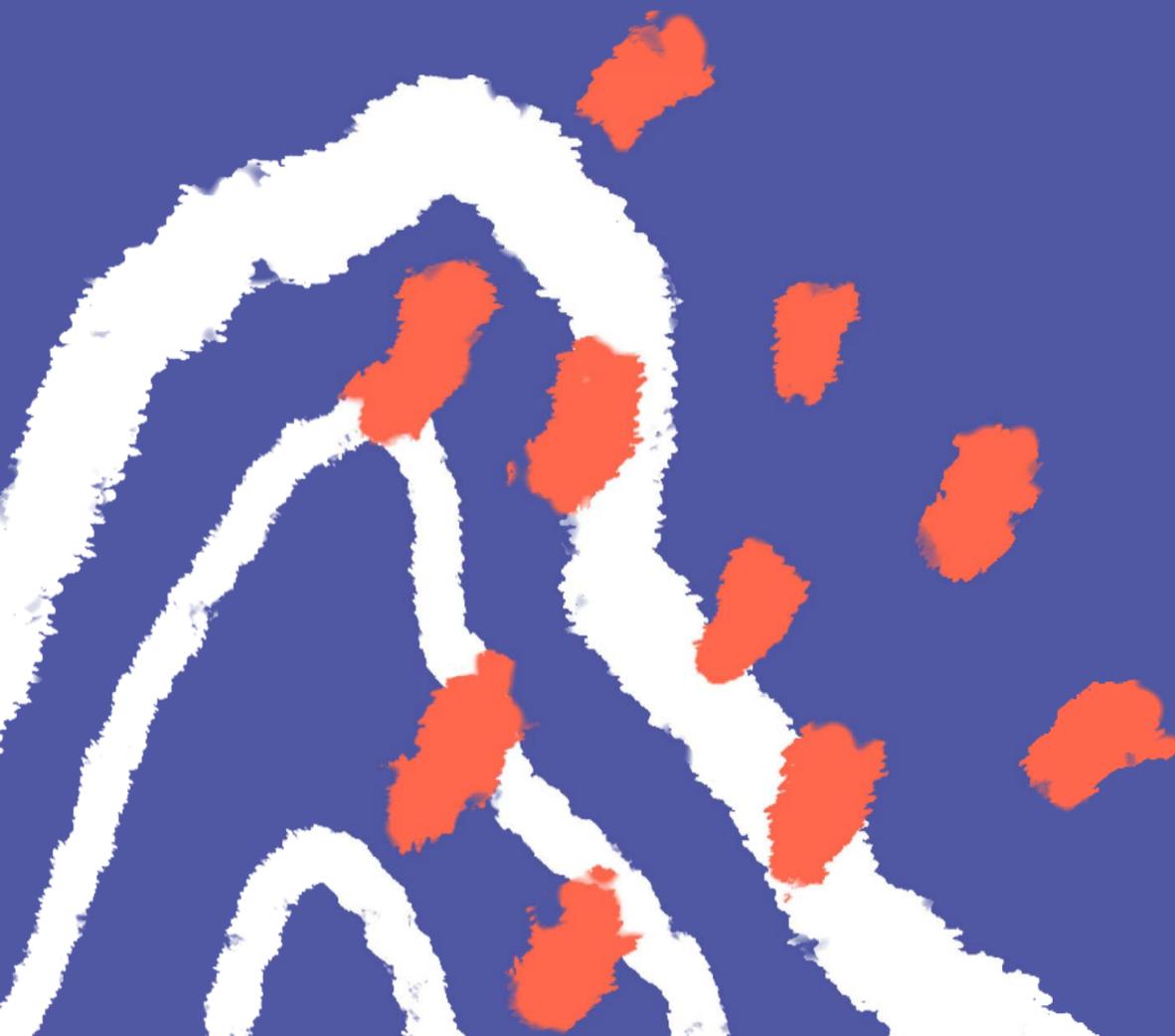
So if you're a girl aged 9 to 14 you now can get the HPV vaccine which protects you against cervical cancer.

It's available for free at school or your local health facility during [Month].

So girls, protect yourself against cervical cancer.

Talk to your parents or teachers about the HPV vaccine.

Section 3: Social media



Girl
Focus
Toolkit

Design Guide

Social posts - awareness

Using posts in the preferred social channels of each audience enables you to target them effectively and also facilitate social sharing to help drive awareness.



Planning your social media campaign

A social media campaign can increase awareness among girls and caregivers about the HPV vaccine, and Facebook is a channel where you can really create a connection with your audience. Carefully planned posting enables you to build engaging stories, help bust myths and explain the benefits of the vaccine to girls and their families. It also allows you to be more tactical and encourage girls to share the message with their friends.

If your communications team needs to strengthen their social media content management experience, we recommend you request a local agency to provide training on this.

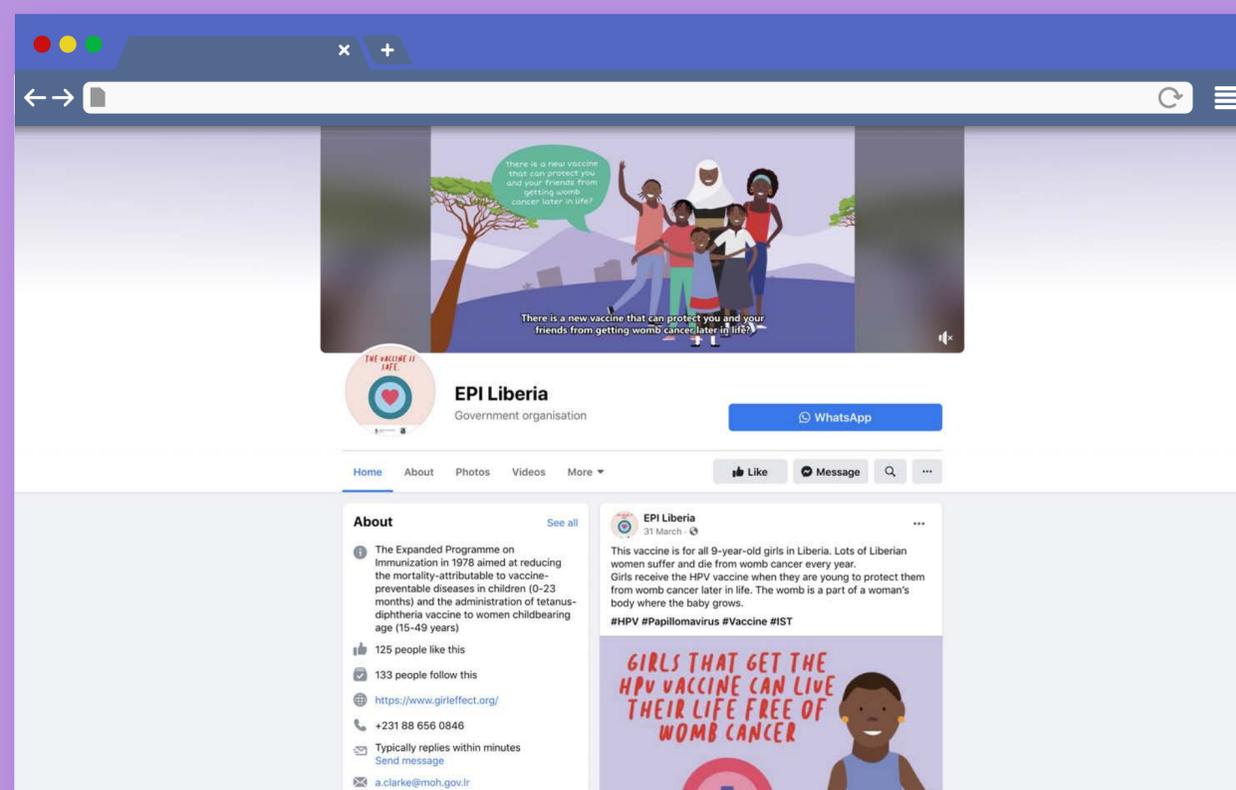
Your social media campaign content can be prepared and posted to follow a social media calendar. We also recommend that you create a paid media plan for social

posts and ‘boost’ each post using Facebook ad manager.

You will need to create the Facebook (or other social media channel) page before you start your campaign, and check you have sufficient administration

to community-manage users’ comments during the campaign.

Given Facebook is not available for girls younger than 13 years old we recommend posting content that is suitable for teenage girls, young women and parents.



Planning your social media campaign

With a Facebook campaign, we recommend creating and posting content that sits within the following sequence of categories:

Awareness: create awareness that a new vaccine is soon to be available, and how it can be received.

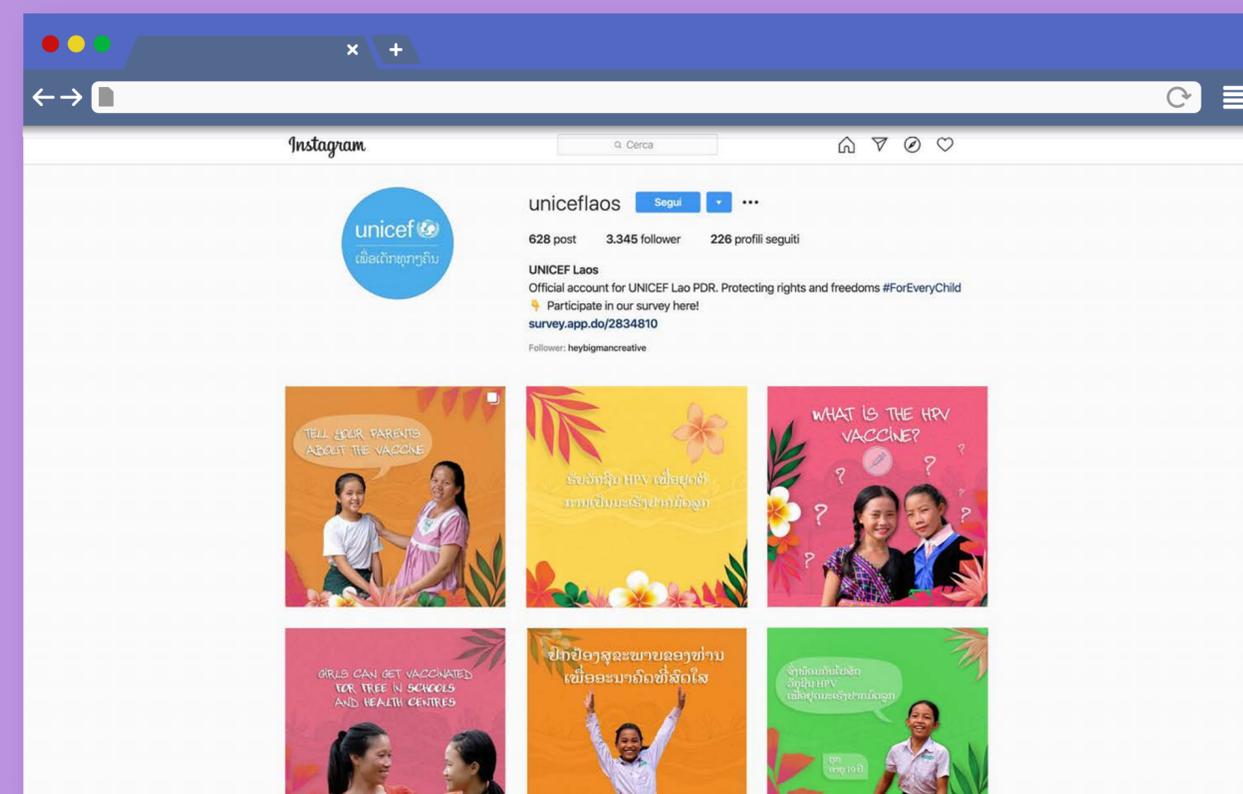
Education: explain what the vaccine is and why it is important to receive it.

Engagement: drive engagement on Facebook and encourage the audience to tell others about the vaccine.

Countdown: remind the audience how many weeks / days are left before the vaccine is launched.

Follow-up: to remind audiences that a second dose is also required.

In total we recommend posting approximately 15 Facebook posts, between 50-100 words each. Each post can feature a static image or an animation, accompanied by some copy.



Planning your social media campaign

The following timeline for an HPV vaccine campaign starts two months prior to the first dose (but this can be modified, depending upon your own schedule):

Week 1: awareness

Week 2: education

Week 3: education

Week 4: engagement + awareness

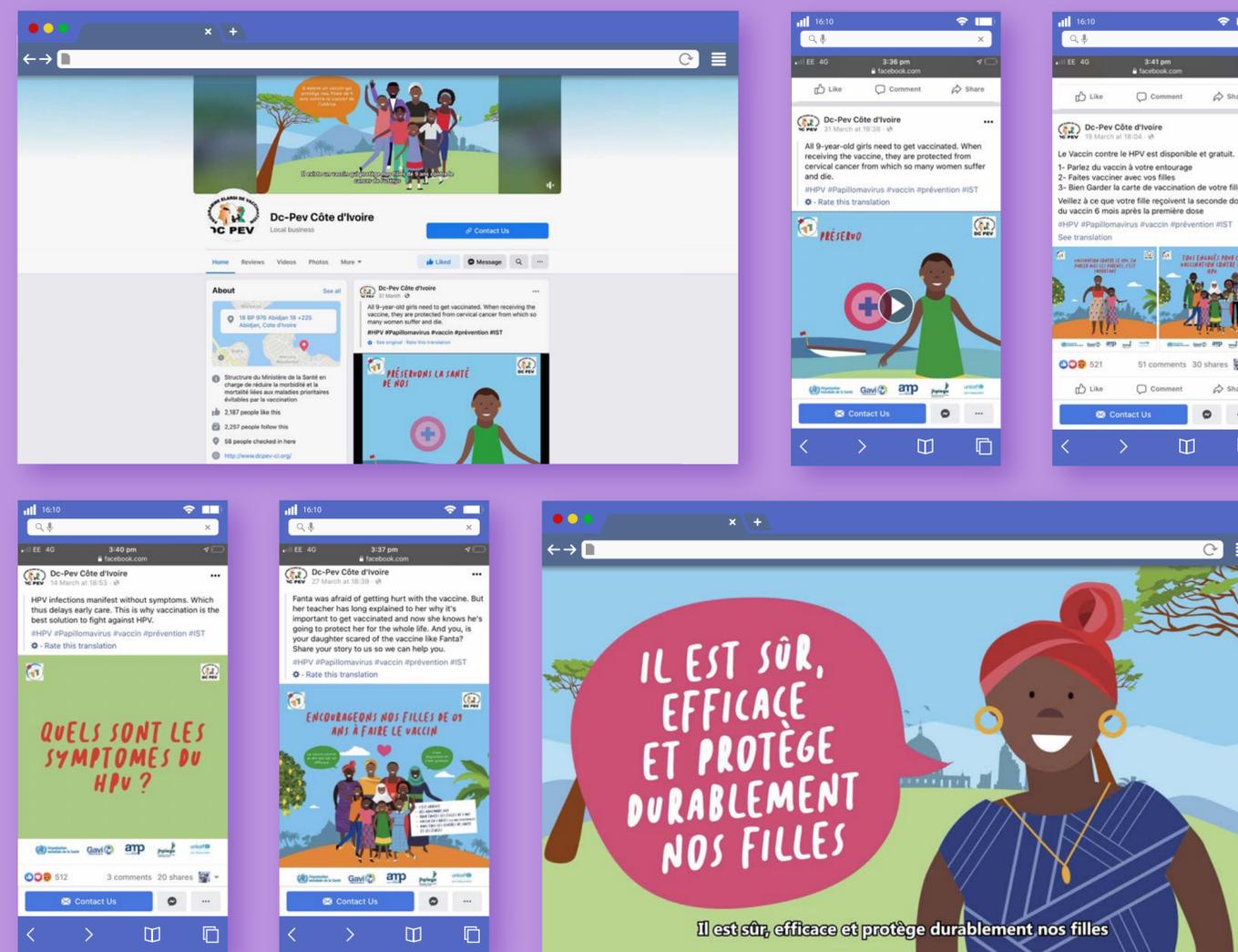
Week 5: education + engagement

Week 6: education

Week 7: education + engagement + countdown

Week 8: engagement + countdown

The following slides provide examples of these different types of post, which can be followed and customised (as appropriate) for your campaign.



Planning your social media campaign

Awareness posts

Aim: to create awareness that a new vaccine is soon to be available, and how it can be received.

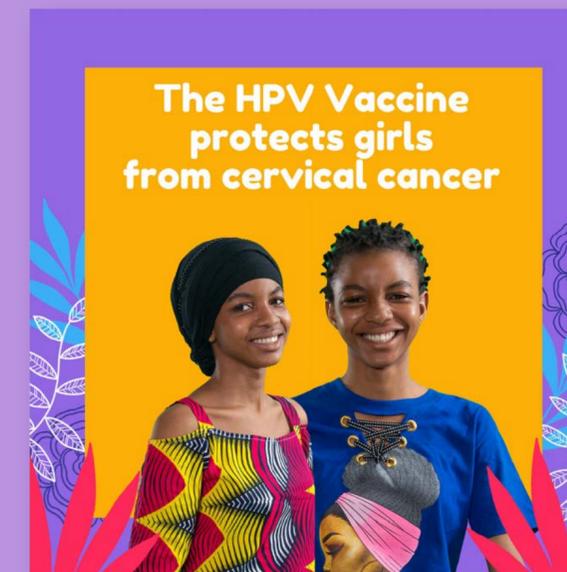
Image or video with example copy to accompany the post



The HPV vaccine can protect girls from cervical cancer. From [insert date] all girls aged 9-14 can get vaccinated for free at school or the local health facility. Tell all the girls you know!



Hey girls, there is a vaccine that can protect you from developing cervical cancer later in life. It's called the HPV vaccine and it's free for girls aged 10 to 14. Talk to your teachers and parents about it.



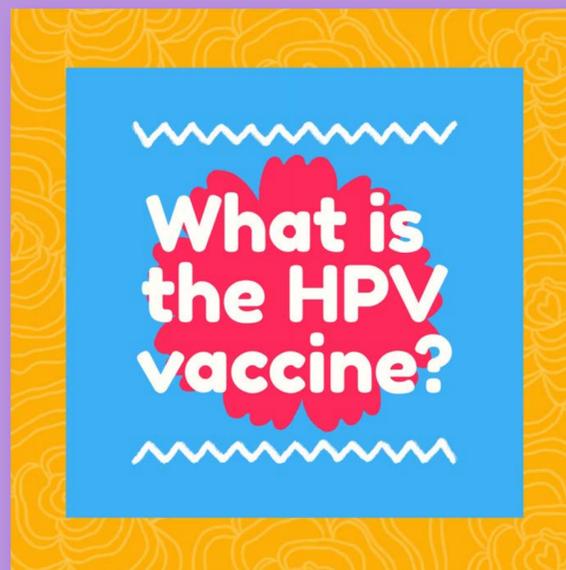
Did you know there is a new vaccine that can protect girls from developing cervical cancer later in life? It's called the HPV vaccine and you can get it simply by attending school, or your local health centre.

Planning your social media campaign

Education posts

Aim: to explain what the vaccine is and why it is important to receive it.

Image or video with example copy to accompany the post

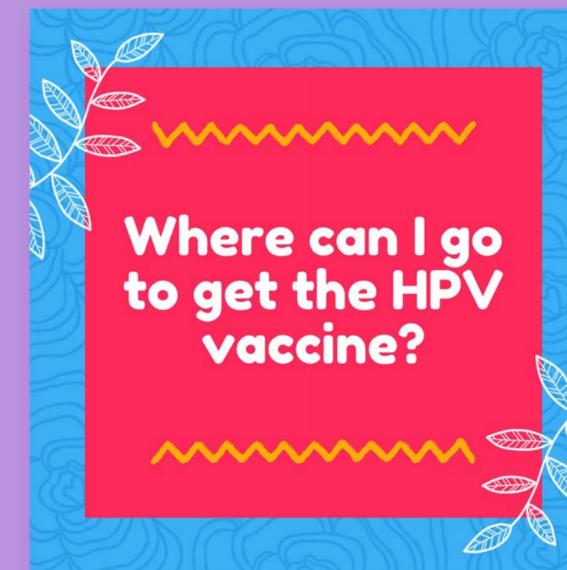


This vaccine is for all 10 to 14 year old girls in [enter country]. Lots of women in [enter country] suffer from cervical cancer, and so girls receive this vaccine when they are young to protect them from this disease. The cervix is an organ in a woman's body which is crucial when giving birth.



It's easy to get the HPV vaccine:

1. Talk to your parents and friends about the vaccine.
2. Go to receive the vaccine with your friends so you support each other.
3. You will receive a vaccination card after vaccination.
4. To be fully protected you must return for your second dose 6-months after the first vaccine.



The HPV vaccine will be given to all 9-year-old girls at schools, health facilities and community outreach. Ask your parents and school teachers for more information.

Planning your social media campaign

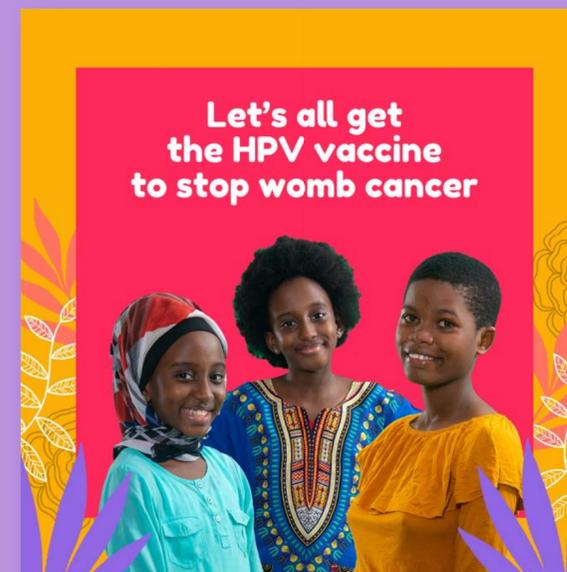
Engagement posts

Aim: to drive engagement on Facebook and encourage the audience to tell others about the vaccine.

Image or video with example copy to accompany the post



Hi! My name is Mariam and I am 15 years old, and my younger sister will go to receive the vaccination in June at her school and I will go with her and support her.



I heard my friends and also my teacher talking about how important it is to get the womb cancer vaccine. I am 9-years-old and I will go to receive the first dose of the vaccine at my school.

Like this post if you have received the HPV vaccine at your school.



Hi! My name is _____ and I am 15 years old, and my younger sister will go to receive the vaccination in _____ at her school and I will go with her and support her.

Do you have a little sister that you love? Will you support her on vaccination day?

Planning your social media campaign

Countdown posts

Aim: to remind the audience how many weeks / days are left before the vaccine is launched.

Image or video with example copy to accompany the post



All 9-year-old girls in [insert country here] can get the HPV vaccine from November 25th. They will be free from womb cancer for the rest of their lives!



Since November 25th the HPV vaccine is available in all health centres.

All 9-year-old girls can get the HPV vaccine for free so they can be protected for life against cervical cancer!



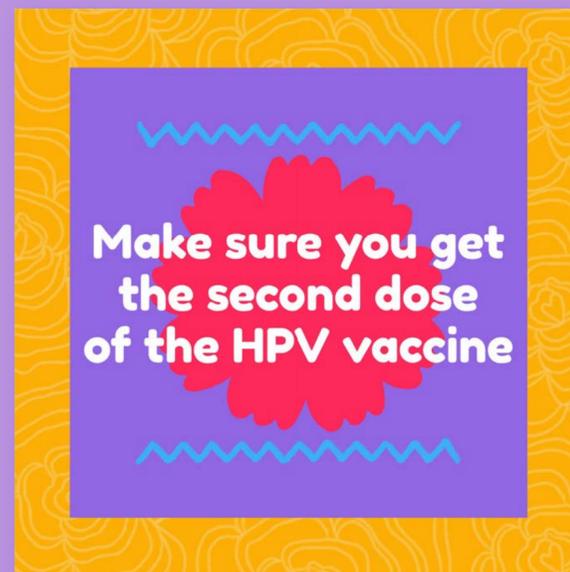
All girls aged 10-14 can get the HPV vaccine at their school, health facility or community centre from [insert date here].

Planning your social media campaign

Follow-up posts

Aim: to remind audiences that a second dose is also required.

Image or video with example copy to accompany the post



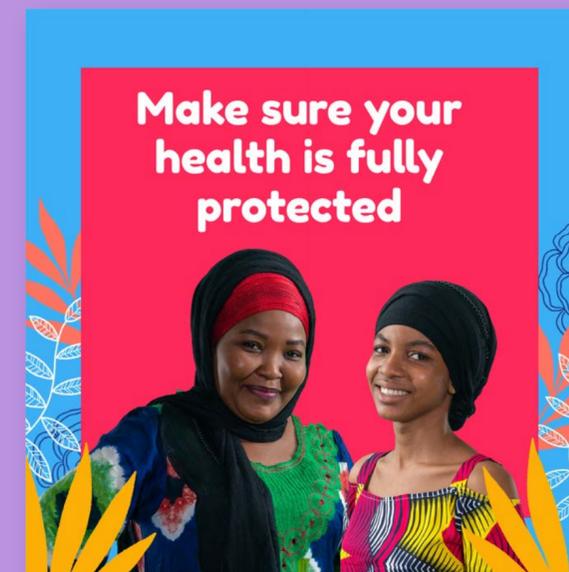
Hey sisters, did you know that you need two doses of the HPV vaccine to completely protect yourself against cervical cancer?

Go to school or your nearby health facility 6-months after your first dose to make sure you're fully protected.



Don't forget you need two doses of the HPV vaccine for it to work properly.

Remember you can access the second dose at your local school, health facility or community outreach.



Your daughters need the second dose of the HPV vaccine to make sure they are protected against cervical cancer.

Links and contacts

To make it as easy as possible to create your campaign, all of our explainer and guidance documents can be found at:

www.girlfocustoolkit.org

All country specific illustrations and generic artwork templates can be found in **Design Assets**.

But please note these are guides only, and you will need to contact your local media owner or printer for the correct artwork specifications.

If you need any further assistance, please send an email to gavi_campaign@girleffect.org and one of our team will respond to you as quickly as possible.

Thank you

We hope you have found this toolkit helpful. By creating effective communications we can help generate awareness of the HPV vaccine. And by inspiring girls to get vaccinated, we can help ensure they grow up healthy and strong.

We're here to help

If you have any questions regarding the information in this toolkit, don't hesitate to get in touch.

girlfocustoolkit@girleffect.org



Design Guide