Le vaccin contre le HPV est disponible à partir de novembre 2019 et c'est gratuit.
We all want girls to grow up informed, empowered and healthy, but the HPV vaccine is a new, complex subject for a young girl to engage with. At such a sensitive stage in her life, clinical, complex and impersonal messaging about cervical cancer and HPV can create unease and uncertainty.

So Girl Effect, supported by Gavi, created the Girl Focus Toolkit to cut through this confusion. Each piece of communication speaks directly to girls, inspiring them with positive messages (while reassuring their communities) that getting vaccinated is the right thing to do.

Regardless of the timeframe or budget, the Girl Focus Toolkit can help deliver an effective campaign.
Campaign In Action - Côte d’Ivoire

This document is an overview of the campaign created in Côte d’Ivoire using the Girl Focus Toolkit.

Key campaign information:
Routine introduction started - November 2019
Vaccine cohort - 9-year-old girls
Campaign production timeframe - Five months
Campaign reach - Nationwide
Key stakeholders - EPI, MoH, Jhpiego, UNICEF, Social Mobilisation Committee
Research required - Yes
Local design agency appointed - Yes
Côte d’Ivoire was faced with a tight deadline for the delivery of its national HPV vaccine campaign and needed to find a way for their budget to work optimally among a large population. The team in Abidjan were also keen to create an ambitious HPV vaccine campaign, in particular with a focus on digital communications.

By adapting the creative templates and graphic assets of the Girl Focus toolkit, a range of communication materials and media executions were created and tested within the timeframe. Social media content played a key role across several well known platforms, and acted as a focal point for the campaign.
The Design Guide component of the toolkit covers two campaign design options in detail (illustrative and photographic) that resonate effectively with girls and their communities.

The illustration option was chosen for Côte d’Ivoire due to the tight delivery timeframe. The Design Assets in the toolkit contained ready-made assets that could be easily tailored with cultural cues and quickly adapted into a range of media executions.

All designs created for Côte d’Ivoire featured vibrant, friendly girls of vaccination age and figures representing members of their communities (such as a parent, teacher or health worker).
The campaign reflects:

– Different skin tones and religious affiliation were used to reflect the diversity of the country.

– One of the nine-year-old girls wore the country’s national school uniform, helping the audience easily identify her age.

– Girls were also depicted wearing casual clothing to ensure out-of-school girls were not excluded (an important cohort to include in a vaccination campaign).

– Male and female caregivers appear as a result of research which highlighted that girls felt they provided a sense of comfort, protection, love and trust.

Girl focused research

To ensure the key messages resonated with the French-speaking, West African audience, five research sessions were conducted with girls aged 9 to 14, parents (male and female), health workers and teachers.

During the research process, girls often drew icons associated with love and nature (e.g. love hearts), to express how the concepts being tested made them feel. These icons were added to the final design.
Social media was used to great effect

Social media is a powerful way to talk directly to older girls and caregivers, and was used extensively in Côte d’Ivoire. Executions (both static and animated) appeared on Facebook and LinkedIn.

Many posts used animation, a really effective medium for sharing complex information quickly and easily. These short and long form executions were distributed on EPI social media and featured a selection of characters that were appealing to girls and their communities. A long-form animation was also uploaded to YouTube.
Communication materials and media assets created:

- Posters
- Silicone bracelets
- Stickers
- Radio adverts
- Animations
- Social media posts
Positive effects

Insights and learnings from Côte d’Ivoire:

- Several key aspects relating to language and design were amended as a result of the testing, highlighting the importance of cultural contextualisation.

- Strong communication between the EPI team and the design agency is essential for the fast, effective delivery of high-quality communication materials.

- Diversification of social channels (such as using Instagram) would reach a younger audience.

- Effective social channel community management is key to campaign success in the long term.

Feedback from partners in Côte d’Ivoire:

“It’s reassuring to know the tools have been tested and have taken into account the local context.”
[Communications Officer, Côte D’Ivoire]

“I’d seen effective animations for other subjects – child marriages, GPV... creating an animation for the HPV vaccine was a dream come true for me.”
[Communications Officer, Côte D’Ivoire]

Social media results:

- Posts published on Facebook and on LinkedIn - 17
- People reached - 496,643
- Likes - 18,173
- Comments - 792
- YouTube views - 73,151

“Social media results”

“I’d seen effective animations for other subjects – child marriages, GPV... creating an animation for the HPV vaccine was a dream come true for me.”
[Communications Officer, Côte D’Ivoire]