Girl Focus Toolkit

Campaigns in Action - Lao PDR
Background

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 - Lao PDR

This document is an overview of the campaign created in Lao PDR using the Girl Focus Toolkit.

Key campaign information:
Vaccine rollout - March 2020 onwards
Vaccine cohort - 10-14-year-old girls
Campaign reach - National campaign; Lao, Khmu and Hmong languages
Key stakeholders - EPI, UNICEF
Research required - Yes
Local design agency appointed - Yes
To deliver the HPV vaccine campaign, the team in Lao PDR faced two challenges. The first was developing communications that could resonate across the country’s rich ethnic diversity (49 ethnic groups), and the second was delivering a campaign within a busy schedule of other health interventions.

By using the easy-to-use toolkit - primarily the user-friendly Design Guide and turn-key design assets and graphic assets – it was apparent that the time required to deliver a range of communication materials and media executions would be minimised. This was key to ensuring the team would get the support it needed. The design assets could also be easily tailored to meet the country’s cultural needs.
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 photographic option was chosen for Lao PDR as real-life imagery was identified through research as being more appealing to the audience. The design assets in the toolkit contain ready-made assets that could be easily tailored with locally generated photography and further localised with other illustrated cultural cues. These assets were quickly adapted into a range of media executions.

All designs created for Lao PDR used photographs featuring girls of vaccination age and members of their communities (such as a parent, teacher or health worker).
The campaign reflects:

- Some girls wore the country’s national school uniform, helping the audience easily identify her age.
- Other 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).
- Photography and radio represented the three major ethnic groups in Lao PDR.
- Some elements of messaging were incorporated into UNICEF Interpersonal Communication (IPC) materials, and deployed in rural communities.

Girl focused research

To ensure the key messages resonated with a Southeast Asian audience, five research sessions were conducted with girls aged 9 to 14, parents (male and female), health workers and teachers. During these sessions, a Unicef photographer also took a number of photographs of girls and females and it was decided to use these photographs in the campaign.

During the research process, many girls drew things to help express how the ideas being tested made them feel. They expressed their sense of warmth and love with rainbows, stars, flowers and hearts. Some of these elements were taken forward into the final design.
Social media was used to great effect

Social media is a powerful way to talk directly to girls and was used extensively in Lao PDR.

These assets appeared in different languages and were distributed via EPI social media (Facebook and Instagram). They featured a selection of photographs that would appeal to girls and their communities.
Communication materials and media assets created:

- Posters - 60,000 (10,000 villages)
- Leaflets - 60,000 (10,000 villages)
- Animated video - 2 x language variants
- Banners - 168 (148 districts and 18 provinces)
- Facebook, Instagram (social media)
- Job Aid teacher packs - 11,000
- Radio adverts - 2 x variants, 3 x languages
- Loudspeakers - (broadcasting audio messages in local languages in villages)
Feedback from toolkit partners in Lao PDR:

- Delivery of the campaign benefited from Lao PDR’s Ministry of Health and Unicef being aligned on the best way to represent the population in communications (photographic route, ethnic diversity, language, community outreach activities).
- The importance of an agency like UNICEF in coordinating campaign development activity.
- The importance of assessing which design route is likely to resonate most with local audiences.

Feedback from partners in Lao PDR:

““I was not used to seeing a girl-centred approach like this - it was good to see, a very positive angle”
[Regional Communications Specialist, UNICEF]

“I thought the imagery was very strong - much better than what you usually see”
[Regional Communications Specialist, UNICEF]