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 - Liberia

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

Key campaign information:

- Vaccine rollout - **Routine introduction, November 2019 onwards**
- Vaccine cohort - **9-year-old girls**
- Campaign production timeframe - **Five months**
- Campaign reach - **Nationwide**
- Key stakeholders - **EPI team, Jhpiego**
- Research required - **Yes**
- Local design agency appointed - **Yes**
Challenge

The EPI team in Liberia have a wide range of health interventions to manage, and with the HPV vaccination the team were keen to adopt a girl-focused approach. Lower levels of literacy among girls in some regions created the need for an accessible campaign that would appeal and stand out to girls and their caregivers.

With a busy health intervention schedule and limited resources, minimising the time and effort required to deliver a range of HPV vaccine campaign materials was essential. The easy to use Girl Focus Toolkit was key in providing the support required to deliver the campaign.

The HPV vaccine is available in Liberia starting November 2019.
The Design Guide component of the toolkit covers two campaign design options in detail (illustration and photography) that resonate effectively with girls and their communities. The illustration option was chosen for Liberia as the toolkit contained ready-made assets that could be easily tailored with cultural cues and quickly adapted into a range of media executions. All the design executions 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:

- Some of the girls depicted wore the Liberian school uniform, helping the audience identify the vaccination cohort as nine-year-old girls.
- 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).
- Various female caregivers were also included, to ensure the materials resonated with these key influencers and decision makers.

Girl focused research

To ensure the key messages connected effectively with this West African audience, six research sessions were conducted with girls and boys aged 9 to 14, parents (male and female), health workers and teachers.

Overall the campaign was received positively and the theme of parents giving consent to the vaccine (and thereby protecting their daughters) was warmly welcomed. However, aspects of the design and messaging needed refinement to ensure the purpose of the vaccine was clearly understood.
Social media was used to great effect

Social media is a powerful way to connect with the caregivers of girls and was used extensively in Liberia.

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:

Radio adverts - 2 x variants

Posters - 2,500

Stickers - 2,644

Animations - 4 x variants

Silicone bracelet - 5,000

Social media - (+ training)
Positive effects

Insights and learnings from Liberia:

- The importance of good coordination of the development of materials, getting buy-in from all stakeholders and starting development from an early stage.
- Targeting caregivers (i.e. parents) as well as girls proved to be important, in countering negative rumours regarding this new vaccine.
- 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 Liberia:

“This was a perfect opportunity to have a look at communications that came from a different angle, a different perspective”

[EPI Manager, Liberia]

“...so it's just a case of contextualising it. It is all in place”

[EPI Manager, Liberia]

Social media results:

- Posts published on Facebook - 14
- People reached - 178,085
- Likes - 4,355
- Comments - 145
- YouTube views - 24,556