Girl Focus Toolkit

Introduction
Welcome to the Girl Focus Toolkit: Introduction

The aim of this document is to introduce the HPV Vaccine Campaign toolkit, and each of its components. Over the following pages, we’ll briefly introduce each component to help you understand how these tools can help inspire and guide you.

You can access the full Toolkit online via our user-friendly HPV Vaccine Campaign Resource. Regardless of your budget and timeframe this resource gives you the tools needed to deliver an effective girl focused campaign.
For communities to thrive, young girls need to be given every chance to grow up healthy and informed. However, health campaigns rarely talk to girls directly and many campaigns are primarily focused on the parents. They contain information that is overly complex, too simplistic, fails to bust myths or is simply scary.

For adolescent girls, cervical cancer and the HPV vaccine can be a difficult subject to engage with. A lack of information, rumours and miscommunication have all contributed to their unease and uncertainty. But getting the HPV vaccine is an important step in ensuring their long-term health.

To make a difference, we need to do things differently:

The Girl Focus Toolkit takes a girl-focused approach, within a comprehensive communications strategy. 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.

This approach will:

- Ensure girls feel engaged, informed and valued.
- Help girls understand their options and feel in control of their choices.
- Help girls have a more positive vaccination experience.

It will also help achieve our long-term ambition:

By receiving the HPV vaccine, a girl can begin a lifetime of positive health-seeking behaviour for herself, her children and the generations yet to come.
Girl Focus Toolkit

Need to build a campaign from scratch?
The Step by Step Guide takes you through a five-step process for developing an HPV vaccine campaign. From setting objectives to design strategy, creating communications to evaluating effectiveness, it’s full of detailed information, tips and real-world examples. This document is interactive, so you can click directly to the section most relevant to whichever stage of planning or implementation you are at.

Click here for access

Want to see how others are using the toolkit?
Campaigns in Action offers insights into country specific challenges and showcases their campaign communication materials.

Click here for access

Want to provide design guidance and / or ready-to-use templates to your design agency?
The Design Guide offers detailed information on how to create a campaign that will be effective in your country. Developed primarily for design professionals, it shows how to design and produce girl focused communications.

Click here for access

Design Assets
The Design Assets folder contains lots of ready-to-use design templates that can be easily adapted to meet a country’s cultural needs.

Click here for access
This comprehensive guide covers the five-step process for delivering an effective HPV vaccine campaign. Of course, you may be familiar with these stages from previous health campaigns but here’s a summary of what you can expect to find.

**Step 1 - Set objectives**

This first step will help you set clear objectives and show you how to prioritise them.

**Can you make your communications objectives SMART?**

<table>
<thead>
<tr>
<th>Specific</th>
<th>Measurable</th>
<th>Achievable</th>
<th>Relevant</th>
<th>Timely</th>
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<tbody>
<tr>
<td>Increase awareness among 15-year-old school girls in Addis Ababa that HPV vaccines prevent cervical cancer (shifting awareness from 20% to 40% in the first month of launching the vaccine and maintaining that level for dose 2).</td>
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**Setting your objectives: Understanding priorities for a girl**

**Why wouldn’t she get the vaccine?**

Think about her and what the barriers are that stop her from getting the vaccine.

**Why would she?**

Phrase the same barriers in a positive way.

We hope you find these tips helpful. After you've set your overall objectives you will want to refine them according to the insights you learn and your decision on how to evaluate.
Step 2 - Gather insights
You need to establish what you know, and don’t know, about girls’ understanding and attitude towards HPV and the vaccine. This second step takes you through key considerations when conducting research.

Step 3 - Design strategy
An effective campaign requires careful planning. This third step details how to develop a key messaging framework and the appropriate selection of media.
Step 4 - Create communications
This fourth step helps you think about the best creative design solution to communicate the key messages with girls. This could be either a standalone campaign or using an existing youth brand.

Want to read the Step by Step Guide in full? Click here for access
Based on experiences in other countries, it's clear the HPV vaccine is viewed differently to other vaccines. It brings out sensitivities around cervical cancer, the age of girls and sexual / reproductive healthcare.

With this in mind, all the HPV vaccine campaign options detailed in the Design Guide are positive, bright and cheerful to ensure girls feel inspired, informed and valued.

The Design Guide offers two campaign design options:

Illustration

Photography

These two options are available to meet the different cultural needs of countries to ensure the campaign resonates most effectively with young girls.

The Design Guide has already been used successfully in Côte d’Ivoire, Lao PDR and Liberia. Over the next few pages, you will find examples from their campaigns.
Poster, Côte D'Ivoire

The illustrative design option uses bright colours and charming illustrations to ensure the campaign exudes positivity and confidence. By using friendly characters, culturally relevant background elements and motifs this design option makes the topic feel more familiar and less intimidating for girls to engage with.
Press advert, Lao PDR

In some cultures, the use of photography can make a message more compelling. This design option uses real-life images of the target audience in a positive and accessible way. These warm, friendly images are further enhanced by the addition of culturally relevant objects and icons.
Girl Focus Toolkit: Introduction

When and Where Will the Vaccination Begin?

Why do girls need protection from HPV infection?

HPV is a common virus that can cause many types of cancer. It is the most common sexually transmitted infection in the world. Most girls and young women will get HPV at some point in their lives. Some types of HPV can cause cancer, such as cervical cancer. However, most HPV infections go away on their own. It is important to get vaccinated to prevent HPV and the cancers it can cause.

Frequently Asked Questions

How do vaccines work?

Vaccines work by introducing a harmless form of a disease-causing virus or bacteria into the body. This causes the immune system to respond as if the body is fighting a real infection. This helps the body develop immunity to the disease, so it is less likely to get sick if it is exposed to the actual virus or bacteria.

Who can get vaccinated?

Girls aged 11-15 years are recommended to get the HPV vaccine. It is important to get vaccinated before starting sexual activity.

What are the benefits of getting vaccinated?

Getting vaccinated can help prevent cervical cancer and other HPV-related cancers. It also helps prevent transmission of HPV to sexual partners.

Vaccination Schedule

Girls should get the first dose of the HPV vaccine between 11-12 years of age. The second dose should be given 6-12 months after the first dose. The third dose is recommended at 15-21 months after the second dose.

Wristbands, Liberia

Stickers, Côte D’Ivoire

Leaflet, Liberia

Cap, Liberia

T-shirt, Liberia
Social media

Social media is a powerful way to communicate directly with girls. This activity on Facebook and Instagram also used animation which allowed complex information to be shared quickly and easily.

Watch the animations, Click here

To see the social media templates in Design Assets, Click here
This component showcases campaigns that have already been created using the Toolkit. Full of inspiring real-world examples and actionable insights, Campaigns in Action proves what is possible regardless of budget, resources and timeline.

**Each Campaign in Action covers:**
- Key challenges
- Campaign strategy
- Communication materials
- Insights and learnings
Using an existing youth brand

Girl Effect has already helped many countries successfully create youth brands to inspire positive health and lifestyle choices amongst young people. If there are branded media options which target youth in your country, these could be used to communicate the HPV vaccine message to young girls.

For example, in Malawi the Zathu youth brand uses the power of music and storytelling to close the gender gap and tackle challenging topics such as relationships, stereotypes, self-expression and sexual health.
To communicate the HPV vaccine message in a thoughtful, interesting and inspiring way Zathu published a mini-magazine that targeted nine-year-old girls who were due to be vaccinated the same year.

Creating an HPV vaccine campaign that leverages the strength of an existing youth brand offers several advantages:

- It’s already culturally appropriate
- Is trusted by the audience
- Has an existing presence in media channels

Find out more about using existing brands in the Step by Step Guide. Click here for access
Next steps: explore the Girl Focus Toolkit online

The Girl Focus Toolkit has been designed to make the process of creating and implementing an effective HPV vaccine campaign as easy as possible for you and your communications colleagues.

However, it’s important you have enough time to use these tools to their full potential. So start using the Girl Focus Toolkit today and help young girls to grow up healthy and informed.

Click here or visit girlfocustoollkit.org