SUPER GO

A CAMPAIGN TARGETING VULNERABLE YOUNG GIRLS IN CÔTE D’IVOIRE

Régina Traoré ; Aline GAO
Background

- Feminization of HIV infection in Côte d’Ivoire; some figures for the 15-19 age group;
- **EIS** 2005: 0.4% infected girls versus 0.2% boys;
- **EDS** III 2011-2012: 0.8% infected girls versus 0.1% boys

- In a difficult economic environment, sex has taken an economic turn

- The military-political war disruption of nuclear families, massive population displacements lack of social-family support lack of advice to girls who are reaching an age when men play an important (either financial or emotional) role in their lives
Objectives

- Reinforce the rate of primary and secondary abstinence among the young girls choosing this option as first protection against HIV.
- Promote being faithful, self-confidence and respect for their own values, in young girls.
- Promote reducing the number of partners among young girls.
- Reinforce dialogue between young girls and their partners.
- Increase the number of young girls using the condom and getting tested for HIV.
- Reduce young girls dependence on sex to get money.
The campaign

• “Super Go”, a young girl cartoon figurine who appears at key decision-making points to get the girls back on track, to remind them of the decisions that help protect them.

• Super Go: a spokesperson people listen to, quite fashionable, who provides live-saving advice at the right time.

• Beginning of the program with a 2-month media campaign (December 2009 – February 2010) on the national Ivorian TV channel

• Great visibility through RTI with 3 spots on abstinence, multi-partnership and couple communication
Community activities

- The media campaign relayed through community activities targeting vulnerable out-of-school/illiterate young girls aged 15-19
- Implementation of activities by local NGOs: discussions with groups of 25 girls on the issues of abstinence, being faithful, couple communication and the condom
- Materials for the implementation of activities: 4 TV spots, one photonovella entitled “Les bons conseils de Super Go” (Good advice by the Super Go), the implementation guide of the Super Go community activities, one poster, gadgets
Super Go Tools
Outcomes

• In 2010: Pilot phase on 3 sites (Abidjan, Abengourou and San-Pedro) with 12 ONGs → 3,298 girls reached

• In 2012: Implementation on 2 sites (Abidjan and Abengourou) with 12 ONGs → 9,289 girls reached

• In 2013: Implementation on 2 sites (Abidjan and Abengourou) with 10 ONGs → 9,402 girls reached