



Center for  
Communication  
Programs



# SUPER GO



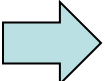
## A CAMPAIGN TARGETING VULNERABLE YOUNG GIRLS IN CÔTE D'IVOIRE

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# 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.

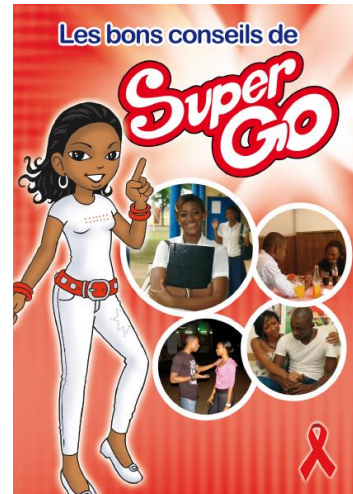
# The campaign

- “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