

Using insights from girls to design effective programming

RURAL SCHOOL PROGRAM DESIGN

Liya Haile, Country Lead Girl Effect Ethiopia
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YEGNA

Yegna encourages positive change for girls in Ethiopia by tackling real-life challenges through storytelling and role modelling.



Current Yegna Product Mix (2019)



TV Drama

- Storytelling
- Role modelling

*Digital (Facebook, SMS);
Roadshows, Promotions*



Music

- Reinforce message
- Emotional connection



Campaign PSAs

- Messaging around Nutrition, Covid 19 prevention, MHM and mental health during Covid



Rural School Program

- TV Series watching and discussion groups
- Confidence and voice



Girl Effect's model of getting girl insights:

TEGA

Qualitative research conducted via girls with girls using technology enabled phones.

CO CREATION

Design programs with the target audience.

YOUTH CREATOR NETWORK

Work with young women to create our demand creation content, including an element of skill building.

And more recently, YOUTH PANELS

A team of 12 youngsters, 6 under 18 and 6 over 18 from different backgrounds working alongside our team. This includes tasks ranging from participating in decision making processes, strategy to day to day research or content related support.



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With more than 15,000 rural schools in Ethiopia - we're only just getting started!



Filmed by programme facilitator

CHALLENGES AND LEARNINGS

Learnings

- **Engage girls from the start but also throughout the process:** Hearing from the target group themselves at initial/design stage is more effective than creating something and testing with them. Involving them at design stage gives an insight of what they like and how it would resonate with them as opposed to coming with preconceived ideas. .

Challenges

- **Timing and infrastructure related challenges often limit how often programs engage with girls:** As Yegna is creating content for every adolescent in country, it would have been super helpful to hear from a reasonably representative sample at the co-creation or planing stage but due to infrastructural limitations we are obliged to do this activities with a sample from urban and peri-urban location. We often also have to adhere with

