

# **Impact of Behavioral-Insights Driven Social Media Campaigns on HPV Vaccination in Bangladesh**

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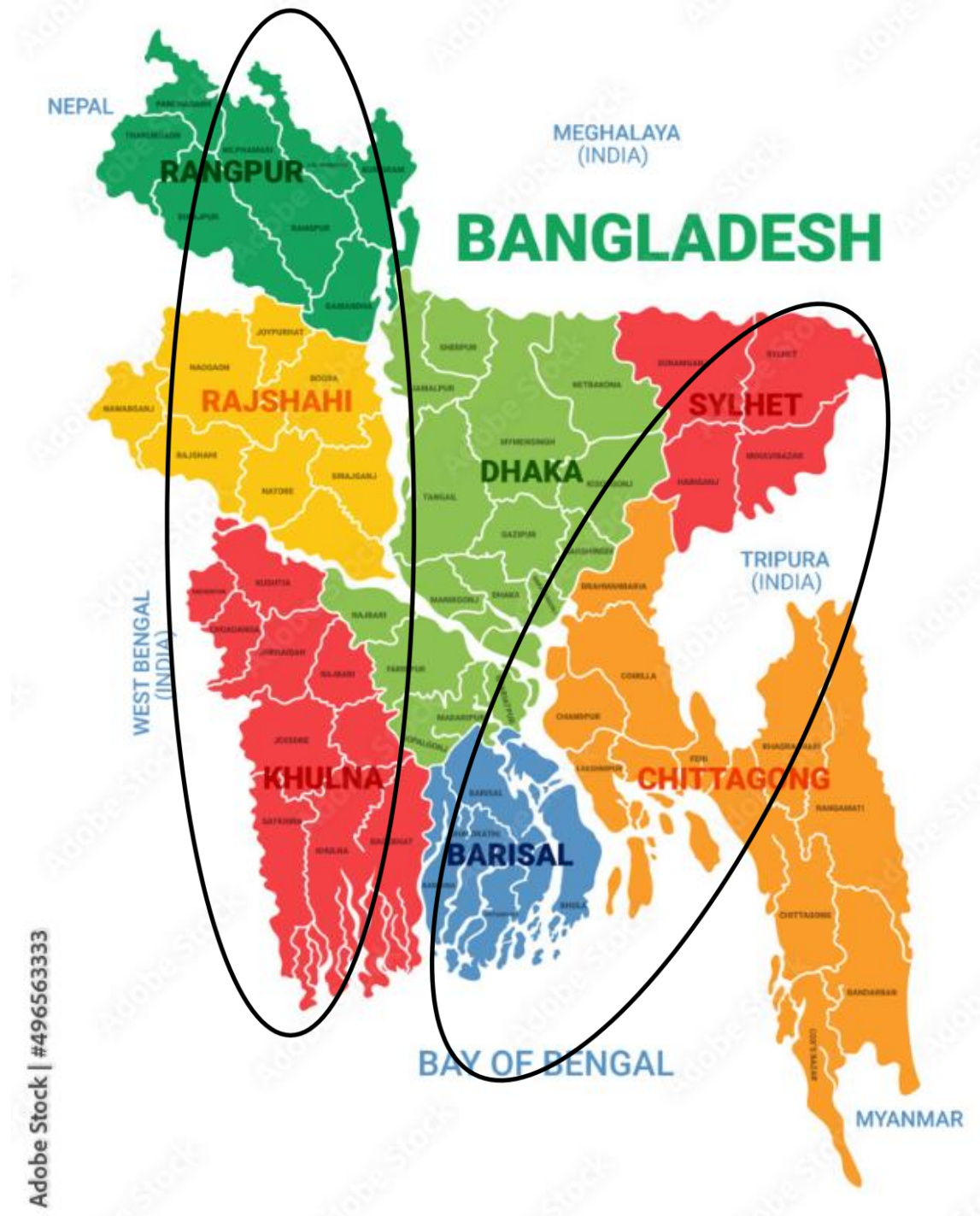


# **Project Goal**

**1. Increase HPV vaccination rates among Bangladeshi girls 9-14 in six divisions of Bangladesh**

**2. Test the additional impact of 3 interventions implemented during the period of the national HPV vaccine rollout in October-November 2024:**

- A social media campaign targeting the population around schools in Barisal, Chittagong and Sylhet divisions**
- A social media campaign at the population level in Khulna, Rajshahi, and Rangpur**
- A school promotion interventions conducted in Sylhet division**



from a formative research study in December 2023

### HOPE

1

Caregivers who believed that the HPV vaccine offered girls a brighter future, had a **8-percentage points** higher expectation to expectation that their girl will get vaccinated.

### INJUNCTIVE NORMS

2

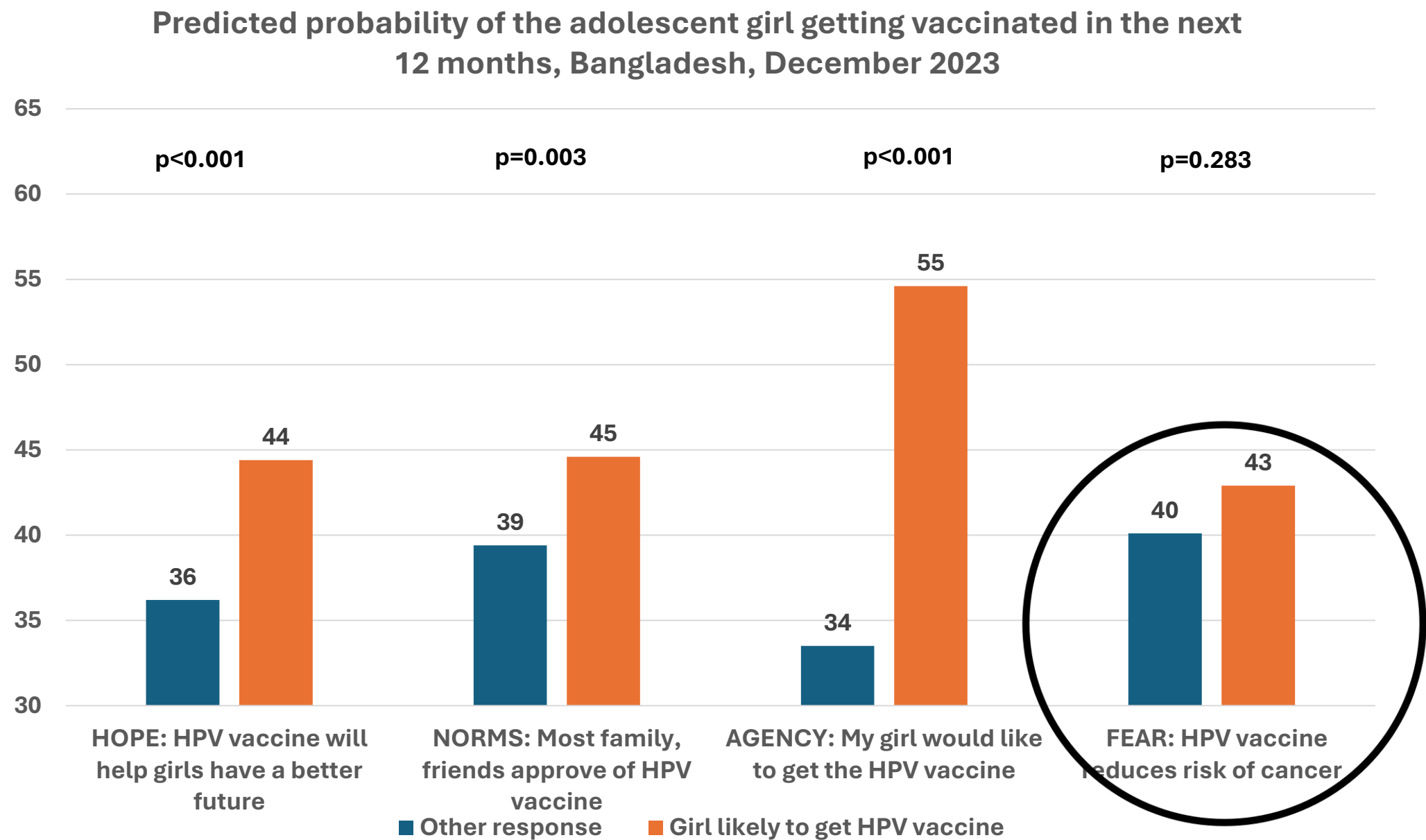
Caregivers who perceived that friends and family supported HPV vaccination had a **6-percentage point** higher expectation that their child would get vaccinated against HPV .

### GIRL'S AGENCY

3

When caregivers knew their girls wanted the HPV vaccine, their expectation that she will get vaccinated increased **by 21- percentage points.**

# Fear of cancer was unrelated to vaccination expectations



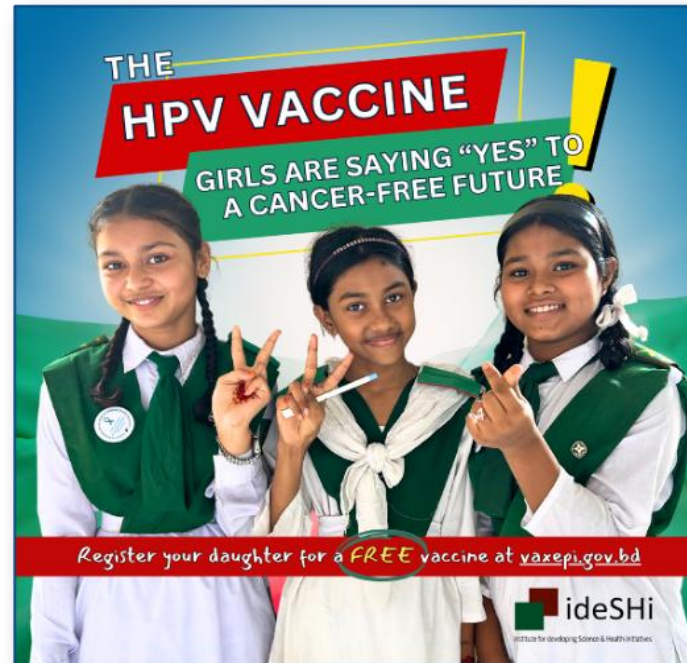


# CAMPAIGN EXECUTION

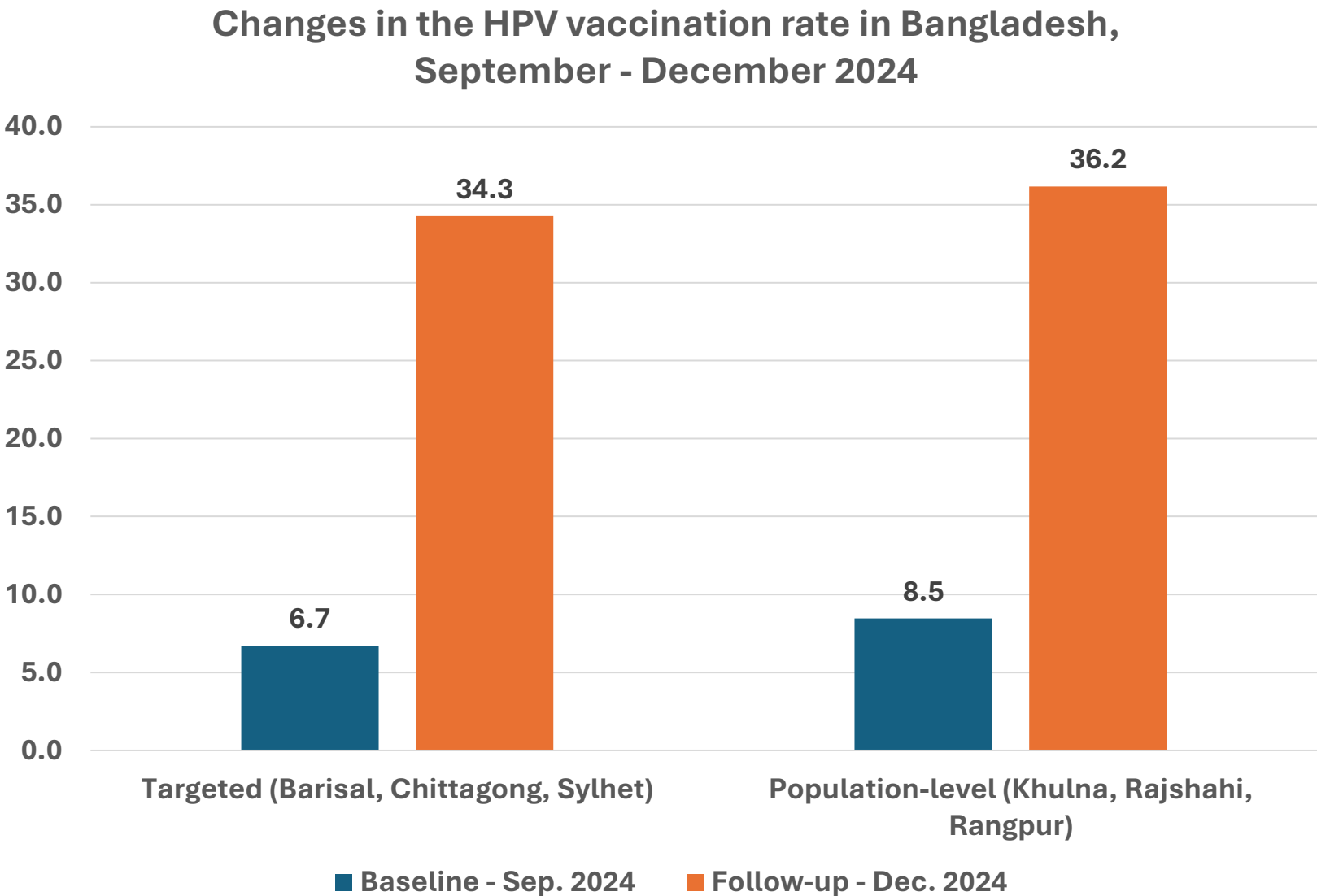
*social media*

Creative developed  
on the basis of  
*behavioral insights*.

Ad spend based on  
weekly data on ad  
performance.



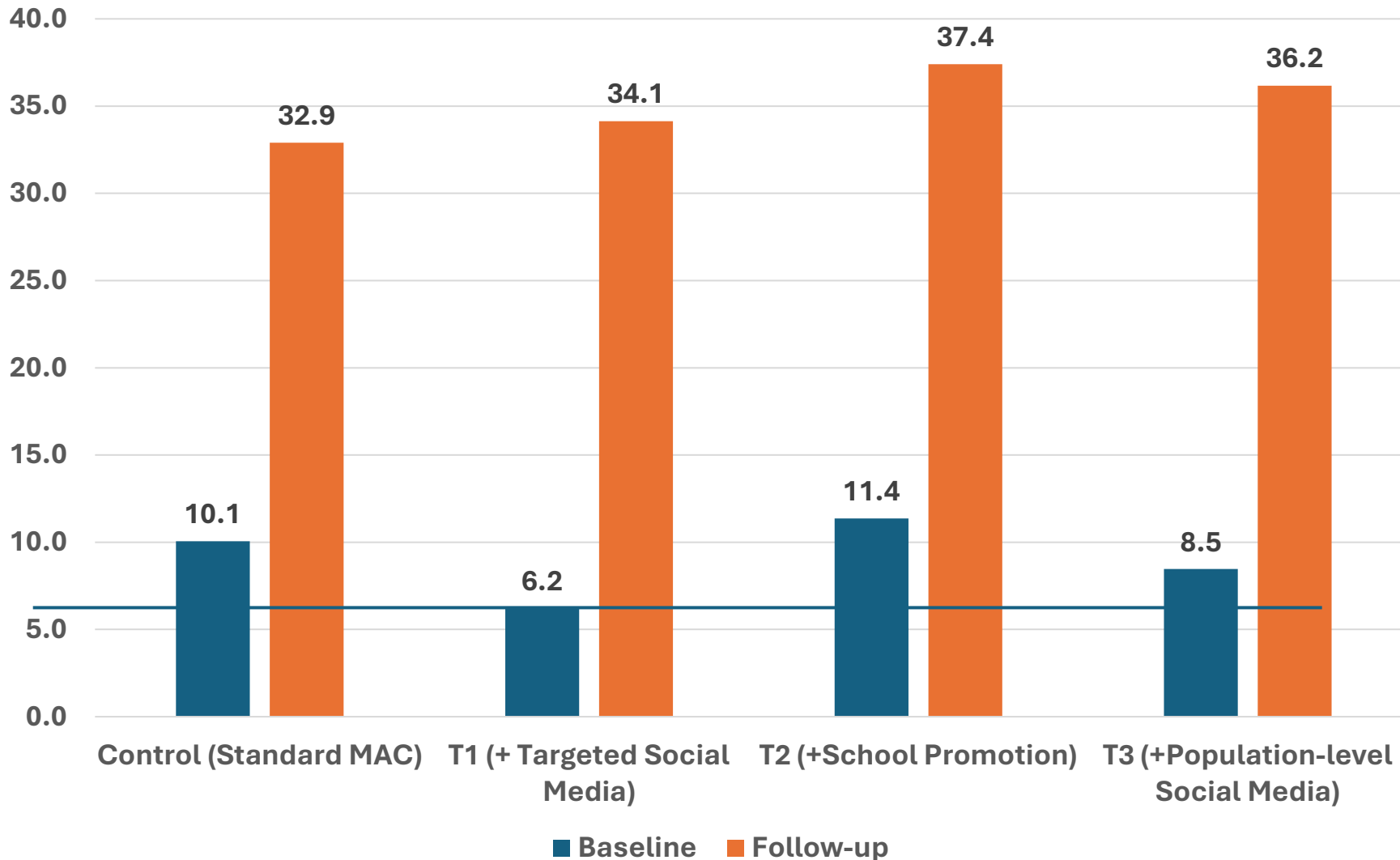
# HPV vaccination rates before and after the national campaign - divisions with Targeted and Population-level Social Media Interventions





# Changes in the HPV vaccination rate in intervention and control areas

Changes in the HPV vaccination rate in Bangladesh,  
September - December 2024



## **We compared differences in caregiver characteristics between intervention and control areas**

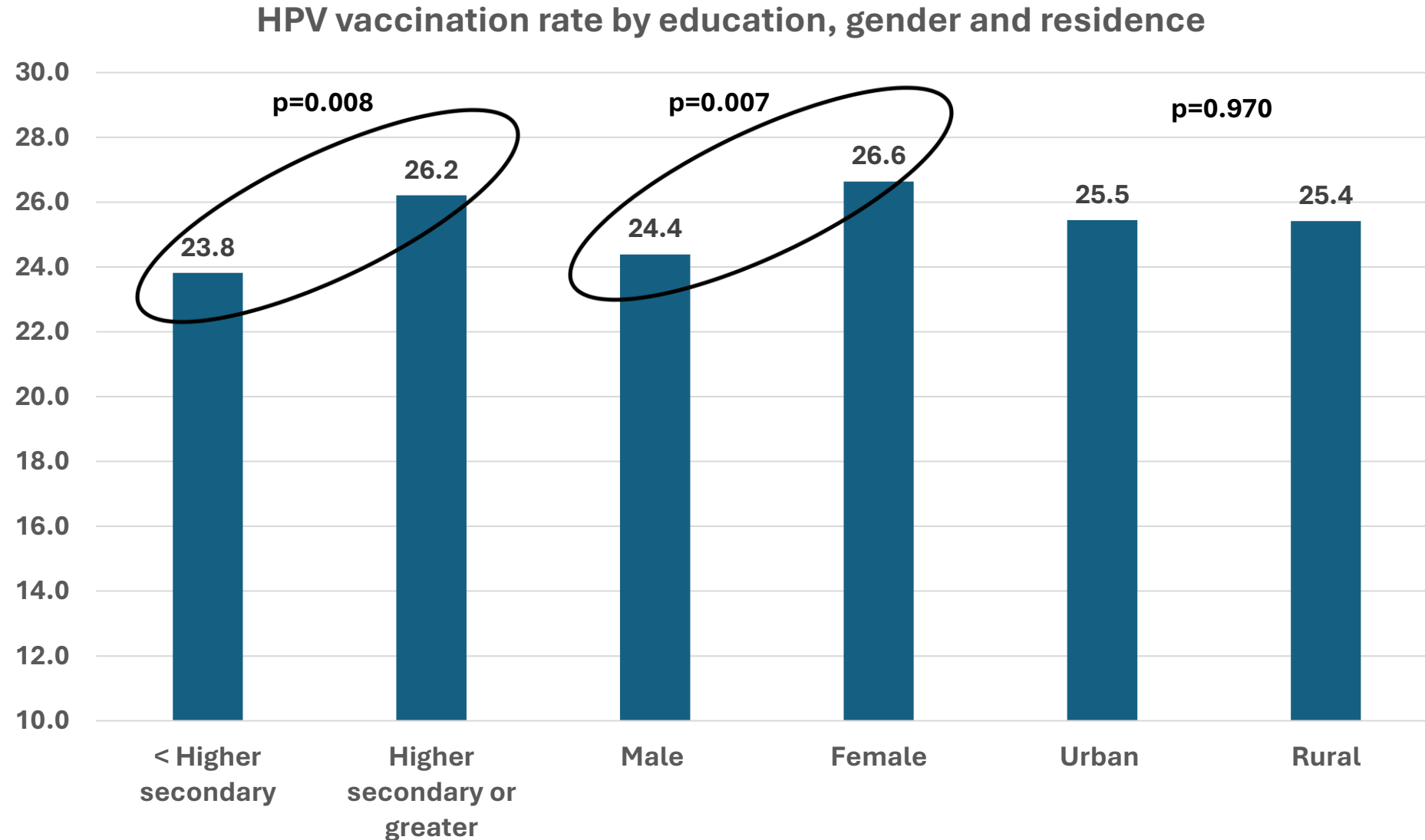
1. Caregiver's age
2. Caregiver's education
3. Caregiver's gender
4. Caregiver's residence in urban or rural areas
5. Adolescent's age

## **We compared differences in caregiver characteristics between intervention and control areas**

1. Caregiver's age
2. Caregiver's education
3. Caregiver's gender
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5. Adolescent's age

**We investigated whether education, gender and urban residence were associated with HPV vaccination**

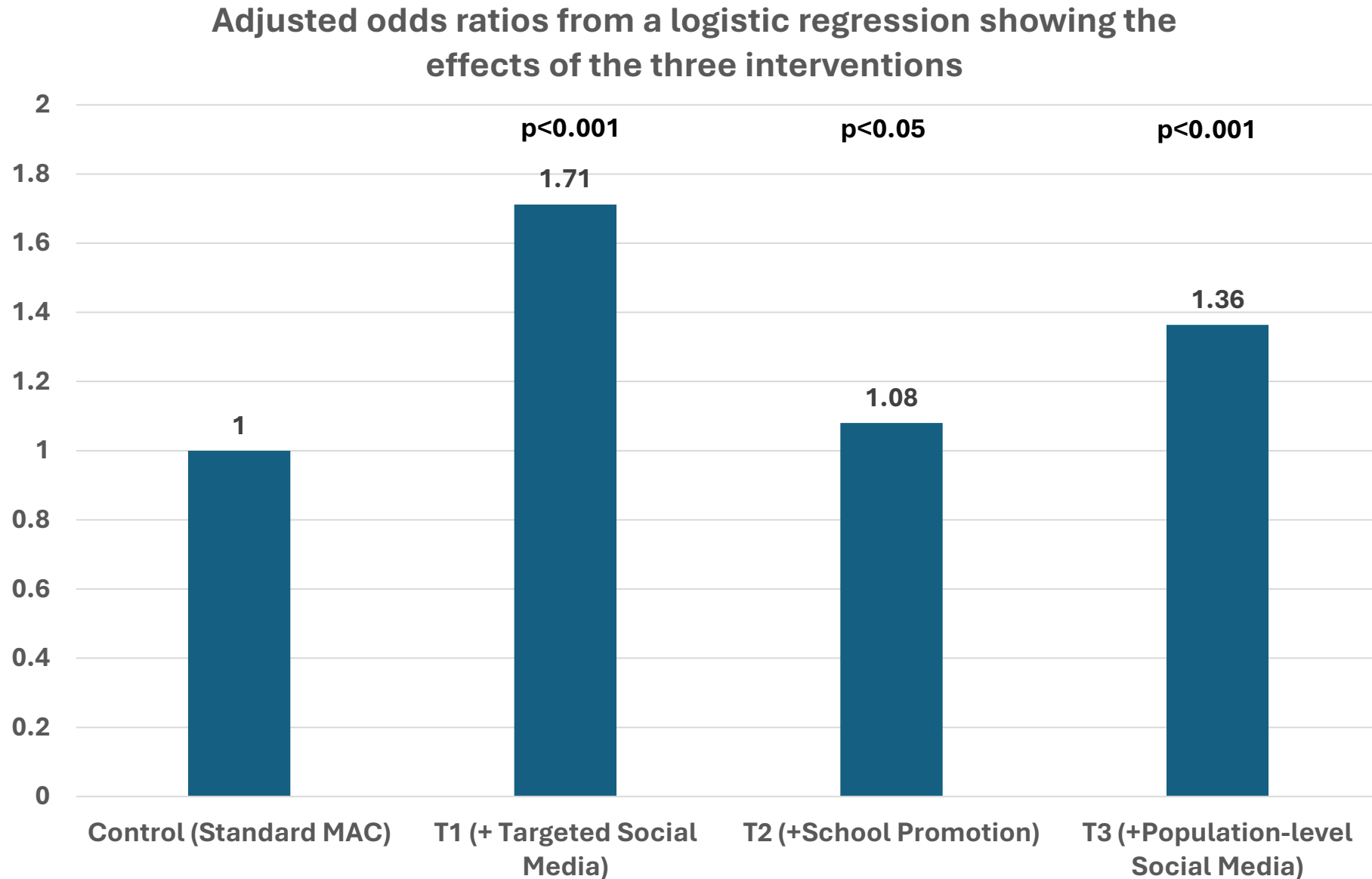
# Education and gender were associated with HPV vaccination



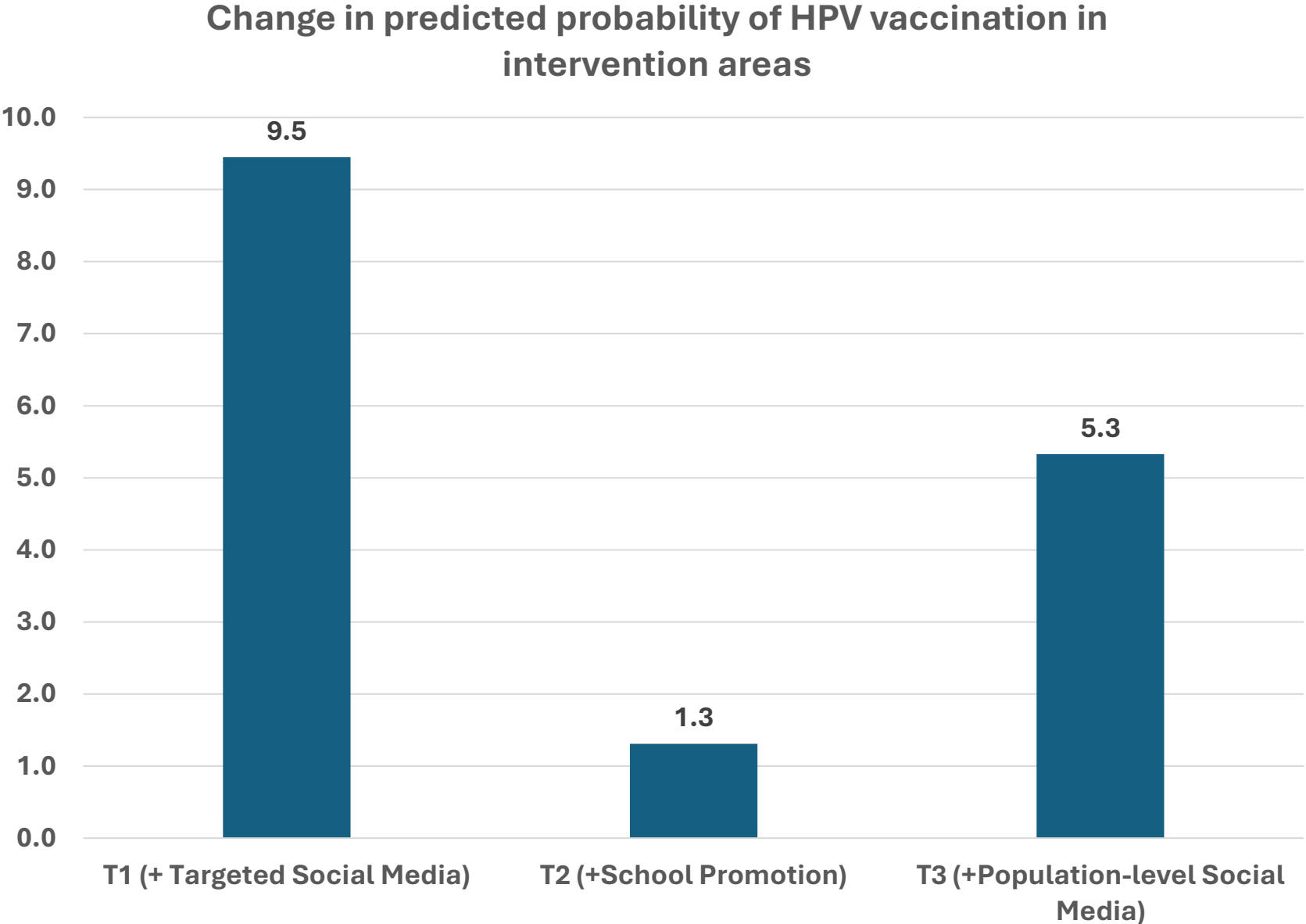


**We controlled for socio-demographic characteristics in a logistic regression analysis to assess the net effects of the interventions**

# Net effects of the 3 interventions on HPV vaccination



# Net effects of the 3 interventions - percentage point change in vaccination



**Behavioral-insights driven social media interventions implemented during national campaigns can result in substantial increases in HPV vaccination**

# Implications

- Ensure that national campaigns are supported by **social media interventions that are based on behavioral insights**.
- Social media campaigns should consider focusing on **positive messaging** that reinforces community approval and hopes for the girl's future.
- Increase **communication between caregivers and their children** regarding HPV vaccination.
- Future campaigns should **not assume that fear-based messaging will necessarily have an impact**.
- Determine the **cost-effectiveness of targeted versus population-based social media campaigns** and determine choice based on feasibility in the local context.
- **Strengthen school-based promotion, ensure it is based on behavioral insights**, ensure that it is interactive.



END