

The Problem

Every year, 250,000 girls get pregnant and 85% of new adolescent HIV cases are among girls. They need honest and reliable information, but in many Kenyan homes, conversations about sex and relationships are taboo. Left with no answers, most teen girls turn to TikTok where they're met with misinformation.

The play

SKY Girls created SKY TOK, Kenya's first TikTok talk show for teen girls where taboo questions get real answers. We anonymously asked over 50,000 teen girls on our Instagram to share their most burning questions about relationships and sex. Then, we invited brave parents, doctors and celebrities to face the girls and respond, only revealing the questions once the cameras were rolling..

The Solution

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Asking the questions no girl dares to get the answers every girl needs



Views

4.8 Million

connections were made with teen girls searching for answers

Likes

352,000+

teen girls found our SKYTOK videos resonant and impactful

Comments

3,800+

insightful conversations were sparked.

Shares

20,700+

teen girls endorsed our message to a wide audience.



Can I get STIs from sex toys?

Can I date older men?

Will contraceptives make me infertile?

Can I get pregnant while on my periods?

I'm attracted to the same sex, is it normal?

