



NURHI

Nigerian Urban Reproductive Health

Youth Urban Mobilization (YUM) Plan



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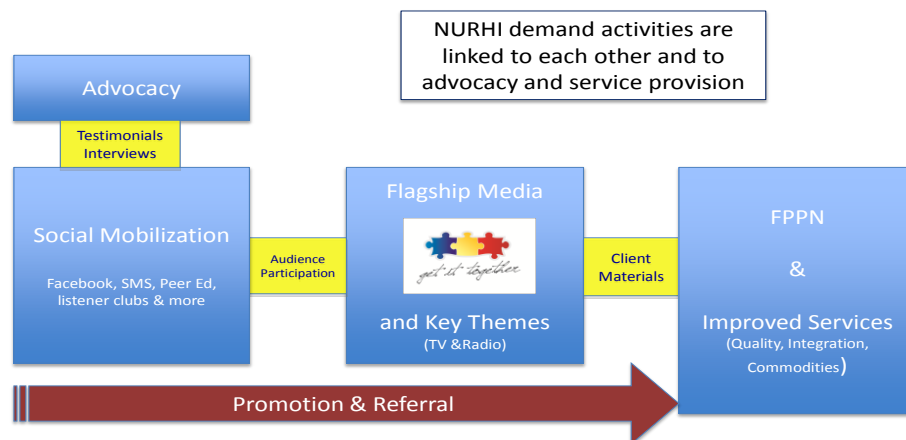
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I. NURHI Background

The Nigeria Urban Reproductive Health Initiative (NURHI) is designed to increase contraceptive use in selected urban sites (Phase 1 is FCT, Kaduna, Ilorin, Ibadan and in Phase 2, Zaria and Benin City) in Nigeria, with a focus on the urban poor. Through a strategic combination of service delivery, communication, social mobilization and advocacy inputs the NURHI project aims to increase demand for and supply of family planning, ultimately leading to long-term market driven sustainability. Specifically, NURHI's demand creation team will *develop consumer-first interventions for creating demand and sustaining use of contraceptives among marginalized urban populations.*

NURHI Demand Creation

The following diagram depicts how NURHI's key components (service delivery, FPPN, demand creation, and advocacy) link to each other, with details provided for demand creation activities. The small yellow boxes represent areas of linkage, and the red arrow at the bottom represents how all components in demand creation serve to promote services and the FPPN.



- NURHI **Advocacy** activities are currently creating an enabling environment for family planning use at the local level through religious and social leader 'FP Champions', news media and other activities. Testimonials and interviews generated in the social mobilization activities will be utilized for advocacy goals. The **Social Mobilization** goal through the **YUM Strategy** is to motivate audience members to access family planning services from the FPPN. SM activities will utilize the advocacy champions, local peer educators, trade unions, faith based institutions, to organize community activities and utilize the electronic media to hold and promote individual and group interactions that reinforce the flagship

media and key themes. Linkages between social mobilization and the flagship media productions will motivate audiences to participate in both.

- **Flagship Media and Key themes** will promote the NURHI brand and educate and motivate the audience to access FP. The Campaign theme is ‘Get it Together’ with the tagline ‘Know, Talk, Go’. The tagline means Know the facts about family planning, Talk to your partner about family planning and Go for family planning services. Campaign spots and materials resonating these themes are currently being aired and distributed. The social mobilization themes will be linked with the Radio Magazine Program which is underway. The Radio magazine programs are three 26-episode half hour shows specifically tailored to the language, culture, preferences and needs of each city. The drama has been carefully developed with characters through whose lives the messages around family planning can be delivered. The entertaining and education program delves into the underlying issues affecting family planning decision making such as gender roles, communication, concerns over safety and the hopes and ambitions of Nigeria’s urban poor. As described above, audience participation in the media productions (via question lines, call-ins, vox pop, online chats, sms, etc) will be enhanced by the social mobilization activities.
- The **FPPN** is the destination of clients motivated by the demand activities for FP (and is the primary recipient of NURHI’s service delivery interventions). The FPPN will link to the social mobilization and flagship media activities through promotion of the FPPN in those venues, as well as having client materials available in FPPN service sites that are branded with the flagship brand and carry the flagship messaging.

II. NURHI Youth Urban Mobilization

Overview

The growing body of evidence in the international development field repeatedly demonstrates that community members can make deep and lasting contributions to their own health and well-being and to that of others through example and imitation. NURHI is committed to working within urban community structures (both formal and informal) to strengthen their capacity to assess and address issues related to family health, including family planning. Evidence also points to power of electronic media such as facebook and mobile phones to reach our intended audiences and NURHI will utilize these channels.

a. NURHI Youth Urban Mobilization (YUM) Definition

Engaging urban poor citizens to build a base for mobilization for collective action through community-based structures will increase Family Planning access and use. Mobilization will be done in coordination with the private and public health sector providers and local religious and social leaders and NURHI’s flagship media. YUM activities will strengthen capacity to assess and address issues through increasing knowledge, enhancing learning by example and fostering ownership and commitment to positive change.

b. Youth Urban Mobilization Objectives:

- Increased correct knowledge on FP, reduce misconceptions
- Increased knowledge on how to access FP services
- Increased male approval and support for FP
- Increased general acceptance of FP
- Effective feedback mechanism for FP issues
- Enhanced community capacity to access FP
- Increased community positive perception of FP
- Strengthened referral system

c. Primary Audience for Social Mobilization Activities

- Urban, young sexually active women and men age 18-30

d. Basic principles guiding YUM development and implementation

Work with existing organizations/structures

Link with Key Life events

Spirit of Volunteerism

Integrate with other NURHI activities

Research- and theory-based

Nigeria experience-based

e. Key Life Events Methodology

Key Life Events means building the activities around important and emotional trigger events in the audience's life. Also called Slice of Life methodology, each of the NURHI demand generation components (radio, campaign, etc) utilizes these key events in their programming. Youth urban mobilization activities will actualize the Key Life Events methodology throughout the mobilization efforts.

NURHI's Key Life Events with rationale for their selection are as follows:

1. **Naming ceremonies.** Naming ceremonies are favored, celebrated and attended by all. It is also a good time to talk about the importance of allowing women's bodies ample time to heal and return to its normal state before the next pregnancy. More importantly, friends and relatives of the new parents would most likely be young people who are about to get married, are married or currently have one or two toddlers so the FP messages would resonate with them. It equally gives room for the couple to at least fulfill the very common expectation (news of a bouncing baby 9 months after a wedding) of giving birth shortly after marriage.
2. **'Freedom' ceremonies from apprenticeship/ Graduations from higher institutions.** Graduations are reverently celebrated by Nigerians. The Importance and fanfare attached to these events escalate every year; for

example, the schools and institutions sew graduation gowns while parents sew special outfits for the occasions and even organize celebrations just to commemorate the event. In the North, parents now change the entire wardrobe of their daughters or organize trips abroad upon graduation. During these ceremonies, the graduates from formal institutions or apprenticeship are admonished to aspire to be the best in the chosen profession. These ceremonies provide a unique opportunity to pass on relevant messages to encourage young people to plan their families. For those leaving various apprenticeships, it is expected that as they settle down to their businesses they also plan to get married and start a family.

3. **Christmas and Eid celebration.** Nigerians attach a lot of value to celebrating holidays. For Christmas families travel back home during this period in order to visit relatives and some participate in community activities. Parks and places of entertainment are visited during this period. This provides an opportunity to expose them to messages around family planning. For Eid, there are three major celebrations (Eid el Fitr, Eid el Kabir, Eid el Maulud) to explore.
4. **Weddings** are important life event for Nigerians. The program can link with events before the wedding – such as pre marital counseling that takes place in religious institutions (mosques and churches). Of recent this has been made mandatory in some of these institutions. NURHI will liaise with the counselors to integrate relevant FP messages to ensure a better quality of life. Also during traditional weddings, it is customary to have “MC’s” or family spokespersons who direct the affairs of the events. Each family has to provide one spokesperson and they are known to encourage the couple to start having babies quickly often injecting humor and at times providing subtle information for the benefit of all listening. NURHI will liaise with the union of these professional MCs locally called *Alaga Iduro* and *Alaga Ijoko* (chairperson standing and chairperson sitting).

During the wedding ceremony (reception) there is an opportunity to pass subtle messages on FP to the couple. In recent times, marriage registries organize marriage counseling sessions for intending couples. This is another opportunity to pass along FP messages.

The program will develop a set of activities and tools with the appropriate mobilizers such as FP information for ceremonies, the key life events package which contains branded towels, bags and congratulatory cards, as appropriate to the life event.

NURHI will capitalize on forum/gatherings where community members especially men celebrate key life events.

NURHI Social Mobilization will be two pronged: face to face and electronic media. For the face to face activities, NURHI will develop a 'menu' of exciting and interesting mobilization activities. Each of the four cities will use the menu to develop localized, appropriate activities for their city. The electronic media will cross cities in its conceptualization, but may be localized as needed for each city.

III. Approaches

A. Face to Face

Face to face or interpersonal communication is a powerful communication tool. Studies show that many Nigerians seek health information from their friends and family in their communities. However, friends and family often don't have correct information and can spread misconceptions. NURHI will seek to infuse interpersonal communication among friends, family, and communities with correct information about FP and motivation to seek FP services using innovative, entertaining and inspiring methods.

NURHI is in the process of forming new 'Get it Together' (GIT) teams for overall social mobilization coordination and implementation at the state level. The GIT Teams will meet monthly for planning, feedback, action, linking with the ACG as needed. The GIT Teams will include STLs, NURHI ABCD officer, BCC Consultants, CCPN rep, Partner organizations working in SM CHANGE

The on-the-ground mobilization agents (artisans and group leaders) will be called the Get it Together Crew or 'GIT Crew. .

The following chart outlines city-based partners selected based on the following criteria.

- Organization must have an administrative structure
- At least one youth-specific group
- A balance that takes gender, cultural and social issues into consideration
- Have the ability to work independently after their capacity has been strengthened
- Experience in Social mobilization activities

In each city – one NGO has been selected to manage the mobilization activities. They will work with mobilizers from trade groups, NGOs, FBOs and youth groups as appropriate to the city-specific planning. The number of mobilizers per city for this first phase was determined based on the number of target LGAs per city with 5 slums per LGA and 5 mobilizers per slum. The following chart outlines the sites, number of mobilizers in that site, coordinating NGO and the trade groups, FBOs and Youth Groups. It is anticipated that this will be scaled up in later program phases.

S/N	Sites	Number of Mobilizers	Coordinating NGO	Trade group/ FBO	Youth
1	FCT	50	IFES	- Hairdresser - Barber	- NASFAT - Christian Youth

					Fellowship
2	Kaduna	75	GIWAC	- Islamiya - Zumunta Mata	- Football club leader - Achaba rider leader
3	Ilorin	125	RHHF	- FOMWON - WOWICAN	- Youth clubs (2)
4	Ibadan	125	Lifebuilders	- Hairdresser - Mechanic	- NASFAT - Christian Youth Fellowship

The profile of a GIT Crew mobilizer is as follows:

- Age 18-35
- Literacy minimum of Junior Secondary School 3
- Popular, resident and acceptable within the community
- Available, humble, dedicated and committed to the cause of SM and FP
- Spirit of volunteerism
- Consider gender balance/sensitivity
- Confident, outspoken, goal oriented
- Cultural and religious sensitivity
- Role model, a good listener
- Non-judgmental

The role of the GIT Crew will be to implement activities for their city using the tools and methods adapted to their city and situation. The NGO will be expected to work together with the other three organizations in their city to form a social mobilization umbrella called a 'Friends of FPPN'. They will also work closely with the SM Ambassadors. The organizations will work with mobilizers and organize community events. NURHI will strengthen the organizations' capacity and provide tested, localized tools that are engaging, light and easy to use. New technology projectors that can play out radio program or videos on the wall would be provided to the organizations and mobilizers. Mobilizers' Kits will include Camera, photo printer, Digital audio recorder, SM bag and pins.

Activities will vary between cities depending on local need from the following menu of activities.

Mobilizer Face to Face activities MENU

	Activity	What the activity entails	Materials required
1	Key Life Events Celebrations	<p>GIT mobilizers find out who in their area has a key life event coming up – and then visits individuals or families around the time to give the celebrant the Key Life Events package that includes Celebration cards, towel bag, appropriate promotional items and FP methods leaflet.</p> <p>Distributing BCC materials will be an integral part of all activities. Specific BCC material distribution activities may involve going door to door, having booths at fairs or on celebration days. BCC materials will be available at clinics, FPPN locations, in their shops, with GIT mobilizers during meetings, etc. The GIT mobilizer will serve as a referral to link audience with services.</p> <p>The GIT mobilizer will speak about FP during their group or organization meetings and link with FPPN to support group talks when needed.</p> <p>GIT mobilizers can organize drama, song competitions, flash mobs or other competitions in their local areas.</p> <p>Another cross cutting activity is referral. Mobilizers will refer clients and give them the ‘Go’ Cards that they can hand over to the FPPN member when they go for their appointments. The Go Card is designed so that NURHI can track referrals.</p> <p>Mobilizers will seek to link Key Life Events Cards with Birth Registration system</p>	<p>Existing Campaign Materials Posters, Bumper stickers , Pens FPPN Site Identifiers, Danglers, Pins/Badges, Market Umbrellas, Shopping Bags,</p> <p>YUM</p> <ol style="list-style-type: none"> 1) The new female-oriented ‘Beautiful’ theme FP Leaflet developed for mobilizers to use in discussion with female audience (the beautiful materials present the benefits of FP in simple ‘non-medical’ language) 2) Modern methods -leaflets (consumer) 3) Modern-methods poster(provider) 4) Key Life Events Packages: Cards, branded towels, bags and leaflets with information to be shared during key life events. 5) Guidelines/protocols for activities including door to door distribution ,dramas, song competitions, happy client testimonials stories with images and audio (and later video) 6) ‘Go Cards’ for Referral 7) Puzzle Game with ‘myths and facts’ about FP that mobilizer can use in discussions. 8) _Membership/ID card <p>Promotional items : tshirts, face caps, aprons, hijab, bag, branded towel, badges, notepads, pens, wristbands</p>
2	Discussion Clubs for Radio and Other issues	<p>GIT Crew form clubs in their communities among their peers to listen to the radio program (or watch a video) and discuss issues that link to their own lives. Each week the discussion groups discuss media and hold structured activities.</p> <p>Working together with the site coordinating NGOs, prizes will be given out to radio quiz winners. Also the NGO will refer clients who call the radio station to the FPPN for more information</p> <p>Announcements will be made on radio to request</p>	<p>Radio program promotion Radio discussion guide Video discussion guide Monitoring forms with guidelines</p>

Activity	What the activity entails	Materials required
	interested audience to join the radio's listeners club.	
3 'I'm Getting it Together' Audio Testimonials	Mobilizers will be trained to collect audio clips and photo with stories (and later video). They will collect real life FP stories from community members with media documentation tools (cameras and audio recorders) to get at least one story every three months of someone who 'Got it Together' by talking to their spouse or seeking FP and had a positive outcome	<p>Audio Testimonial collection Guidelines for 'I'm Getting it Together' Stories that would be used in the 'success stories' mentioned above, or put on facebook or in the newspaper. Compendium of REAL stories from Nigerian women and men. This can be a video, audio or in flipbook form. Includes discussion questions.</p> <p>NGO will have a camera and photo printer as well as audio recorder available for mobilizers to use when needed.</p>
4 Road Shows	Road shows are fun activities that have a mobile van that shows up in a community to hold dramas, contests, play music, and quizzes with prizes. It Can involve a cool DJ, and provides an opportunity for aspiring youth musical groups to join and be part of a competition. Best act in support of FP wins the prize --Program will ensure FP providers are always on site for counseling. NURHI office would ensure linkage between Mobilizers, FPPNs and road show.	Vehicle, PAS, DJ, Leaflets, Flex banners
5 Community Sensitization/ Parade/ Awards	Organize community awareness parades to introduce mobilizers. Develop criteria for community members to earn awards and public recognition for taking actions that support 'Getting it together'. Feature them on radio or TV or recognize them during community events for having won the award. As part of efforts to recognize active mobilizers, artists will be commissioned to paint their pictures on walls in the community to acknowledge them.	criteria for awards prizes

B. Electronic media

Mobile Phones

NURHI will use innovative mobile technology intervention – animation (use as screen savers, themes, short animated clips linked to print animation) messages linked with project Facebook page and website and games.

Objectives of SMS messaging and Facebook

- To reinforce FP messages from the radio program and campaign through interactive voting, and sharing opinions.
- To serve as reminders and motivators for FP users to take pills, depo shots, etc on time and to talk positively about FP to their friends and family.
- To provide referral to FPPN sites, facebook, hotline and activities.
- To gather program feedback (questions, opinions) on the radio program/campaign, service providers, stock outs.

SMS Potential Methods

Mobile Phone interventions for discussion: Caller tunes, Toll free hotline, daily messages' tips, fun facts, quiz, and other FP info.

Free calls between local FPPN members and mobilizers and a central body to facilitate referrals, feedback, Mobile as 'crisis management' for issues linked to stockouts, feedback, etc.

- Bulk emails – Social mobilizers, NGOs receiving texts about the radio quiz or questions and FPPNs will collect mobile numbers and make a list for email blasts about family planning. The email blasts will contain messages related to family health tips – including child care, women's and mens' health games or competitions, etc & the occasional invite to attend special events at clinics, for competitions.
- Individuals will be sign up for specific services (persons on pills gets a daily reminder, persons on injectables - gets a reminder in 2 or 3 months depending on -their choice of injectable, others get encouraging and factual- texts. Social mobilizers and FPPN members will link users to this service.
- **Link mobile use with Radio program and Campaign** – To be managed by the NGO in coordination with the local radio station in a subcontract. Radio listeners will be able to text in quiz answers, competition votes or comments to the NGO with mobile phones. The mobile numbers will be noted for the bulk message blasts mentioned above. Note that LB SACCs, Value First Nigeria Limited , INSET TECH) -could be contacted as potential service providers.

Facebook Strategy

Nigeria has almost 1.75 million active Facebook users. Male users currently outnumber females, 2:1. NURHI will use Facebook to connect its target audience with each other and the project online. It will encourage the audience to talk and share opinions about modern family life (its challenges, joys and frustrations), including

using modern family planning, as a strategy to promote family prosperity and well-being. The use of Facebook will also provide NURHI an opportunity to monitor audience opinions and questions about family life, including the accuracy of beliefs about family planning methods as well as attitudes about family planning. There can also be opportunities to answer questions and provide incentives for participating in NURHI sponsored events.

The facebook pages will be city-specific and updated regularly by city-based staff. The facebook page will link to the other NURHI webpage and facebook pages. NURHI will also create facebook pages for the specific fictional characters in the drama who will comment regularly. The Facebook pages will establish a virtual community of men and women who support the goals and values of the NURHI project, which in turn will support and potentially expand the “normative” behaviour of modern family planning use.

“Get it Together” Facebook Page

The facebook page must keep it fresh, keep it vibrant.

- NURHI will add new content at least daily; pushes updates to followers that will post to their walls. New content can be campaign announcements, advocacy alerts, questions for debate, etc. Ability for followers to post on the campaign wall and “chat” with other followers
- Follower ‘I’m getting it together’ audio and written testimonials collected by Mobilizers (above)
- Moderated discussions on topics generated from current events or issues raised in radio serial dramas. Invite follower comments and debate

Question Line

The radio program and other campaign elements will disseminate a city-specific mobile number that people can call or text. This number will be managed by the NGOs who will have been trained in how to direct people to contact their local FPPN member or provide feedback to the radio program.

Electronic Media Menu

		What the activity entails	Materials (Developed centrally and adapted locally)
1	MOBILE	Sending out blasts -	Under Development for SM Bulk SMS Caller tunes Mobile games, etc
2	FACEBOOK	Opening city-specific Facebook account, monitoring use	Start facebook account – FP resources, media, daily updates Create facebook pages for drama characters
3	QUESTION	The radio program and others will give	Training

	What the activity entails	Materials (Developed centrally and adapted locally)
LINE	out NGO phone number for people to text or call if they want to find out where to get correct information	Referral for services or information, how to contact the FPPN members

IV. Monitoring plan

- Activities monitoring

NURHI Monitoring officer will be added to the GIT Team to participate in monthly meetings.

NGO to be monitoring both quantitative and qualitative

Quantitative

Indicators on form filled out by SM shared with NGO at Monthly GIT Crew meetings (M)

Indicators on form filled out by NGO shared at Monthly GIT Team meetings (NGO)

- Numbers of client referrals (M, NGO)
- Referrals completed (NGO)
- People contacted to by mobilizers (M, NGO)
- Number of Key Life events held (M, NGO)
- Number of BCC materials used by mobilizer (non Key Life Event Celebrations) (M, NGO)
- Number of texts answering quiz to radio program (NGO)
- Number of phone calls to radio program (NGO)
- Number of radio discussion groups (with at least 5 members) held per month (M, NGO)
- Number of 'I'm Getting it Together' testimonials – written plus photo plus audio (M, NGO)
- Number of testimonials on the media (community, TV, radio, newspaper, facebook, megaphone) (NGO)
- Number of Community Events/Road Shows (Community Parades, Market Parades, quiz competitions, etc) (M, NGO)
- Number of 'hits' or 'likes' on facebook page

Qualitative

- GIT Crew Monthly meetings NGO hold with mobilizers to get feedback on program and media
- GIT Team Monthly meetings to get feedback on program and media