

# The combination of traditional media with digital and mobile platforms amplifies the reach of mass media messaging/campaigns to a much larger audience.

## Amplifying Traditional Media through Mobile Digital Platform. The Albishirin Ku! Story.

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### BACKGROUND

The Albishirin Ku! Campaign uses an integrated mix of communication channels to enhance priority health behaviors, positive social and gender norms around maternal, neonatal, child health and nutrition in three Northern Nigerian states: Bauchi, Kebbi, and Sokoto. The innovative 5-minutes daily format and 25-minute omnibus at the weekend allows ease of access on mobile platforms. It allows the audience to pick when and which show segments to listen to at their preferred time.

### METHODS

The Albishirin Ku! Radio drama and spots was launched in August 2019 using a combination of traditional and mobile platforms. The idea was conceived through a Human-Centered Design (HCD) approach. A pilot was developed in the Hausa language through an iterative process and pretested with the target audience. The concept was fine-tuned during a creative and technical workshop. The story follows the journey of a young married couple as they navigate their lives through an array of socio-cultural and religious beliefs and modern health practices.

### RESULTS

Since the launch of the Albishirin Ku! radio drama on the mobile platform it has received over 4,067,246 calls from 904,743 unique callers who have spent over 19,213,607 minutes of call time. The result demonstrates the potential of digital and mobile platforms to extend the reach of mass media messaging/campaigns when combined with traditional media. They amplifying the output of radio stations to a much larger audience. Digital platforms, provides opportunity to access and track real-time information on exposure, interaction, and demographics with instant monitoring and feedback.

### DISCUSSION

Mobile digital platforms provide an opportunity for reaching larger audience at their continece. Albishirin Ku! Radio Drama results suggest that the content and format are appropriate and engaging for mobile digital platforms. One major limitation of this platform was the free availability of the content to callers on a specific telecom network. However, 3-2-1 is available to callers on other networks at regular call rates. Lessons from the Albishirin Ku! Model will be useful to other SBC programs undertaking implementing mass media interventions.

### HIGHLIGHTS



### On 3-2-1



**4,067,246**

calls



**904,743**

Unique callers



**19,213,607**

minutes of airtime

### For More Information

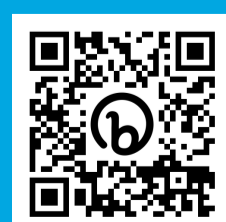
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