

Infusing trusted voices and challenging social norms using edutainment can bring about change in attitude and behaviour

Using theater to foster collective action against a yellow fever outbreak in Bauchi state, Nigeria.

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INTRODUCTION

- Despite the existence of vaccines in Nigeria, the WHO and UNICEF calculated that, in 2020, yellow fever immunization coverage was just 54 percent, nationwide, compared to the 80 percent required to prevent outbreaks.
- The Breakthrough ACTION-Nigeria (BAN) Global Health Security project is assisting the government of Bauchi State to implement data-driven Social and Behaviour Change interventions to transform risk communication from reactive to proactive using data and trusted communication channels.

METHODS

- Reviewed community risk communication initiatives.
- Conducted out a longitudinal study, using Interactive Voice Response (IVR) to understand knowledge and beliefs of respondents about Yellow fever.
- Analyzed responses, from the baseline survey, guided the focus of messages integrated into the drama script. This included need to discourage use of herbs and increase knowledge about mode of transmission and other preventive measures.
- Mobilized the community to attend community theatre events two to three days before, using town announcers, radio and community volunteers, and on the day of using a drama troupe van and live performances.
- Collaborated with a local drama group to conduct community theatre performances titled In Kunne Yaji...Jiki ya Tsira (Take Heed Lest You Suffer) in high traffic locations.

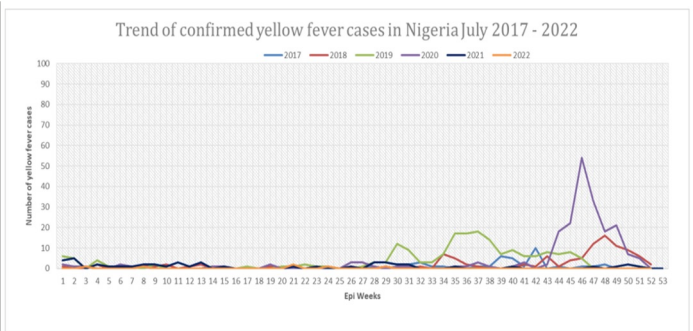
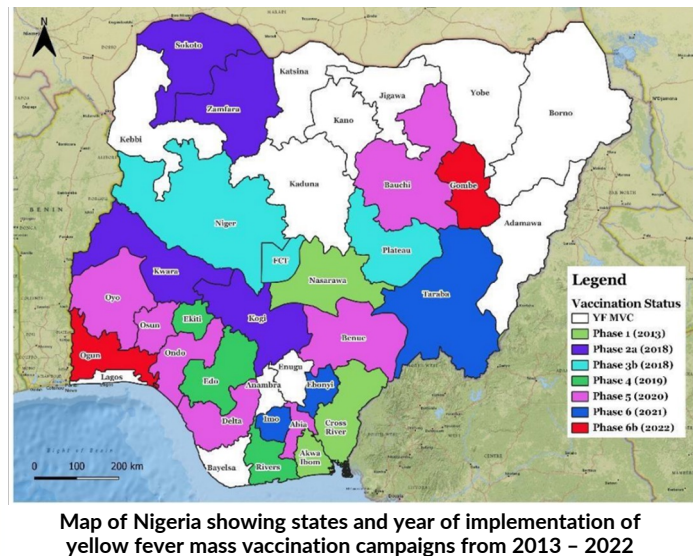
RESULTS

- 592 respondents participated in the pre and post intervention surveys.
- Between October 2021 and June 2022, nine performances were conducted in six wards and reached 4,485 persons.
- Immediately following the performances, audience members were asked to recall what they learned. Respondents mentioned the signs and symptoms of yellow fever, what to do in case of a sudden onset of fever and where to go, and how to better protect against mosquito bites.
- The endline survey revealed a positive change in knowledge of +7.6% for respondents who answered both baseline and endline surveys.

DISCUSSION

- In the storyline, a young man has been sick for days with aches and fever. His mother wants to take him to the hospital, but his father gets herbs instead. When the father returns, his wife has already gone to the hospital with their son. Angered, the man threatens divorce, but a local leader tells him to listen to his wife and the doctors. “Go to the pharmacy and get his drugs now,” the leader orders. “Dispose of these herbs immediately.”*
- Infusing trusted voices and challenging social norms in a relatable, entertaining way can bring about change in attitude and behaviour either at an individual level or create a climate of change by influencing the society in which we live.
 - Although the drama discouraged the use of herbs, this was not mentioned by audiences following the performance. The belief that symptomatic treatment is not same as curative treatment is deeply rooted and has direct influence on prompt care seeking. Understanding the role of herbs in the management of yellow fever will be helpful especially as there is a correlation with malaria and artemether (extracted from the herb Artemisia annua).

HIGHLIGHTS



Trend of confirmed yellow fever cases in Nigeria 2017 – 2022
Completed both surveys - Longitudinal

S/N	Question	Completed Baseline (R1) (n - 500)	Completed Endline (R2) (n - 500)	Change in KAP
1	You can get yellow fever from mosquito bite (Yes)	51.8%	56.4%	+4.6%
2	Yellow fever infection is common during rainy season (Yes)	62.0%	65.8%	+3.8
3	The signs and symptoms of Yellow Fever is similar to malaria (Yes)	79.4%	76.0%	-3.4%
4	You should seek help immediately at the hospital when someone's eyes become yellow (Yes)	95.0%	93.2%	-1.8%
5	Vaccination is the most effective means of preventing Yellow Fever (Yes)	76.0%	94.2%	+18.2 %
6	Clearing of stagnant water can prevent mosquitoes from breeding in the environment (Yes)	86.2%	89.2%	+3.0%
7	Yellow fever can be prevented by taking enough herbs and concoctions (No)	57.2%	51.0%	-6.2%
8	Have you taken the Yellow Fever vaccine? (Yes)	72.6%	62.0%	-10.6%



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