

# The Follow Who Know Road Campaign in Nigeria:

Development, Impact and Lessons Learned  
from a COVID-19 Mass Media Campaign



# FOLLOW WHO KNOW ROAD

## Broadcast and Reach

### Follow Who Know Road reached...



**46,000,375**

people through radio broadcasts on

**77**

local radio stations

**1**

national radio station



**1,254,418**

people through social media

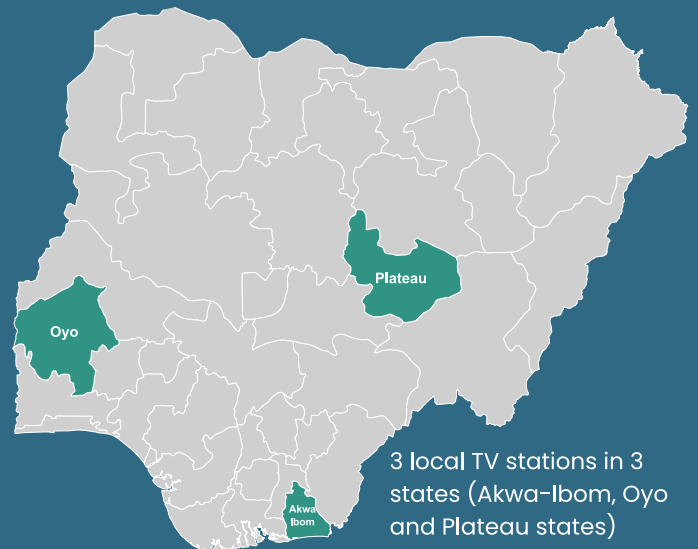


**72,512,217**

people through television broadcasts of the TV spot on

**11**

television stations



**8**

cable stations broadcasts nationwide



# COVID-19 and the need for a unifying campaign in Nigeria

Effective social and behavior change (SBC) campaigns first analyze surrounding beliefs, mistrust, and other social factors to create tailored, relevant messaging that resonates with the public. In Nigeria, community beliefs around the COVID-19 pandemic were that it was “unreal,” or “a plan created by the government,” and that preventive strategies, such as vaccines, were untrustworthy.<sup>1</sup> The spread of misinformation increases communities’ distrust in the government and healthcare system.<sup>2,3</sup> Evidence-based information provided by SBC campaigns gives the public a new perspective on healthy behavior changes and their positive effect on communities, loved ones, and themselves. During a public health emergency, sharing factual information helps prevent misconceptions and misinformation from eventually resulting in behavior hesitancy and distrust in public interventions. Coupled with community engagement interventions, mass media campaigns further reach audiences to address misinformation and bridge gaps between government interventions and communities.

Realizing this need, Breakthrough ACTION-Nigeria, in collaboration with the Government of Nigeria, strategically chose to use a mass media campaign as an approach that would shift behaviors around COVID-19. This campaign, named Follow Who Know Road, aimed, strategically, to reduce COVID-19 vaccine hesitancy, increase testing among people who are symptomatic or exposed, and ramp up the adoption of COVID-19 prevention behaviors among suspected and confirmed cases. The Follow Who Know Road campaign was introduced at a turning point in the pandemic. COVID-19 was evolving: the prevalence of cases and deaths attributed to the disease began to fluctuate, and the severity of the disease began to lessen. Breakthrough ACTION-Nigeria wanted to create a campaign that took into consideration how adaptive the disease is, and how to tailor the promotion of testing, prevention, and vaccination at different stages. As COVID-19 continued to shift and change, the project wanted to establish a campaign that would stand the test of time and mold to the ebbs and flows of the pandemic. This brief highlights the strategic and intentional implementation process Breakthrough ACTION-Nigeria carried out. SBC practitioners and programs can apply this process to effective implementation of developing SBC mass media campaigns, from start to finish, for various health programs, including those that respond to the particular challenges of public health emergencies.

<sup>1</sup>Wonodi, C., Obi-Jeff, C., Adewumi, F., Keluo-Udeke, S. C., Gur-Arie, R., Krubiner, C., Jaffe, E. F., Bamiduro, T., Karron, R., & Faden, R. (2022). Conspiracy theories and misinformation about COVID-19 in Nigeria: Implications for vaccine demand generation communications. *Vaccine*, 40(13), 2114–2121. <https://doi.org/10.1016/j.vaccine.2022.02.005>

<sup>2</sup>Oju-Abiodun, O., Abiodun, O., & Okafor, N. (2022). COVID-19 vaccination in Nigeria: A rapid review of vaccine acceptance rate and the associated factors. *PLoS One*, 17(5), e0267691. <https://doi.org/10.1371/journal.pone.0267691>

<sup>3</sup>Wonodi, C., et al. (2022). *Vaccine*. See footnote 1.

# 1

## Grounding in Theory, Data and a Deep Understanding of the Audience

Breakthrough ACTION-Nigeria followed a systematic and evidence-based process to develop a campaign intervention featuring evidence-based information through the lens of character storylines. The campaign development process began with a review of theory and evidence to ensure that COVID-19 information could be understood and recalled and would drive Nigerians to receive the COVID-19 vaccine. The Follow Who Know Road Campaign was guided by the 3Cs (“Confidence, Complacency, and Convenience”) model (Figure 1), developed in 2014 by the World Health Organization’s (WHO’s) Strategic Advisory Group of Experts.

### The 3Cs Vaccine Hesitancy Model

#### Confidence barriers

##### Does the group believe that...

- The vaccine is safe?
- The vaccine is effective?
- The system and people who deliver the vaccine are reliable and competent?
- The motivations of policy makers and NHS can be trusted?

#### Complacency barriers

##### Does the group believe that...

- The risk from contracting COVID is high?
- Catching COVID can negatively impact their and their close ones' lives?

#### Convenience barriers

##### Does the group believe that...

- They are physically able to get vaccinated?
- They can afford to get vaccinated?
- They live in a region and community where it is possible to get vaccinated?
- They are able to understand the purpose of vaccination (health and language literacy)?
- The quality of vaccination service is appropriate?
- The time and place for getting the vaccination is appropriate?
- The group's cultural context supports getting vaccinated?

Figure 1. Source: Breakthrough ACTION. (2023, May). Follow Who Know Road Campaign [presentation].

The model describes three ideation factors:

**Vaccine Confidence**, which involves certainty about science and service delivery systems. This can be defined as trust in (1) the effectiveness and safety of vaccines; (2) the system that delivers the vaccines, including the reliability and competence of the health services and health professionals in that system; and (3) the motivations of the policymakers who enact laws and coordinate potential resources regarding the needed vaccines.

**Vaccine Complacency**, or when people perceive the threat of contracting a disease is low, so they feel no need for vaccination. Complacency about a particular vaccine or about vaccination in general is influenced by many factors, including other life or health responsibilities that one may prioritize at a given point in time. Self-efficacy also influences the degree to which complacency determines hesitancy.

**Vaccine Convenience**, which factors in affordability of vaccinations, whether people want to pay for them or not, and if they are in stock at health facilities not too far from home. Physical availability, affordability, willingness-to-pay, geographical accessibility, language and health literacy, and appeal of immunization services all play a huge role in uptake of treatment. Much of these factors of convenience are the reason why people either decide to move forward with getting a vaccine or make the choice not to.

## Vaccine Hesitancy Continuum

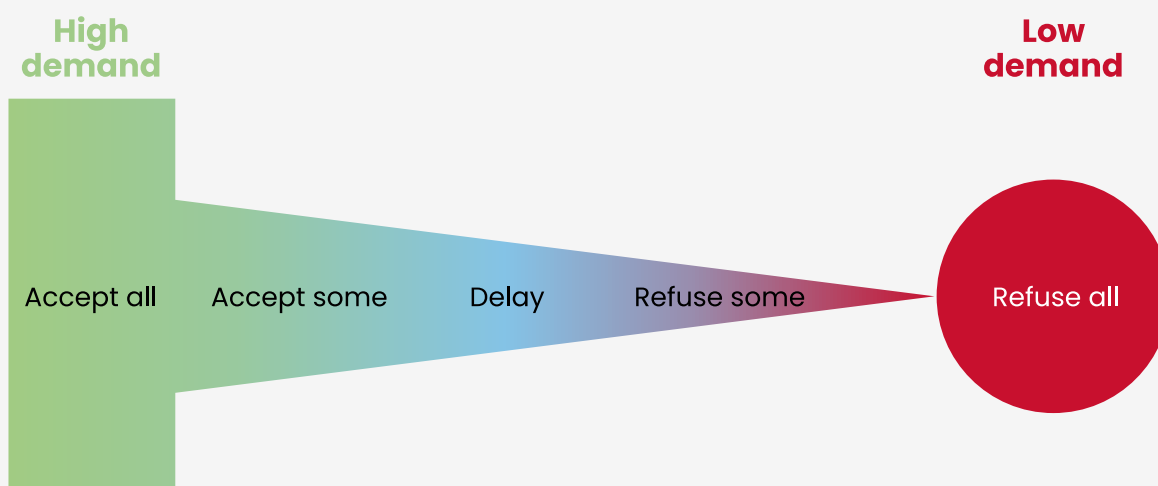


Figure 2. Source: Breakthrough ACTION. (2023, March 1). How theory-based programming can drive COVID-19 vaccine uptake: A program brief from Nigeria. <https://breakthroughactionandresearch.org/wp-content/uploads/2023/02/How-Theory-Based-Programming-can-Drive-COVID-19-Vaccine-Uptake.pdf>. Source of content: see footnote 4, adapted image under Creative Commons License CC BY-NC-SA 3.0 IGO.

Using the 3Cs model, one can identify individuals along a vaccine hesitancy continuum (Figure 2). Vaccine-hesitant individuals exist on this continuum as a heterogenous group in the middle. Some may refuse some vaccines but agree to others, delay vaccines, or accept vaccines without feeling confident in doing so. Breakthrough ACTION-Nigeria utilized the 3Cs model as a guiding framework for applying ideation factors in a systemic approach to developing SBC programs. This new breakthrough in SBC programming highlighted the significance of ideational factors, the strongest predictors of behavioral change.

To ensure their theory-based SBC programming was effective, Breakthrough ACTION-Nigeria needed to fully understand the audience they wanted to engage. To do this, the project used Johnson & Johnson (J&J) Global Public Health’s existing audience segment definitions (Figure 3). It then aligned the segments into five different groups based on the 3Cs Model.

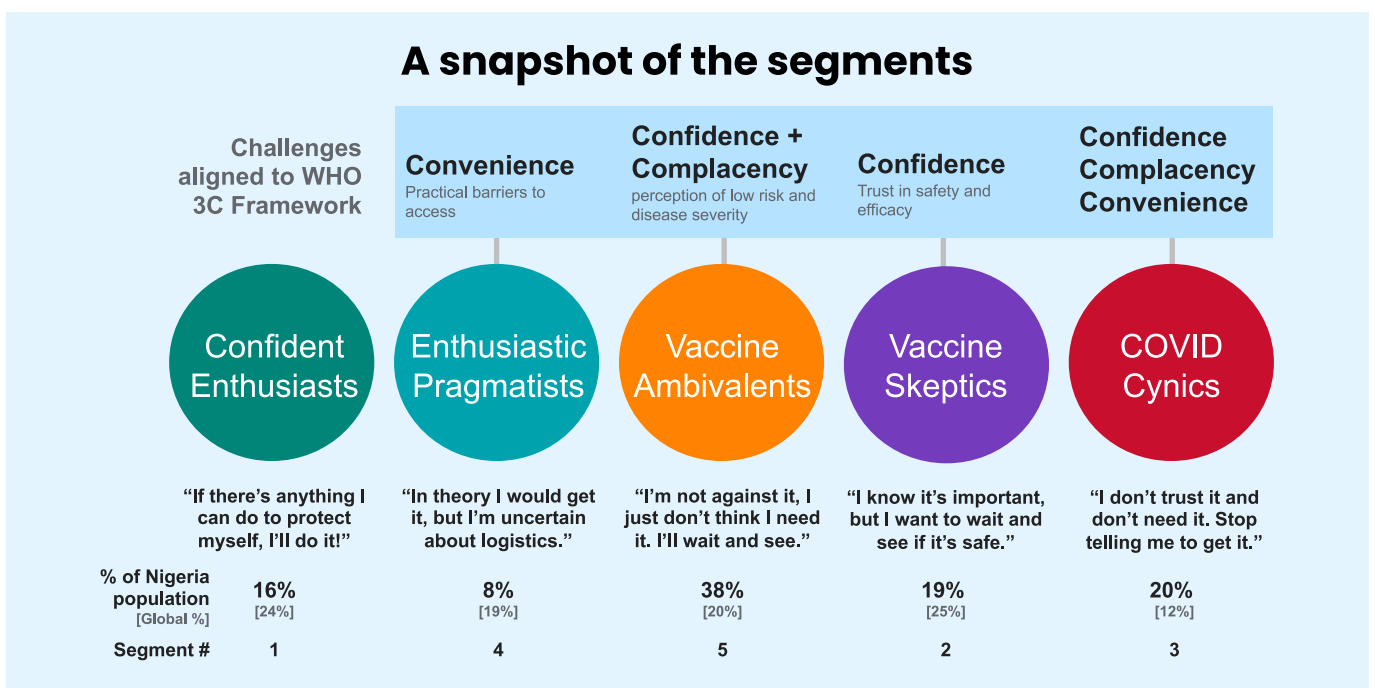
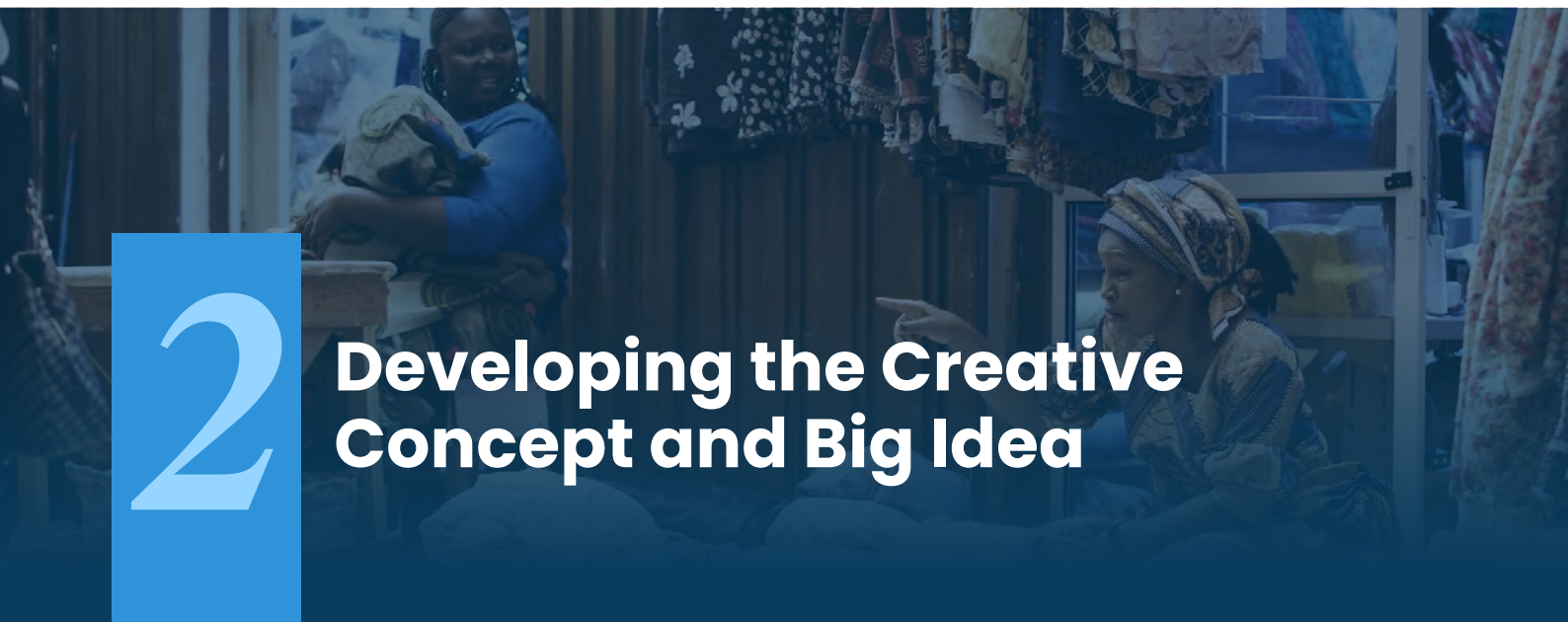


Figure 3. Source: Johnson & Johnson Global Public Health. (2021, February 2022). Covid vaccines acceptability insights introduction [presentation]. Johnson & Johnson. Used by permission.

To begin developing the campaign based on these theories, Breakthrough ACTION-Nigeria first needed to understand how a person’s likelihood to get the COVID-19 vaccine related to their place on the vaccine hesitancy continuum. Collaborating with the National Primary Healthcare Development Agency (NPHCDA), Nigeria Centre for Disease Control and Prevention (NCDC), WHO, UNICEF, USAID, the U.S. Centers for Disease Control and Prevention, Sydani Group, the African Field Epidemiology Network, and implementing partners within the United States Government Service Delivery sector, Breakthrough ACTION-Nigeria implemented a routine, telephone-based survey on COVID-19 perception and vaccine acceptability in December 2021. The project organized responses from the survey around the 3Cs model’s ideation factors and conducted a regression analysis. The goal of the analyses was to determine if (1) any statistical significance existed between factors in the 3C model and uptake of the

COVID-19 vaccine, and (2) how and which combinations of factors could increase the likelihood that a person will get the COVID-19 vaccine.

Based on their analysis, the project decided to create a mass media campaign directed toward Vaccine Ambivalents and Vaccine Skeptics. It aligned its community mobilization efforts with government directives focusing on Confident Enthusiasts and Enthusiastic Pragmatics. The campaign did not include COVID-19 cynics as an intended audience because they only made up 20% of the population. Breakthrough ACTION-Nigeria instead channeled their resources on the 80% of the population who were open to getting vaccinated (also referred to as Intenders and Uptakers). As Intenders and Uptakers represent the majority of the population, the project determined it could maximize the campaign's impact by reaching not only a larger audience but also one open to accepting COVID-19 information, which could then lead to behavior change. Through the analysis, Breakthrough ACTION-Nigeria found associations for the Confidence and Complacency categories, but not for factors surrounding Convenience. These results provided critical information about which factors could encourage vaccine uptake and informed how the project would design and implement an SBC strategy. The Follow Who Know Road mass media campaign focused on guiding those who were open to COVID-19 vaccination but had questions about vaccine safety and efficacy to become Vaccine Enthusiasts (also known as Intenders).



## 2 Developing the Creative Concept and Big Idea

A creative concept is developed from audience insights and designed to evoke an emotional response and inspire audience members to take action. It connects the campaign's overarching theme in messaging and calls to action.

With a shared understanding of the guiding theories and audiences, project staff developed a creative concept that articulated the strategic approaches and the key SBC determinants that would be addressed by the campaign. In the creative brief,

Breakthrough ACTION–Nigeria outlined the communication objectives that would help increase the uptake of vaccinations, the positioning statement, the call to action, the creative consideration, the communication channels, the messaging, and the development process and timelines. Having this articulated and codified within the brief allowed all stakeholders to have a shared understanding of the objectives and set the way forward for the development of the Follow Who Know Road campaign.

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### **Communication Objectives**

The campaign’s communication objectives were identified by analyzing quantitative research that showed which beliefs would most likely motivate behavior change, and other programmatic priorities (such as the ones on co-morbidities):

Increase complete vaccination for COVID-19

- Increase trust and belief in the safety of the vaccine.
- Increase the belief that being vaccinated will protect oneself and one’s family from COVID-19.
- Increase the risk perception that infection with COVID-19 could lead to serious illness.
- Increase the belief that people with co-morbidities are at higher risk of serious cases of COVID-19.
- Increase the knowledge that COVID-19 vaccine is safe for people with co-morbidities.
- Increase the belief that the COVID-19 vaccine is safe for pregnant and breastfeeding women.

Increase testing for COVID-19 among those who are symptomatic if exposed to COVID-19

- Increase the risk perception of infecting family members with COVID-19.
- Increase the public’s belief that COVID-19 testing is free, fast, and easy.

Increase COVID-19 prevention behaviors among those who test positive for COVID-19

- As well, increase the risk perception of infecting family members with COVID-19.
- Increase the knowledge that someone infected with COVID-19 should self-isolate.



Throughout the entire process, Breakthrough ACTION-Nigeria ensured consensus among key stakeholders around this campaign with partners at the national level. To start, the project organized a co-creation workshop to (1) share and build consensus around the communication objectives and audiences in the creative brief and (2) co-create the creative concept for the campaign, i.e., “the Big Idea.” Participants representing the NPHCDA, NCDC, Federal Ministry of Health, Institute of Human Virology, Nigeria, Centre for Communication and Social Impact, and J&J, formed and later analyzed their Big Ideas during pretests. Breakthrough ACTION also worked with the same stakeholders beyond the initial gathering throughout the entire campaign development process. By the end of the initial workshop, Breakthrough ACTION-Nigeria and its partners co-created the Big Idea for the campaign.

## Developing the Big Idea

Together with public and private partners, and using the insights from all the data, the project developed ten possible themes, or Big Ideas to refine using draft storyboards. These concepts were developed through a facilitated brainstorm session with partners, where participants had the creative freedom to identify ideas that aligned with the activity’s formative insights and would resonate with a Nigerian audience.

Partner and stakeholder feedback guided campaign storyline development, ensuring it contained relevant content. Intentionally involving prioritized audiences from the beginning of this process ensures campaign developers tailor content according to local context and culture.

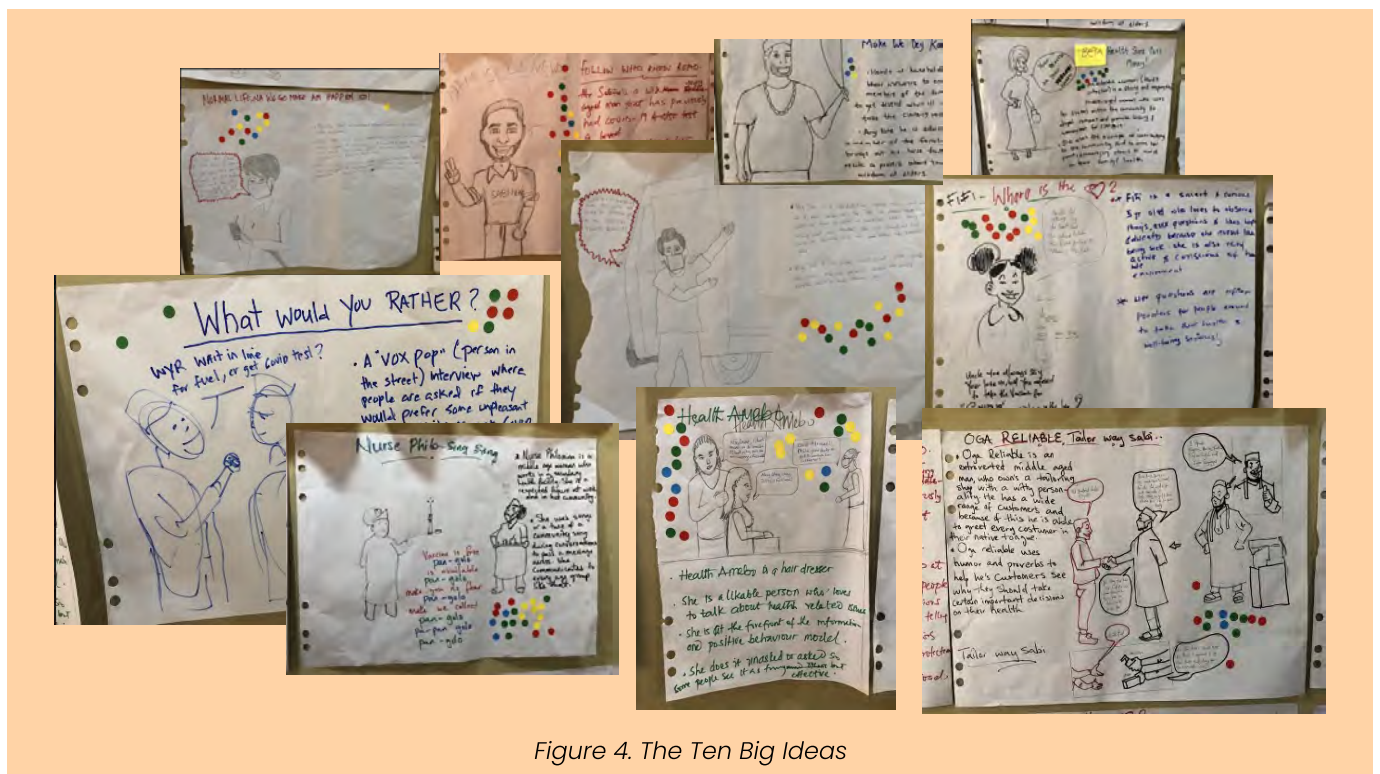


Figure 4. The Ten Big Ideas

After internal consensus building, participants chose four concepts. A creative agency further polished the four storyboards for concept testing among intended audiences across Nigeria.





<p><b>Fifi, Where is the Love?</b> This is a story of a precocious young girl who regards COVID-19 vaccination and testing as the ultimate expression of love to one's family.</p>	
<p><b>Big Joe:</b> This concept involved a bus driver who maintains COVID-19 precautions in his bus and ensures his passengers have been vaccinated or tested if they are a suspected case.</p>	
<p><b>Follow Who Know Road:</b> This story follows a leader of a local market association who was at first against COVID-19 vaccination, but after falling ill to COVID-19 and recovering, she is now an advocate for vaccination and testing.</p>	
<p><b>Madam Do Well:</b> This concept revolves around small chop shop owner who advocates for COVID-19 vaccination and testing among her clientele. As is common in these venues, customers often have meals on credit, but Madam Do Well informs them she will not take a chance on anyone who might get sick and not return to repay their debt.</p>	

Figure 5. Four Storyboards that Emerged for Concept Testing Among Intended Audiences

# 3

## Concept testing

The project then tested the four story concepts among four cohorts (Figure 4) across Nigeria's six geopolitical zones. Concept testing helps achieve impact within mass media campaigns by exploring how well ideas resonate with the intended audience and identifying ways they can be improved. During this stage, audience members directly engage with the content and provide input to analyze the effectiveness of possible campaign pieces. As this was a national campaign, and Nigeria is a country with great diversity, Breakthrough ACTION-Nigeria gathered input from people across the country. Their feedback ensured the content would appeal and be relevant to different people in different geographic areas. The cohorts were divided by gender, age, marital status, status of children, and willingness to get vaccinated. The feedback collected from each of the cohorts helped Breakthrough ACTION-Nigeria choose the final story.

### Four Cohorts: Urban/Rural by State

#### Cohort 1

- Male
- Married
- Age 20–30
- Child under five years old
- Never vaccinated against COVID-19
- Intends to get vaccinated but wants to wait

#### Cohort 2

- Female
- Married
- Age 20–30
- Child under five years old
- Never vaccinated against COVID-19
- Intends to get vaccinated but wants to wait

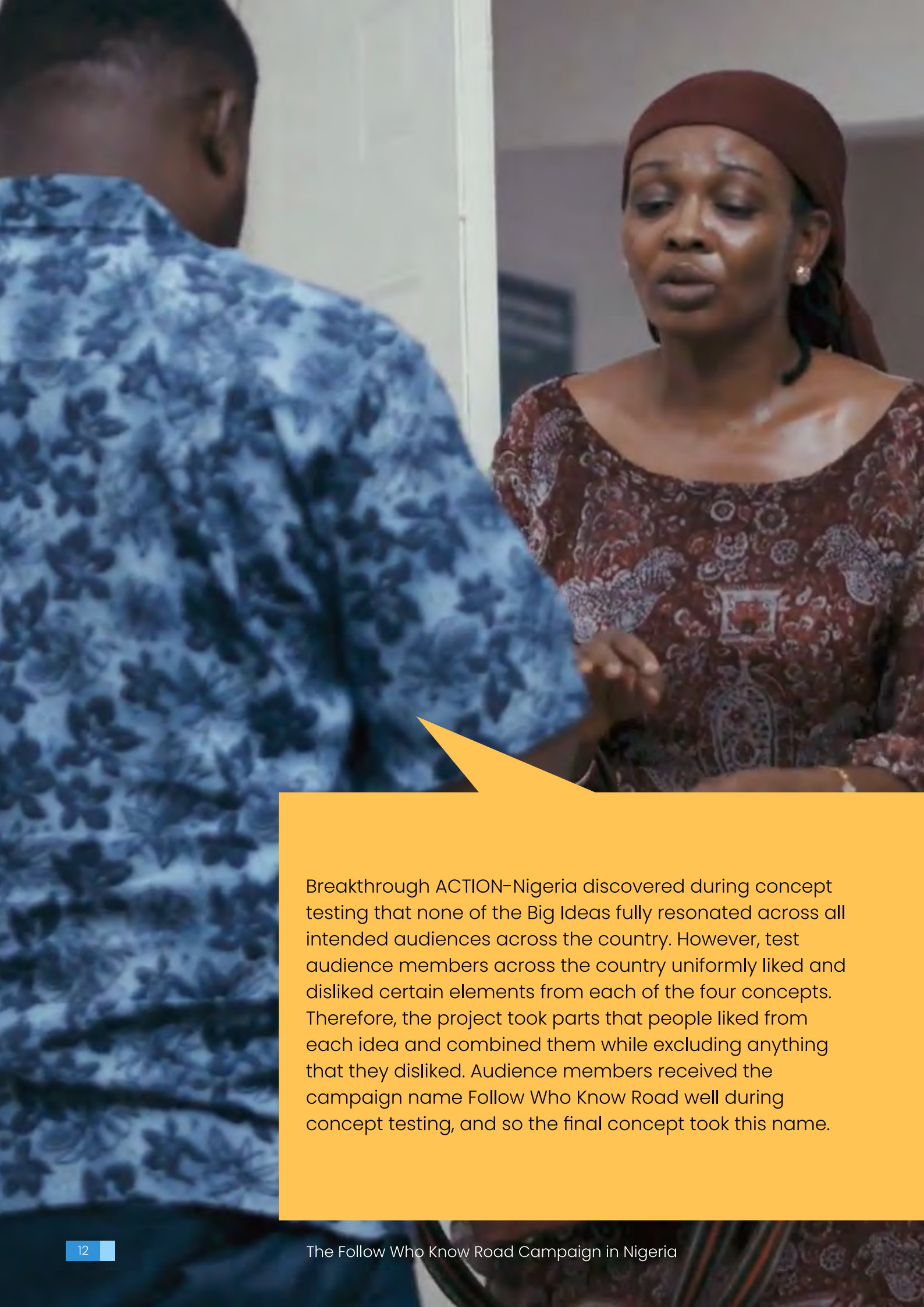
#### Cohort 3

- Male
- Married
- Age 30–40
- Child over five years old
- Never vaccinated against COVID-19
- Intends to get vaccinated but wants to wait

#### Cohort 4

- Female
- Married
- Age 30–40
- Child over five years old
- Never vaccinated against COVID-19
- Intends to get vaccinated but wants to wait

Figure 4. Source: Breakthrough ACTION. (2022, June). *Follow Who Know Road: A campaign strategy to increase COVID-19 vaccination and testing (The journey so far)*. [Presentation].



Breakthrough ACTION-Nigeria discovered during concept testing that none of the Big Ideas fully resonated across all intended audiences across the country. However, test audience members across the country uniformly liked and disliked certain elements from each of the four concepts. Therefore, the project took parts that people liked from each idea and combined them while excluding anything that they disliked. Audience members received the campaign name Follow Who Know Road well during concept testing, and so the final concept took this name.

# 4

## Developing the Final Story

The final developed story, titled Follow Who Know Road, centered on Madam Naija, an influential leader who rejects COVID-19 vaccination, falls sick, recovers, and becomes an advocate for vaccination and testing to protect family, friends, and the entire community.

From previous findings, audience members were more likely to receive COVID-19 vaccines to protect their loved ones. The project applied the concept of Fifi showing love for her family by sharing information throughout the story, which later influenced Madam Naija's decision to receive the COVID-19 vaccine. Fifi became a character in this story, convincing Madam Naija of the benefits of the vaccine. The character Big Joe, also from one of the other earlier creative concepts, appeared as a supportive character. Based on research that showed high regard for advice from health care workers, the project added Aproko Doctor, a health care worker and trusted social media influencer in Nigeria. Each episode concluded with Aproko Doctor sharing resources the audience members could use to learn more about COVID-19 and the vaccine.

The project decided on the name Follow Who Know Road through a creative content development process involving its partners and audience members. Participants explored data and identified SBC strategies to suit Nigeria's context. After brainstorming ideas and concept testing around the country, the name resonated the most with audiences. The Nigerian Pidgin phrase means "Trust and follow someone who already knows the way"



# 5

## Producing the Campaign

As the campaign developed into a more concrete concept, Breakthrough ACTION-Nigeria began to plan its production. For this, the project also applied a systematic process. Many of the creative concepts generated came from experiences stakeholders and staff involved in the process were able to identify with. A lead producer, involved from the very beginning, led the production process. This person kept the process on track, provided production advice, and played a key role in ensuring the spots were responsive to the latest COVID-19 guidance.

Once the creative concept was finalized, the production team began to write scripts, reviewed by the COVID-19 technical team, to ensure the creative language aligned with the data and the latest COVID-19 regulations in Nigeria.

Breakthrough ACTION-Nigeria first developed six Follow Who Know Road campaign-branded spots, at one time which became what was known as the blueprint scripts. These spots addressed the main concerns Intenders had about taking the COVID-19 vaccine. Not long after the development of the first six spots, the project, in collaboration with stakeholders, decided to add an additional three spots which emphasized the important role of the health care worker as a trusted communicator in Nigeria. This adaptation was based on data related to health care workers as being highly trusted. In addition, COVID-19 evolved, over time, and so did Government guidelines on vaccination. As such, the project went back to the blueprint scripts and made a few tweaks to the recordings of the spots. For example, the single-dose vaccine became available in Nigeria after the blueprint scripts had already been developed. To simplify the messaging for audiences, a tweak was made to the script encouraging audiences to take the vaccine and all its required boosters. A second tweak was made when guidance shifted to the safety and importance of the vaccine among pregnant and breastfeeding mothers.

The project also produced and aired accompanying unbranded public service announcements (PSAs). This approach dispelled misinformation and addressed COVID-19 vaccination barriers in a comprehensive way.

The episodes were produced in 19 total languages (the five major languages spoken in Nigeria, Pidgin, Hausa, Igbo, Yoruba, and English, and 14 additional local languages). The project created scripts for both video and radio production, and the entire production process took three to four months. This included filming, recording, four rounds of editing, and pretests. The campaign story unfolds over nine 60-second spots, with a new spot airing every month. The campaign launched on radio in August 2022 and on TV in September 2022. Spots 1 and 2 focused on the need for vaccination, spots 3 and 4 focused on testing before treatment, spots 5 and 6 focused on vaccination as a means of prevention, and spots 7, 8, and 9 focused on receiving all necessary doses of the COVID-19 vaccine, including people with comorbidities.



# 6

## Airing the Follow Who Know Road Campaign on Television and Radio

Similar to the design and production processes, Breakthrough ACTION-Nigeria applied a systematic process to disseminating the campaign using mass media channels: television, radio, and social media. Television and radio are the most used forms of mass media in Nigeria. The Follow Who Know Road mass media campaign used these forms of communication because they are commonly used in Nigeria and thus would impact wide message dissemination and shifting public beliefs.

Breakthrough ACTION-Nigeria developed a media strategy and media plan for the campaign. Going through this process in an intentional way and codifying the details established a shared vision for the campaign and a shared understanding of the role mass media channels would play in achieving campaign goals. This required having a clear understanding of the purpose of the campaign, the intended impact, the audiences and their locations, the budget, and the length of the campaign.

A media team led this process in collaboration with a technical team and a production team.

## **Developing and Implementing a Media Buying Strategy**

During this stage, Breakthrough ACTION-Nigeria determined the following as part of an overall media buying strategy: the campaign objectives, the intended audience, the intensity and frequency of the spots, the period or launch date, the medium, and monitoring plans. The strategy determined that episodes would be shared on radio stations, television stations, and social media platforms to increase overall reach. Each month, a new episode aired, ensuring maximum exposure to each spot before moving on to the next one. The airwaves are typically cluttered during the holidays, so the same spots aired during December and January 2022 to ensure adequate exposure. Although the project tailored the content to specific audience members, the monthly separation between each episode gave project staff a better chance to update content based on the latest COVID-19 information and guidelines.

### **Media Plan**

With the media strategy in place, the media team then put together a more detailed plan which operationalized, where, when, and how the spots would be aired to effectively reach the audience. The team considered which radio and TV stations had the highest ratings within the locations the project intended to reach. Among these stations, existing media partners from previous Breakthrough ACTION-Nigeria projects contributed spots for the campaign as well. The next step was buying the time to air the spots on radio and television spots. The selected stations and Breakthrough ACTION-Nigeria agreed, by contract, on the times and days of the spots, the pricing of spots, how often spots will be played, and the budget for overall running time.

As the airing took place, the media team conducted a monitoring and compliance process. This is critical to ensuring the spots are aired by the station, as agreed. Over the course of the Follow Who Know Road campaign, 72 local radio stations across 25 states aired the radio spots. The television spots aired on eight cable stations, which reached a national audience, and on three local television stations in three states.





# 7

## Impact of Follow Who Know Road on Communities

The Follow Who Know Road campaign had a significant reach in Nigeria, especially on a national level. From August 2022 to February 2023, the COVID-19 vaccination rate increased more than 1.5 times in Nigeria. A study executed by Kantar, a market research agency, between December and February 2023 showed that more than 2 in 3 unvaccinated people exposed to the campaign showed a positive change in their vaccine intentions and behavior post-campaign. 88% of respondents reported being exposed to the campaign. From a second wave of the Kantar study done in July of 2023, 4 in 5 respondents indicated that the campaign has resulted in a positive behavior and/or intention change towards the COVID-19 vaccine.

Follow Who Know Road still maintains a positive perception among audience members. The script and the intention behind vaccine uptake not only inspired communities but even those who worked on the campaign to get vaccinated. Even while filming, members of the production team decided to get the vaccine. In some episodes, some of the actors waiting in the room for their vaccine were waiting to be vaccinated in reality. These results prove that the Follow Who Know Road campaign has had a positive change in behavior, attitude, and intention towards the COVID-19 vaccines.

# TRANSFORMING COVID -19 VACCINE HESITANCY IN NIGERIA



As of August 2022, nearly **2 in 3 Nigerians over the age of 18** were still unvaccinated.

Starting **August 2022**, Breakthrough ACTION-Nigeria launched a national mass media campaign to address vaccine hesitancy and promote vaccination.

## AWARENESS

**85%+** Campaigns reached over 85%+ of Nigerians (vaccinated as well as unvaccinated)



**26M**

UNVACCINATED PEOPLE REACHED\*



**~4 IN 5 CHANGED BEHAVIOR/INTENTION**

Nearly 4 in 5 unvaccinated people exposed to the campaign showed a positive change in their vaccine intentions and behavior

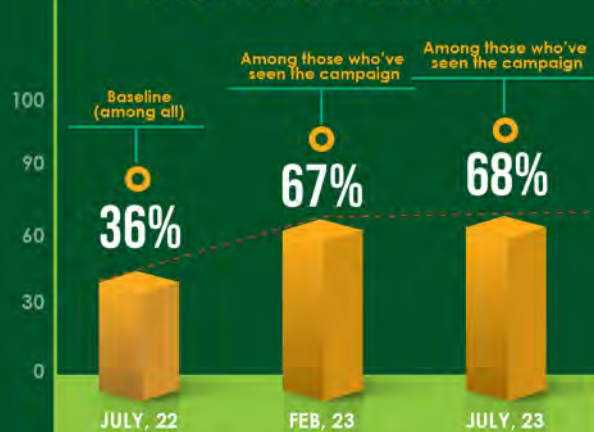
Survey administered through digital medium in December 2022, February 2023 and July 2023, to capture the ongoing impact of campaign.  
500 respondents participated in each phase

**+18** Adults aged 18+ were eligible for the survey

**♀♂** The sample is weighted for age & gender to represent national demographics.

IMR# EM-143022

## VACCINATION RATE



Comparatively, less than 4 in 10 Nigerians who do NOT recall seeing the campaign indicate that they are vaccinated



9 in 10 agree that campaign is relevant, believable and contains new info



Nearly 2 in 3 consider "Follow Who Know Road" tagline favorable



USAID FROM THE AMERICAN PEOPLE

Breakthrough ACTION

Johnson & Johnson

1 Source: <https://ourworldindata.org>  
2 Source: [https://www.wikiwand.com/en/National\\_Bureau\\_of\\_Statistics\\_Nigeria](https://www.wikiwand.com/en/National_Bureau_of_Statistics_Nigeria)  
3 Source: KantarVaccine Campaign Impact Measurement  
4 COVID Vx Programme: Consumer W2 Brand tracker July-Aug 2022

\*Estimated based on population in the targeted states, vaccination rates at the time of campaign launch and campaign recall from Kantar's primary research.



## Lessons Learned



### **Use data throughout the process as a tool for adaptation and ensuring effective reach:**

Incorporating data into campaign design ensures the creation of accurate messages that effectively address barriers to healthy behavior uptake. Data collection and use throughout the implementation of the campaign, especially during the public health emergency, played a central role. The Follow Who Know Road production and technical teams routinely reviewed data and the latest Government of Nigeria guidance and made tweaks to scripts, and spots to respond to the evolving nature of the pandemic and to the audience preferences and the different channels of communication. Disease prevention actors, including government stakeholders, contending with other public health emergencies can use this concept to build trust among community members.



### **Involve all team members from the beginning and throughout the process:**

Involving media, production, research teams, and other stakeholders from the beginning of the content creation process and taking the time to plan, build a shared understanding of campaign objectives, and make changes together ensures all stakeholders are on board with the campaign the entire time. Involving media and production teams early on also allowed the technical teams to have a clear understanding, from the beginning, of what was doable and not doable. This cross-functioning team's appreciation of the changing nature of a public health emergency, such as COVID-19, facilitated a process where adaptations were able to be made quickly.



### **Stay up to date with new data and guidelines and be ready to apply changes as they come:**

The constantly changing landscape of the COVID-19 pandemic meant Breakthrough ACTION-Nigeria project staff needed to make changes to the campaign, even after the production of spots had completed. The technical team must stay aware of the latest content updates and share such information in a timely manner with the production team. Having flexible teams who are ready to integrate changes as they arise is also critical. Additionally, having a strong blueprint set of scripts that can be easily tweaked if needed was important. Having an unbranded campaign accompanying the Follow Who Know Road campaign also meant there were multiple avenues to share messaging. If new guidance was introduced that could not easily be integrated into Follow Who

Know Road they were aired on the unbranded campaign and included on other SBC materials.



**First establishing a strong and interesting story baseline will make adding information easier:** Information and guidelines evolve constantly during public health emergencies. If campaign designers define a base storyline, they can more easily add health information updates that occur later. This enables a seamless process for integrating new and correct content, so audiences have correct information on time.



**Do not let a public health emergency change the rigor used for developing SBC mass media campaigns:** Public health emergencies cannot lessen the rigor used for developing SBC campaigns. Follow Who Know Road adhered to the thorough standards of developing an SBC campaign even though the project was developed during an emergency. While quality control takes additional time—and those who perform this task must work as reasonably quickly as possible to meet production deadlines—ensuring that a campaign is well grounded in theory and data increases the likelihood of shifting behaviors during a public health emergency.



**During a public health emergency, develop public service announcements to air concurrent to a campaign:** In addition to the Follow Who Know Road campaign, the project also continuously developed COVID-19 PSAs to quickly respond to emerging public concerns about the COVID-19 vaccine, address the Government of Nigeria's priorities, and address convenience factors. For example, PSAs responded to misinformation related to the vaccine causing infertility that could have had dire outcomes were they not quickly produced. PSAs on both radio and television more holistically and more rapidly addressed barriers to COVID-19 vaccine uptake.

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# Get in touch!



2nd Floor, No. 23, Tahir Lane, Utako, Abuja.



[info@ba-nigeria.org](mailto:info@ba-nigeria.org)



[www.breakthroughactionandresearch.org](http://www.breakthroughactionandresearch.org)



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