



# COVID-19 National Information Dissemination



The United Nations (UN) was in a unique position to drive the conversation on risk communication of the virus being a major technical partner that is invested in Nigeria's development sector. With State Craft Inc. communication expertise, the United Nations guidance, the Federal Government successfully handled the crisis communication.



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## THE CHALLENGE

- Following the outbreak of the Coronavirus which has been classified as a pandemic by the World Health Organisation (WHO), the global conversation has shifted drastically, with the health scare dictating topic trends.
- Nigeria, like the most parts of Africa has witnessed significantly fewer incidents of the virus than other countries worldwide. However, with a progressively increasing number of reported cases, it has become imperative -now more than ever- to take control of the narrative to disabuse notions of detachment, dispel unfounded myths and ensure optimal citizen education on how to navigate the deluge of information surrounding COVID-19.



- Humanise the process: First help Nigerians see the impact of the pandemic on facets of their everyday lives –from family, to work, leisure, health and wealth. These all have real implications which must be jarred into the public consciousness through emotionally responsive messaging.
- Keep it simple: A major driver of the fear and frenzied attitude towards the situation is the perceived complexity with which current news surrounding the coronavirus is being reported. It is important for the public to be able to digest information on the virus without room for confusion or ambiguity using their regular channels and languages of communication.
- Cultural resonance: To combat the sense of distrust associated with most government-driven efforts, the #COVID-19NIDS campaign must come to life through seemingly organic sources which already have the confidence of most Nigerians. This was largely done by relying on thought shapers and leaders considered to be influential within the social governance, digital media and pop culture spaces.



State Craft Inc. was tasked with helping Nigerians see the impact of the pandemic on facets of their everyday life, to debunk confusion or ambiguity using their regular channels and languages of communication and to combat the sense of distrust associated with most government-driven efforts. This was largely done by relying on thought shapers and leaders considered to be influential within the social governance, digital media and pop culture space.





Timi Dakolo

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RESULTS

1. We successfully led in the production of risk communication contents that were used by the Federal Government and other organizations in the country.
2. 26 influencers were engaged in this campaign and 28 videos were produced in Igbo, Yoruba, Hausa, Pidgin and English. Some of the influencers engaged in the campaign were Banky W, Toyin Abraham, Ali Nuhu, Chigul, Ayodeji Osowobi, Timi Dakolo, Alibaba, Waje, among others. Through this project, the United Nations Development Programme (UNDP) received goodwill messages and strengthened its partnership with international organizations like the European Union, the Federal Government, High Networth Individuals and the general populace.
3. The UNCOVID-19 Campaign reached 53,456,135 million people via television placement and social media dissemination.
4. The successful management of the COVID-19 risk communication served as a launch pad to the One UN COVID –19 Basket Fund worth over 1 Billion dollars.