



Mask Up 2 Show Up (#eDeyUrHands)

PROJECT REPORT



NOVEMBER 2021

Submitted to MasterCard Foundation

Introduction

In February 2020, the first case of COVID-19 was confirmed in Nigeria and since then the deadly virus has swept across cities and states. Over 214,000 cases of COVID-19 have been confirmed in Nigeria and 2,977 deaths recorded. COVID-19 spreads when droplets containing the virus are inhaled and the primary way to prevent the deadly virus is to protect one's nasal passage by wearing a face mask. Constant hand washing should be observed alongside the wearing of a facemask but at all times, a facemask should be worn to reduce exposure to viruses.

As the world continues to adjust to the new normal caused by the pandemic, face masks are needed like never before for the prevention of the spread of COVID-19. Hence, there is a need to provide access to facemask to individuals and organizations. The Nigeria Youth SDGs Network is a coalition of youth-led organizations working on the sustainable development goals in Nigeria. Through the MASK UP 2 SHOW UP project implemented in partnership with The MasterCard Foundation, we were able to carry out community awareness program on the importance of consistent and proper wearing of face masks, as part of the precautionary measures on COVID-19 and provision of face masks in 10 states in Nigeria. Additionally, we reinforced the MASK UP campaign by supporting partnered community based organizations with face masks to ensure that the event and outreaches abide by the Nigeria Centre for Disease and Control (NCDC)'s COVID-19 guidelines and the health and well being of the population is secured.

At the end of the project, at least 8,589 people benefited directly, each person received a face mask and pledged to advocate for a safer community by adhering to the COVID-19 health guidelines and ensuring other people do the same. At least 400 community leaders also participated in the awareness campaign and they promised to take actions by educating their constituencies about the COVID-19 safety protocols. More than 13,000 face masks were given to individuals and community leaders who distributed them to other people in the community.

Approach

The approach adopted for this campaign was largely achieved through collaboration with youth-led or youth-focused organizations, the State Ministry of Health and community leaders across different locations in the ten targeted states.

Advocacy visits were first conducted with the State Ministry of Health to notify them about the event and to request for a certified health educator to facilitate the discussions about the spread of COVID-19 in the state. Nigerian Youth SDGs Champions visited offices of the state ministry and local government to deliver letters and followed up until feedback was received. Advocacy visits were also conducted to

the community leaders of different local communities to introduce them to the campaign and request for their support to host the event in their communities. The communities considered were mainly rural communities where most people are not complying with the COVID-19 health guidelines. Feedback from the community leaders and the State Ministry of Health informed the date, time and location for the Community Awareness Event. Furthermore, the Nigeria Youth SDGs Network partnered with 17 youth-led or youth-focused organizations to extend the #eDeyUrHands campaign to more people.

The table below gives details on the total number of participants reached;

	Directly Impact	Indirectly Impact	Indirect Impact (Ripple Effect)
The Community Awareness Campaign organized by NGYouthSDGs Network	1,714	1,780	13,740
17 Partnered Organizations	6,875	4,788	30,500
Total	8,589	6,568	44,240

Note: Those indirectly impacted witnessed the event, but did not participate directly. Those indirectly impacted through ripple effects were reached through the direct beneficiaries who shared face masks and advocated for COVID-19 health guidelines within their communities.

Key Activities & Deliverables

The following were the key activities that were carried out within the project timeline:

- **COVID-19 Awareness Drive & Distribution of facemasks to partnered organizations**

The Nigeria Youth SDGs Network distributed facemasks to 16 organizations across the ten targeted states from October to November, 2021. The particular organizations, name, location and date of event are seen in the table in the annex.

The face masks were distributed by the Nigeria Youth SDGs Network champions and volunteers across the states. At least 10 minutes were allotted to discuss the importance of facemasks and the need to wash hands regularly. Everyone present was asked to share the COVID-19 messages to at least two people and share their impact stories using #eDeyUrHands hashtag on social media.



Total Number of Direct Beneficiaries	6,875
Total Number of Direct Beneficiaries (Female)	4,189
Total Number of Direct Beneficiaries (Male)	2,686
Total Number of Facemasks Distributed	6,875
Total Number of Indirect Beneficiaries present at the event and those who would benefit afterwards	35,288

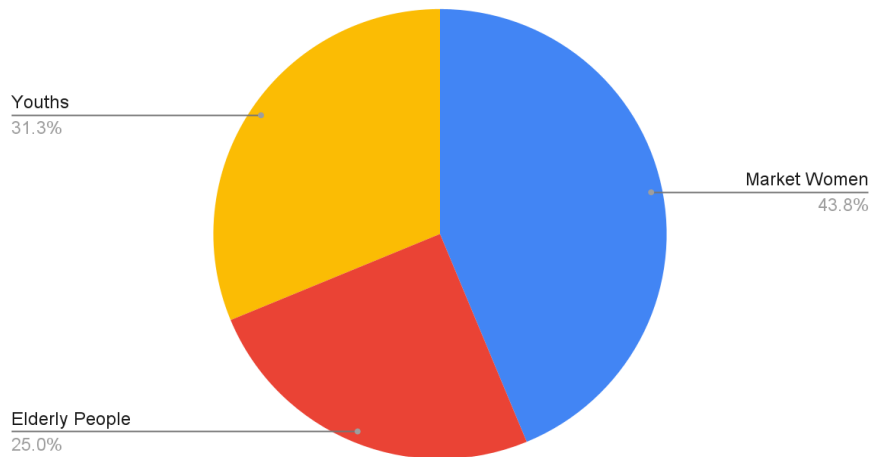
- **COVID-19 Awareness Community Event**

Community awareness events, led by the networks' champions and volunteers, were carried out in the ten (10) implementing states. The event brought together community members, community leaders, and representatives from the ministry of health in most of the states.

During the event in each state, the representative from the ministry of health and the state champion carefully explained to the community members about the COVID-19 pandemic, its prevention, control and the need for the campaign. The perceptions and barriers on facemask usage as a COVID-19 precautionary measure in the communities were largely discussed. During the discussions, some of the questions asked by participants showed many of the communities lacked knowledge about the COVID-19 virus, its transmission and the symptoms of the disease. Also, many of the participants believed that COVID-19 was not real.

The graph below shows the distribution of participants at the community awareness event;

State



During the event, two things were largely communicated during the event; the use of face masks and constant washing of hands. Participants were shown how to wear their face masks well and how proper wearing of face masks reduce the risk of contracting COVID-19. Participants were also shown how to wash their hands with soap and water.

At the concluding end of the event, the participants were asked to pledge to protect themselves and their communities against COVID-19 by spreading these awareness campaigns. Community leaders were also asked to share the steps they would take to ensure their community adhere to COVID-19 health guidelines. An action plan sheet was shared with community leaders that promised to take action, to note their contact details and the actions they would take. Those who promised to organize a mini-awareness campaign in their constituency were given facemasks and hand sanitizers. Follow up calls to some of these leaders showed that they have begun to take relevant steps. Some of the actions taken are as follows;

- The community leaders in Agyaragu Tofa & Keffi Wambai communities in Nassarawa State have ensured COVID-19 messages have reached most parts of the villages in the community. Both leaders worked with the village leaders and mandated them to speak with family heads resident in their villages.
- The community leader in Akai Effa Community of Cross River State carried out a house-to-house campaign talking to parents and young people about the need to wear their face masks.
- The community leader in Nsude, in Enugu used morning mass in the community Catholic church as an avenue to educate with community members and share facemasks to everyone.
- One of the women leaders in Makoko community, Lagos ensured the Iyaloja in the community market mobilize traders to adhere to COVID-19 health guidelines.

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- The butcher association, drivers' association, women association and youth leaders in Unguwar Sarki, Kaduna State ensured that the COVID-19 prevention message was passed to everyone within their constituency.

At the end of the awareness event, Nigeria Youth SDGs volunteers carried out a community walk, chanting their COVID-19 prevention song with the event banner in display in order to create more awareness about the campaign in the communities. Details of the number of community events held in each state, and beneficiaries reached are seen in table 2, Annex 1.

Key deliverables during the period

- The ten states reached a total of 1,714 community members directly with 1076 females and 638 males. While at least 15,540 people were indirectly reached.
- Inclusion of people living with disability (PLWD): Out of the 1714 people reached, 13 were people living with disabilities in FCT, Gombe, Nassarawa, Ondo, and Enugu States.
- Each state had at least 40 community leaders while Gombe, and Ondo had more than 50 community leaders that participated in their awareness event.
- A total of 111 volunteers and 10 Nigeria Youth SDGs Champions participated in the project.



Project Impact

- **Reorientation about COVID-19 and adoption of the precautionary measures**

Over 80 percent of the participants during the Community Awareness Campaign did not believe COVID-19 was real. There were also some participants who had never heard of COVID-19 until the awareness campaign was held in their community. At the end of the project, at least 98 percent of the participants agreed that COVID-19 is real and they understood how the virus is spread and how it can be prevented. Also, all the participants learned how to wear a face mask properly and they demonstrated how to wash their hands properly. Feedback from the awareness campaign showed that the majority of the participants were better informed about COVID-19 after the event.

- **More commitments to take the COVID-19 vaccine**

During the awareness event across the ten states, it was observed that less than one percent of the 1,714 direct beneficiaries had taken a jab of the COVID-19 vaccine. However, after the event, more participants committed to take the vaccine to reduce the spread of COVID-19 in their communities. Sholu community in Kwara State set up a vaccination program some weeks after the awareness campaign was held.

- **Adherence to general health safety**

The COVID-19 pandemic has helped the world to be more conscious about our health safety. Also, during the discussions at the community awareness event, facilitators were able to give relevant examples of how known viruses and diseases like Meningitis, Lassa fever, Cholera spread within the community. This understanding helped many community believers who believed COVID-19 was a myth to better reflect on their health choices and appreciate the safety guidelines to stay safe.

Impact Stories

- **Sholu community gets COVID-19 vaccine for the first time**

With over 100 participants at the community awareness event in Sholu Community, Kwara State, only one person had received a jab of the COVID-19 vaccine. Besides from misconceptions about the vaccine shared by most of the participants, other participants said they did not know where to get the vaccine that was why

they haven't received it. During the awareness event, everyone accepted that COVID-19 was real and it was important to stay safe and get vaccinated. After seeing the commitments expressed by everyone, the representative from the Kwara State Primary Health Care Development Agency present at the event promised to bring the vaccines to the community. Some weeks after the awareness campaign, the Sholu Community head called the Kwara State Champion excitedly that for the first time a COVID-19 vaccination station had been set up in the community and at least 70 persons in the community received a dose of the vaccine. The community is grateful to NGYouthSDGs Network and MasterCard Foundation for bringing the awareness campaign to their community and helping them to achieve this great feat.

- **Community members felt remembered and appreciated**

Community members at Unguwar Sarki of Kaduna State narrated how they lost their jobs & petty business during the peak of the COVID-19 pandemic in 2020 while others shared stories of their encounter with security personnel due to failure of not wearing a facemask. There were instances they even got beaten or appeared before the State provided mobile court and made to pay fines. They expressed their struggles understanding the transmission of the COVID-19 virus and how no one cared to explain to them, instead they suffered in ignorance. The campaign was a welcome idea and now they know better about the virus and how it affects their lives significantly.

- **A participant's story about how her friend dies of COVID-19 inspired other people**

The challenge with the participants in Abuja was the difficulty in getting them to accept that COVID-19 was real. It was also difficult getting participants to attend the event and wear their face masks until Ms Odoh Lucy shared her COVID-19 story. She lost her friend to the disease and since then she had been trying to tell everyone around her to take the disease seriously. This story was the biggest life's lesson that resonated with everyone and almost all the participants cooperated afterwards. Ms Lucy was happy that the COVID-19 message had been brought closer to her, she was one of the participants that promised to take action.

Challenges

The following challenges were encountered in the course of the campaign:

- **Challenges with getting a host community for the event:** Getting a host community for the event required more advocacy meetings initially planned. Many communities declined when they heard that it was a COVID-19 awareness event, many assumed that we wanted to force them to take the COVID-19 vaccines. For communities that accepted the invitation, getting a conducive venue with seats was

another challenge. Some states had to pay for canopies and chairs which were not budgeted initially. Also, public address systems were provided at costs not designed in the forecasted budget.

- **Challenges experienced orientating people about the COVID-19:** It was a big challenge convincing people about the COVID-19 virus. The health educators from the State Ministry of Health and the Champions spent significant time debunking myths and helping participants that COVID-19 was real. This showed the amount of fake news about COVID-19 spreading on social media and communities, that have countered the facts.
- **Difficulty getting everyone to wear their face masks:** Compulsorily, everyone at all events received a face mask but it was difficult getting people to wear their masks throughout the event. Some of the excuses shared were that; they could not breath well wearing face masks and some said they were asthmatic so they needed more air to breathe.
- **Limited budget for intra state transportation & follow up:** Many of the volunteers complained that the community events were held in locations far from them so they had difficulty getting there. Also, they had to spend more money transporting themselves. Some states chartered a bus to commune volunteers at a cost above the budget.
- **Challenges with working with the State Ministry of Health:** Some states experienced difficulty working with government workers at the Ministry of Health. Government workers from FCT, Anambra, Enugu, Ondo requested for transportation stipend before they could attend the event and some of the events were moved because of the poor responses from the ministry. After several calls and meetings, at least a representative attended the event. A branded t-shirt, facemask, one face mask and packaged meal were given to every representative from the Ministry of Health that attended the events across the ten states.
- **Challenges working with partnered organizations:** Some of the partnered organizations moved their events and this affected the project plan. States like FCT, Enugu, Anambra and Lagos were affected as these organizations sent messages that the event would no longer hold or has been moved to farther dates.
- **In-security challenges in the East:** Enugu and Anambra States had to cancel their community awareness events twice because of the insecurity challenges in the East. Before the awareness events were held, the police were notified to ensure the safety of participants and volunteers.
- **The challenge of capturing good photos and videos:** Every state had a volunteer solely in charge of photocopy, but even the volunteer joined others in either controlling the crowd or ensuring everyone adhere to the COVID-19 protocol such as wearing face masks properly and social distancing. This affected the capturing of good moments during the events, also the volunteers used personal phones with low picture resolution.

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- **The challenge with harvesting impact stories:** It was first difficult to get a host community for the event, especially because it was a COVID-19 drive, so getting impact stories before the event was not possible. After the events and during follow up calls to some communities, there were some fascinating impact stories shared by community members.



Annex

ANNEX I

TABLE 1: STATES, ORGANIZATIONS, LOCATION OF EVENTS AND NUMBER OF FACEMASKS RECEIVED BY PARTNERS

S/N	STATE	ORGANIZATION(S)	EVENT	LOCATION	FACEMASK DISTRIBUTED
1.	FCT	Broken but Mendable Life Foundation	Mental Health sensitization for students	Dutse	500
2.	Cross River	AIESEC: Association Internationale des Étudiants en Sciences Économiques et Commerciales.	Calabar go pink day (breast cancer awareness walk)	Millennium park, Cross River	200
		The Bridge Foundation Leadership Foundation	The Bridge Education Summit and Scholarship Awards 2021	Transcorp Hilton Hotel, Calabar	600
		AIESEC Calabar	Educate the SDGs - SDGs 8	Nico Secondary School, Old Ikang, Marian, Calabar	100
3.	Kwara	Habiba Dangana Foundation (Hadis)	Popularising the Violence Against Persons Prohibition Law in States (POVAPPS)	Kwara Hotel Hall, Ibadan	0
		Haashim Initiative for Community Advancement (HICA)	Countryside Emerging Leaders Fellowship (CELFF)	Nigerian Army School of Education (ASE), Sobi, Ibadan, Ilorin	0
4.	Kaduna	Sarah Nathaniel Snare Foundation	International Children's Day with Less Privileged Children and those Affected by Crisis	Zonkwa IDP Camp, Zangon Kataf L.G.	0
5.	Ondo	Master Olagbegi Initiative	Literacy Advocacy Tour	Akure	0
		Balm in Gilead for Sustainable Development	Sexual Reproductive Education/ SGBV Awareness	Akure, Okitipupa	0
6.	Enugu	Initiative For Girls And	#completeschoolkit	Udi	0

		Women Enlightenment			
7.	Anambra	Global Initiative For Prop Parenting	Stepping up action c Menstrual hygiene	Mater Amabillis Girls Secondary School Umuoji	0
		The Nigerian Girl Guide Association, Anambra state chapter	Orange the world activis on elimination of violence	Awka, Aroma junction	0
8.	Gombe	Nigeria tech startu ecosystem	Nigeria startup bill	Gombe	0
		NGYOUTHS SDGs network	Maskup to show u campaign	Ecwa Seconda School Billiri LG Gombe State.	0
9.	Nassarawa	De-Organic House Concept	HEAL THE WORLD - a fight end Gender Based Violence	JOFAG Int'l colleg along Agyarag tofa road, c Makurdi roa Lafia, Nasarav State.	0
		AKCONNECT HUB	High School Digital Campaig	ERCC school for th Deaf and Islam Moral foundatio school Akwang Nasarawa State	
10	Lagos	Street Wiz initiative	School outreach	Oshodi	0
	TOTAL FACEMASKS DISTRIBUTED				6,248

Source: NGYSDGs Fieldwork, 2021

TABLE 2: STATES, COMMUNITIES OF EVENTS AND BENEFICIARIES REACHED

S/N	STATE	NO. OF EVENTS	COMMUNITY(S) HELD	DISTRIBUTED FACEMASKS/FACE SHIELDS	BENEFICIARIES REACHED
1.	Gombe	2	Kumo, Akko LGA Gombe Central, and Tangale Community	420	108

2.	Nassarawa	2	Keffi Wambai Community and Agyaragu Tofa	980	347
3.	Kaduna	1	Unguwar Sarki, Kaduna	250	115
4.	Kwara	2	Otte and Sholu	850	259
5.	Ondo	2	Oda and Iju-Odo	595	161
6.	FCT	1	Pe Palace Dutse Alhaji	490	167
7.	Lagos	1	Makoko Community	200	165
8.	Enugu	1	Nsude, Udi	220	130
9.	Anambra	1	Otolo Nnewi	200	145
10.	Cross River	1	Akai Efa Community, Calabar Municipal	250	117

Source: NGYSDGs Fieldwork, 2021

ANNEX II

LINKS TO PICTURES, VIDEOS, ATTENDANCE AND ACTION PLAN SHEETS

1. ANAMBRA

https://drive.google.com/drive/folders/1gYU0qCM2BaLf0o-i6677_8pZSJJlirfb?usp=sharing

2. KWARA

https://drive.google.com/drive/folders/1g_S1j7jgqK3J67kt8-rMUWBM5LfiUBvl?usp=sharing

3. GOMBE

https://drive.google.com/drive/folders/1gtz6gaZOMBIS_cqWLY3StbzUVJ33C4Um?usp=sharing

4. NASSARAWA

<https://drive.google.com/drive/folders/1h1rpRI1BEDl04X21p5D2mscO9JtIJTq?usp=sharing>

5. KADUNA

<https://drive.google.com/drive/folders/1gkM3KN9FIBjZQBBf2SHs2FJDCXHLtsmd?usp=sharing>

6. CROSS RIVER

<https://drive.google.com/drive/folders/1gdcbzho2pHom3Svzw-G8lh331asHFzZ9?usp=sharing>

7. LAGOS

<https://drive.google.com/drive/folders/1gIP4BaRtJDSkiD3bSVHDjISEXPZNAy9k?usp=sharing>

8. FCT

https://drive.google.com/drive/folders/1g_VGNi6hou6KK5Blx3-8JWoRyTz-gUsB?usp=sharing

9. ONDO

https://drive.google.com/drive/folders/1geBV65T_JJqn2k98Elln1rnKK6vgQMpz?usp=sharing

10. ENUGU

https://drive.google.com/drive/folders/1h9tC_9fB_ASzSXlpe4ymimnaX2Wh-k4?usp=sharing