



WeNaija Campaign Report

2021 - 2023



WeNaija Campaign Overview



The WeNaija campaign serves as a dynamic platform for young people to contribute their voices towards creating a healthier Nigeria. Over the past three years, we have made significant strides in engaging the youth, empowering them in creativity and advocacy, and connecting them to valuable opportunities. Our impact includes engaging over 2,000 youths, empowering 600 in creativity and advocacy, and linking 10 youths to internships.

Campaign Pillars

Leveraging Passion Points

The campaign focuses on leveraging the passion points of the youths (art, literature and social engagement) to advocate and the reskilling the Nigerian youth and workforce for a post-pandemic world.

Engagement

The WeNaija Fest is an event to engage better with the youths as to award those who have been a part of the campaign and engaged with the activities. It is always a platform to reward outstanding youths for their contribution to the campaign

Impact Project

In the past 3 years we have hosted impact projects for the youths such as the art exhibition, book launch and monetary rewards. These are all part of the plan to reskill and equip the youth.



WeNaija Photo Contest 2021



HURRY NOW! ENTRIES CLOSE ON DECEMBER 25, 2021

Visit: www.wenaijaphotocontest.com to submit your entry

PARTICIPATION IS FREE

Supported by:



Powered by

Background

To advance its goal of reskilling Nigerian youth for a post-COVID era, the NSSF, in partnership with Coronation, BloomArt, and Bonhams UK, launched the "WeNaija Photography Contest" themed "Visions of Nigeria." This nationwide campaign empowered young Nigerians to share compelling stories of pandemic life through photography, garnering significant interest and participation across the country.



Objective



1

Brand Awareness

Drive awareness of the NSSF brand and its efforts within the Reskilling & Retooling core area in its corporate objectives

2

Discover unique & creative talents

Through the campaign we will leverage the platform to showcase their skill globally

3

Reward

Give away cash prizes and other opportunities for contest entrants to further their career in-field.

4

Fundraising

Raise funds from the sales proceeds from the exhibition that will be ploughed towards NSSF's goal of reskilling the Nigerian Youth for a post-covid era.

5

Brand Credibility

Establish credibility for NSSF

The Execution

A dedicated website – www.wenaijaphotocontest – was developed where interested participants were required to register, take an original photo that depicts how Nigerians have been responding to the Covid-19 pandemic and upload same to the website. Afterwards, they were to share their upload links with family and friends to vote for their entry on the website. Each participant was allowed to upload two entries to increase their chances of making the Top 100 semi-finals. Each semi-finalist gets rewarded with the sum of N50,000 cash.



Media Amplification

Radio Hype



A total number of 70 radio hypes was scheduled and deployed across 7 radio stations (Southeast, South-South, Northwest, North Central and Southwest) in English language from December 3 – 13, 2021 during peak periods in the morning, afternoon, and evening periods on weekdays when radio listenership is high. In addition, we also got pro-bono feature on Classic FM, City FM 105.1 and Rave TV respectively to further drive awareness for the campaign.



Media Amplification

Social Media

The awareness campaign on social media was a combination of leveraging on influencers on the major platforms (Facebook, Twitter, and Instagram), NSSF owned platforms for sponsored and organic reach as well as running display adverts all through the duration of the program. Total Reach of 2,097,981 was recorded during the 25 days of the campaign. This implies that we had over 2million people interacting with the content during the campaign duration.

Media Amplification

Print and Online Media



While the contest debut was published in about 10 print media papers, we had publications of the contest in over 50 online media platforms (this is inclusive of paid and pro-bono publications). This enabled a wider spread about the contest to reach more of our target audience. In addition, the contest was also published on popular and youth-centric blogs such as Pulse NG, Bellanaija, Linda Ikeji, OloriSupergal, and Nairaland.

Judges

Putting their names and brand behind the contest, hereby further authenticating the contest were carefully selected celebrity photographers and art curator who supported the contest by posting on their social media handles too. The judges for the contest were veteran photographer Mr. Sunmi Smart-Cole, Kelechi Amadi-Obi, Aisha Augie, Ty Bello and Ugoma Ebilah (who not only served as a judge but also curated the exhibition afterwards).



Impact Report



**867 Registered
contestants**

543 Entries Received

**100 Entries were selected
by Public Votes**

The positive responses received so far from our platforms lends credence to the fact that our engagement goal was achieved. The campaign resulted in over One Million youths across the nation conversing on ways to mitigate the impact of the pandemic and built the creative capacity of over 500 participants. 100 youths with outstanding creativity got their images selected via public votes, this earned each one of them the cash prize of N50,000 each while the Top 3 finalists from 1st place to 3rd place received N500,000: N300,000 and N200,000 cash rewards respectively.

Gallery





WeNaija Righting Your Story 2022



Background

The literary contest is the main activity of the WeNaija campaign.

It is a national campaign that represents another step by Nigeria Solidarity Support Fund towards transforming the lives of vulnerable Nigerians, strengthening healthcare systems, and reskilling the Nigerian workforce. This WeNaija campaign is a rallying point for mobilizing, inspiring, empowering, and upskilling Nigeria's vibrant, tech-savvy, and creative workforce population.



The Execution

“Righting our Story” is a literature contest for creatives. An opportunity to create an image through written content of your vision of a healthier Nigeria. This can be expressed either as poetry, short stories, or flash fiction. “Righting our Story” participants should write on how we can achieve a healthier Nigeria through one of the following, Poverty alleviation, Healthcare system strengthening, and Reskilling the workforce. Participants stand the chance to showcase their work at a premium book launch and win cash prizes, mentorship sessions with industry masters and internship positions



Righting
OUR
STORY

Meet our Judges

 TONIKAN ONWORDI	 SAMUEL SAGE HASSON	 KOKO KALANGO
 EGHOSA IMASUEN	 KUKOGHO IRUESIRI SAMSON	 TUNDE LEYE

 **NIGERIA SOLIDARITY SUPPORT FUND**

#RightingOurStory #WeNaijaLiteraryContest
PARTICIPATION IS FREE!!! To participate, visit:
www.nigeriasolidarityfund.ng/literary-contest

Objective



1

Brand Awareness

Drive awareness of the NSSF brand and its efforts within the Reskilling & Retooling core area in its corporate objectives

2

Platform for Advocacy

To give young people between the ages of 15 and 35 a platform for advocacy on healthcare, youth empowerment, and poverty

3

Literature for Health Advocacy

To explore Literature as a means for advocacy in transforming health outcomes in Nigeria.

4

Fundraising

To raise funds and build partnerships for reskilling and retooling of the Nigerian youth.

5

Skill Development

To improve skills and increase knowledge of digital tools and applications for creatives

Impact Report



620
Registered

477
Entries

447
participants
were
trained

50
shortlisted
finalists

20
Published
Writers

4 Supported
with Digital
Tools

4
Internship
Opportunities

Gallery





WeNaija Awareness to Action 2023



Background

NSSF, with the support of Global Citizen, launched a national video contest tagged ‘WeNaija Awareness to Action’ campaign on October 11th, 2023. “Awareness to Action” Campaign was a video content creation contest to raise awareness about the uptake of the HPV vaccine for girls between the ages of 9 -14.

These videos will then serve as an advocacy tool to promote leadership and youth participation in advocating for essential healthcare improvements. This campaign also focused on providing an avenue for growth, empowerment, and economic upliftment for the participants.



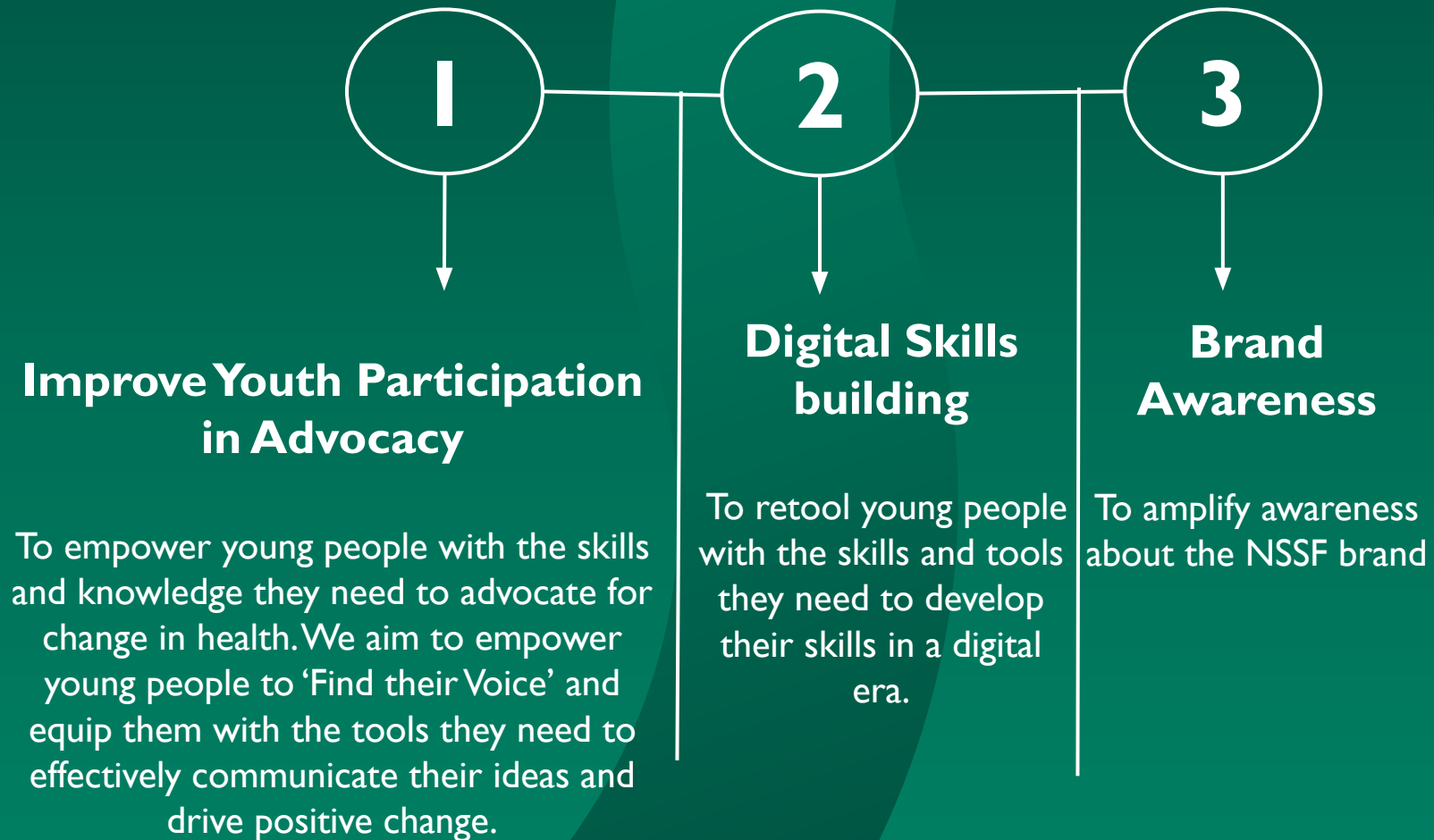
The Execution

The WeNaija; Awareness to Action Campaign begins with a call for participation in form of a video creation contest that speaks to educating, and encouraging uptake of the HPV vaccine, for not more than 2 minutes, using all 5 keywords; HPV vaccines, cervical cancer, girls aged 9-14, NSSF, and health centres.

Participants will be required to upload their video on instagram with the hashtags #WeNaijaHPVV #WeNaijaA2A and tag NSSF. Links to the videos will be shared with NSSF via a dedicated channel for scoring and selection of the top 5 videos.



Objective



Impact Report



520,000
Total Reach
on Social
Media

405
Registration

195
Video
Entries

523
Youths
trained in
Creativity
and
Advocacy

3
Youth
Empowerm
ent Training
Session

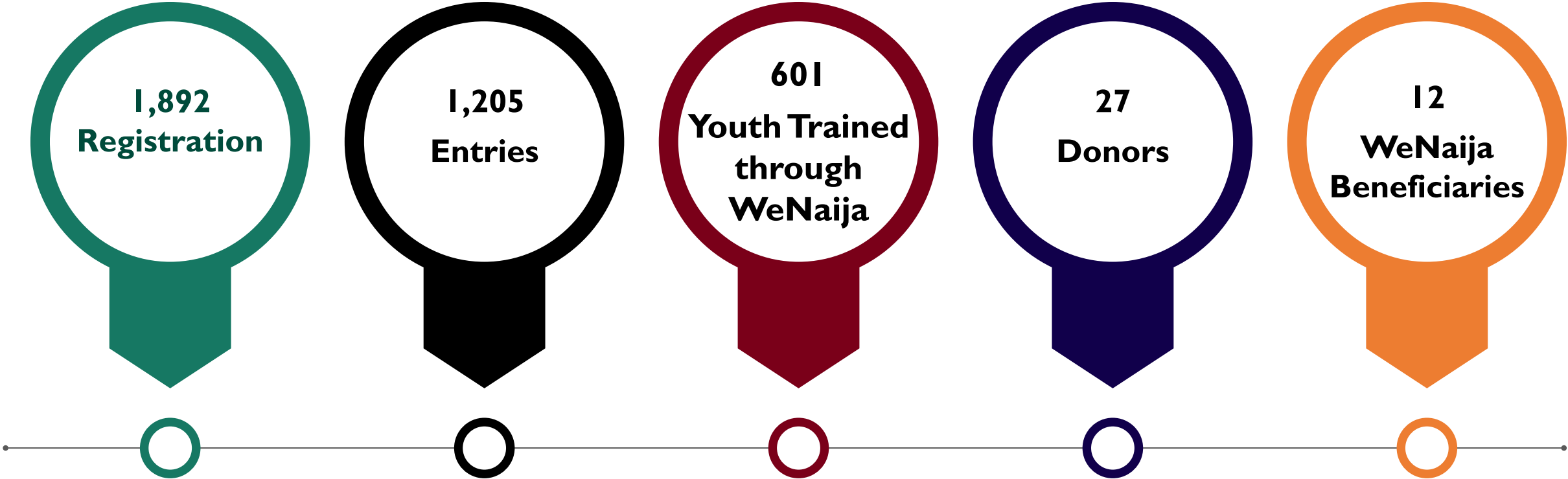
270
(Physical)
253
(Virtual)
Number of
Attendees

5
Finalists
(Prices
worth
5million
Naira)

Gallery



WeNaija Total Impact So Far



Where We Are Now



Ignite Campaign Plan

IGNITE



Campaign overview

The NSSF Ignite Campaign is a strategic brand repositioning and community facilitation initiative designed to ignite a passion for healthcare advocacy among university students. Targeting five campuses within 12 weeks, the campaign will utilize a multi-phased approach. We'll start by highlighting the apathy surrounding healthcare issues, then showcase NSSF's successful advocacy work in a way that resonates with student passion points. Whether it's sports and fitness, cooking and healthy eating, or the desire for recognition and making a difference, Ignite will connect with students on a personal level. Through trust-building activities and a focus on student voices, the campaign aims to shift perceptions and inspire students to join the movement. By showcasing the collective power of youth involvement, Ignite will culminate in a significant increase in NSSF memberships, fostering a new generation of healthcare changemakers.



Campaign Goals

Reposition NSSF as a leading healthcare youth advocacy NGO.

Onboard 3000 youths into the NSSF WeNaija community.

Raise awareness about the challenges in the Nigerian healthcare sector and the importance of youth advocacy.

Build trust and authenticity with the target audience.

Shift perceptions about healthcare advocacy among Nigerian youths.

Campaign Structure



GET IGNITED

National media, University Radio and Digital platforms to Amplify the Problem and create attraction respectively across localities in and around the campus.

IGNITE ONLINE

Engage with the growing WeNaija community to take up weekly task that can provide data for advocacy for proper healthcare in PHCs. The focus is on Urban health and Maternal/Child healthcare.

NAIJA IGNITED

An exciting grand finale through the We Naija Fest that brings together diverse of youths and healthcare stakeholders as well as rewarding excellence



Thank You