



Government
Communication
Service



Nigerian Modern Slavery Campaign Evaluation Report

GCS International
October 2018 – May 2019



Executive Summary

GCS International (GCSI), part of the UK Prime Minister's and Cabinet Office, works to build communications capability in foreign governments.

Since April 2018, GCSI has been supporting the Nigerian National Agency for the Prohibition in Trafficking (NAPTIP) to up-skill their communications team to combat modern slavery.

After a programme of training workshops, in October 2018 GCSI partnered with NAPTIP to develop a multi-channel communications campaign to promote alternative livelihoods to young women vulnerable to human trafficking for sexual exploitation.

Joint-funded by the UK Home Office and Department for International Development the campaign had three objectives:

1. Raise awareness of local economic and livelihood opportunities to deter potential victims of trafficking for sexual exploitation from seeking employment abroad through illegal means;
2. Build capability within the Nigerian National Agency for the Prohibition of Trafficking in Persons (NAPTIP) to deliver targeted and measurable behaviour-change campaigns;
3. Generate data, evidence and analysis to inform future, and wider, anti-slavery communications campaigns.

The Not For Sale campaign launched on 29 March 2019 and ran for six weeks across TV, radio, social media, outreach events, billboards and bus adverts targeted to Edo and Delta states. A launch event took place in Abuja on 15 April, with a comprehensive PR package to drum up media interest around the campaign.

Headline results

- 75% of young women and 71% of family members had heard of an information campaign called 'Not For Sale' in the last two months
- 88% of young women and 93% of family members had a positive reaction to the campaign

DIGITAL

- Over 631,000 views on social media videos
- Over 30,000 engagements (likes, shares, comments) on social media videos

PRESS

- 8 national print articles
- 15 online news and blog placements
- 2 national primetime TV news coverage (AIT, NTA)

OUTREACH

- 7 town hall/ community engagements
- 7 markets visited
- 8 schools visited
- 8 churches and mosques visited

Campaign Strategy

What did we set out to achieve?

The campaign strategy was developed with NAPTIP based on in-depth insights about our target audience – young girls aged 16-25 in Edo and Delta States.

The southern states of Edo and Delta have the highest rates of human trafficking of women to Europe for sexual exploitation in Nigeria. NAPTIP's 2017 annual report shows the states of origin of rescued victims, Edo (246), Delta (128), and is corroborated by IOM statistics on the origin states of Nigerians assisted to return home from Libya, with Edo and Delta States listed as the most prevalent.

The communications objectives were:

- **AWARENESS.** Increase (5-10%) of target audience who feel more informed on how to access local employment and training opportunities.
- **ATTITUDES.** Increase (5-10%) of target audience who have positive attitudes towards local and regional employment and training opportunities available to women/ girls like them.
- **ATTITUDES.** Decrease (5-10%) of target audience who believe that the potential rewards of irregular migration to Europe outweigh the risk.
- **AWARENESS.** Increase (5- 10%) the number of target audience who agree that the Nigerian Government is communicating to women in their age group and region ("women/girls like me") about alternatives to irregular migration to Europe/ economic alternatives in their country and the West Africa region.

What was did we create?

The campaign content featured inspirational stories from four real-life case studies of girls who considered travelling abroad but made a success of their lives in Nigeria. Each case study was transformed into short videos and radio adverts to connect with our target audience.

- Radio adverts
- TV and cinema adverts
- Billboards and bus branding
- Social media content
- Influencer content
- Outreach events
- Microsite



Campaign Insight

The campaign insight was the basis for the inspirational content created. The visuals and stories were designed to address the motivations and barriers for young women found in the pre-campaign research.

Research

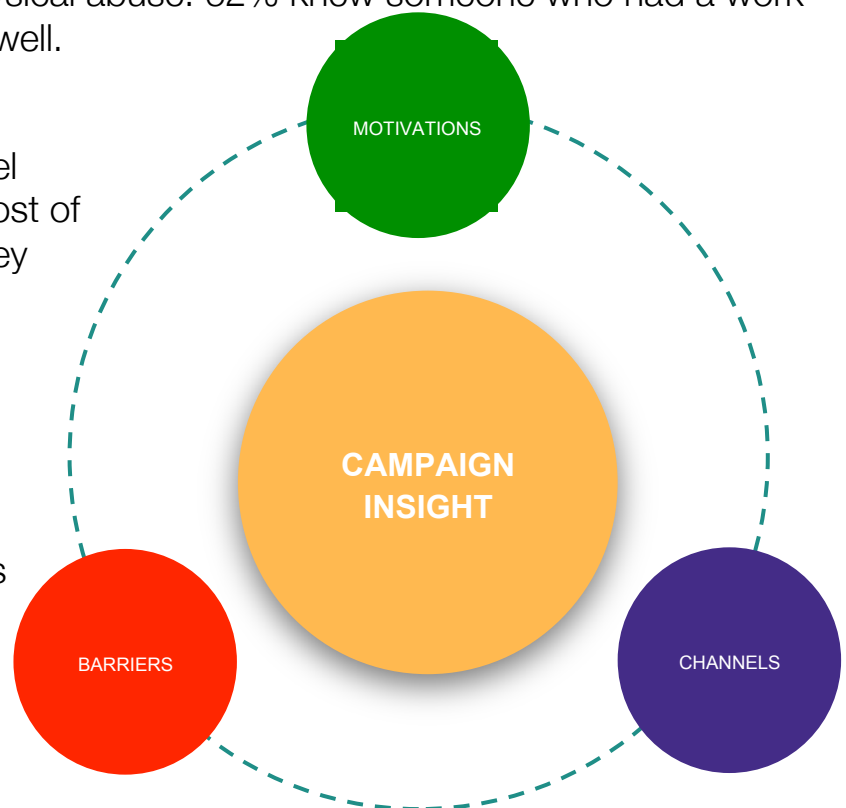
- 1,680 young women and their family members were interviewed to provide pre-campaign insight on the best messages and channels to reach them.
- For each face to face interview with a young girl, they were directly asked if a parent or guardian was also available to take part in the survey. The final split for the pre-campaign survey was 70% girls and 30% family members.
- In addition to this, three focus groups took place, two in Edo and one in Delta to provide qualitative insight into the issue.

Insights

Motivations - The majority of respondents (64%) were aware of the dangers and risks that girls and young women face when they work overseas illegally. Some of these include deportaton, sexual exploitation and physical abuse. 62% knew someone who had a work offer abroad and then was not treated well.

However, 36% said they intend to travel abroad for work in the next 3 years, most of whom responded this way because they want to search for greener pastures.

Channel preferences - Young girls are more likely to consult family members, in particular parents (74%) and siblings (55%) about their plans for travelling abroad. 65% of young women and girls use social media daily or weekly, with Facebook as the most popular (78%). 63% watch television daily or weekly and 57% listen to radio daily or weekly.



Barriers - 74% thought it is very or somewhat difficult to find a decent job in Nigeria and 52% think it is very or somewhat difficult to start a business in their local areas. The reasons ranged from lack of jobs, corruption, bad infrastructure and a lack of capital.

Campaign Content & Channels

The insight also helped develop a comprehensive channel strategy to engage young girls. Inspirational content in the radio adverts and social media videos were designed to drive young girls towards a microsite with more information about the opportunities in their local areas.

Radio

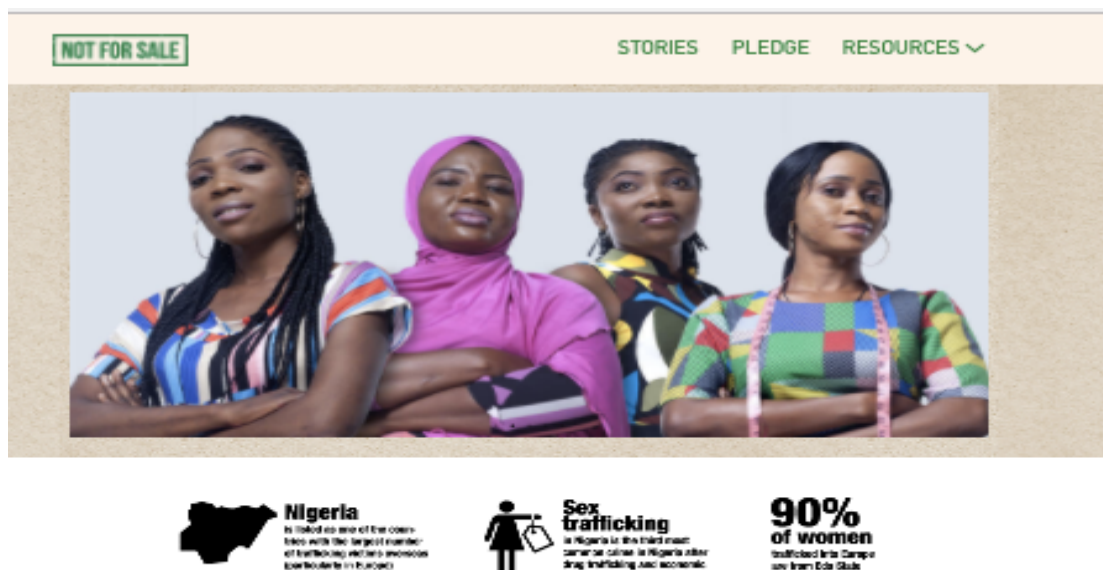
- **Radio adverts:** The 12 most popular radio stations across Edo and Delta were selected, with 1,815 60second radio spots and 2884 45second radio spots.
- **Radio sponsorship:** Package meant presenters on six key programmes popular with young girls spoke about the campaign for 15 minutes, with 160 spots.

Digital

- **Microsite:** Developed to engage and excite young girls, directing them towards local training and employment opportunities.
- **Facebook:** Research showed this was the best social media platform to directly engage with our audience, targeted adverts were promoted to our age range.
- **Google search:** To ensure the campaign was at the top of search results and drive young women towards our platform.
- **Google Display:** Popular blogs Bella Naija and Eskimi Social featured adverts driving young women to our content.
- **Influencers:** Nigerian Social media influencers were engaged to promote the Facebook page.

OOH, TV & CINEMA

- **Out Of Home:** 19 key billboard sites
- **Out of Home:** 10 branded buses
- **TV:** 290 spots with 540,127 estimated reach
- **Cinema:** 74 spots with 4,120 estimated reach



Campaign Events

Outreach events

- A local NGO, Genius Hub, was contracted to deliver outreach events in schools and town halls in Edo State.
- GCSI provided Genius Hub with information and branding to distribute through their networks.
- GCSI also worked with Genius Hub to plan a programme of engagements.



NAPTIP events

- GCSI worked directly with NAPTIP to deliver two events in Asaba and Benin City for the campaign.
- In order to see the results of the capability building side of the partnership, GCSI left NAPTIP in charge of the logistics for these events.
- The results were positive, with NAPTIP demonstrating how they can use the campaign brand effectively in local areas to maximise campaign impact.



PR & stakeholder launch

- The stakeholder launch event in Abuja on 15 April acted as a media moment for the campaign, with DG NAPTIP and DFID Director of Communications Tim Singleton in attendance.
- Hosted by television favourite, Bolanle Olukanni, the #NotForSale hashtag trended for over 3 hours before and during the launch event, at number 1 and 2 on Twitter.
- The event resulted in 8 national print articles and 13 online news articles.
- DG NAPTIP conducted 2 national TV news interviews on the night, which were broadcast on AIT and NTA.



Evaluation

To measure the overall success of the project, GCSI has put in place evaluation processes across the capability building and campaign elements of the project. In addition to this, GCSI has contributed to the external evaluation of the Home Office Modern Slavery Fund in Nigeria.

Campaign evaluation

- **Tracking surveys.** To measure the effectiveness of the campaign, pre and post tracking surveys of 1,680 young girls and their influencers were put in place. These focussed on awareness of the dangers of seeking employment abroad, awareness of local economic opportunities and attitudes to travelling abroad for work.
- **Digital analytics.** Ongoing monitoring of digital analytics allowed us to refine our targeting throughout the campaign. The digital evaluation primarily looks at the views and engagement of the Facebook content, including CTR and bounce rate, as well as the Google analytics on the microsite.
- **Press coverage.** The stakeholder launch event in Abuja acted as a media moment and media monitoring of broadcast, print and online news was employed to track the reach of the campaign.
- **Outreach events.** The local NGO provided weekly reports on their activities and reach of the engagement of the campaign through local channels.

Randomised Control Trial (RCT)

- **Kings College London.** Pro bono support from an academic at Kings' College London who is an expert in behavioural science allowed us to design a 'mini' randomised control trial for the outreach campaign. Local government areas and schools from each senatorial district were randomly chosen to receive outreach activity. This will allow for academics at Kings College London to look at the effects of the outreach campaign vs. areas that were only exposed to the broadcast campaign.

Political Access and Influence (PAI)

- **UK Soft Power.** To evaluate how GCSI is delivering against UK Soft Power objectives, a political access and influence (PAI) framework has been developed. The GCSI PAI Framework aims to capture project achievements related to regular access and influence to a partner government, which may not be linked to an accountability linked results framework.

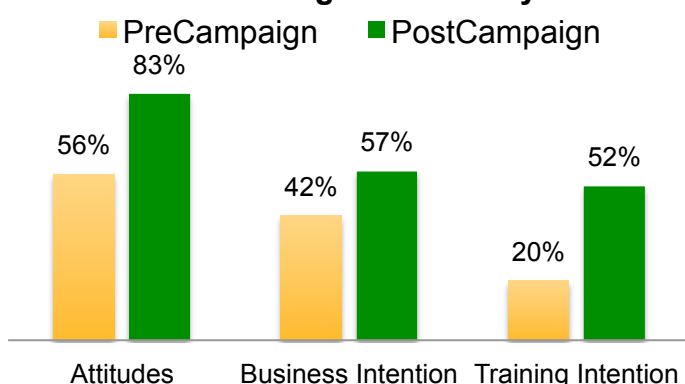
Results

The following results are from the post-campaign survey, with additional analysis demonstrating the difference to the pre-campaign insight. To make the results more robust, in accordance with advice from KCL, 88% of women and girls and 82% of family and enablers were from the same household as the pre-campaign survey and the same respondent was re-interviewed.

Campaign recognition

- 75% of young women and 71% of family members had heard of an information campaign called 'Not For Sale' in the last two months.*
- 88% of young women and 93% of family members had a positive reaction to the campaign
- 74% of young women felt like they could relate to the women and stories in the campaign

Young Women Only



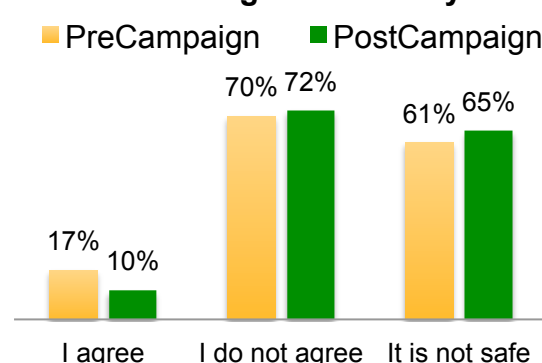
Attitudes and Intention

- 83% of young women think starting a business is a good career choice
- 57% intend to start their own local business in Nigeria within the next 3 years
- 52% intend to enroll in training within the next 3 months to help start a business

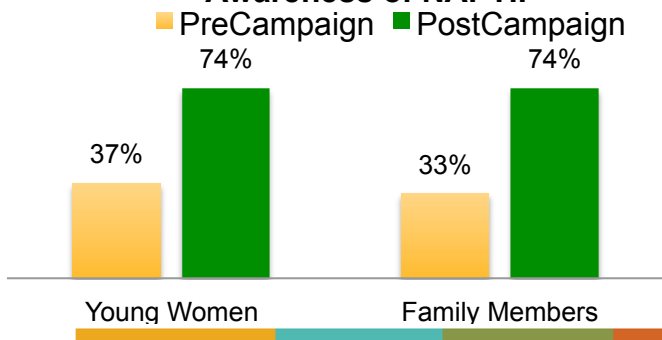
Attitudes TIP

- 72% of young women and 78% of family members do not agree with young women who go abroad for sex work
- 65% of young women and 64% of family members do not think it is safe for young women to be sent overseas for sex work

Young Women Only



Awareness of NAPTIP



Awareness

- 52% of young women said they are aware of where they can find information about training opportunities.
- 74% of young women and 74% of family members had heard of NAPTIP

*64% of young women and 50% of family members recalled the name 'Not For Sale' unprompted

Insights for Phase II

Both surveys highlighted areas for development in Phase II of the campaign, particularly around community attitudes to human trafficking. Therefore, the next phase will focus on reaching family members and enablers who are key influencers of the target audience.

Community Attitudes

- 79% of young women feel trafficking is a major issue in their area
- 36% think the lack of good employment is biggest barrier to ending human trafficking (most common response)
- 82% of young women and 82% of family members feel it is risky for young women to travel overseas to work illegally
- 63% of young women and 59% of family members said that they think most Nigerian young women who go to Europe for sex work return better off as a result
- 60% of young women feel like other Nigerians view their state as connected to trafficking, and 86% of those women are concerned by this

Influencers

- 74% of young women said they would discuss their decision to travel abroad for work with their parents. However, in the pre-campaign survey a quarter (26%) of young girls felt their community encourages unsafe travel abroad
- 64% of young women thought their family knew the dangers and risks for girls travelling overseas to work illegally, with sexual exploitation (80%), deportation (74%) and physical abuse (54%) the most common dangers listed in an open question. However, a quarter of family members (26%) surveyed said they think it is safe for young women and girls to be sent overseas for sex work.

Channel Insights

Radio and social media are preferred channels for both young women and influencers

- Most respondents recalled hearing the campaign on radio, demonstrating this channel had the best penetration
- Family members would most prefer to hear information on radio (77%) and social media (70%)
- Young women would most prefer to get information on social media (80%) and radio (74%)

Capability Building

While the campaign strategy was being planned with NAPTIP Directors, eight junior members of the NAPTIP team undertook GCSI's online campaigns training.

Successes

- **Stakeholder relationships.** Good relationships with the Director of Public Enlightenment led to efficient and effective sign-off of campaign materials. The strong relationship developed during the implementation of Phase 1 was the key factor behind NAPTIP's commitment to support and provide resources for future collaboration.
- **Capability building.** Seven members of the NAPTIP team passed the e-learning course, with one staff member receiving a merit. These junior staff members also had exposure to the campaign as it developed, which has helped grow the capability and capacity of NAPTIP communications.
- **Content production.** Although working to tight timelines, a range of engaging content was produced across several channels to engage the target audience.

Challenges

- **Tight timelines.** Due to the Presidential elections, the campaign launch had to be delayed until the end of March. This required the project to extend from the original six months proposed to include an extra two months of support.
- **Finances.** There were unforeseen difficulties transferring funds from the UK to Nigeria, which delayed aspects of the outreach activity.
- **Safeguarding.** In order to protect the real-life case success stories featured in the campaign, safeguarding measures needed to be put into place. Additionally, the campaign social media channels received reports of potential victims of trafficking, which were referred to the NAPTIP 24hour helpline for further investigation.



Lessons Learned

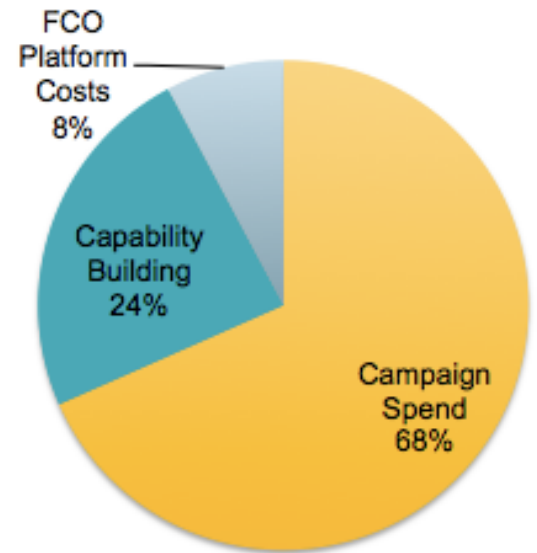
Key lessons were learned during the planning and implementation of the first project phase.

- **The importance of close relationships to key NAPTIP** – without maintaining a high level of trust and communication with the top leadership at NAPTIP the project could not have been delivered to plan as it was. NAPTIP allow Cabinet Office unlimited access to key communications staff and followed the project team's most important proposals with few objections due to the high level of trust. This allowed us to move the project along quicker than expected as NAPTIP generally responded promptly and positively to our plans.
- **The importance of early contingency planning** – We were only able to deliver the project on time and as planned because we had contingency plans agreed from the start to deal with any external factors, such as the presidential elections or delays in payment. These contingency plans enabled us to quickly respond to any risks and update the project plans without putting the project delivery at jeopardy.
- **The value of UK/Nigeria supplier partnerships** – The two largest suppliers involved in the project were partnerships between UK and Nigeria based agencies; OMD UK + OMD Nigeria and M&C Saatchi UK + SOU Lagos. These partnerships ensured that we able to use HMG trusted UK based suppliers which provided a high level of financial certainty while at the same time gaining valuable local (Nigerian) knowledge. When issues arose we worked closely with the UK based teams to ensure that these addressed promptly. When we needed to gain insight into the local market we found the input from the Nigerian partners invaluable.
- **The importance of proactive reporting to HMG stakeholders** – The campaign is one element in a wider anti modern slavery programme extending across HMG. The ensure that our HMG stakeholders were updated we not only provided the agreed upon monthly reports but also maintained frequent communication with these stakeholders, providing ad hoc updates on key achievement and risks and seeking approval, when needed, about potentially sensitive decisions.
- **The complexity of international payments to Nigeria** – Despite experience working with suppliers in numerous countries Cabinet Office encountered repeated issues with payments to Nigeria. This resulted in some minor delays and frustration among suppliers. Going forward we will explore ways to simplify or speed up our payment to suppliers based in Nigeria.

Annex A: Finance breakdown

Inputs:

- A total of £500,000 was budgeted for the project.
- One full time and two part-time GCSI staff contributed to the project, working with NAPTIP to co-deliver the campaign.
- The total campaign spend for creative services, content, media buying, outreach and research was £341,825.



Four agencies were contracted to deliver the campaign.

Creative services: M&C Saatchi

M&C and their Nigerian counterpart SO&U devised the 'Not For Sale' creative concept with GCSI and NAPTIP. This spend represents creating artwork, photoshoots, scripts, as well as putting together the event costs for the launch in Abuja. This contract was awarded after a competitive tender using UK Government best practice frameworks.

Media buying: OMD

In line with UK Government guidelines, OMD's local Nigerian branch delivered the media plan, including booking radio spots, fixing out of home sites and digital media strategy.

Outreach events: Genius Hub

A local NGO with roots in the community was selected to deliver the outreach events to schools, town halls and religious community leaders in Edo State.

Research: NOI Polls

A local Nigerian agency was contracted to conduct surveys and focus groups to collect insight on our target audience and evaluate the success of the campaign. Supervised by pro-bono academic support from King's College London and the Berlin Social Science Centre.