



# Communication Strategy





## Acronyms

<b>AAN</b>	ActionAid Nigeria
<b>BBC</b>	British Broadcasting Corporations
<b>BTL</b>	Below The Line
<b>CBOs</b>	Community Based Organizations
<b>CCD</b>	Center for Citizens with Disability
<b>CCSI</b>	Centre for Communication and Social Impact
<b>CDD</b>	Center for Democracy and Development
<b>CSOs</b>	Civil Society Organizations
<b>DFID</b>	Department For International Development
<b>FBOs</b>	Faith Based Organizations
<b>HEDA</b>	Human and Environment Development Agenda
<b>HIT</b>	Honesty, Integrity and Transparency
<b>KAP</b>	Knowledge Attitude and Practice
<b>PEA</b>	Political Economic Analysis
<b>PWD</b>	People Living with Disability
<b>SBC</b>	Social Behaviour Change
<b>SCRAP C</b>	Strengthening Citizens' Resistance Against Prevalence of Corruption
<b>WARDC</b>	Women Advocates Research and Documentation Centre
<b>YIAGA</b>	Youth Initiative for Advocacy Growth and Advance

## Acknowledgment

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We appreciate all consortium, implementing and technical partners for their contributions



## Executive Summary

There is a near universal consensus in Nigeria, among Nigerians and within the international community that corruption is endemic and all pervasive in the country. The scourge of corruption has assumed an existential threat to the country, becoming a major obstacle to human and national development efforts. The high level of corruption in the country is also linked to the level of infrastructural decay, high rate of unemployment and the huge incidence of poverty in the country.

Thus, the Strengthening Citizens' Resistance Against Prevalence of Corruption (SCRAP-C) through its Upright for Nigeria; Stand against corruption campaign aims to influence social norms and attitudes that help corruption thrive in Nigeria with a view to effect a social change. The campaign is leveraging on social capital and social networks to promote a corruption averse mentality.

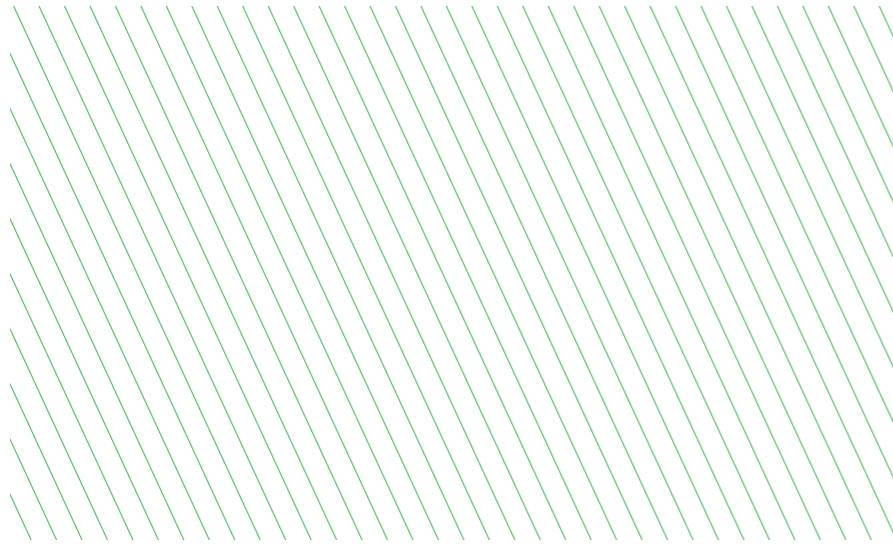
The campaign driven by a group of Nigerian Civil Society

Organizations is designed to challenge the current beliefs that make corruption acceptable. It hopes to instill positive values such as Honesty, Integrity and Transparency (H.I.T), to change the corruption narrative in Nigeria. The Strengthening Citizens' Resistance Against Prevalence of Corruption (SCRAP-C) Project is funded with UK aid from the UK government and is designed to contribute to a reduction in corruption as a result of changing public attitudes that increasingly disapprove of corrupt practices.

Through its Upright for Nigeria campaign, the project seeks to build public demand and attitudes for anti-corruption through strengthened and organized collective and individual actions and voices. To achieve its objectives, the campaign will amongst other creative and inclusive strategies, embark on a robust behaviour change campaign including capacity building, working with the media, leveraging on relevant enter-educate platforms and the engagement of civil society organizations and informal sector associations.

Leveraging on evidence, the campaign will have national and state specific engagements in Kaduna, Kano (extending activities to Jigawa), Lagos, Enugu, Borno and Akwa Ibom.





# Partnership

## Consortium Members

The ActionAid Nigeria led consortium is made up of: Center for Democracy and Development (CDD) and Centre for Communication and Social Impact (CCSI).

## Implementing Partners

They are made up of a combination of CSOs with expertise in working with Women, Youth, Persons with Disability etc.

- Center for Citizens with Disability (CCD)
- Human & Environmental Development Agenda (HEDA)
- Women Advocates Research Documentation Center (WARDC)
- Youth Initiative for Advocacy Growth and Advancement (YIAGA)
- Policy Alert, Uyo
- Peer Advocacy and Advancement Centre for Africa (PAACA)
- Democratic Action Group
- Divine Era Development and Social Rights Initiative (DEDASRI)
- AIDS Foundation

## Technical Partners

- ITAD
- BBC Media Action





## Background

Corruption is at endemic levels in Nigeria and some public officials are unaccountable. Formal and informal institutions do not deliver standard services, business and investment environment do not comply to regulatory and ethical standards, poverty is growing, inequality is deepening, and wealth is concentrated in few hands. To address this, the UK Department for International Development is funding an anti-corruption Project: the SCRAP C project. The project is designed to strengthen citizens' capability to resist and act on corruption by creating a supportive society and encourage social norms that promote anti-corruption. A fundamental approach to this intervention is the development of a robust and coherent communication strategy.

To develop this communication strategy, a formative research was conducted including desk reviews in three Nigerian states; Akwa Ibom, Kano and Lagos. Full report of the formative research was disseminated across partners. However, summary of key findings is stated as part of this communication strategy. Through a human centered design process, a participatory design workshop was held to develop the communication strategy.

Held at the Ibom Hotel and Golf resort, Uyo, Akwa Ibom State from 3rd to 8th April 2018, the workshop was well attended with audience representatives, consortium, implementing and technical partners in attendance.

## Current knowledge, Attitude and perception on corruption from formative research

A qualitative inquiry was carried out in Akwa Ibom, Kano and Lagos states to assess the knowledge attitude and perception on corruption. The overall objective of the study was to elicit information that would guide the design and implementation the Social and Behaviour Change (SBC) interventions of the SCRAP C project, aimed at changing the perception of corruption in Nigeria and thereby discourage corrupt practices.

Summary of conclusion and recommendation across the three states are given below:

### Theme 1: Perception on Corruption

**Conclusion:** Across the three states, study participants agreed that corruption was a widespread problem; they perceived corruption to be something highly detestable, inappropriate, unacceptable yet ingrained into the fabric of the society. Although respondents perceived corruption this way, it remains a large societal challenge.

**Recommendation:** The campaign should consider strategies to promote action-oriented decisions, People should not only perceive corruption as bad, but their behavior should be reinforced to take right actions.

### Theme 2: Forms of Corruption

**Conclusion:** Generally, responses from the three states revealed that participants understood the various forms corruption can take; however, the commonest forms listed were related to bribery and financial misconduct. Practices such as vandalism, examination malpractices and falsification of grades were also seen as corruption.

**Recommendation:** Interventions should enlighten the populace on the other forms of corruption apart from financial impropriety. This will help to ensure that corruption is dealt with holistically.

**Theme 3: Impact of corruption on the community/nation**

**Conclusion:** Respondents easily identified the devastating effects of corruption. Most common consequences were centered around infrastructural decay and poor socio-economic development from the community to the national level.

**Recommendation:** The campaign should design messages buttressing the degrading effect of corruption on the community.

**Theme 4: Sociocultural factors, values and practices that promotes corruption**

**Conclusion:** Across the states, participants mentioned high societal expectations from public officers within the family/ community. Factors that encourage corruption were: lack of punishment for corrupt persons, godfatherism, greed, gratification, uncertainty about the future and poor enforcement by various antigraft agencies.

**Recommendation 1:** The campaign should be designed to address these drivers and particularly address the high expectations from public officers by family members, community etc. These high expectations have been shown to be a major driver why such public officers mismanage funds.

**Recommendation 2:** Interventions necessary to help improve the effectiveness of these antigraft agencies as well as making them more transparent in the way they conduct their affairs perhaps could reduce the magnitude of corruption.

**Theme 5: Values and practices that supports anti-corruption**

**Conclusion:** Across the three states, respondents identified honesty, integrity and transparency as critical values or attributes that people need to fight against corruption. Also,

public shaming of corrupt officers was an emerging theme that came out strong across the states.

**Recommendation 1:** The campaign should focus on these attributes and design messages that will further emphasize the need for these values to be promoted and celebrated across populations.

**Recommendation 2:** The campaign should consider interventions aimed at strengthening the community to: name and shame corrupt officers; and refuse corrupt officers from taking leadership positions or titles in the community.

**Recommendation:** Given the roles of moral values in the prevention of corruption, there is need for interventions to promote social values and change the orientation of the people towards moral values.

**Theme 6: Preferred choice of media for receiving information**

**Conclusion:** Regarding the preferred choice of media as source of information, respondents across states varied slightly. There was a mix between the traditional and modern platforms. In Kano and Lagos States, the traditional media i.e. Radio and TV was preferred; however, respondents from the FGD in Lagos preferred social media. In Akwa Ibom State, Facebook and twitter were the most preferred source. Some respondents expressed their time preference for listening to information from the various media.

**Recommendation 1:** The campaign should engage the use of both traditional and social media platforms to deliver messages across various demographics.

**Recommendation 2:** Messages should also be disseminated in the local languages of the target community

**Recommendation 3:** There is need to consider timing in the delivery of messages for both radio and television platforms. Early mornings (e.g.6:15am-8:00am) are preferred for radio while late evenings (6:30pm-10:00pm) for television.

**Theme 7: Anticorruption Ambassador**

**Conclusion:** Overall, respondents across the three states preferred notable persons from the movie and music industry as anticorruption ambassadors. Except in Akwa Ibom where Tuface was mostly mentioned. Kano and Lagos states had several celebrities named.

**Recommendation 1:** The campaign should consider the use of notable persons from the movie, entertainment and music industry as anticorruption ambassadors, messages delivered by these personalities are perhaps likely to be received by the people based on this study.

**Recommendation 2:** Secondly, participant's choices of anti-corruption ambassador may be a pointer that anti-corruption messages delivered in drama or music may be well received by the community.

Akwa Ibom State	
Perception on Corruption	Respondents unanimously agreed that corruption is an inappropriate conduct exhibited by individuals at any level of authority. It goes beyond financial misconduct; and includes: favoritism, nepotism, abuse of power etc.
Forms of Corruption	Most common forms included financial misconduct such as bribery, embezzlement. Other forms mentioned include examination malpractice, cultism, favouritism and armed robbery.
Consequences of corruption	Most common consequences include: Poor governance, lack of development, poor educational and health indices.
Drivers of Corruption	The need to belong, godfatherism/favoritism, societal expectations/traditional practices and lack of punishments for the corrupt are key drivers mentioned. Others are the practice of celebrating people who are known or suspected to be corrupt, poverty and inadequate payment of workers etc.
Anti-corruption measures	Most participants recognized ant-graft agencies (EFCC, ICPC, DSS) and local NGOs as appropriate to fight corruption; however, majority felt the antigraft agencies were not living up to expectation.
Media Use	Social media (mostly Facebook & WhatsApp) and radio were the most preferred sources of information, entertainment and education mentioned. AKBC, planet and inspirational FM appeared to be the stations that most respondents preferred.



Ambassadors of Anticorruption	Tuface and Charly boy were the most commonly mentioned individuals as potential carriers of the anti-corruption message. Pete Edochie and Mama G were the next commonly listed personalities. Next to these were Ini Edo, Timaya and Okon Lagos
Perception of personal values that mitigate corruption	Honesty, transparency and integrity were values commonly mentioned.

### Kano State

Perception on Corruption	All respondents agree that corruption is an unacceptable conduct that violates ethical principles and it is considered illegal. They see it as a source of
Forms of Corruption	shame and worry and it occurs at individual and organizational level. Bribery was the most common form of corruption identified. Other forms of corruption listed were stealing (money or property), vandalism, examination malpractice and falsification of grades.
Consequences of corruption	Infrastructural decay including lack of health care, educational services and bad roads were the most cited ill effects of corruption. Other consequences listed were poor economic indices including poverty and lack of job opportunities. Instability and insecurity were also cited as some of the adverse effects of corruption in any society.
Drivers of Corruption	Societal expectations, greed and godfatherism were the factors listed by participants from both in depth interviews and focus group discussions. Expectation of gratification for services rendered is a source of corruption.
Anti-corruption measures	ICPC and EFCC were the antigraft agencies mentioned. Other organizations listed as fighting corruption were religious organizations, SERAP and other NGOs.
Media Use	Radio and television were the preferred media for anti-corruption messages. The use of social media particularly Facebook was also common among FGD participants, while the Daily trust newspaper was the next most common source of information for IDI participants. Hausa language was the preference for message dissemination among participants. Participants can mostly be reached between 7:30 pm and 10:00 pm
Ambassadors of Anticorruption	There was no consensus on who the ideal ambassador should be, however, Aminu Ala and Adamu Zango were commonly mentioned more among respondents.
Perception of personal values that mitigate Corruption	All respondents directly mentioned or described virtues that suggest honesty, transparency and integrity.

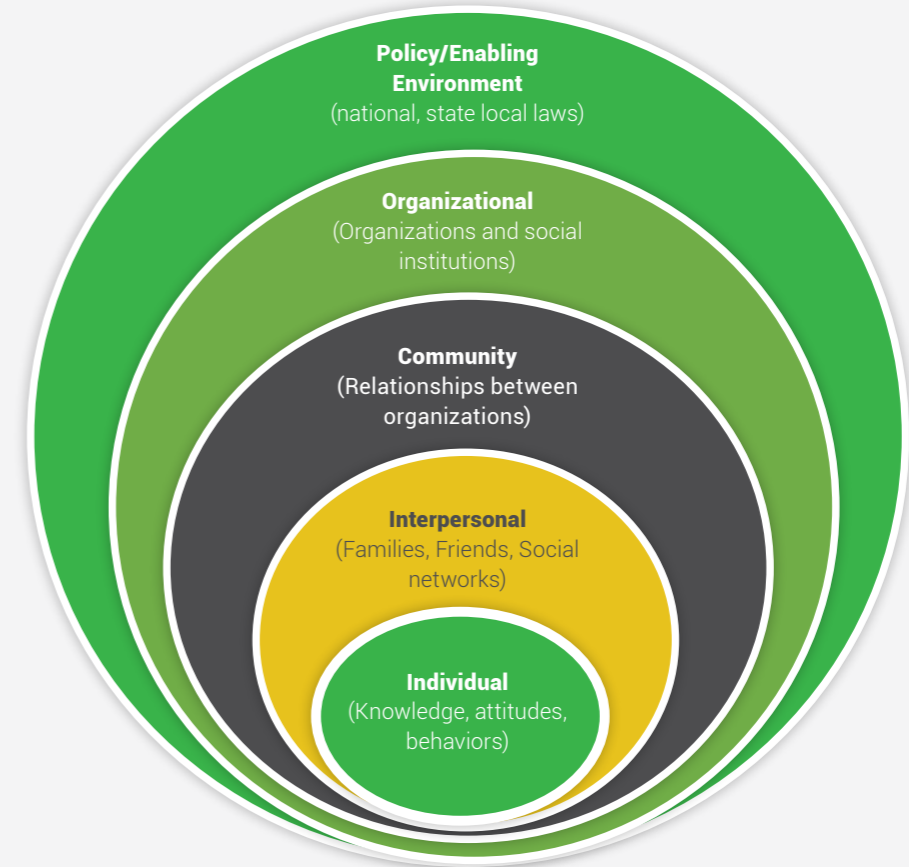
### Lagos State

Perception on Corruption	Respondents perceived corruption as a bad habit that has become widespread and ingrained in people that the act of corruption no longer means anything.
Forms of Corruption	Financial misconducts e.g. embezzlement, bribery and stealing were mentioned. Others include: falsification of results, giving preference to rich people, assassination, cheating during exams and dishonesty.
Consequences of corruption	They overwhelmingly identified lack of infrastructure, underdevelopment, poverty, unemployment and economic sabotage.
Drivers of Corruption	Need for gratification, poor remuneration, societal & family expectations, uncertainty concerning what the future holds and lack of punishment for offenders were the main drivers of corruption in their society.
Anti-corruption measures	Participants knew antigraft agencies such as EFCC, ICPC, DSS, Nigerian Police. Others mentioned were NGOs, SERAP, Transparency International and Amnesty International. Most respondents felt that the antigraft agencies need to improve on their activities. Some felt they are doing their best.
Media Use	Traditional media (radio and TV) was more common among IDI participants, while social media (Facebook, Twitter, WhatsApp, and Instagram) was more popular among FGD participants. Among the traditional media users, Bond FM, radio Lagos, inspiration FM (radio), as well as AIT, Channels, TVC were the more popular stations.
Ambassadors of Anticorruption Perception of personal values that mitigate corruption	Funke Akindele, Olu Jacobs, Joke Silver, Omotola Ekeinde, Olamide appeared to have been mentioned more frequently. Participants suggested that honesty, integrity and transparency are required virtues among people to help in the fight against corruption and improve the quality of governance and leadership.

# Conceptual Framework

Behaviour Change Communication (BCC) is the strategic application of communication in the promotion of positive behavioral outcomes based on proven theories and models of behaviour change. BCC has its origins from and draws on numerous psychological models and theories. These models and theories explain why people do what they do and how to influence changes in those behaviours. These include how Nigerians think about corruption. They provide the theoretical basis for how an intervention can affect the determinants of behaviour and cause a desired change.

The campaign is leveraging on social capital and social networks to promote a corruption averse mentality and influence social norms and attitudes. Preference is placed on the socio ecological model as it reinforces change not only at individual or interpersonal change but also at community level. It recognizes that people act based on their interactions with other people in their network and how they behave or what they think.



# Communication Strategy

This anti-corruption communication strategy will, amongst other creative and inclusive strategies, embark on a robust behaviour change/social marketing campaign including the engagement of civil society organizations and informal sector associations. Key activities will include capacity building for effective response to corruption and engagement with citizens to change the corruption narrative moving towards a corruption averse mentality. Working with the media and leveraging on relevant enter educate and consensus building platforms, the Upright for Nigeria campaign is leveraging on evidence to develop and implement a coherent communication strategy to achieve campaign goals.

**Goal:** *To increase citizens' capacity to resist and fight acts of corruption desired change.*

**Campaign Objectives:**

To achieve its objectives, the campaign seeks to:

- Influence social norms and attitudes with a view to effect a social change.
- Leverage on social capital and networks to promote a corruption averse mentality
- Communicate to Nigerians what they stand to gain personally by adopting a corruption averse mentality.
- Build confidence and values around Honesty, Integrity, and Transparency (HIT).
- Counter the pessimistic feelings of helplessness associated with the current status of corruption in Nigeria.

The Campaign call to action is for citizens to Resist, Report and Discourage corrupt practices.

**Audience is expected to Know the following:**

- The different forms of corruption
- How corruption affects them
- What to do in the event of corrupt practices
- That action will be taken when they report corrupt practices
- They can play a part in making Nigerians have zero tolerance for corruption
- That public office is a trust and not an avenue to amass wealth for self (Civil/Public Servants)
- Honesty, Integrity and Transparency (HIT) are values we must uphold in our society.

**Audience is expected to Feel the following:**

- Confident that the corruption narrative in Nigeria can be changed from the current hopelessness
- Assured that imbining values of Honesty, Integrity and Transparency (HIT) and hard work are relevant in reversing the current corruption tide in Nigeria
- Confident to play their part towards zero tolerance for corruption
- That corruption is not acceptable in Public/Civil Service (Public/Civil Servants)

**Audience is expected to Do the following:**

- Refuse to participate in corrupt practices
- Refuse to take bribes or receive gratification before carrying out services
- Speak out against corruption
- Hold themselves and colleagues accountable
- Hold public office holders accountable
- Participate in educating citizens on the human cost of corruption
- Engage in campaign activities to promote anti-corruption
- Recognize and report corrupt practices

**Other supporting statements:**

- Corruption is our greatest enemy, it destroys our today and our future. Let's fight it!
- Defeating corruption guarantees a better tomorrow.

- Any officer indicted of corrupt practices will pay the price.
- There are retired civil/public servants living on their retirement benefits, you do not have to be corrupt.
- There's public recognition for officers that are #upright in service.

**Campaign benefits include:**

If you Resist, Report and Discourage corrupt practices;

- You and your loved ones will enjoy better an improved quality of life; quality education, improved health services and access to other basic amenities.
- As a civil servant, you will have access to improved statutory staff welfare scheme including your well-deserved pension
- Overtime, the corruption narrative in Nigeria will change and you will feel fulfilled having played your part.
- Crime rate will reduce, and security will improve
- Public revenue will increase translating to improved infrastructure that you and your loved ones can enjoy.
- We will have a caring society and responsible leaders
- The economy will improve as there will be more investor confidence in Nigeria
- Nigeria will stand proud amongst nations

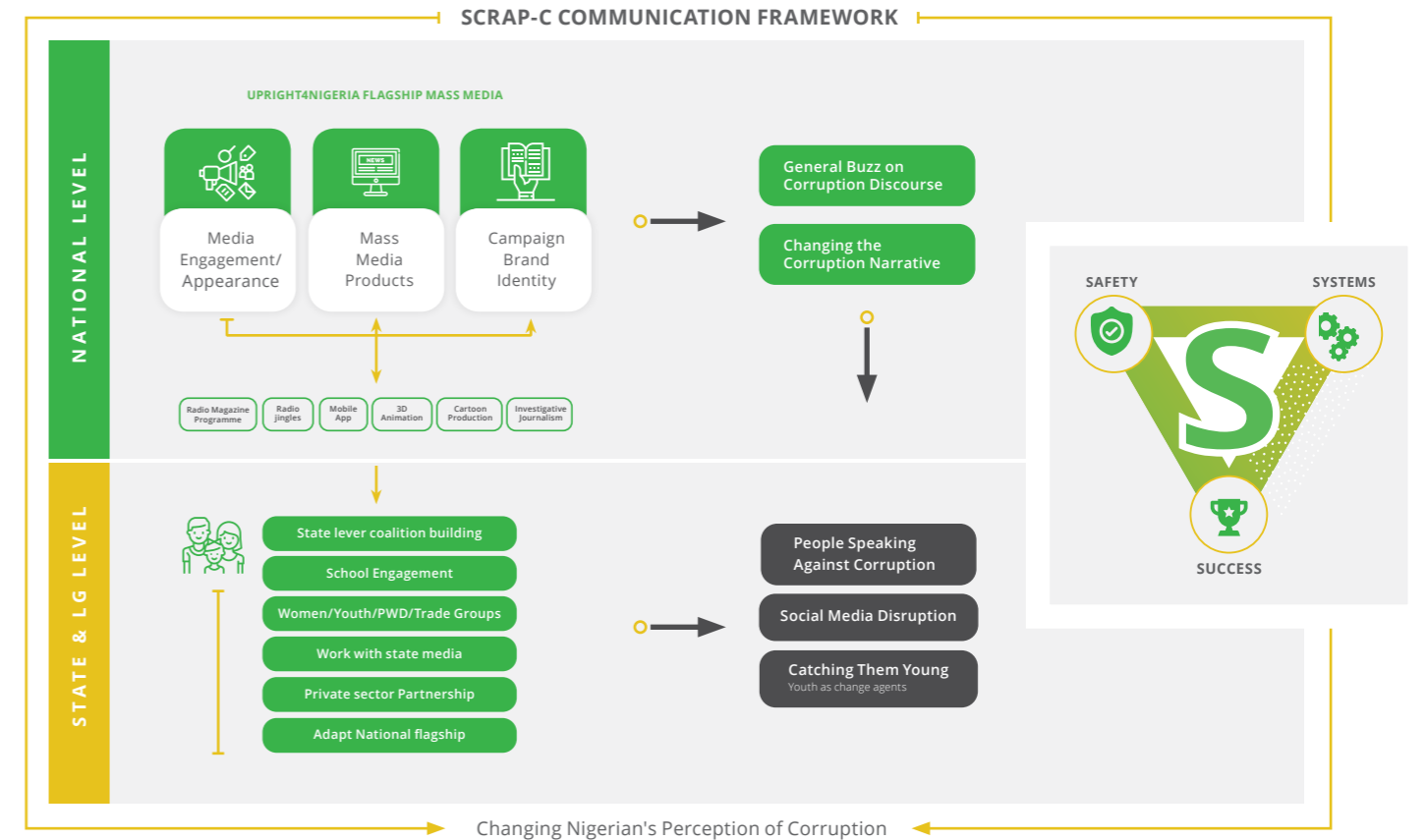
**Target Audience**

The target audience for this campaign includes:

- Youths
- Men and women
- Persons with disability
- Politicians and leaders
- Civil/Public servants

**Partners to support the campaign:**

- Civil society organizations/ networks
- Media houses and professionals
- Professional bodies



Embedded as a Guiding Principle is the 3's Concept

**Safety:** This is the campaign hook to promote a no compromise to corruption approach because with corruption, everyone's security is at stake.

**System:** The campaign will engage society so everyone appreciates why rules should not be broken or celebrate bad behaviour.

**Success:** It will celebrate bold steps such as public declaration of how corruption affects individuals

and willingness to do something.

The 3 S's concept are complementary to the plan to change society's perspective and will help build ownership and sustainability.

# Transmedia Approach

This communication strategy is premised on leveraging on the transmedia approach which enables the adaptation of messages across platforms without losing context. The radio programme, for example, will be tied to social media activities through a live feed from studio broadcasting sessions. The radio jingles will be formatted and uploaded to YouTube and can be used on social media.

with reference made to radio jingles which will be played from time to time. Also, illustrations and stories from cartoonists and investigative journalists will be included in discussions with the general public, especially citizens from communities affected by corruption.

For grassroots mobilization, the pledge and other print materials will be used to elicit stimulating discussions

Furthermore, the mobile App will be used as a hub for aggregating all media materials as well as receiving anti-corruption reports with the anonymity feature as a main attraction. The reports will be escalated on radio programmes and shared on social media.



# Branding strategy for Upright for Nigeria Campaign

## Overview

Upright for Nigeria was adopted as the campaign identity and brand. The logo identity as depicted below uses a simple visual with text which enables the audience to make the connection with positive values and aspirations for Nigeria. The campaign brand is important to bring in synergy into all efforts to promote a corruption averse mentality and to promote values of honesty integrity and transparency

The Social media handles for the campaign are @Upright4Nigeria and the campaign hashtags. All websites and apps have the same identity.



## Campaign Positioning

The messaging around the campaign ties well with values of Honesty, Integrity and Transparency (HIT) which the campaign is leveraging upon. The Upright for Nigeria campaign hopes to build confidence and value, inspire trust and encourage citizens to play their part. The campaign name will not only be incorporated in messaging but also in development of the fictional characters for the campaign such as Mr and Mrs Upright who will serve as integrity ambassadors or icons. This will serve as a tool to link all activities across the various platforms and improve aggregate publicity of the entire campaign

## Brand Image, Personality and Tone

The brand image is sincere and bold and the brand personality is caring, flexible, rugged but exciting. The campaign is deliberate about using positive tone and expressions to counter the pessimistic feelings of helplessness associated with the current status of corruption in Nigeria.

## Brand Guideline

While the campaign is guided by the UK aid branding guideline, to ensure consistency on all campaign materials required for grassroots engagement by partners on the project, a brand guideline was developed. The development of the Upright for Nigeria brand guide is to further reinforce the importance in uniformity of expression of the campaign's brand identity, which should in no way be distorted or misconstrued when applied to

communications for the campaign.

## The items covered by this brand Book include:

Logo design

Logo Masterbrand

Logo clear space

Typography (primary and secondary font type, font size, alphabet casing)

Typography recommendations for Print and Online.

Choice of colour as well as colour scaling)

Funder and partners' credit and acknowledgment

## Credit and acknowledgment

Our visibility strategy is to have a customized approach and 'scientifically' justify which elements of the campaign should have the UK brand. For example, mass media messaging should be as generic as possible so the audience can take the messages in without any element of bias in order not to negatively impact the campaign. This thinking is also reinforced by feedback from the pretest across the states which give the impression that one of the reasons the audience believes the messages are credible is because they feel it is the initiative of Nigerians and for Nigerians.

Credit would however be given to UKaid at meetings and functions and on other campaign products such as the website etc. Campaign Identifiers should also have the UKaid logo and Nigeria coat of Arms.

# Campaign Materials

Prototypes developed during the strategy workshop with the representatives of the audience and other stakeholders were fully developed and pretested amongst the audiences in the different campaign states. Materials pretested include campaign brand and theme: logo, slogan, colours, key message, campaign materials; campaign theme song, radio jingles, print materials and design elements for some of the social media content. Revisions were made based on the feedback after which the materials were finalized.

All the campaign materials were produced in English and translated into Yoruba, Hausa, Igbo, Pidgin and Kanuri to suit the target population.

## Campaign theme song

After a series of pretest, the music of legendary Nigerian Afrobeat artist; Fela Anikulapo Kuti was unanimously recommended for adoption as the campaign theme song or signature tune. Audience was able to immediately relate campaign materials with efforts to address corruption as was promoted by the late musician. The campaign produced an afrobeat tune that mirrors Fela's music. This signature tune is used for all radio jingles and is recommended for use at grassroots engagements.



Click the **PLAY BUTTON** to Listen

## Slogan

The preferred payoff for the campaign is “Stand against corruption” Complete slogan and tagline is

**“Upright for Nigeria, Stand against Corruption”.**

## Logo

The preferred logo for Upright for Nigeria Campaign



## Campaign Identifiers

T shirts, Caps, wrist bands, lapel pins and Hijabs, were produced as campaign identifiers or uniforms for improved visibility and to promote consistency in messaging at all grassroots engagement and other stakeholders engaged in message delivery at community and institutional levels. These identifiers are used especially by the informal associations and special groups such as persons with disabilities who will be speaking to peers and others to stand upright for Nigeria and stand against corruption.

### Face Caps



### T-Shirts



### Hijab





## Mr and Mrs Upright: Campaign Integrity Icons

As an innovation, Mr and Mrs Upright were created as integrity Icons to serve as role models to address social norms and assist with changing negative mindsets around corruption.

respectively. The audience will get to know the couple and their family over a series of short animated drama skits as they portray what it means to stand upright for Nigeria and have a corruption averse mentality.

- Mr. & Mrs. Upright belong to the same socioeconomic class of middle income earners
- Mr. Upright is more social, willing to interact with anyone (regardless of class).
- Compared to Mrs Upright, Mr Upright can be considered a hustler
- Mrs. Upright was born middle class, finally making a name for herself, never mingled with lower class, she can relate but not openly associate.
- Though Mrs. Upright

is from a privileged background, she still does what is right, living within her means.

Mrs Upright is a social activist trying to get people to think about their contributions to national development, thinking about the next generation.

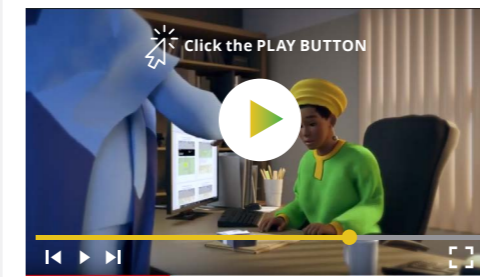
The couple, Mr and Mrs Upright for Nigeria provide the platform that ties all the messaging across the various platforms (digital, print and electronic). As integrity ambassadors, they serve as the campaign voice encouraging acts of honesty, integrity and transparency across the social media platforms and mobile app. They also feature on the print materials and where possible get a mention on radio programmes.

## 3D animated series for Mr and Mrs Upright

Through the animated series, we see the daily and real life struggles the family go through and how they strive to remain Upright for Nigeria without giving in to societal pressures as a result of the real challenges they encounter like every Nigerian. Five stories were animated to promote messages around resisting corruption across various scenarios including discrimination against persons with disability, avoiding electoral malpractices, orderliness in public places, gratification and intent to commit fraud.



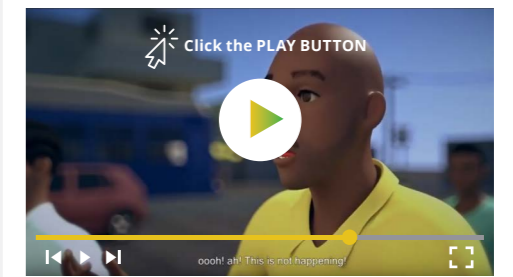
The icons were first used in the animation series produced for the campaign to reflect the theme and messages of the campaign. In the series, the Integrity Icons are positioned as concerned citizens who when they encounter corruption scenarios were able to Resist, Discourage and Report the acts as corruption while promoting the positive values of Honesty, Integrity and Transparency (HIT)



**Corruption:**  
Can You Resist This?

### Animation 1 - Gratification

Speaks to the way citizens, within the formal settings, elicit favour or get work done by offering bribe, exploiting social needs such as religious, family, ethnic affiliation, socializing and social approval to violate existing laws and work ethics governing such institution or parastatal.

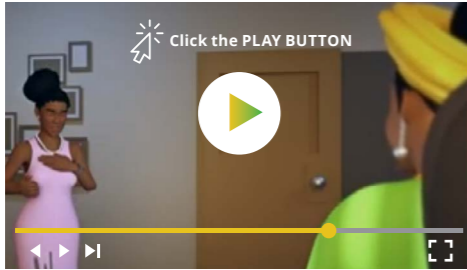


**Jumping the Queue**

### Animation 2 - Jumping the Queue

Speaks to the moral corruption of jumping the queue which is almost becoming a norm within the Nigerian society. This is often evidenced at the airport, hospitals, malls and bus terminals.

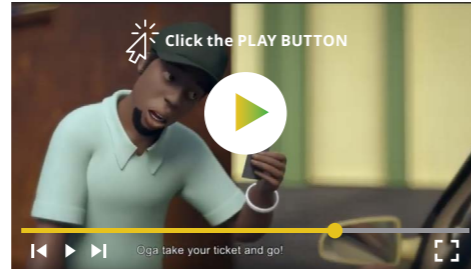




**Even This is Corruption**

**Animation 3 - Discrimination against PWDs**

Addresses how citizens living with disability are discriminated and denied comparative advantages to compete favourably for opportunities like employment. It is almost a general practice in the formal sector to believe that Persons living with disability are less able to deliver on their job if employed.



**Grassroots Corruption At The Workplace**

**Animation 4 - Ticketer**

This speaks to workers within the informal sector who outsmart their employers by creating avenues for personal benefits by latching on gaps within the system of their workspace to enrich themselves. This is usually done at the detriment of employers.



**The Uprights: How Corruption Affects Us**

**Animation 5 - Ojukoro (Discontentment) - Electoral Corruption**

Discourages citizens from selling their votes by receiving items in order to endorse a particular politician.

# Campaign Pledge

Through the campaign especially during grassroots mobilization, citizens are encouraged to take the pledge and embrace the messages thereof. It is believed that by so doing, citizens will feel responsible for standing against social norms and societal myths which promote corruption in Nigeria. Taking the pledge is one of the first steps to get signed on the app.

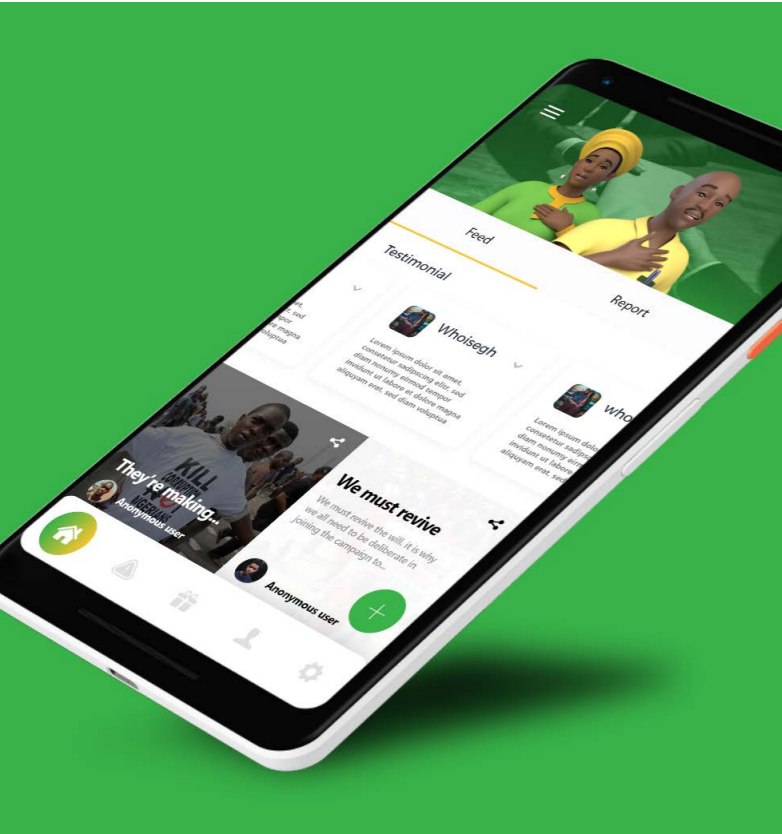
*I pledge to play my part to make.  
Nigeria corruption free.  
I will adopt a lifestyle of Honesty,  
Integrity and Transparency.  
I will resist, discourage and  
report corrupt practices.  
I will stand Upright for Nigeria,  
I will stand against corruption.  
So help me, God.*



## Social media Influencers

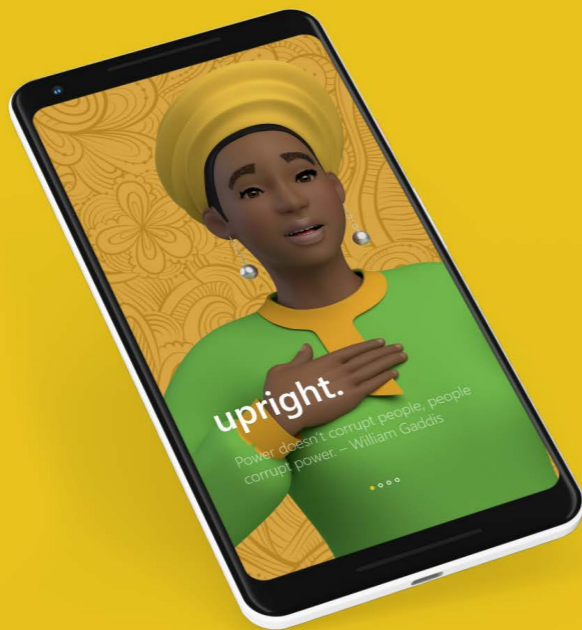
In the delivery of the campaign messages to its target audience, Upright for Nigeria will identify and engage the service of a Social Media Influencer who would use entertainment (humour) to communicate the messages. The influencer will produce a set of 60-seconds social media skits which would each be laced

with significant humour and the campaign call-to-action. Given that there are several Social media influencers in Nigeria, the campaign will consider to choose from the following social media comedians for possible engagement. Broda Shaggi, Linda Ejiofor, Frank Donga, Maraji and Tunde Ednut.

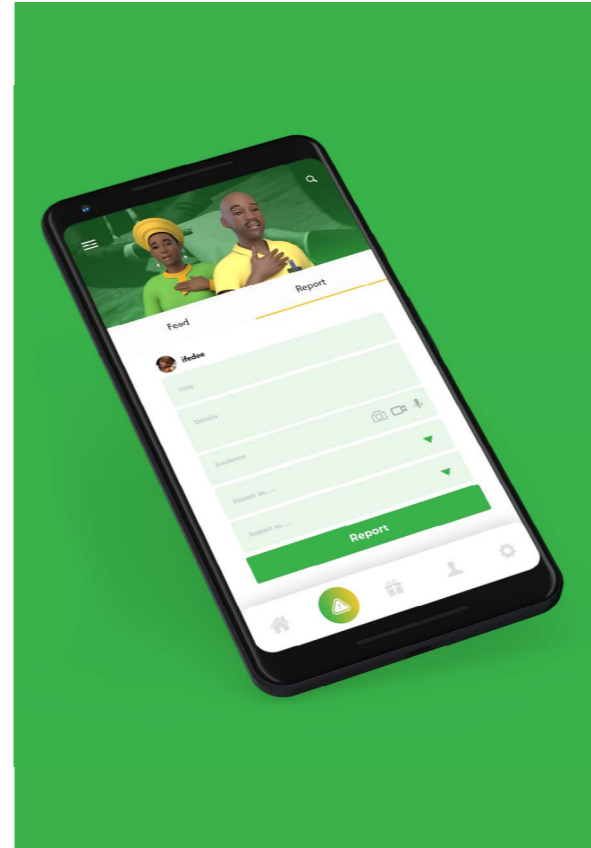


# The Upright4Nigeria Mobile App

A Mobile App was developed to consolidate and curate new and already existing conversations/ stories from other social media platforms for users. The App aggregates contents through the hashtag (#Upright4Nigeria). Over the life of the campaign the mobile app will be reviewed and updated to maximize its use and to remain relevant for use. The Apps is already on App Store for download.

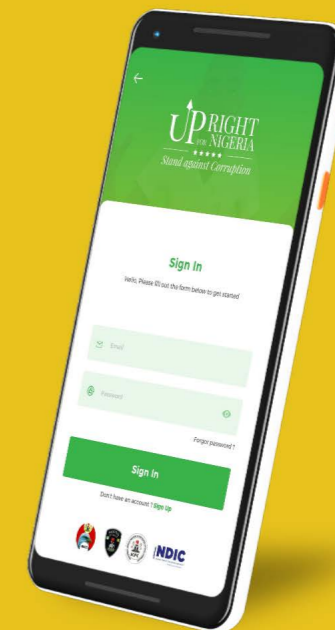
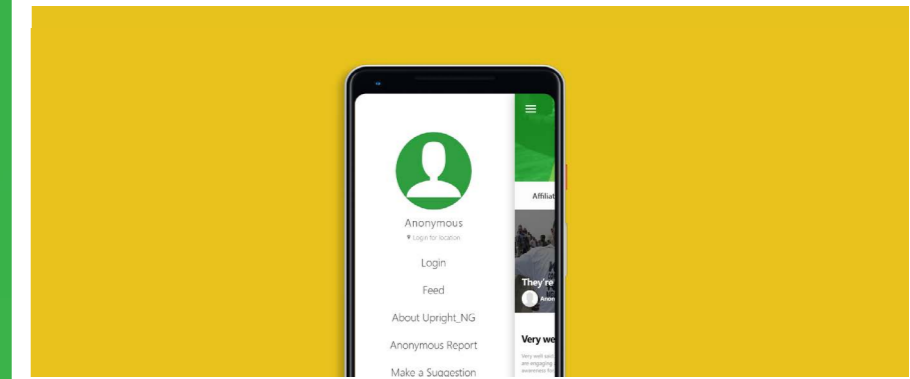


Strengthening Citizens' Resistance Against Prevalence of Corruption



**On the App, citizens can:**

- Contribute, be educated and engage in conversations Anonymously report corruption cases.
- Share audio/visual content.
- Start and share conversations on Social media by adding the hashtag
- Report corruption cases to other anti-graft platforms using the campaign's proxy feature



Strengthening Citizens' Resistance Against Prevalence of Corruption



# Upright for Nigeria dramatized radio spots

This package includes four 60 second radio spots designed to appeal to the audience and covers the following themes;

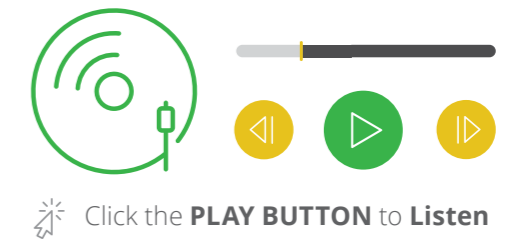
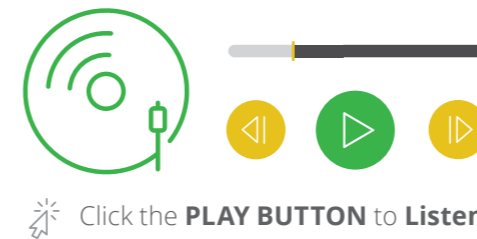
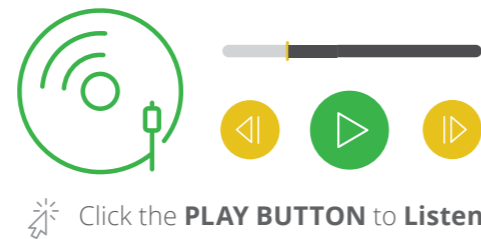
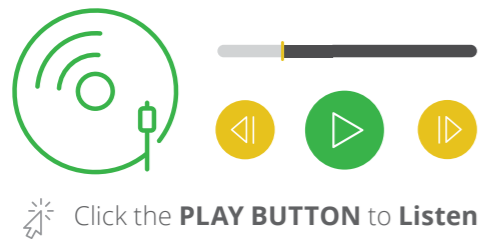


**'Cafeteria Raid'** is a discussion between two school boys one of whom was planning to steal food from the cafeteria. he was discouraged by his friend and encouraged to serve as a role model for others. This spot underscores the fact that family values imbibed early in children will teach them to be upright citizens.

**"National Cake"** is about a senator who is being congratulated on his new office by his close friend and confidant. This friend goes on to express his "expectations" now that his friend has access to public funds. To the contrary and to his amazement, the Senator expressed his intention to represent the interest of the people urging his friend to join the new way of thinking; to stand upright for Nigeria

**'Mrs Upright'** portrays a conversation between a frustrated but concerned citizen who is surprised to learn that corruption is the cause of downward trend or negative turn of things in the society. She expressed her optimism that the voice of corruption be silenced as citizens stand upright for Nigeria

**'Mr Upright'** describes the reflections of a newly appointed director who took everyone by surprise when he decided not to loot public funds and betray the trust of citizens. This spot promotes the value in integrity and maintaining a clean record while in office.





# Radio Programme



Radio is a veritable means of reaching a critical mass of audience at the grassroots level. It has been found to be a very effective tool for community mobilization, awareness creation and citizens' engagement. It was thought that a radio magazine programme complementing the radio spots would be a good plan of creating awareness for the campaign brand, create and promote citizens' self-awareness about the ills of corruption and its effects in Nigeria and on the lives of Nigerians. As a strategy to deepen audience engagement, the radio programme provided a platform to air jingles as part of the magazine program menu. The radio programme also offers a unique opportunity to amplify community voices on radio.

## Radio Design Document

The design document, developed to cater for 15 radio episodes, is to guide the scripting of the radio programmes in order to have a logical flow and sequence of the content intended to shape and positively influence how Nigerians feel about corruption and the necessary actions to take. The design document was created to guide programme presentation to listeners with a creative style of programming different from the jingles by providing an organized approach to the Upright4Nigeria campaign. The magazine programme will draw content from issues community members can relate to and views of key stakeholders.

Built into the design document are 15-episodes that would talk about the campaign brand (Stand Upright for Nigeria-call to action) through interactive elements such as discussion with key stakeholders and phone-in for contribution or to report. Other aspects of the programme include discussions with EFCC and ICPC, development of a mobile app to harvest reports and engage audience as well as the introduction of Upright awards- halls of fame and shame. Media Productions.

[Click to READ the complete DOCUMENT](#)

# Vox Pop/ Documentary

A series of videos were recorded for use across social media platforms. They include vox pops around citizens' perception of what constitutes corruption and short documentary features of some nominated anti-corruption ambassadors.

## Short video series

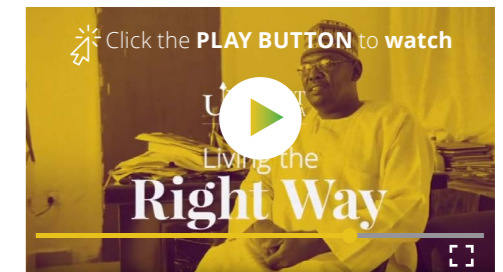
The video series aim to bridge the divide between the two publics i.e. the localized spaces where anti-social behaviours are likely to be sanctioned and the other where silence is a culture. These would be:



Us Vs Corruption

## Us Vs Corruption

Video Series focusing on accepted practices amongst ordinary Nigerians such as culture of silence and not reporting corruption; celebration of convicted corrupt politicians, etc, and the implication of these.;



Modelling

## Modelling

Video Series profiling individuals who have displayed rare anti-corruption attitudes and behaviour and could serve as role model to other people to learn from



How Corruption Affects You & I

## How Corruption Affects You & I

Video Series hinging on the safety dimension and focusing on actual social and personal cost of corruption on individuals and collective.

# Working with the Media

**Training** - The campaign considers its work with the media critical to achieve success in delivering its messages to target audience across the project states. Thus, the need to engage journalists' groups like Journalists Against Poverty, Judiciary Correspondents and Investigative Journalists on campaign objectives, identifiers, materials, tone, emotions and actions expected from target audience is important. The training is expected to improve the capacity of the journalists to publish informed news reports especially from human interest angle so as to drive citizens' engagement on anti-corruption.

**Cartoonists' Endowment** - Like the 3D animations, the campaign uses 2D illustrations to pass messages of honesty, integrity and transparency

to the audience. To achieve this, the campaign supports Cartoon journalists to script and produce illustrations in which the Integrity Icons - Mr and Mrs Upright - resist cases of corrupt practices in a semi-realistic scenario.

**Media endowment** - To unearth cases of corruption across the project states, the campaign creates an opportunity for investigative journalists to investigate and publish cases of corruption in four thematic areas of Health, Taxation, Power and Education. This would be done on quarterly basis. Outcomes from the investigations will be further amplified through the radio magazine programme to engage affected communities and inspire the interest of the general public around the issues.



# Monitoring and Evaluation of Upright for Nigeria Campaign

INDICATOR LEVEL	INDICATOR	DATA SOURCE	FREQUENCY	KEY RESPONSIBLE
<b>Monitoring</b>				
Input	# of radio jingles produced	Program report	Once	Media officer
	# of animated cartoon series produced	Program report	Once	Media officer
	# of social media platforms	Program report	Once	Media officer
	# of campaign materials produced disaggregated by type	Program report	Once	Media officer
	# of investigative journalism reports commissioned	Program report	Quarterly	Media officer
Process	# of radio programmes aired	Program report	Monthly	Media officer
	# of radio jingles aired	Program report	Monthly	Media officer
	# of journalist undertaking investigative journalism	Program report	Quarterly	Media officer
Outputs	# of people reached through social media pages disaggregated by gender	Social media analytics	Monthly	Media officer
	# of people engaging with the campaign on social media disaggregated by gender	Social media analytics	Monthly	Media officer
	# of people creating anti-corruption content on social media using the hashtag	Social media analytics	Monthly	Media officer
	# of investigative journalism reports commissioned	Program report	Quarterly	Media officer
	# of callers during the radio programme disaggregated by gender	Call log	Monthly	Media officer
	# of downloads on the mobile app	Program report	Quarterly	Media officer
	# of corruption cases reported through Upright4Nigeria (app, social media, radio programme)	Call log	Monthly	Media officer
	# of investigative journalism reports published	Program report	Quarterly	Media officer
<b>Research and Learning questions (Outcomes)</b>				
Research question 1: How is the Upright4Nigeria campaign shaping citizens perception, social norms and practices targeted at mitigating corruption?		Audience perception survey	Annually	M&E team



Research question 2: Are citizens who are exposed to Upright4Nigeria campaign more willing to resist and report corruption compared to those not exposed?	Audience perception survey	Annually	M&E team
Research question 3: Are politicians exposed to the campaign more likely to imbibe the H.I.T values?	Interview	Annually	M&E team

## Periodic Study

The campaign shall commission an annual audience perception survey to measure the level of audience awareness of the campaign, engagements and immediate outcomes. The overall objective of the study will be to elicit information that would guide the design and implementation of the Social and Behaviour Change (SBC) interventions of the Upright for Nigeria campaign, aimed at changing the perception of corruption in Nigeria and thereby discourage corrupt practices. Results from the survey shall be used to review grassroots engagement activities and outputs on the campaign to deepen outcome level and achieve impact.

## Documentation

**Trainings & Workshops** – The campaign will organize a workshop or training for media partners with the aim of building the capacity of people supporting the campaign in the media, especially investigative journalists, cartoonists and presenters/anchors on the Upright4Nigeria radio programme who represent the campaign on a regularly basis and serve as a link between the audience and the campaign. These professionals would be engaged in a training annually to ensure that programme format, personal lifestyle and media trends are relevant to achieving campaign objectives.

**Audience Perception Survey** – To be able to understand possible changes in the perception of the audience of the radio magazine programme designed to engage citizens across project states, an audience perception survey would be carried out annually. This is necessary to help during reviews to measure if the programme is effective in influencing the perception of the listeners.

**Documentation Consultants** – In view of having a qualitative report on the success stories from the grassroots engagement of partners across the states, CCSI will engage consultants with a good background in media and program who will work with partners to identify and document success stories that can be published as learning materials on the campaign.

**Project Close-out Documentation** – To be able to archive some learning materials – papers, success stories, lessons learnt and project close out, the project will produce and publish for archival purposes, some of the major points of highlight on the project. The production of these materials would be done in print and audio-visual format. These would form learning materials for other projects and members of the SCRAP-C project.

## Annexes

### Annex 1 List of participants at Strategy Workshop

Below is attendance of partners at the Communication strategy workshop: get workshop list

S/N	Name	Location	Organization	Email	Phone Number
1	MAZILA ESTHER	Borno	ZWDA	esthermazila@gmail.com	08027084672
2	ZAMANI TALATU	Kaduna	ZAMANI FOUNDATION	zamanicenter@gmail.com	07034800877
3	OBIAGBAORO NKECHI	Abuja	WARDC	obiagbaoro.nkechi@yahoo.com	07039045540
4	IJEAKU ESTHER	Abuja	BBCMEDIA ACTION	esther.ijeaku@ng.bbcmmediaaction.org	07081901610
5	LAWAL DAVID	Abuja	CCSI	dlawal@ccpnigeria.org	08026270020
6	SHOM JESSICA	Nasarawa	RADIO NIGERIA	shomjay@gmail.com	08033194049
7	NWACHUKWU TOCHUKWU	Abuja	PRESTON CONSULTS	t.nwachukwu@prestonconsults.com	08035388227
8	ABIODUN OLAKUNLE	Abuja	CDD	aolakunle@cddwestafrica.org	07061093634
9	AGADA MICHAEL	Abuja	YIAGA	magada@yiaga.org	07030150799
10	TIMEYIN GORDON	Abuja	CCSI	gtimeyin@ccpnigeria.org	09031144458
11	AKIOYE SEUN	Abuja	CCSI	sakioye@ccpnigeria.org	08054207333
12	AISIRI ADOLOR	Abuja	CCSI	aaisiri@ccpnigeria.org	08062498314
13	OSSAI AMAECHI	Lagos	WORDSMITH	amaechiossai@gmail.com	08034493437
14	EBUK GODWIN	Akwa-Ibom	SMOH	drjameg@gmail.com	07038839338
15	EKWERE NDUESO	Akwa-Ibom	CAN	rewekwere@yahoo.com	08064282899
16	BALOGUN ABOSEDE	Lagos	MYSO	lotabalogun@gmail.com	08089129800
17	OSITADE TOLA	Lagos	HEDA	t.ositade@hedang.org	07039381787
18	NSA BASSEY	Akwa-Ibom	CCPN/HC3	basseynsas@yahoo.com	07069433838
19	UYI AMADIN	Abuja	STV	amadin2000@yahoo.com	08189019328
20	AKINTOLA OLUSEYI	Abuja	CCSI	oakintola@ccpnigeria.org	07032477486
21	NDUKWE PEACE	Lagos	CCD	pndukwe@ccdigeria.org	08027982337
22	MKPANG KOKOETTE	Akwa-Ibom	CCPN/HC3	mkokoette@yahoo.com	07061518220
23	OJO HANNAH	Lagos	THE NATION	hannahjo@gmail.com	08062952262
24	ABODUNRIN OLUYEMI	Abuja	CCSI	oabodunrin@ccpnigeria.org	08098082008
25	AREMU TUNDE	Abuja	ACTION AID NIGERIA	tunde.aremu@actionaid.org	08023180493
26	BABAFUNKE FAGBEMI	Abuja	CCSI	bfagbemi@ccpnigeria.org	08023243757
27	GARNVWA GRACE	Abuja	CCSI	ggarnvwa@ccpnigeria.org	08023733532
28	KAJOPELAYE-OLA ABODUNDE TAIWO	Abuja	CCSI	kabodunde@ccpnigeria.org	08132294214
29	LAWAL ABDULKAREEM	Abuja	ITAD	abdulkareem.lawal@itaf.com	07030882583
30	NEWTON OTSEMAYE	Abuja	ACTION AID NIGERIA	newton.otsemaye@actionaid.org	08133456625
31	OBI ENE	Abuja	ACTION AID NIGERIA	ene.obi@actionaid.org	08033386773
32	SHAMSUDEEN YUSUF	Abuja	CDD	syusuf@cddwestafrica.org	07032799268



## Annex 2: Matrix of identified social norms and targeted SBC materials

Identified social norms and drivers of corruption from formative research	SBC Materials designed to address identified social norms and driver	Type of SBC materials
<b>High societal expectations and demand from public officers within the family/community</b>	Mr Upright (monologue) <i>It promotes values of honesty, integrity and transparency among public office holders</i>	Jingle
	Senator (national cake) <i>It addresses public expectations that public office holders are supposed to be corrupt</i>	Jingle
	Episode 3: Corruption in Government and Informal Sector	Radio programme
	Sticker 1: Stand against corruption	Print Material
	Sticker 2: Resist, discourage and report all acts of corruption	Print Material
	Placard 1: Uphold values of Honesty, Integrity, Transparency and Hard work	Print Material
	Placard 2: Resist, discourage and report corrupt practices	Print Material
	Placard 3: Speak out against corruption	Print Material
	Placard 4: Stand against corruption	Print Material
	<b>Expectation of gratification for services rendered</b>	Senator (national cake) <i>It addresses public expectations that public office holders are supposed to be corrupt</i>
Gratification <i>It addresses expectations for inducement contract bidding</i>		Jingle
Gratification <i>It addresses expectations for inducement contract bidding</i>		Animation

Identified social norms and drivers of corruption from formative research	SBC Materials designed to address identified social norms and driver	Type of SBC materials
<b>Lack of punishment for corrupt persons</b>	Mrs. Upright (dialogue with corruption) <i>It talks about the social costs of corruption</i>	Jingle
	Ticketer <i>It addresses dishonesty in ticketing and counterfeiting</i>	Animation
	Discrimination against PWD <i>It addresses the denial of equal opportunities for people living with disability</i>	Animation
	Jumping the queue <i>It addresses indiscipline in public places</i>	Animation
	Ojukokoro (electioneering gratification) <i>It addresses inducement of voters during elections</i>	Animation
	Ticketer <i>It addresses dishonesty in ticketing and counterfeiting</i>	Animation
	Discrimination against PWD <i>It addresses the denial of equal opportunities for people living with disability</i>	Animation
	Jumping the queue <i>It addresses indiscipline in public places</i>	Animation
	Indiscriminate refuse disposal <i>It addresses improper disposal of waste</i>	Skit
	Electricity theft <i>It addresses consumers by-passing electricity meter</i>	Skit
	Bribery for employment <i>It addresses request by interviewers for employment incentives</i>	Skit
	Episode 4: What you can do to resist, discourage and report corruption	Radio Programme
	Episode 5: The Religious Perspective to Corruption	Radio Programme
	Episode 7: The role of anti-graft agencies in corruption	Radio Programme
	Episode 8: Whistle blowing – Citizens 'fear of reporting	Radio Programme
Episode 9: How corruption affects Persons Living with Disability?	Radio Programme	

Identified social norms and drivers of corruption from formative research	SBC Materials designed to address identified social norms and driver	Type of SBC materials
<b>Uncertainty about the future</b>	Ojukokoro (electioneering gratification) <i>It addresses inducement of voters during elections</i>	Jingle
	Ojukokoro (electioneering gratification) <i>It addresses inducement of voters during elections</i>	Animation
	Bribery for employment <i>It addresses request by interviewers for employment incentives</i>	Skit
<b>Greed</b>	Cafeteria raid <i>It addresses peer influence among young people</i>	Jingle
	Ojukokoro (electioneering gratification) <i>It addresses inducement of voters during elections</i>	Animation
	Ticketer <i>It addresses dishonesty in ticketing and counterfeiting</i>	Animation
	Electricity theft <i>It addresses consumers by-passing electricity meter</i>	Skit
	Ojukokoro (electioneering gratification) <i>It addresses inducement of voters during elections</i>	Animation
	Bribery for employment <i>It addresses request by interviewers for employment incentives</i>	Skit
<b>Poor enforcement by various antigraft agencies</b>	Indiscriminate refuse disposal <i>It addresses improper disposal of wastes</i>	Skit
	Electricity theft <i>It addresses consumers by-passing electricity meter</i>	Skit
	Episode 4: What you can do to resist, discourage and report corruption	Radio Programme
	Episode 7: The role of anti-graft agencies in corruption	Radio Programme
	Episode 8: Whistle blowing – Citizens 'fear of reporting	Radio Programme
	Episode 11: Media's role in fighting corruption	Radio Programme
<b>Godfatherism</b>	Episode 3: Corruption in Government and Informal Sector	Radio Programme

## Annex 3 Audience Profile



### Audience Profile 1: Adult Male

Mazi Chukwu Ebube Ogbonaya is a 43-year-old CEO of a road construction company based in Abuja. Mazi's company 'Ebube and Sons Limited' has handled several road contracts for government at Federal, state and local government. Mazi is married with two wives and has other female 'friends'. He is also the chairman of the Arochukwu progressive union based in Abuja. He lives in his own house a five-bedroom mansion in Wuse. He also owns properties in several state capitals across

the country. He loves life, he parties and plays golf on weekends as well sponsor his family on vacation abroad every summer. He doesn't miss the 9-0 clock NTA network news and Channels 10 0clock

news. Also, his office is supplied with major daily newspapers.

To fund his ostentatious lifestyle, Mazi's company obtains contracts to build roads through his contacts in government at federal and state levels. Most of the contracts he has handled are either substandard and often abandoned. His company has been on the construction of the Lokoja-Abuja express road for the past 20 years. The contract has been awarded and rewarded with several increases at different times and yet the project has not been completed. Although he lost a family member to a road accident on the same road, Mazi appears not to be perturbed by the fact that the dilapidated state of the road poses a grave concern to the lives and safety of citizens who ply the road.

Although he runs a construction company, Mazi recently used his contacts in government to win a contract bid for the supply of drugs and medical supplies to government hospitals in Abia state. Having reached an agreement which compromised government officials, the drug supply contracts were not dully executed as some percentage of the allocation for the project where diverted into private pockets. With the proceeds made from the contracts, Mazi has been able to amass more wealth and cement his place amongst the society's elite class. Although he was recently awarded a chieftaincy title in his hometown, he still aspires to get more chieftaincy titles across the country to further cement his business relationship across the geo-political zones in the country. Although he is not a card-carrying member of any political party, his company makes donation to political parties.

**Audience 1 - Adult Male - Mazi Chukwu Ebube Ogbonaya a 43-year-old**

**Beliefs to promote**

- Integrity, hard work and transparency are values we must uphold in our society
- Inflation of public contracts is corruption.
- Non-completion of government contracts is corruption.
- The private sector can join in the war against graft.
- Promotion of positive values of hard work, integrity and honesty can help change the way people think about corruption
- There is dignity in honest labor.

**Actions to promote:**

- See something say something.
- Participate in the anti-corruption war by demanding accountability.
- Demand open governance and transparency.
- Monitor procurement process and contract awards.
- Do not be complacent. Refuse to participate in corrupt practices

**Myths and Misconceptions to change:**

- Federal government money is national cake.
- Contract awards is an opportunity to amass wealth.
- Contract budgets should always be inflated.
- You must join them if you cannot beat them.
- You must steal public funds to become a big man in the society.

**Overall Communication objectives:**

By December 2022, we want men in the private sector to see the need to join the anti-corruption campaign by willfully changing behaviour and attitudes which promote corruption.

**Know:**

- They should know that the anti-corruption war involves active participation.
- They should know that their attitudes and behaviours are fundamental to the success of the anti-corruption war.
- They should be willing to take the lead in the fight against corruption.
- They should be willing to confront the status-quo.
- They should know that they ought to make adjustments in their lifestyle.
- They should know that the success of the campaign will require personal and professional sacrifice.

**Feel:**

- They should feel as a partner in the anti-corruption war.
- They should feel complicit if it fails.
- They should express anger at the current state of neglect and underdevelopment.
- They should be unhappy with the current state of the country.

**Do:**

- They should be willing to report any case of corruption.
- They should be willing to report public officials who ask for bribe.
- They should be willing to convince other men to join the anti-corruption
- They should be willing to identify instances of corruption encountered in the past in an effort to change.
- They should be willing to transmit behavioral values to their wives and children.
- Be willing to speak out against corruption.

<p><b>Desired change:</b> Zero tolerance for corrupt practices in the private and public space</p>	<p><b>Constraints:</b></p> <ul style="list-style-type: none"> <li>• Corruption always fight back????</li> <li>• Intimidation and harassment from Law enforcement agencies</li> <li>• Society expect men to bear the burden of the family even if it means compromising on values of honesty and integrity.</li> <li>• The measurement of a man's success lies in material prosperity.</li> <li>• Contract award not based on merit but 'man know man' syndrome.</li> </ul>
<p><b>Key Constraint:</b> Contract award not based on merit but 'man know man' syndrome.</p>	<p><b>Benefits:</b> If you fight corruption:</p> <ul style="list-style-type: none"> <li>• Your business will experience growth and prosperity.</li> <li>• There would be quality education and improved health services, especially for your kids.</li> <li>• The quality of your life and standard of living will improve i.e increase in life expectancy, you will live longer.</li> <li>• The country will develop and there will be reduction in crime and insecurity</li> <li>• There will be reduced cost of living as the country will seem to work notably public infrastructure</li> <li>• You will be seen and regarded as a role model for others to follow</li> </ul>
<p><b>Support Points:</b></p> <ul style="list-style-type: none"> <li>• Availability of support groups.</li> <li>• List of some of those arrested by anti-graft over graft</li> <li>• List of those who are not corrupt and yet are okay</li> </ul>	<p><b>Key Benefits:</b> If you fight corruption, the quality of your life and standard of living will improve i.e increase in life expectancy, you will live longer.</p>
<p><b>Message concepts</b> As a businessman:</p> <ul style="list-style-type: none"> <li>• I should be determined to complete contracts and projects given to me</li> <li>• I should be content with making honest profit without cutting corners</li> <li>• I should be ready to use genuine materials in my projects</li> <li>• I should seek excellence in my endeavors and projects</li> <li>• I must realize that government money is for the good of all Nigerians</li> <li>• I should feel responsible if people die from uncompleted road projects after I have been paid and fully mobilized</li> <li>• I should be willing to follow laid down procurement guidelines</li> <li>• I should be transparent in all my dealings</li> </ul>	



## Audience Profile 2: Adult Female



Aisha Uju Okon is a 37-year-old female politician. She is prominent trader and a member of the ruling political party in her locality. She is married to civil servant and they live in Ikot Esu, Achan Ika District, Ika LGA with their 4 children. Aisha believes in total loyalty to her political party in spite of the internal issues they have been experiencing. She travels very often between her LGA and the state capital Uyo for political activities. She gets her information from radio during day at the shop, political meetings and Facebook.

Early this year on their way to the state party congress in Uyo, one of the buses transporting the women had a fatal accident on road linking the LGA to the nearest which resulted to the death of the ten out of 25 female politicians from their LG including the women leader. The contract to repair the road to make it motorable has been awarded three (3) times without execution. CSOs working on budget monitoring released information that actual disbursements had been made to different companies with connections to leading politicians in the State for the road's rehabilitation project in the last six (6) years. Although, they have vehemently denied any such connections.

Arising from the gory incident, newspaper reports were replete with news about award of contracts to the companies and the failure to implement those contracts as the driver of the incident. Aisha is disappointed but is realistic enough to know that these things happen everywhere because everyone needs to be corrupt to survive in Nigeria. What difference can she make by speaking out against such issues except make herself the target of any backlash which her husband continues to warn her about? She has been organizing monthly prayers for Nigeria with the women fellowship of her local assembly.

### Audience 2 - Adult Female - Aisha Uju Okon is a 37-year-old

#### Beliefs to promote

- It is possible to reject an offer you are not comfortable with even if you are hungry
- Den no dey carry shame chop poison
- Do not sell your birthright for a plate of porridge
- Esekama idip obiong esin usung esen
- In spite of our allegiances,
- Integrity, hardwork and transparency are values we must uphold in our society
- Women's voice counts
- Women can lead from the front
- Together, it is possible to address corruption in Nigeria
- Speaking out against corruption will benefit women and their family in the long run
- She can also become victims of corruption
- Being a victim of corruption is not an act of God but a deliberate inaction of human beings
- Prayer is good, but must be accompanied by acts of accountability and good governance
- Not everybody is corrupt
- And you don't have to be corrupt to survive in Nigeria
- A Nigeria where its citizens have a zero tolerance to corruption is possible
- Corruption is not limited to politicians or public office-holders only
- Keeping silent legitimizes corruption
- I have the power to effect positive change in my society with respect to corruption
- Corruption in any sector of society is not acceptable
- I and my loved ones are also affected by corruption
- I and my loved ones will benefit from my participation in anticorruption activities
- There is always a price to pay for corruption
- Early Inculcation of positive family and ethical values can build a solid foundation for a corruption free society
- A good name is better than making money by illicit means
- Hijacked resources are a hijacked future.

#### Actions to promote:

- Do not keep quiet, speak out against any form of corruption (list examples? Bribery, sexual harassment)
- Do not be complacent about corrupt practices, take action
- Do not give up. Follow up to ensure that positive action is taken
- Hold your public office holders accountable. Demand transparency/accountability from them
- Report corrupt cases through anti-graft channels.
- Mobilize and work with groups in your community who stand against corruption and lend your voice for zero tolerance against corruption
- Use the social media platforms to promote anti-corruption campaigns
- Participate in and coordinate community engagement sessions to educate people on the human cost of corruption.
- Engage in social activities that promotes anti-corruption.
- Tell others how they are affected by corruption, so they can also join the crusade against corruption, share your experience
- Share materials that inform people about corruption
- Inculcate positive family (iHOT) and ethical values early in your children

**Myths and Misconceptions to change:**

- The only time you can benefit from politicians is around elections
- Someone like me cannot do anything about corruption
- Everybody is corrupt
- Speaking against your corrupt party (association) is disloyalty
- You must join them if you cannot beat them
- Bribery and other forms of financial impropriety are the only forms of corruption
- Political leaders are always right
- I will suffer repercussion and backlash if I participate in anticorruption activities

**Communication objectives:**

By December 2022, women will change their behavior to actively participate and mobilize for anti-graft campaign to achieve zero tolerance for corruption and improved service delivery.

**Know:**

- Increase the proportion of women who know they can play a part to make Nigerians have a zero tolerance for corruption
- Increase the proportion of women who know the different forms of corruption
- Increase the proportion of women who know what to do in the event of corrupt practices
- Increase the proportion of women who know how corruption affects them
- Increase the proportion of women who know that positive action will be taken when they speak out against corruption

**Feel:**

- Increase the proportion of women who believe that integrity, honesty, hard work and transparency are values they should stand for
- Increase the proportion of women who believe that integrity, honesty, hard work and transparency are values they should promote
- Increase the proportion of women who believe they can play their part towards zero tolerance for corruption
- Increase the proportion of women who believe that corruption is not acceptable in Nigeria
- Increase the proportion of women who Believe they do not have to benefit financially from politician around elections

**Do:**

- Increase the proportion of women who speak out against any form of corruption
- Increase the proportion of women who take necessary action against any form of corruption
- Increase the proportion of women who refuse to participate in corrupt practices
- Increase the proportion of women who report corrupt practices to anti-graft agencies
- Increase the proportion of women who hold their public office holders accountable.
- Increase the proportion of women who mobilize and work with groups for zero tolerance against corruption
- Increase the proportion of women who participate in educating citizens on the human cost of corruption.
- Increase the proportion of women who engage in social activities that promote anti-corruption.
- Increase the proportion of women who use and disseminate materials that inform people about the ills of corruption

**Desired change:**

Women actively campaign against corruption and it's effects on them and their families

**Benefits:**

If women actively campaign against corruption and its effects on them and their families then they will:

- Have the benefit of increased life expectancy through access to better health care services and amenities
- Influence credible leadership to represent their communities
- Ensure access to good and high-quality education for their children
- Availability of motorable road for improved trading opportunities
- Free up resource for investment in businesses in communities
- Serve as a good role model demanding better services for their children and society
- Reduction of poverty amongst women

**Key benefits:**

- Have the benefit of increased life expectancy through access to better health care services and amenities
- Ensure access to good and high-quality education for their children

**Key Constraint:**

- Fear of political harassment
- Socio-cultural – women sphere of influence should remain in the home not public
- Lack of support from family and community at large
- Lack of adequate knowledge about cost of corruption.

**Support Points:**

- There are other communities that have shown zero tolerance for corruption with positive results
- More women activists have fought corruption with positive results
- By fighting corruption, you are leaving a legacy for your children
- You will be revered in your community
- Involvement of all family members in the fight against corruption would yield positive outcome

**Message concepts**

- Fighting corruption will reduce waste of valuable resources
- As a trader, fighting corruption means availability of resources for road construction which will create better business opportunity for you and your family
- No to corruption around me! #UprightforNigeria to free up resource for investment in businesses in my community
- Ask questions about how public finances are spent, document and raise concern. This is the surest way of ensuring that your children have access to good and high-quality education.
- To ensure a prosperous future, ensure the resources meant for all is not hijacked by a few
- Accountability is key, hold public officials to account on their promise
- Social audit is important, ensure contracts are executed at the appropriate time to avert disaster
- See that bad road wey dey kill plenty people, if we stand #UprightforNigeria we go fix the road and the road no go kill person again
- Always organize yourselves to organize and demand accountability
- Freeing up resources for social infrastructure means asking questions from leaders
- The best man for the job is a woman. Stand #UprightforNigeria

## Audience Profile 3: A Female Visually Impaired Nigerian



Hauwa Chigozie is a 25-year-old visually impaired young lady. A middle-class woman who works with the Ministry of Youth and Social Development in Karim Lamido LGA, Adamawa State.

She graduated from Usman Danfodio University at the age of 22 and had her youth corps programme in Bayelsa State. Because of her disability, when she received her call up letter she had approached the NYSC office for redeployment. She however met a brick wall and had to resign to having her youth corps programme in Bayelsa due to demands made on her by some officials contacted. As Hauwa explained her predicament, one of the officials had told her that

to effect the change she will need to give the sum of N100,000 which she will use in convincing the person responsible for redeployment. Another official who had taken fancy to her

had also requested for sexual favor in return for the new posting, in his words he said, "Use what you have to get what you want". All these were strange to Hauwa because as a person living with disability.

In her spare time, she loves to dance, also she belonged to the Peace and Integrity club while she was in school, and therefore she held the values of accountability and integrity very dear. This reality made her realize what happens in the larger society especially as it relates to persons with disability and she decided to take this up as a challenge by bringing people living with disability together to be a voice for them fighting for their rights in their community. She wants to join others to reform her community and empower them to resist and discourage corrupt practices. She is not sure this is possible, but she looks forward to a future where Nigerians with disability will not be taken undue advantage of and will have a better quality of life. With others, she formed a league of people living with disabilities fighting corruption; she now stands as an advocate against corruption by visiting schools, churches organizing programmes that make them visible.

### Audience 3 - Adult Female - Hauwa Chigozie is a 25-year-old

#### Beliefs to promote

- Integrity, hard work and transparency are values we must uphold in our society
- Despite our disability, we can serve as role models to ensure zero tolerance to corruption
- A person with disability has the same rights to participate in National issues such as anti-corruption like everyone else
- Together, it is possible to address corruption in Nigeria
- Promotion of positive values of hard work, integrity and honesty can help change the way people think about corruption
- A Nigeria where its citizens have a zero tolerance to corruption is possible
- Corruption is not limited to politicians or public office-holders only
- Keeping silent legitimizes corruption
- "use what you have to get what you want" promotes corruption
- I have the power to effect positive change in my society with respect to corruption
- Corruption in any sector of society is not acceptable
- I and my loved ones are also affected by corruption
- I and my loved ones will benefit from my participation in anticorruption activities
- There is always a price to pay for corruption.
- It is okay to live within your means
- Hard work pays
- Early Inculcation of positive family and ethical values can build a solid foundation for a corruption free society
- A good name is better than making money by illicit means
- Corruption manifests in many forms such as bribery, embezzlement, cheating, falsification of documents, jumping the queue, nepotism, condoning corruption, shunning due process, misappropriation and diversion of public funds, tax evasion, abuse of power, etc.
- There are measures in place to protect you from any backlash or repercussion when you report corrupt practices.
- There are channels that you can use which guarantees your anonymity

#### Actions to promote:

- Get familiar with the existing anti-graft reporting channels and other networks in your community that are currently involved in anti-corruption activities
- Do not keep quiet; speak out against any form of corruption (list examples? Bribery, sexual harassment)
- Do not be complacent. Refuse to participate in corrupt practices
- Do not give up. Follow up to ensure that positive action is taken
- Hold your public office holders accountable. Demand transparency/accountability from them
- Report corrupt cases through anti-graft channels.
- Work with groups in your community who stand against corruption and lend your voice for zero tolerance against corruption
- Use the social media platforms to promote anti-corruption campaigns
- Participate in and coordinate community engagement sessions to educate people on the human cost of corruption.
- Engage in social activities that promotes anti-corruption.
- Tell others how they are affected by corruption, so they can also join the crusade against corruption
- Share materials that inform people about corruption
- Inculcate positive family (iHOT) and ethical values early in your children



**Myths and Misconceptions to change:**

- Someone like me cannot do anything about corruption
- Corruption is only at government and leadership level
- Everybody is corrupt
- Public office is an opportunity to have access to the National largesse
- You must join them if you cannot beat them
- Bribery and other forms of financial impropriety are the only forms of corruption
- I will suffer repercussion and backlash if I participate in anticorruption activities

**Communication objectives:**

By December 2022, PWDs

**Know:**

- Increase the proportion of PWDs who know they can play a part to make Nigerians have a zero tolerance for corruption
- Increase the proportion of PWDs who know the different forms of corruption
- Increase the proportion of PWDs who know what to do in the event of corrupt practices
- Increase the proportion of PWDs who know how corruption affects them
- Increase the proportion of PWDs who know that action will be taken when they report

**Feel:**

- Increase the proportion of PWDs who believe that integrity, honesty, hard work and transparency are values they should stand for
- Increase the proportion of PWDs who believe that integrity, honesty, hard work and transparency are values they should promote
- Increase the proportion of PWDs who believe they can play their part towards zero tolerance for corruption
- Increase the proportion of PWDs who believe that corruption is not acceptable in Nigeria

**Do:**

- Increase the proportion of PWDs who speak out against any form of corruption
- Increase the proportion of PWDs who take necessary action against any form of corruption
- Increase the proportion of PWDs who refuse to participate in corrupt practices
- Increase the proportion of PWDs who report corrupt practices to anti-graft agencies
- Increase the proportion of PWDs who hold their public office holders accountable.
- Increase the proportion of PWDs who mobilize and work with groups for zero tolerance against corruption
- Increase the proportion of PWDs who participate in educating citizens on the human cost of corruption.
- Increase the proportion of PWDs who engage in social activities that promote anti-corruption.
- Increase the proportion of PWDs who use and disseminate materials that inform people about the ills of corruption

**Desired change:**

PWDs should engage in activities that resist corrupt practices

- PWDs know that their disability does not limit their ability to resist corrupt practices
- PWDs have an inclusive society where they are treated equally as everyone else.
- PWDs speak out against corrupt practices
- PWDs promote anti-corruption campaign through their various group
- Harassment and infringement on the rights of PWDs are resisted
- PWDs inculcate positive family (iHOT) and ethical values early in their children

**Constraints:**

- Discrimination
- Self-pity/sense of helplessness
- Fear of victimization
- Not knowing who to report to on corruption issues
- CSOs lack knowledge to factor PWDs issues in their programme planning and implementation

**Key Constraint:**

Stereotype/Mind set

**Benefits:**

If you get involved in the anti-corruption activities:

- You'll no longer be discriminated against
- Your future will be better
- You and your children will have good health care, good education, good infrastructure, and reduction of accidents.
- You'll have well paid jobs
- PWDs responsive public service will be a norm
- You'll be able to hold your leaders accountable
- You'll secure the future of your children who will take care of you in old age.
- You'll will ensure a justice system that works for you

**Support Points:**

- Corruption destroys our today and our future.
- Corruption is our greatest enemy, let's fight it!
- Defeating corruption guarantees a better tomorrow.
- Corruption is a weapon of mass destruction.
- Corruption na war!

**Key Benefits:**

- Your future will be better
- You and your children will have good health care, good education, good infrastructure, and reduction of accidents.
- PWDs responsive public service will be a norm

**Message concepts**

- Today, many PWDs are unable to effectively engage in anti corruption activities due to the lack of information and support channels they can trust. CSOs have therefore leveraged on this gap in order to provide support systems that are easily accessible to these group of people, so they can have a platform to also engage in the anticorruption fight for the betterment of their lives and society at large.
- Stand up and fight against corruption. There is ability in disability!
- Lack of care for PWDs occurs because resources have been stolen. Be upright for Nigeria
- Corruption eats/swallows PWDs special needs. Stand up against it
- PWDs are unique. Your voice against corruption carries weight. Speak out!

## Audience Profile 4: A Nigerian Youth



Dele Essien is a 30-year-old who graduated at the age of 23 with a first-class degree in Economics from the University of Ibadan. He lives in Eket LGA of Akwa Ibom. He has been searching for a job for the past 6 years after his NYSC. Essien is the first of 9 children from a middle-class family. The family burden and pressure are on him considering all the sacrifices his parents made in sending him to school. By implication, expectations are now on him to take on certain family responsibilities. He has gone for several interviews over the years without success, not because he is not qualified for the job but because he

does not have a God father who can help push things for him. On several occasions interviewers have asked him to drop certain amounts of money if he truly needs the job but because of his values and because he does not want to tarnish his image he believes that things will get better one day, and he will get what he deserves without having to pay his way through.

Dele loves playing football on the side, so he decided to pursue his interest in football. He spends his spare time coaching students who have similar interest in football and trying to get himself signed to a football club as a professional player. This too he has not found easy because he has no one to back him up and he does not have the money to lobby as has been the norm.

All these trials only made Dele stronger and he decided to set up a community football academy in his community. This he could do because of experience gathered from playing for Eket united as a student, where he gained knowledge and insights on the football business. He also uses his football academy to instill morals in the youth of the community. He uses this medium to dissuade youths from corrupt activities.

### Audience 4 - Adult Male - Dele Essien is a 30-year-old

#### Beliefs to promote

- Integrity, hard work and transparency are values we must uphold in our society
- As youths, we have rights to participate in National issues such as anti-corruption.
- Together, it is possible to address corruption in Nigeria
- Promotion of positive values of hard work, integrity and honesty can help change the way people think about corruption
- A Nigeria where young people have zero tolerance to corruption is possible
- Corruption is not limited to politicians or public office-holders only
- Keeping silent legitimizes corruption
- "use what you have to get what you want" promotes corruption
- I have the power to effect positive change in my society with respect to corruption.
- Corruption in any sector of society is not acceptable
- I and my loved ones are also affected by corruption
- I and my loved ones will benefit from my participation in anticorruption activities
- There is always a price to pay for corruption.
- It is okay to live within your means, shun yahoo-yahoo
- Hard work pays it does not kill
- A good name is better than making money by illicit means
- Corruption manifests in many forms such as bribery, embezzlement, cheating, falsification of documents, jumping the queue, nepotism, condoning corruption, shunning due process, misappropriation and diversion of public funds, tax evasion, abuse of power, etc.
- corruption is not limited to politicians or public office-holders only
- silence legitimizes corruption
- "use what you have to get what you want" promotes corruption
- I have the power to effect positive in my society
- conscious ownership of the Nigerian dream as against sectional/personal agenda
- corruption is not acceptable

#### Actions to promote:

- Get familiar with the existing anti-graft reporting channels and other networks in your community that are currently involved in anti-corruption activities
- Do not keep quiet; speak out against any form of corruption like Bribery, sexual harassment, abuse of power, exam malpractice, drug abuse, cultism.
- Do not be complacent. Refuse to participate in corrupt practices
- Do not give up. Follow up to ensure that positive action is taken
- Hold your public office holders accountable. Demand transparency/accountability from them
- Report corrupt cases through anti-graft channels.
- Work with groups in your community who stand against corruption and lend your voice for zero tolerance against corruption
- Use the social media platforms to promote anti-corruption campaigns
- Participate in and coordinate community engagement sessions to educate youth on the human cost of corruption.
- Stand up right for Nigeria!
- Engage in social activities that promotes anti-corruption.
- Enlighten others on how they are affected by corruption, so they can also join the crusade against corruption
- •Share materials that inform people about corruption

**Myths and Misconceptions to change:**

- Corruption is only at government and leadership level
- Everybody is corrupt
- Public office is an opportunity to have access to the National largesse
- You must join them if you cannot beat them
- Bribery and other forms of financial impropriety are the only forms of corruption
- There is nothing I can do about corruption
- "use what you have to get what you want"
- to make it in life, every young person must be involved in corruption
- There is a short cut to success

**Communication objectives:**

By December 2022, Youths

**Know:**

- Increase the number of young people who know they can play a part to make Nigerians have zero tolerance for corruption
- Increase the proportion of young people who know the different forms of corruption
- Increase the proportion of young people who know what to do in the event of corrupt practices
- Increase the proportion of young people who know how corruption affects them
- Increase the proportion of young people who know that action will be taken when they report corrupt practices

**Feel:**

- Increase the proportion of young people who believe that integrity, honesty, hard work and transparency are values they should stand for and promote
- Increase the proportion of young people who believe they can play their part towards zero tolerance for corruption
- Increase the proportion of young people who believe that corruption is not acceptable in Nigeria
- Increase the proportion of young people who believes that yahoo-yahoo endangers their lives

**Do:**

- Increase the proportion of young people who speak out against any form of corruption
- Increase the proportion of young people who take necessary action against any form of corruption
- Increase the proportion of young people who refuse to participate in corrupt practices
- Increase the proportion of young people who report corrupt practices to anti-graft agencies
- Increase the proportion of young people who hold their public office holders accountable.
- Increase the proportion of young people who mobilize and work with groups for zero tolerance against corruption
- Increase the proportion of young people who participate in educating citizens on the human cost of corruption.
- Increase the proportion of young people who engage in social activities that promote anti-corruption.
- Increase the proportion of young people who use and disseminate materials that inform people about the ills of corruption

**Desired change:**

Young people should change the way they think about corruption and resist and report corrupt practices

- Young people know that their youthfulness is an advantage in resisting corrupt practices
- Young people know that they change the narratives of corruption by standing up right for Nigeria
- Young people promote anti-corruption campaign through their various group

**Constraints:**

- Greed
- Selfishness
- Peer pressure
- Limited level of creativity (Jobs)
- Laziness
- Vulnerability
- Feeling of hopelessness

**Key Constraint:**

Societal pressures



## Audience Profile 5: Civil/Public Servant



Olojukokoro Onijekuje is a 35-year-old man from Epe LGA, Lagos State. He is married to a civil servant with three children. He attended Ikorodu Primary School, Ikorodu, Model Secondary school, Badore-Ikorodu, and graduated from the Lagos State University with a degree in Sociology.

Olojukokoro grew up with his uncle, his role model, who was a level 14 salary Officer with Lagos State Government. He admired the extravagant lifestyle of his uncle. While he attended public schools, his cousins attended high-end private schools as well as traveled abroad on vacation.

Olojukokoro made up his mind to join the civil service and provide same lifestyle for his family. Upon graduation in 2011, he gained employment with the Lagos State Government as a Social Welfare Officer on grade level 8 and was shocked at the salary he was offered in his Letter of Employment (N36,000.00). Suddenly, his fantasy of 'living the life', splendid holidays abroad and a family home by the seaside on Banana Island became an illusion. He wondered how his Uncle could afford such luxury and was advised by

some friends to convert to Administrative Cadre and work his posting to Ministry of Lands, which he did.

By the fifth year on the job, Olojukokoro had joined a group of "high-flying civil servants" in the Ministry as their foot-boy with the mentality that he was a Lagos Boy and must access all the perks and advantages perceived to be inherent in civil service with little or no effort.

He got involved in a series of shady deals and within a very short period became admired by his colleagues who wondered how he made it big all of a sudden.

Olojukokoro is usually at the popular and expensive club house-QUILOX in Lagos, where he lavishes money on assorted wines and brandy, and commercial sex workers. Olojukokoro lived the life until he encountered a very humbling challenge.

The Lagos State Government engaged the services of a private firm to carry out an audit on all lands allocated between 2010 and 2013. The audit unearthed documents found to be very poor and mostly falsified. The head of the 'cartel' was clamped down and Olojukokoro was listed.

The 'cartel' faced the Personnel Management Board (PMB). Olojukokoro was placed on interjection while under investigation. After investigation, Olojukokoro was found guilty, demoted and reposted to the Ministry of Education. He was not aware of the implications of engaging in corrupt practices and was shocked when his boss was dismissed. He became afraid of how he could sustain a decent lifestyle for his family and made up his mind to make a change. He became remorseful and overtime started to engage with his new colleagues and advocate against corrupt practices in the work place.

### Audience 5 - Adult Male - Olojukokoro Onijekuje is a 35-year-old

#### Beliefs to promote

- Public office is a trust and not an avenue to amass wealth for self
- Integrity, hard work and transparency are values we must uphold in our society
- Promotion of positive values of hard work, integrity and honesty can help change the way people think about corruption
- Misuse of public funds contributes to decayed infrastructure, poor education and inaccessibility to public service
- Corruption and gratification in public/civil service is not acceptable
- The collective good of the nation is paramount to self interest
- There is always a price to pay for corrupt practices
- It's ok to live within my means
- Hard work pays
- Silence legitimizes corruption
- It is prestigious to be a civil/public servant
- There is dignity in labor
- My integrity is not for sale.
- Consequences of corruption affects my loved ones too

#### Actions to promote:

- Anti-corruption advocacy starts with me
- Don't give, don't take bribe
- Don't insist on gratification in carrying out your duties
- Refuse to participate in corrupt practices
- Promote the right values (IHoT) at work
- Be a role model; speak out against corruption
- Report corrupt cases through anti-graft channels
- Engage in social activities that promote anti-corruption
- Demand accountability and transparency within the institution
- Insist on proper documentation for all transactions
- Issue receipts for all financial transactions
- Question unexplained wealth

#### Myths and Misconceptions to change:

- Stealing is not corruption
- Agbonmagbe ni owo ijoba' (Government resources is infinite)
- Ise omo alaseje owo omo alasela. (You can never get rich earning salary)
- Everybody is corrupt
- You cannot get anything done in the civil service without 'Public Relations' greasing palms (Egunje pass salary)
- Public office is an opportunity to have access to the national largesse
- It is the civil service, nothing will happen
- We cannot change this country
- You must join them if you cannot beat them
- Onyennayannoneligkwediejeoku-mmuo (You cannot go to hell when your father is in heaven)

**Communication objectives:**

By December 2022, Civil/public servants

**Know:**

- Increase the proportion of civil/public servants who know that public office is a trust and not an avenue to amass wealth for self
- Increase the proportion of civil/public servants who know the values of hard work, integrity and honesty
- Increase the proportion of civil/public servants who know the right channels to report corrupt practices at work
- Increase the proportion of civil servants who know that hard work pays
- Increase the proportion of civil servants who know they can grow in the system through merit

**Feel:**

- Increase the proportion of civil/public servants who believe that integrity, honesty, hard work and transparency are values they should stand for or represent
- Increase the proportion of civil/public servants who believe that integrity, honesty, hard work and transparency are values they should promote
- Increase the proportion of civil/public servants who believe they can play their part towards zero tolerance for corruption.
- Increase the proportion of civil/public servants who believe that corruption is not acceptable in public/ civil service

**Do:**

- Increase the proportion of civil/public servants who refuse to take bribes or receive gratification before carrying out services
- Increase the proportion of civil/public servants who engage in anti-corruption advocacy at work
- Increase the proportion of civil/public servants who hold their colleagues accountable
- Increase the proportion of civil/public servants who engage in campaign activities to promote anti-corruption

**Desired change:**

- Civil/public officers should be content or satisfied carry out their primary assignments diligently without asking for or expecting any form of gratification. They should deliver their responsibilities transparently and with integrity. They should change their current perception of corruption

**Constraints:**

- Peer pressure
- The existing mindsets and practices of civil and public servants
- Poor remuneration
- Inconsistency in salary
- Delay in retirement benefits

**Benefits:**

- If you shun corruption, you will have access to improved statutory staff welfare scheme including your well-deserved pension.
- If you shun corruption, then the system will be more sanitized making it possible for you to compete by merit to achieve career goals
- If you shun corruption, you won't need to look over your shoulders and you will have a free conscious which gives you peace
- If you shun corruption you are more likely to get your rightful benefits such as pension
- By shunning corruption, you will feel more fulfilled at work as you would have contributed to an improved image of civil servants.
- If civil/public servants speak out against corruption, it will return dignity, pride and honesty to the profession
- If you shun corruption, you will become a role model for others to emulate

**Key Constraint:**

The existing mindsets and practices of civil and public servants

**Support Points:**

- Any officer indicted of corrupt practices will pay the price
- There are retired civil/public servants living on their retirement benefits
- There's public recognition for officers that are #upright in service
- Promotion and upgrade as a reward for exceptional service

**Message concepts**

- Public/civil servants; stand #Upright4Nigeria to tackle corruption, so you will have access to improved statutory staff welfare scheme including your well-deserved pension.
- Public/civil servants; stand #Upright4Nigeria to tackle corruption, so that service delivery will be effective
- Overcome the challenges of corruption so there will be improved social infrastructure
- When you refuse to take bribe, others will be motivated to act accordingly
- Do not be an accomplice, corruption doesn't happen in isolation
- Corruption deprives us all of our collective benefits, shun it out right
- Refuse to take or give bribe, it brings shame and dishonor
- Understand the various channels of reporting to increase chances of whistle blowing
- Do not give up. Report corruption in all forms
- Shun corrupt practices and reduce wastages in government resources

## Audience Profile 6: Politician



Honorable Adam is a 32-year-old councilor representing Ward A of Eket political constituency. He holds a BSc in Political Science. He was presented to his party by his father who is an influential figure as a preferred candidate; and got elected. He certainly needs to be accountable to his father and probably answer to the party. He is recently married with one child. He is interested in development and quite enthusiastic about change. He is a humble person and willing to take advice.

He loves music and travelling and as a young politician, he loves to discuss politics with his friends especially when having a drink with them in a local

fish joint. He aspires to be a role model for young people and emerging young leaders; and so, tries to pick ideas from friends.

He wants to be a member of the Senate soon. He is quite keen about what is going on in the country and listens to Radio and watches the NTA network News at 9PM as a routine; He also watches News and Political features on Channels and AIT. As a young person, he is attracted to Online platforms and has Facebook and Twitter pages. He recently created a WhatsApp platform for young people in his constituency. He obtains information from his constituency through regular town hall meetings and uses the platform to explain his ideas and what the government is doing, including challenges.

In the quest to promote development in his constituency, he approaches the World Bank Fadama III programme to implement a Rice milling project in his area. He is concerned especially about youths and wants to promote their wellbeing, and hence wants to ensure they are engaged in rice production, which is popular in his area. He however notices that the youth are more interested in how much money he can make available to them. In addition, his father requests that when he secures the funding from the Fadama Programme, 25% of the value should be deposited into his account, and another 20% into the party coffers.

### Audience 6 - Adult Male - Honorable Adam is a 32-year-old

#### Beliefs to promote

- Integrity, hard work and transparency are values we must uphold in our society.
- Together it is possible to address corruption in Nigeria.
- A Nigeria where we have a zero tolerance for corruption is possible.
- I have the power to effect positive change in my society with respect to corruption.
- Corruption in any sector of the society is not acceptable.
- There is always a price to pay for corruption.
- A good name is better than making money by illicit means.
- Corruption is the use of undue influence (nepotism, favouritism etc.) or abuse of power to influence outcome.
- No shortcut to success.
- Political office is not for the benefits of family and friends only
- I can do something to reduce corruption
- Public office is a trust and not an avenue to amass wealth.
- Man-know-man can create problems and conflicts.

#### Actions to promote:

- Do not be complacent, refuse to participate in corrupt practices.
- Deliver dividends of democracy with accountability and transparency
- Coordinate community engagement sessions to educate people on the human costs of corruption
- Obey the rule of law.
- Use the social media platforms to promote anti-corruption campaigns.
- Do not give, do not take bribe.
- Refuse to participate in corrupt practices.
- Speak out and report against corrupt practices

#### Myths and Misconceptions to change:

- Use what you have to get what you want.
- Politicians are there to serve personal interests of selected few through the delivery of democracy dividends
- Share the national cake
- It is our turn
- "you cannot go to hell when your father is in heaven"
- It is nobody's money
- Embezzlement in public office is okay and does not matter
- Everybody is doing it, why not me?

#### Communication objectives:

By December 2022, politicians are aware of the costs of corruption and the implications on society.

#### Know:

- Increase the proportion of politicians who know they can play a part to make Nigerians have a zero tolerance for corruption
- Increase the proportion of politicians who know the different forms of corruption
- Increase the proportion of politicians who boldly speak against corruption.
- Increase the proportion of politicians who know how corruption affects them
- Increase the proportion of politicians who are responsive to citizens' demand for accountability.



- Feel:**
- Increase the proportion of politicians who believe that integrity, honesty, hard work and transparency are values they should stand for and promote
  - Increase the proportion of politicians who believe they can play their part towards zero tolerance for corruption
  - Increase the proportion of politicians who believe that corruption is not acceptable in Nigeria
  - Increase the proportion of politicians who believe that shunning corruption is the beginning of developments in Nigeria.
  - Increase the proportion of politicians who become champions of anti-corruption
  - Increase the proportion of politicians who can be seen as role models in the fight against corruption.

- Do:**
- Increase the proportion of politicians who speak out against any form of corruption
  - Increase the proportion of politicians who refuse to participate in corrupt practices
  - Increase the proportion of politicians who support the activities of anti-graft agencies
  - Increase the proportion of politicians who mobilize and sensitize their constituents on zero tolerance against corruption
  - Increase the proportion of politicians who participate in educating citizens on the human cost of corruption.
  - Increase the proportion of politicians who engage in social activities that promote anti-corruption.

**Desired change:**

- Politicians should not see political office as an avenue to amass wealth meant for the wellbeing of the society.
- Politicians should refrain from imposing their preferred candidates on the community.

**Constraints:**

- Pressure from godfathers and families.
- Pressure from political parties
- pressure from unrealistic societal expectations
- Imposition of political candidates
- Lack of political will

**Key Constraint:**

- Pressure from godfathers and

**benefits:**

- If politicians don't see their office as an avenue to amass wealth, then they can have hope for a future appointment or re-election.
- If politicians are not influenced by external factors like godfatherism then the community could benefit from their appointments. (E.g. good roads, pipe borne water, provision of health facilities, etc.)
- If politicians are community's popular choice, then they will be transparent and accountable to the people.
- If politicians uphold the virtues of honesty, integrity and accountability then the society will be able to access basic social amenities.
- Politicians will be respected in the community as corrupt free individuals if they do not use their office to perpetrate corrupt practices

**Support Points:**

- If as a politician, you do not use your office as an avenue to amass wealth, chances are that you will be re-elected into future offices.
- You can be seen as a model and endorsed as anti-corruption ambassador.
- As a politician, if you allow free and fair election, then you can be seen as a hero by the citizens and your legacy will live on.
- Honesty, integrity and accountability, if upheld by politicians, will be for the common good
- Politicians will feel fulfilled, if they empower their people

**Message concepts**

- Without corruption we can reach a greater height!
- Corrupt free politicians will take Nigeria to a greater height.
- It is possible to lead by example.
- Leadership is about service.
- Politics is not about sharing the national cake but about development for the people.
- Corrupt-free political office holder, means provision of basic amenities e.g. schools, health facilities, good roads etc.

## Audience Profile 7: Community Leader



High Chief Enamidem is the clan head of Ikot Idon. He is a retired teacher and traditionalist. He is 56 years old, married to 2 wives and has 10 children. He became the clan head through consensus about 15 years ago after the demise of the last clan head, as there are 3 ruling class families.

He aspires to be the paramount ruler of his local government and is currently promoting chiefs that can back him in this quest. He hosts these chiefs frequently, and on every known festival; in his palace and hastens to give out chieftaincy titles to influential Politicians in his clan, including his old friends in the Ministries.

He uses these frequent gatherings of politicians and high level civil servants, to get feelers about what is going on in the country. He is also an ardent listener to Radio Nigeria and NTA, including AKBC. He reads National Dailies, particularly the Punch, Guardian and Daily Trust, as well as Community papers. He is

now attempting to catch up with the ICT world and has recently created a Facebook page. He loves farming and watching football and is a Manchester United (Red Devils) fan.

As a retired teacher, he is passionate about education and worried that there is high teenage pregnancy in his clan due to high dropout rates in secondary schools by girls. Using the influence of his old mates in the Ministry of Education, he influenced the citing of a secondary school in his clan. Word has it that the secondary school should have been cited in a neighboring clan.

The neighboring clan was said to have been "allocated" the school originally because of population size. This situation is now creating some tension between the two communities. The case has recently been taken to the State Government and as is the case, it was deferred to the Ministry of Education. Because of the High Chief's influence however, the case has been "swept under the carpet"

### Audience 7 - Adult Male - High Chief Enamidem a 56-year-old

#### Beliefs to promote

- Integrity, hard work and transparency are values we must uphold in our society.
- Together it is possible to address corruption in Nigeria.
- A Nigeria where we have a zero tolerance for corruption is possible.
- Use what you have to get what you want is not the right thing to do.
- have the power to effect positive change in my society with respect to corruption.
- Corruption in any sector of the society is not acceptable.
- There is always a price to pay for corruption.
- Merit counts, hard work pays
- No shortcut to success
- I can do something to reduce corruption
- Man-know-man can create problems and conflicts

#### Actions to promote:

- Do not be complacent, refuse to participate in corrupt practices.
- Coordinate community engagement sessions to educate people on the human costs of corruption
- Community sanctions against corruption
- Use the social media platforms to promote anti-corruption campaigns.
- Coordinate community engagement sessions to educate people on the human costs of corruption
- Hold your public office holders accountable.
- Rule of law
- Do not give, do not take bribe
- Refuse to participate in corrupt practices
- Speak out and report against corrupt practices

#### Myths and Misconceptions to change:

- It is our turn
- "you cannot go to hell when your father is in heaven"
- It is nobody's money
- Everybody is doing it, why not me?

#### Communication objectives:

By the end of the project, leaders are aware of the actions that perpetuate corruption and how to tackle them

#### Know:

- Increase the proportion of leaders who know they can play a part to make Nigerians have a zero tolerance for corruption
- Increase the proportion of leaders who know the different forms of corruption
- Increase the proportion of leaders who know what to do in the event of corrupt practices
- Increase the proportion of leaders who know how corruption affects them

**Feel:**

- Increase the proportion of leaders who believe that integrity, honesty, hard work and transparency are values they should stand for and promote
- Increase the proportion of leaders who believe they can play their part towards zero tolerance for corruption
- Increase the proportion of leaders who believe that corruption is not acceptable in Nigeria

**Do:**

- Increase the proportion of leaders who promote accountability and transparency in their domains
- Increase the proportion of leaders who speak out against any form of corruption
- Increase the proportion of leaders who refuse to participate in corrupt practices
- Increase the proportion of leaders who hold their public office holders accountable; and demand transparency/accountability from them
- Increase the proportion of leaders who participate in educating citizens on the human cost of corruption.

**Desired change:**

Leaders should uphold virtues of honesty, integrity and transparency, resist corruption and be good examples to the community at large

**Constraints:**

- Pressure from fellow community leaders and politicians
- Financial constraints
- High expectations about the benefit of being a leader

**Key Constraint:**

Pressure from fellow community leaders and politicians

**benefits:**

- Availability of resources will mean good roads, schools, health facilities, good pipe borne water and power supply.
- Build a new generation, with moral and ethical values
- Ensure even spread of resources to the community
- Attraction of social investment which will in turn create employment opportunities and increase social security
- Enjoyment of goodwill from community members and the memories of his leadership lives on.

**Support Points:**

- If as a leader, you do not use your office as an avenue to amass wealth to your community only, there will be meaningful general development
- As a leader you can be seen as a model and endorsed as anti-corruption ambassador.
- As a leader, if you support free and fair election, then there will be enough resources for the community
- If leaders promote virtues of honesty, integrity and accountability then the community will thrive
- Leaders will feel fulfilled, if they empower their people

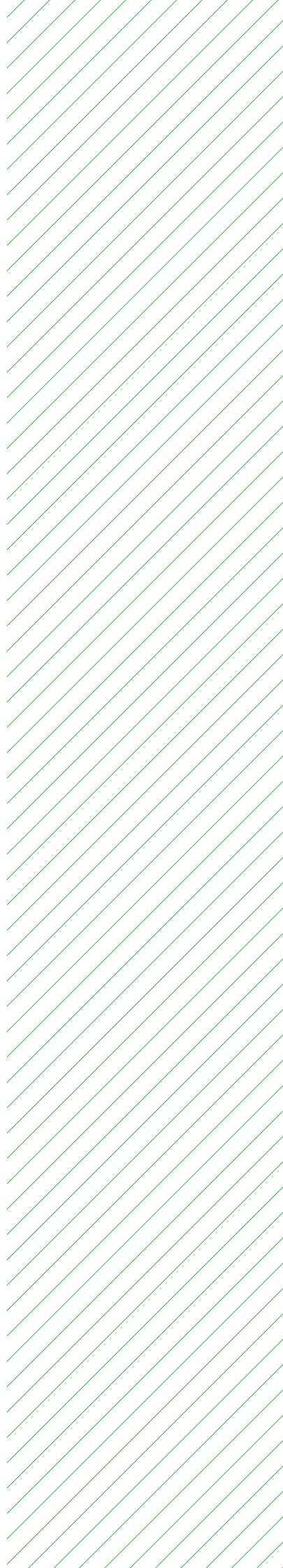
**Message concepts**

- As a leader you must put the interest of the people at heart
- As a leader you must lead by good example
- Leaders that promote anti-corruption are visionary
- Good Leadership is visionary
- Community with social amenities is an happy community, fight corruption to make your people happy
- -corruption fight means saving the future
- If you fight corruption; your name will be in the hall of fame



# Upright for Nigeria Campaign Communication Strategy

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