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Digital campaign

« Positive parenting »

November 2022 – January 2023

Niger Country Office

Context

- As part of the implementation of the project "Strengthening Community Engagement for Routine Immunization in 09 Health Districts of Niger" funded by the Bill & Melinda Gates Foundation (Plus Polio)
- Fostering community engagement of young people in underserved communities
- A digital campaign on polio vaccination and routine immunization involving influencers, positive role models/deviant parents/fathers, youth and women's groups is envisaged to support behavioral and social change in favor of vaccination and promotion of basic social services.

Rationale

The first moments of life offer a unique chance to develop the brains of young children. However, this opportunity is all too often missed.

For states, neglecting to invest in early childhood comes at a price, namely children in poor health and less able to learn, with reduced earning capacity.

It also means a weakened economy and a greater burden on education, health and social protection systems.

It also means intergenerational cycles of precariousness, which hinder equitable growth and prosperity.

For children, especially disadvantaged children, the price of this failure is a potential forever untapped

Rationale

Parents and caregivers are the primary architects of early childhood development.

Parents shape the experiences that build their children's brains and set them on the path to a healthy start in life. All this is only possible if children are vaccinated, and parents have a big role to play.

Vaccinated children do better in school, generate economic benefits that impact their communities and the society as a whole.

Vaccines act as a shield, protecting families and communities. Despite these long-recognized benefits, vaccination rates remain low in Niger.

To raise awareness among young parents about the importance of vaccination and engage them in promoting routine immunization to children aged 0 to 59 months, the "Positive Parenting" campaign was launched as part of the Kariya Initiative.

Objectives

I/ Main objective:

- The campaign focuses on supporting behavioural and social change in favour of polio vaccination, routine vaccination and the promotion of basic social services for the vaccination of children from 0 to 6 years with a particular focus on promoting positive parenting.

II/ Objectifs spécifiques:

1. Improve the knowledge of parents and caregivers of children aged 0-6 years on the importance of routine immunization, vitamin A supplementation and birth registration for children;
2. Build the capacity of a vast network of influencers, artists, celebrities on routine immunization, vitamin A supplementation and birth registration;
3. Improve the knowledge, attitudes and practices of parents and caregivers regarding polio vaccination, routine immunization;
4. Contribute to the vaccination of 80% of children in the 9 health districts targeted by the Kariya Initiative.

Expected results:

1. At least 5,000,000 parents and caregivers of children from 0 to 6 years are reached with messages about the importance of routine vaccination, vitamin A supplementation, deworming with Albendazole, birth registration for children are improved
2. At least 1,000,000 parents and caregivers of children aged 0-6 share campaign materials
3. 20 influencers, artists and celebrities launch at least one call to action every week

Campaign Strategy



Methodology

Length: 12 weeks

Platforms:

- Five social media platforms (Facebook, Instagram, Twitter, TikTok et WhatsApp);
- Bulk SMS
- Vingt (20) Influenceurs digitaux

Materials produced in french and and local language:

- Five (5) photo portraits were shared on the networks mentioned above;
- Five (5) video portraits were posted on social media;
- One (1) 2D animation was posted on social media;
- One (1) flash mob performed at Dar Es Salam market;
- One (1) video of the flash mob posted on social media;
- 20,000 bulk SMS "Did you know" broadcast by SMS;
- 20.000 Bulk WhatsApp Video Portraits Shared via WhatsApp

Engagement of 331 influencers

The hastags of the campaign were:





-«#Parentalité Positive» «#Karya» «#LesVaccinsCaMarche»

Results

Communication materials	Output indicator	Planned	Achieved	Remarks
Production of photo portraits	Number of product/intervention	5	5	
Production de video portraits		5	5	
Production of a 2D animation		1	1	
Réalisation d'1 flash-mob		1	1	The activity was carried out at the Dar Es Salam popular market
Bulk SMS broadcasting		20.000	24.000	The SMS were sent in 5 waves of 4,000 SMS. As SMS messages are not sent to a single database of numbers, 20,000 people have actually been reached throughout the national territory.
Bulk whatsapp broadcasting		20.000	20.000	20,000 WhatsApp users were actually affected throughout the country.

Social media engagement

Metrics	Number of people
Reach	5 181 009
Impressions	6 581 921
Interactions	238 771
views	291 338
Likes	10 018
Share/re tweets	6412
Mentions/content embeds	1102
Comments	974

	Portée	Impressions
	5 181 009	6 581 921
Réseau Social	Portée	Impressions
 Facebook	3 278 549	3 984 585
 Twitter	1 254 868	1 358 200
 Instagram	482 795	958 922
 LinkedIn	164 797	280 214

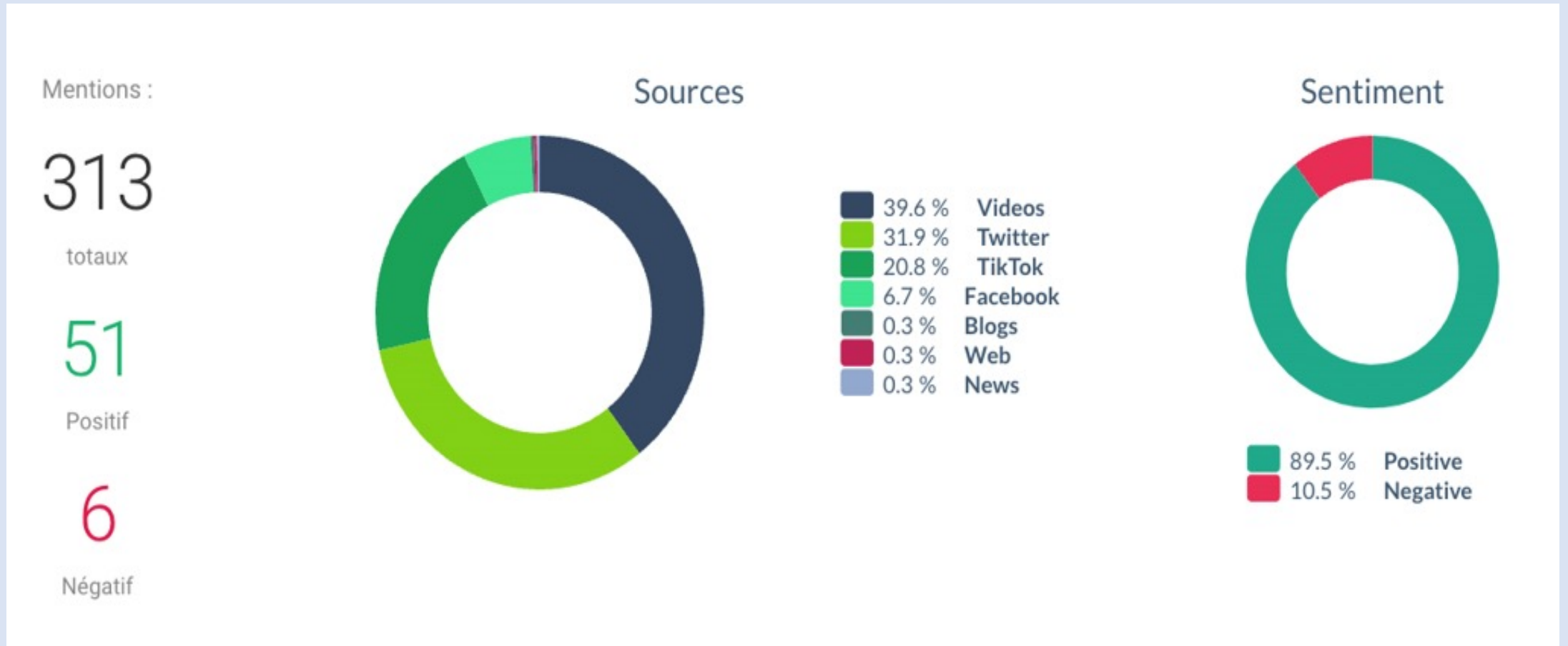
Campaign monitoring

The most used words related to the campaign which allowed a homogenization of conversations are listed below:

parentalite vaccination parentalite les vaccins çamarcne youtube
juang donne engagement vaccination fondation faveur anniversaire papoter parentaliter
grippe faitesvousvacciner connu salam 30ans information sujet adulte histoire
tutoriel cover vaccinantigrippal kreatif désinformation lien marché grâce risque bien-être
vacciner fyp service priver protéger parler petit échanger très éviter message essentiel
Envoie dar maladie papa aujourd'hui filiation the Vaccine Alliance geste zeinab rendez-vous
important gavi viral pneumococcique flashmob niger autour éducationdémocratiqu espace
ressource entièrement unicef semangat professionnel apprendre santé aime covid19 vaccincovid
jour besoin fyp enfant discussion gates saisongrippal enseignant tendance tendance
vaccin enfantsheureux routine parent video nos shorts cookie rejoindre jeune
pejuangrupiah karya short envie confiance seni

Campaign sentiments Analysis

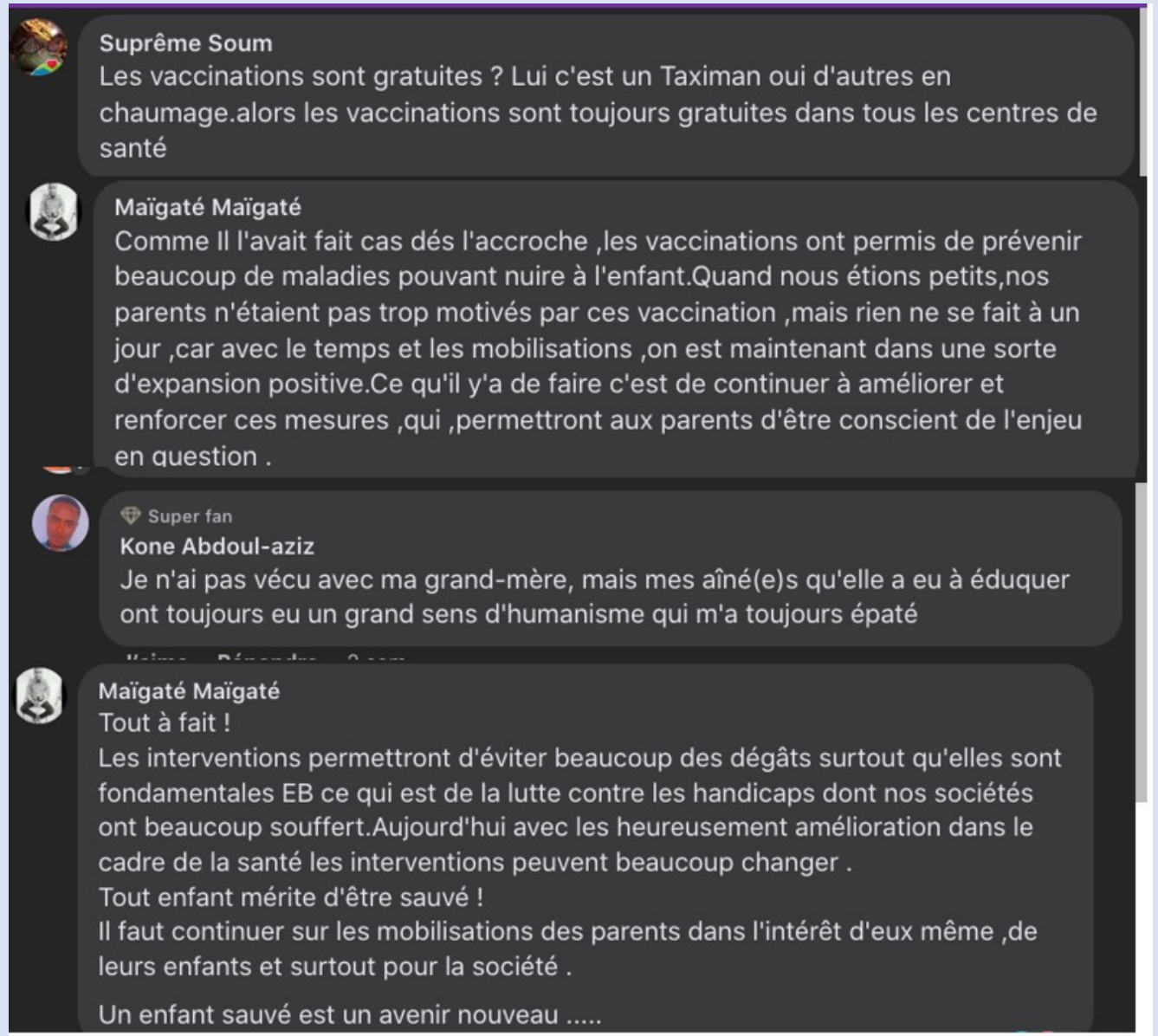
- Overall positive sentiment of the different target communities
- 89.5% positive sentiment, 10.5% negative (51 positive mentions against 6 negative mentions)



Relevant comments





















Positive contagion and emotional and positive discourse on social media:

- Vaccines have no costs
- Vaccines save lives
- Vaccines prevent disabilities
- Better services at the health centers
- A level of awareness












Engagement of influencers

- 20 digital influencers participated in this campaign. They were selected based on the number of followers to their accounts.
- 2 influencers, @Kapo227 and @Lifeismassa engaged more audience on their platforms thanks to large number of subscribers and comedian style to approach the issue of vaccination and parenthood from a more positive angle
- On Twitter, @oumou_kane, @ibhkarim, @ABDialloCheikh and @Damgreyz stood out thanks to their usual participation in campaigns related to health and well-being and in addition, the eclectic nature of their editorial line
- We see on Facebook and Twitter, a great rise of @Rainah_Hamidou which is creating a very engaged and responsive community.

Principaux profils publics « #ParentalitéPositive »			
	kapo227	 29,946 % Partage vocal	104 727 Influence ⓘ 🔒
	ImmunisésotCa	 8,094 % Partage vocal	28 306 Influence ⓘ 🔒
	oumou_kane	 6,434% Partage vocal	22 500 Influence ⓘ 🔒
	ibhkarim	 6,319 % Partage vocal	22 100 Influence ⓘ 🔒
	Rainath_Hamidou	 6,091 % Partage vocal	21 300 Influence ⓘ 🔒
	lifeismassa	 5.890% Partage vocal	20 600 Influence ⓘ 🔒
	ABDialloCheikh	 4.060% Partage vocal	14 200 Influence ⓘ 🔒
	Damgreyz	 3,603% Partage vocal	12 600 Influence ⓘ 🔒
	MounkailaSani1	 3,517% Partage vocal	12 300 Influence ⓘ 🔒
	Nahina_H	 3,431% Partage vocal	12 000 Influence ⓘ 🔒

Meilleurs Résultats Hashtag « #ParentalitéPositive »

1		kapo227 jouissent aujourd'hui d'une bonne santé. " Fatiya , Ménagère #ParentalitéPositive #LesVaccinsçaMarche #Karya UNICEF Niger @gatesfoundation Gavi, le Vaccin [...] aujourd'hui d'	facebook.com	2022-12-01 06:00	66	1	0
2		lifeismassa jouissent aujourd'hui d'une bonne santé. " Fatiya , Ménagère #ParentalitéPositive #LesVaccinsçaMarche #Karya @unicefniger @gatesfoundation @gavi_fr [...] aujourd'hui d'une	facebook.com	2022-12-01 15:20	64	1	1
3		ZLabs cadre de la campagne de promotion de la #ParentalitéPositive #Karya Marché DarEsSalam (Niamey) https://t.co/kof4M01TM8 [...] de la campagne de promotion de la #ParentalitéPositive #Karya Marché DarEsSala	twitter.com	2022-12-13 00:09	20	12	
4		oumou_kane jouissent aujourd'hui d'une bonne santé. " Fatiya , Ménagère #ParentalitéPositive #LesVaccinsçaMarche #Karya @unicefniger @gatesfoundation @gavi_fr https://t.co/WRXgEYCKrI [...] aujo	twitter.com	2022-12-01 01:21	19	12	
5		lifeismassa de leur engagement pour le bien-être de leurs enfants. #ParentalitéPositive #LesVaccinsçaMarche #Karya @unicefniger @gavi_fr @gatesfoundation [...] leur engagement pour le bien-être de leurs enfants. #Par	facebook.com	2022-12-25 05:57	26	0	0
6		ibhkarim jouissent aujourd'hui d'une bonne santé. " Fatiya , Ménagère #ParentalitéPositive #LesVaccinsçaMarche #Karya @unicefniger @gatesfoundation @gavi_fr https://t.co/KhKemtneqD [...] aujo	twitter.com	2022-12-01 01:14	15	dix	
7		Unicefniger action rentre dans le cadre de la campagne #ParentalitéPositive #Karya , qui vise à célébrer les parents modèles [...] rentre dans le cadre de la campagne #ParentalitéPositive #Karya , qui vise à célébrer les	twitter.com	2022-12-12 09:37	16	8	
8		UNICEFTchad des Rep de f@UNICEFCHAD de @gavi @OmsTchad et @UnhorTchad #LesVaccinsçaMarche https://t.co/BZIFnISKyF	twitter.com	2022-12-13 05:36	15	5	
9		Damgreyz jouissent aujourd'hui d'une bonne santé. Fatiya , Ménagère #ParentalitéPositive #LesVaccinsçaMarche #Karya @unicefniger @gatesfoundation @gavi_fr https://t.co/M8a7rvxSFk [...] aujourd'hui	twitter.com	2022-12-01 01:25	12	6	

The influencers and impact

Influenceurs et Engagements

Influenceurs	f	t	i	in
Kapo 227	11	0	9	0
Oga Siameur	9	0	0	0
Karim Cheffou Ibrahim	12	12		10
Destino Ali	11	8	0	0
Ali Samara Maiga	11	0	0	0
Oumou Kane	12	12	10	0
Ibrahim Tanimoun	12	12	9	0
Zouhair Chehadid	6	8	0	0
Nadia Sita	9	0	0	0
Cheick Bounty Diallo	12	12	0	6
Moctar Koraou	11	10	09	5
Saidil Moctar	8	11	0	0
Salissou Rabia	9	0	0	0
Bman	10	0	0	0
Safiath	4	0	0	0
Fils Dadam LaMonnaie	9	0	0	0
Malik Abdoulaye	11	4	0	6
Yasmina Mohamed	10	0	0	0
Djamila Souley	11	0	0	5
Ibrah Altiné	10	0	0	0
Aichatou Salissou	2	7	0	0
Nahina Harouna	11	11	0	0
Ibrah Sanda Mariama	9	0	0	0
Fareed Saidou	12	11	0	0
Omi Moctar	0	2	0	0
Bianou Ousmane	5	3	0	0
Maimouna Salou	6	8	0	0
Stone	12	12	0	0

Photo and video portrays of role models and positive deviants



Most performing posts



Most performing posts

POUPOU ❤️ @Rainath_Hamidou - 25 déc. ...

Lors du [#FlashMob](#) en faveur de la vaccination de routine au marché de Dar Salam, nous avons échangé avec des parents qui nous ont parlé de leur engagement pour le bien-être de leurs enfants.

[#ParentalitéPositive](#) [#LesVaccinsçaMarche](#) [#Karya](#) @unicefniger @gavi_fr @gatesfoundation



1:59 86 vues

👍 5 🗨️ 17 🔄

Bman la vie c'est Massa 24 novembre · 🌐 ...

« La leçon que je tire de mon parcours, de l'enfance jusqu'à aujourd'hui, c'est que nous devons nous assurer que nos enfants reçoivent tout leurs vaccins. » Lawali

[#ParentalitéPositive](#) [#LesVaccinsçaMarche](#) [#Karya](#) @unicefniger @gatesfoundation @gavi_fr



J'ai 44 ans.

108 1 commentaire 1 partage

👍 J'aime 🗨️ Commenter ➦ Partager 🎧

kapo____227 ...



👍 🗨️ ➦ 📌

118 J'aime

Most performing posts

Kapo 227
5 novembre 2022 · 🌐

« Les enfants, c'est Dieu qui les donne et comme tout ce qu'il donne, il faut en prendre soin. Je cumule 2 activités pour pouvoir nourrir et m'occuper déceimment de ma femme et nos 2 enfants. Ce n'est absolument pas facile. Lors de mes tours de surveillance, ou de mes courses à travers la ville, j'ai souvent le cœur fendu de voir certains enfants, futurs adultes souffrir de maladies qui auraient pu être évitées grâce à la vaccination. Ça m'interpelle chaque fois et me rend pl... Voir plus



Vous et 158 autres personnes · 3 commentaires · 5 partages

Kapo 227
8 novembre 2022 · 🌐

« Je suis enseignante, c'est une passion pour moi de partager ce que je sais, de donner de l'instruction mais surtout, de protéger les enfants, de leur donner toutes les chances pour qu'ils puissent avoir un meilleur départ dans la vie et à leur tour assumer des responsabilités. J'ai la chance d'avoir pu fonder une famille. J'estime que c'est une grande bénédiction pour laquelle il faut se montrer à la hauteur de la charge. C'est donc tout naturellement qu'avec ma famille, me... Voir plus



144 · 5 commentaires · 5 partages

Mari Nette
8 novembre 2022 · 🌐

« Je suis enseignante, c'est une passion pour moi de partager ce que je sais, de donner de l'instruction mais surtout, de protéger les enfants, de leur donner toutes les chances pour qu'ils puissent avoir un meilleur départ dans la vie et à leur tour assumer des responsabilités. J'ai la chance d'avoir pu fonder une famille. J'estime que c'est une grande bénédiction pour laquelle il faut se montrer à la hauteur de la charge. C'est donc tout naturellement qu'avec ma famille, me... Voir plus



Vous, Omar Ali, Hamza Seini et 24 autres personnes · 2 commentaires · 16 partages

Links

- https://twitter.com/rainath_hamidou/status/1616112282781597705?s=46&t=9dUVIKOsTM1RUR70B03lhQ
- <https://twitter.com/abdiallocheikh/status/1616088239286243333?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- https://twitter.com/nahina_h/status/1616090866728243200?s=46&t=9dUVIKOsTM1RUR70B03lhQ
- https://twitter.com/rainath_hamidou/status/1609871923231719424?s=46&t=9dUVIKOsTM1RUR70B03lhQ
- <https://twitter.com/abdiallocheikh/status/1607005266276483072?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- https://twitter.com/nahina_h/status/1607005734860128259?s=46&t=9dUVIKOsTM1RUR70B03lhQ
- https://twitter.com/rainath_hamidou/status/1607022299122892801?s=46&t=9dUVIKOsTM1RUR70B03lhQ
- <https://twitter.com/unicefniger/status/1602356979741097985?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/malikabdoulahi/status/1598245369473007618?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/abdiallocheikh/status/1598251137135616001?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/ibhkarim/status/1595754330212147201?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/zlabss/status/1589932374355476481?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/unicefniger/status/1588844819295899648?s=46&t=9dUVIKOsTM1RUR70B03lhQ>
- <https://twitter.com/ibhkarim/status/1588795931507724289?s=46&t=9dUVIKOsTM1RUR70B03lhQ>

Lessons learned

- The campaign on "Positive Parenting" has met with a favorable social support from the various stakeholders.
- Young parents were genuinely interested in issues of family well-being, especially children.
- The interest of young people for health issues and particularly for immunization made the topics more engaging.
- The use of new communication platforms (social media networks) for these campaigns in addition to making them more viral immediately created a sense of belong among the targets and induced a strong engagement

Thank-you