

Creative Concept Testing Guide: COVID-19 SBC Campaign

Breakthrough ACTION-Nigeria supports the Nigeria Center for Disease Control, National Primary Health Care Development Agency, and other implementing partners to develop a national COVID-19 social and behavior change (SBC) campaign. The campaign aims to reduce COVID-19 vaccine hesitancy, to increase COVID-19 testing among people who are symptomatic or who may have been exposed, and to increase adoption of COVID-19 prevention behaviors among suspected or confirmed cases.

The campaign uses the WHO/SAGE 3Cs model for vaccine hesitancy, which explains how ideational factors around confidence, complacency, and convenience contribute to vaccine uptake. Johnson & Johnson has conducted research to segment the population into five categories: 1) confident enthusiasts and 2) enthusiastic pragmatists, who plan to get vaccinated in the very near future; 3) the vaccine-ambivalent and 4) vaccine skeptics, who have some confidence and complacency concerns; and 5) COVID cynics, who have decided not to get vaccinated. The campaign aims to target the vaccine-ambivalent and vaccine skeptics groups only.

To increase COVID-19 testing and adoption of prevention behaviors, the campaign will use the extended parallel process model, which balances perceptions of threat (e.g., risk severity and susceptibility) with efficacy (e.g., self and solution efficacy) so that people understand the risk of spreading COVID-19 to others and feel empowered to get tested and adopt preventive behaviors.

A key motivator for COVID-19 vaccination and testing is the belief that these behaviors protect friends and family from infection. The creative concept behind the national COVID-19 SBC campaign must use this insight. Creative concepts will be tested to assess how well they communicate this idea.

A series of workshops have been conducted to develop and refine creative concepts for SBC campaigns into draft storyboards, which were then further refined by a creative agency for concept testing among target audiences across Nigeria's six geopolitical zones. The following storyboard concepts were developed:

- “Fifi, Where is the Love?” A precocious young girl believes COVID-19 vaccination and testing is the most important way one can express love to family.
- “Big Joe.” A bus driver maintains COVID-19 precautions in his bus and ensures passengers are vaccinated or tested if COVID-19 is suspected.
- “Follow Who Know Road.” A leader of a local market association is against COVID-19 vaccination. After getting COVID-19 and recovering, she is now an advocate for vaccination and testing.
- “Madam Do Well.” A small restaurant owner, Madame Do Well, advocates for COVID-19 vaccination and testing among her clientele. She informs them she will not allow credit

for customers who could get COVID-19 because they might not return to repay their debt.

These creative concepts will be tested across a range of communities. The one that resonates most among target audiences during concept testing will be further refined before final production.

Preventing Exposure to COVID-19

COVID-19 is spread when one is exposed to respiratory droplets of an infected person, such as breathing in droplets from a cough or sneeze or touching infected droplets (e.g., through a handshake) and then directly touching one's mouth, nose, or eyes.

All participants in the concept testing, including the interviewer, note taker, respondents, and anyone else present, must wear a face mask at all times during encounters and use sanitizer to disinfect their hands. The interviewer must identify a location for concept testing that is well-ventilated and allows social distancing (2 meters of separation), ideally outside.

When recruiting study participants, the interviewer will screen potential respondents for symptoms of COVID-19 using the COVID-19 Screening Form. Anyone with symptoms, including the interviewer and note taker, cannot participate and should be referred to their state COVID-19 hotline.

Conducting Pretesting and Concept Testing

The pretest and concept testing will be conducted in six locations in the following states: Bauchi (NE), Benue (NC), Oyo (SW), Ebonyi (SS), Akwa Ibom (SS), and Kebbi (NW). The testing team should include an interviewer and a note taker.

Pretesting should be conducted in two local government areas (one urban and one rural) in each state. Four cohorts will be recruited from each area to ensure a representative cross-section of the general population, including caregivers of children under five. Cohorts should be constructed to ensure they fit the campaign target group for vaccine hesitancy (i.e., they are either vaccine-ambivalent or a vaccine skeptic). A Participant Screening Form and Cohort Sorting Guide is included below to guide participant recruitment.

Each cohort should have 3-4 participants, and one focus group discussion for each cohort should be conducted for each local government area. Therefore, in each state, eight total focus group discussions will be conducted, four per local government area and two per cohort. The following materials will be needed:

- Reusable face masks for the interviewer, note taker, and pretest team.
- Sufficient single-use face masks for concept testing participants.
- COVID-19 Screening Form.
- Interview guide.
- Oral consent form.
- Notepads and pens for note taker.
- Adequate refreshments for all participants.

The following steps should be followed for the testing process:

1. Screen for COVID-19 symptoms (see the COVID-19 Screening Form). The focus group discussion should not exceed four participants to ensure social distancing and prevent the group from being too far spread out.
2. Ensure everyone wears a face mask.
3. Introduce the team and the reason for being there. Read aloud the consent form and ask respondents if they agree to participate.
4. Explain the interview process.
5. Show the “Fifi, Where is the Love?” storyboard, and follow the storyboard discussion guide.
6. Show the “Big Joe” storyboard, and follow the storyboard discussion guide.
7. Show the “Follow Who Know Road” storyboard, and follow the storyboard discussion guide.
8. Show the “Madam Do Well” storyboard, and follow the storyboard discussion guide.
9. Ask the concept comparison and ranking questions.
10. Conclude the discussion and thank participants for their time.

COVID-19 Screening Form

Have you or anyone in your house had any of the following symptoms in the last one week:

- Fever
- Cough
- Difficulty breathing
- Heavy fatigue
- Loss of taste or smell

In the last one week, have you been in contact with anyone who had any of these symptoms or a confirmed case of COVID-19?

If the person answers yes to any of the above questions, they cannot be included in the pretest and should be advised to contact their state COVID-19 hotline.

Participant Screening Form

Q1	Interviewer to note gender:	a) Male b) Female
Q2	Are you married?	a) Yes b) No -> terminate
Q3	What is your current age?	_____ -> terminate if <20 or >45
Q4	How old is your youngest child?	_____ -> terminate if no children
Q5	Have you ever been vaccinated for COVID-19?	a) Yes -> terminate b) No
Q6	Do you intend to get vaccinated for COVID-19?	a) Yes, I intend to get the vaccine immediately -> terminate b) I intend to get the vaccine but want to wait c) I am unsure and leaning towards no -> terminate d) No, definitely not -> terminate e) Don't know / refused -> terminate
Q7	What do you think about the COVID-19 vaccine?	a) Response is expressive -> proceed to Sorting Guide b) Response is not very expressive -> reconsider participant

Cohort Sorting Guide

Based on the responses from the Participant Screening Form, categorize each person according to the cohorts below. If the person does not match any of the cohorts below, exclude them from participating in the focus group discussion.

Cohort 1 Male Married Age 20–30 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but wants to wait	Cohort 2 Female Married Age 20–30 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but wants to wait
Cohort 3 Male Married Age 30–45 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but want to wait	Cohort 4 Female Married Age 30–45 Has child under five Never tested for COVID-19 Never vaccinated for COVID-19 Intends to get vaccinated but want to wait

Oral Consent

Greetings. I am here on behalf of the National Primary Health Care Development Agency and the Nigeria Center for Disease Control and would like to talk to you about care-seeking behavior. We are developing a mass media campaign to promote the COVID-19 vaccine and testing. As part of this activity, you will be asked to participate in an interview and answer some questions about different ideas for this campaign. Your participation will help the project team understand what can and cannot work and ensure the communication materials are based on what works to get the best results. The discussions will take about 40–60 minutes.

Participants' Rights

- What you say will be kept confidential. It will be available only to the interviewer and used only for developing and improving campaign ideas. No one will be able to identify you when the results are reported, and your name will not appear anywhere in the written report.
- You may skip any questions or tasks that you do not wish to answer or complete for any reason.
- The discussion may be recorded, but you will not be asked to provide your name.
- Your participation is completely voluntary. You may choose not to participate or withdraw at any time during the focus group discussion or interview without any loss or any negative thing happening to you.

Consent to Participate

Please confirm that you are at least 20 years old and that you understand your rights as a participant, as outlined above. Please acknowledge that your participation is fully voluntary.

Permission to Proceed

Do you agree to participate in the interview? **Yes/No**

Storyboard Discussion Guide

The facilitator introduces each storyboard by name (e.g., “Fifi, Where is the Love?,” “Big Joe”) to help respondents differentiate between each in their discussions. After explaining each storyboard, the facilitator explains the instructions as follows:

We would like to ask you some questions about each of these storyboards. A storyboard is like a drawing of a scene in a movie. We use storyboards to share and discuss ideas. We want to know what you think about them and how they make you feel. There are no right or wrong answers. We will talk about them one at a time.

Pass out a copy of one storyboard (only one at a time) to each participant. Review each panel, explaining each and reading the words aloud. Then, ask the following creative concept questions:

1. What was the first thing that came to your mind while you were looking at this storyboard?
2. What do you think the storyboard is telling you? If needed, probe for more information (e.g., ask, “What else?”).
3. Is there anything you like or do not like about this storyboard?
4. Is there anything you do not understand or is not clear about this storyboard? If yes, how would you say it?
5. Would you or others in your community find anything offensive about this storyboard? If yes, what?
6. Do you have any suggestions for how we might improve it?

Conduct concept comparison and ranking:

1. Ask which of the four storyboards captures participants’ attention most and why.
2. Ask each participant to rank the storyboards using currency: the most favorite concept receives ₦400, the second favorite ₦300, and the least favorite receives ₦100.
3. Once all participants have ranked the sets, see if there is general agreement among the rankings. Ask participants to share their reasoning for their rankings.
4. On the Ranking Score Sheet, note the ranking in each box by tallying votes for each currency amount in the corresponding box. For example, if two participants assign ₦300 to “Fifi, Where is the Love?,” then write $₦300 \times 2$ in the box. Note, do not do the math and write ₦600.

Ranking Score Sheet

CREATIVE CONCEPT	COHORT 1 MEN, AGE 20-29	COHORT 2 WOMEN, AGE 20-29	COHORT 3 MEN, AGE 30-45	COHORT 4 WOMEN, AGE 30-45
Fifi, Where is the Love?				
Big Joe				
Follow Who Know Road				
Madam Do Well				

Reporting Format

Concept Name: _____

What did they understand about the creative concept?

How well did the concept of protecting the family from COVID-19 infection resonate?

What things did they like about the concept?

What things did they not like about the concept (e.g., was anything offensive)?

What things were not clear about the concept?

List some meaningful suggestions to improve the concept:

Which concept captures their attention most and why?

List reasons for general agreement about concept ranking: