

Storyboard Concept Testing Synthesis

COVID-19 SBC Campaign



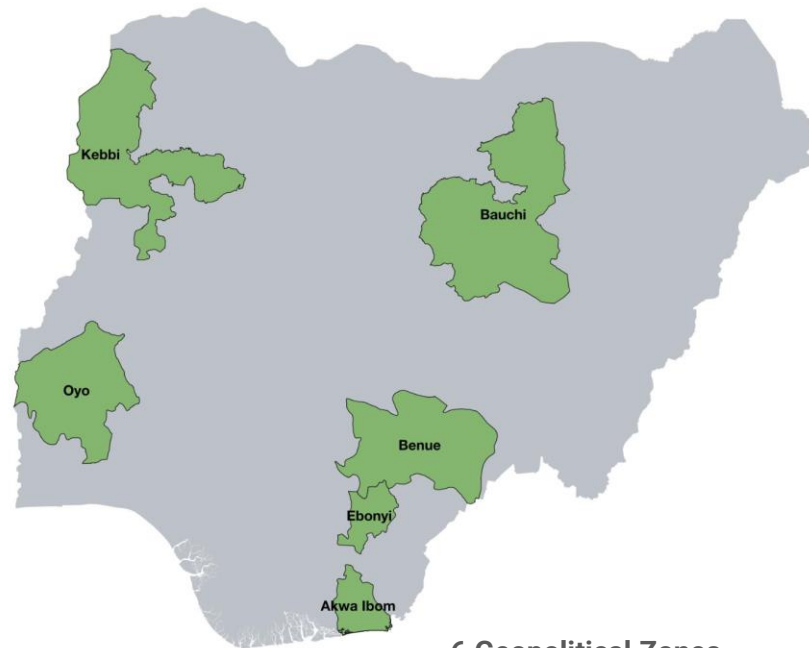
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Four different creative concepts tested

4 Cohorts * Urban / Rural per state

Cohort 1 Male Married Age 20-30 Child under 5 Never vaccinated for COVID-19 Intend to get vaccinated but want to wait	Cohort 2 Female Married Age 20-30 Child under 5 Never vaccinated for COVID-19 Intend to get vaccinated but want to wait
Cohort 3 Male Married Age 30-45 Has a child older than 5 Never vaccinated for COVID-19 Intend to get vaccinated but want to wait	Cohort 4 Female Married Age 30-45 Has a child over 5 Never vaccinated for COVID-19 Intend to get vaccinated but want to wait



6 Geopolitical Zones

Bauchi Benue
Kebbi Ebonyi
Oyo Akwa Ibom



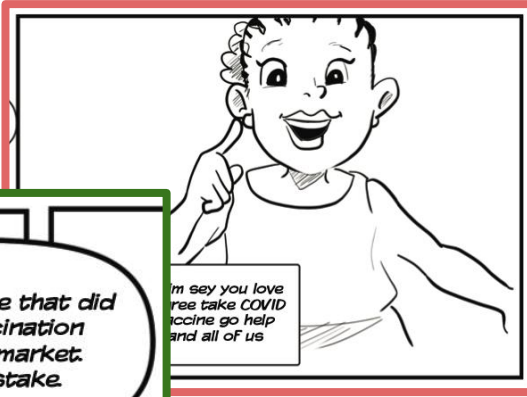
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Fifi, Where
is the Love?



Follow Who
Know Road

Madam Do Well

Big Joe

How the results are organized

What did they understand about the concept

What did they like

What didn't they like

Conceptual link to protecting the family

Ranked preference



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Fifi, Where is the Love?



What Did People Understand about Fifi?

- It depicts the essence of familial relationship in maintaining sound health especially COVID-19 (Oyo, Ebonyi)
- The need for family members to look out for the wellbeing of one another (Oyo, AKS, Benue, Kebbi)
- The concept pushes relatives to take the vaccine to show love and protect one another. (AKS, Benue)
- Age should not be used as a bias for knowledgeability on COVID-19, there is awareness even among children (Oyo, AKS, Ebonyi, Bauchi)

What People Liked About Fifi

- Fifi's definition of love is not just in receiving gift but also seeing that her uncle is healthy (Oyo, Benue, Bauchi)
- The storyline and the knowledgeability of Fifi about the signs and symptoms of COVID-19 (Oyo, Ebonyi, Kebbi)
- Fifi being able to talk boldly to her uncle about the vaccination despite being young (AKS, Oyo, Ebonyi, Benue, Kebbi, Bauchi)
- The story appeals to their emotions and it is relatable. (AKS)



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What People Did Not Like about Fifi

- It may be culturally inappropriate for young Fifi to advise her Uncle who is older. (Oyo, AKS, Benue, Ebonyi, Bauchi) although in Kebbi and Bauchi some people commented that she was respectful.
- The last scene where Fifi held her ears was unclear and if adopted could signify a culturally disrespectful gesture (Oyo) although this was seen positively in Ebonyi
- Interaction between niece and uncle is uncommon, better to have mother/father (AKS)



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Follow Who Know Road



What did people understand about FWKR?

- No one knows it all; it is good to make amends when one sees his/her wrong; don't be shy/proud to correct your mistakes (Oyo, Ebonyi, Benue, Kebbi, Bauchi)
- It is about a market woman leader who refused to be vaccinated and got sick (Oyo, AKS, Benue, Ebonyi)
- Experience is the best teacher. (AKS, Ebonyi, Benue)
- We should not just follow people but think. (Benue, Ebonyi)

What did people like about FWKR?

- The evidence of a leader being sick of COVID-19 showed them it was real. People believe in what they see; Madam Clara is a living testimony, hence people will be easily convinced. (AKS, Oyo)
- The storyline in that Sisi Clara realised her mistake and was willing to make amends (Oyo, Benue, Ebonyi, Kebbi, Bauchi)
- It shows that people's minds can be changed. (AKS)
- Respected, influential leader is using her influence to get others vaccinated (Bauchi)



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What did people not like about FWKR?

- The president having the only say about what to do in the market is not realistic (Oyo)
- They said she was not a good leader. People should have the opportunity to make their own choices even if the leader is not interested (Ebonyi)



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Madam Do Well



What did people understand about Madam Do Well?

- A community woman who does not want to lose her money because someone who gets sick may not be able to pay their debt (Oyo, Benue, Ebonyi)
- Without the vaccine, some people may not be allowed to go to certain places or denied certain privileges in society. (AKS, Ebonyi, Benue, Kebbi)
- It's ok to restrict people from something in order to get them vaccinated. (Benue)



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What did people like about Madam Do Well?

- Madam Do Well's insistence on selling on credit only with vaccination (Oyo, Kebbi, Bauchi)
- She is using the platform of her business to promote COVID vaccination (Oyo, Benue, Bauchi)
- If every vendor will implement this idea then everyone will because food is a necessity to all. (Oyo)
- Some of the respondents like the storyline as it depicts the importance of taking the vaccine and possible consequence of failure to do so (Oyo)
- Some liked the way the customer teased her before presenting the card. (Ebonyi)



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What did people not like about Madam Do Well?

- Stigmatizing people who are not vaccinated (Oyo)
- Food should not be used as a bait for COVID-19 Vaccination because food is essential to life. People may feel exploited. (Oyo, AKS, Benue, Ebonyi, Kebbi, Bauchi)
- It shows that people need to be denied something/given an ultimatum before they get the vaccine. (AKS)
- The woman embarrassed the man by rejecting to sell food on credit without vaccination. (AKS, Benue)
- People who have money can eat at her shop without being vaccinated, but people who do not have money cannot be given credit unless vaccinated (Benue)



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Big Joe



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What did people understand about Big Joe?

- Concept is about social distancing on public transport (Oyo, Benue, Ebonyi, Kebbi, Bauchi)
- The concept shows that people should take the vaccine in order not to be left behind. (AKS)

What did people like about Big Joe?

- People liked that Big Joe was setting a good example (Oyo, Benue)
- Big Joe is not just about money making, he is concerned about other people health and helping them (AKS, Oyo, Benue, Ebonyi, Bauchi)
- Public transport is a relatable scene as it is a daily activity (AKS)



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What did people not like about Big Joe?

- Should not confront people about COVID-19 in public, could be stigmatizing (Oyo, AKS, Benue)
- Big Joe was too forceful or harsh about promoting the vaccine (Oyo, Benue, Ebonyi)
- It is risky to having a sick person on the bus (AKS, Ebonyi)
- Dropping the passenger in the vaccination site is not realistic as other passengers may be on their way to work, school etc. (Benue)
- Not being vaccinated may lead to being denied accessing many things (Benue)



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Conceptual Link to Family

“Fifi, Where is the Love” is the only concept that demonstrated a clear link between COVID-19 vaccine and protecting the family.



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Summary of COVID-19 SBC Concept Testing Results

Fifi, Where's the Love?

People understood the concept of love being more important than gifts, and protecting each other from COVID-19 was a way to show love.

People liked the young girl encouraging her uncle to get vaccinated.

Many people found her behavior culturally inappropriate.

Follow Who Know Road

People understood the concept as a redemption story. Someone realizes their error and wants to make amends.

People liked showing an influential person giving their testimony to others.

But some people did not find the story completely realistic.

Madam Do Well

People understood the concept of a woman protecting her business, but also saw how not being vaccinated may result in restrictions or loss of privileges in society.

People liked how the food vendor was promoting vaccination.

But people saw the vaccine for credit concept to be stigmatizing and exploitative.

Big Joe

People understood the concept to be about social distancing on public transport and not being left behind.

People liked the way Big Joe cared for his passengers.

People didn't like having a sick passenger on the bus, or inconveniencing other passengers by detouring from the route.



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Ranked Order of Preference by State and Concept

First choice is the concept with the highest ~~N~~400 votes.

Second choice is the concept with the most ~~N~~400 and ~~N~~300 votes.

	Fifi	Big Joe	FWKR	Madam DW
Akwa Ibom	1		2	
Bauchi		2	1	
Benue			1	2
Ebonyi	2		1	
Kebbi		1	2	2
Oyo	2			1

Discussion (small group work)

What elements of the different concepts resonate the most with people?

What elements don't work and should be avoided?



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Fifi, Where is the Love?

What resonates?

- She spoke boldly about vaccine
- Knowledgeable about the symptoms
- Love for family

What doesn't work?

- Her boldness was not culturally acceptable to be advising her uncle
- Holding her ear
- Open-ended, no conclusion.
- Rather than uncle/niece, better use daughter/parent



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Follow Who Know Road

What resonates?

- Learning from experience. People could see Madam Clara and learned to take better action.
- Showed a change of mind, and the people in the market wanted to follow.
- Correcting mistakes and taking action.
- Shows COVID-19 is real (people believe what they see)
- Influence of leaders on the community.

What doesn't work?

- “not allowing” should be toned down. She’s not a dictator.
- Decision is not hers alone.

*Could have been that some people in the market had decided to get vaxxed.



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Madam Do Well

What resonates?

- Being in the park. Concept of food.
- Food vendor being advocate for vaccine
- She has contact with everyone in the park, she's concerned with customers
- That she's protecting her business

What doesn't work?

- More concerned about those who need food on credit (not those who can afford to pay in cash are missing out)
- Stigmatization (associated with people who don't have money)
- Idea of vaccine mandate

Big Joe

What resonates?

- Not just about making money, also about keeping people healthy.
- He is setting a good example.

What doesn't work?

- Confrontational - talking about COVID-19 in public, stigmatizing (calling people out)
- Too forceful (going to drop the person off at the vax site)
- Inconvenient for other passengers to detour from route. (unless it is on the way)
- Vax mandate
- Don't want sick person on the bus

How can we combine different elements that work from different concepts?

Each group to write their own “Big Idea” for a creative concept that can be used across a range of vaccination and testing spots. A concept with “legs” that can be used for the coming years.

The description should be 3-4 sentences that describes your team’s Big Idea

Group 1

An influential (market) leader is opposed to vaccination although her daughter is an advocate for vaccination largely from engagement at school. The leader after recovering from COVID 19 became an advocate at home and marketplace

Group 2

- Sisi Clara visits Madam Do well shop where she meets her daughter Fifi, she is hailed by customers eating as she comes in
- They exchange pleasantries as Clara noticed a funny get Vaccinated sign by Fifi
- Fifi explains the reason behind the sign
- Sisi Clara agreed to Fifi's poster as she shared her COVID testimony
- Both women had a detailed conversation on COVID-19

Group 3 - FWKR (Redemption, Testimonial & Family)

The market leader returns and in her response to the concern of the market women due to her absence, she acknowledges that she was wrong to discourage others from taking the vaccine and talks about how her getting the covid-19 virus put her family at risk. She tells a story of how scary it was and how important it is protect yourself and your family.

As she rounds up with her call to action, she reiterates that it is someone who is well that can make money (buy/sell in the market), so people should take the vaccine to remain healthy, protect their families and continue their day to day businesses.

Group 4 (FWKR and Where is the Love)

The market leader returns to the market after recovering from COVID-19 and she tells her story, encourages people to accept the vaccine . In addition, she asks her daughter to share with the women what she learned from school about getting vaccinated as one of the ways to show love to family and friends. We protect the people we love by that doing things that keep them safe.



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