



# UNITED AGAINST CORRUPTION

## Galvanizing Collective Action in Nigeria



MacArthur  
Foundation

Shehu Musa Yar'Adua Foundation  
August 26, 2020

## THE YAR'ADUA FOUNDATION

The Shehu Musa Yar'Adua was established by the friends, family and associates of Shehu Yar'Adua to honour the legacy of one's of Nigeria's foremost contemporary leaders.

Through its facilities and programmes, the Foundation endeavors to further the ideals of Shehu Yar'Adua; his commitment to national unity, good governance and to building a just and democratic society for all Nigerians.

The Foundation's Public Policy Initiative encourages the formulation and implementation of sustainable public policy to foster a more prosperous and inclusive nation.

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## EXECUTIVE SUMMARY

The Yar'Adua Foundation, with support from the MacArthur Foundation, initiated an anti-corruption advocacy campaign to reduce retail corruption, amplify investigative reporting and galvanize community action to improve public service delivery in Nigeria.

The campaign adopted a messaging approach designed to shift cultural attitudes towards corruption at all levels of society, complimenting legal and government efforts by increasing citizen demand for accountability and transparency.

Pro-accountability stakeholders were empowered with advocacy tools to drive public conversations about accountability and transparency. The initiative provided support for collaboration among civil society organizations and investigative journalists to amplify the impact and effectiveness of their work. The advocacy campaign reached and engaged over 3 million citizens on Facebook, Twitter and YouTube and over 9 million on radio.

Encouraging evidence indicates that previously unengaged actors are beginning to take responsibility for their roles in fighting corruption. The Foundation's advocacy was instrumental in galvanizing the Queen's College Old Girls Association – an organization that includes some of the most influential women in Nigeria – to commit to taking over management of their alma mater as well as promoting accountable implementation of the National School Health Policy.



## INTRODUCTION

Corruption remains one of the most serious governance challenges facing Nigeria, having become institutionalised and entrenched into Nigeria's culture and value system. According to the 2019 Corruption Perceptions Index reported by Transparency International, Nigeria is ranked 146 of 180 countries, scoring 26 out of 100 points. Transparency International has projected that corruption could cost Nigeria up to 37% of its GDP by 2030 if not dealt with immediately.

The fight against corruption through legal and institutional measures has been a consistent priority for Nigeria since 2015. But innovative and complimentary efforts are required to shift cultural attitudes to corruption at all levels of society.

The Yar'Adua Foundation initiated an advocacy campaign to support demand-driven accountability in Nigeria and influence the attitudes of targeted stakeholders towards retail corruption. The campaign supported civil society organizations by amplifying the impact and effectiveness of their work, including media and journalism grantee investigative reports. It also developed and deployed messaging and innovative communication strategies.

### Objectives

- Galvanize Nigerians to support the fight against corruption – making the connection between petty corruption and its impact on their social welfare.
- Highlight and amplify stories/cases of positive deviants.
- Empower citizens and stakeholders to drive and monitor accountability.
- Increase visibility of investigative anti-corruption reports produced by MacArthur journalism grantees.
- Improve transparency and accountability of key government programmes.

### Approach

Our advocacy approach featured behavioural change messaging targeted at stakeholders considered to be critical in driving accountability in specific instances of retail corruption. Advocacy content and engagements were designed to:

- Allow audiences to explore typical acts of corruption in real-life scenarios.
- Clarify people's judgement of what is acceptable and unacceptable behaviour.
- Provide less personal and therefore less threatening ways of exploring negative behaviour in the context of promoting transparency and accountability.
- Convey the social costs of corruption and benefits of transparency and accountability.

## MESSAGE AND CONTENT DEVELOPMENT

### VIDEO VIGNETTES

The Foundation produced seven video vignettes based on real-life scenarios as advocacy tools to:

- Allow audiences to explore typical acts of corruption in real-life scenarios
- Clarify people's judgement of what is acceptable and unacceptable behavior
- Provide a less personal and therefore less threatening way of exploring negative behavior in the context of the fight against corruption
- Convey the social costs of corruption and benefits of combating it

### I Am Not Corrupt

I Am Not Corrupt sparked conversations, on social media and beyond, regarding collective attitudes towards corruption. The video vignettes provided a less personal and therefore less threatening way to explore negative behavior in the context of promoting transparency and accountability.

Feedback suggests it had a profound impact on target audiences and facilitated an acceptance of collective responsibility for pervasive corruption in Nigeria.

<https://www.youtube.com/watch?v=gjNr4fbxtS8>



## Went Viral!

Viewed over 2 million times in one week!



### End SARS

End SARS encouraged citizens to speak up against corruption by highlighting the story of a positive deviant who is effectively driving accountability with respect to the actions of SARS (Special Anti-Robbery Squad).

Responses featured citizens recounting their experiences of brutality at the hands of SARS.

<https://www.youtube.com/watch?v=3RjDu6ux6bE>



### Monica Speaks Out

Monica Speaks Out highlighted the nexus between corruption and sexual harassment in Nigeria's tertiary institutions, showing citizens that speaking up can make a difference.

Most responses on social media commended Monica's courage, despite knowing the risks. They also encouraged more victims to speak up so that corruption can be fought in institutions.

<https://www.youtube.com/watch?v=t2c1jZlukNY>





### What If?

What If? conveyed the benefits of citizen-friendly, accountable and transparent government processes.

Social media users expressed a desire for the adoption of practical and citizen-friendly governance processes in Nigeria. [https://www.youtube.com/watch?v=FuvzLOOw\\_5o](https://www.youtube.com/watch?v=FuvzLOOw_5o)



### Using Corruption to Fight Corruption

The video conveyed the cost of politicizing corruption and how it undermines public faith in anti-corruption efforts.

Target audiences considered the video educative and commended the Foundation for producing it. <https://www.youtube.com/watch?v=XaFsPyN-4Z0>



### Greedy Spider

Greedy Spider clarified children's judgement of what is acceptable and unacceptable behavior in the context of accountability.

Children found the video engaging and were encouraged to reject corruption and condemn those who tolerate it. The video vignette has been shared with schools and students.

<https://www.youtube.com/watch?v=-qXkDCHpHqc>



### Lost Dreams

Lost Dreams depicted the lack of accountability in management of the sexual, physical and mental health of millions of children in schools in Nigeria.

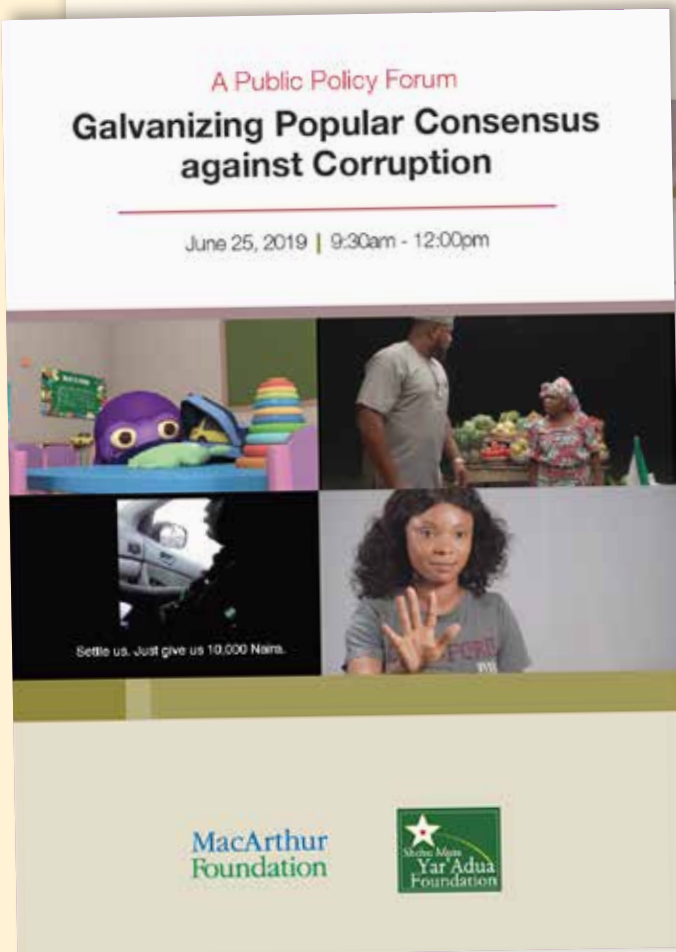
The video focused on the health crisis at Queens College, Lagos in 2017, revealing the deteriorating infrastructure that put at least 1,200 students at risk and led to the death of three young girls.

<https://www.youtube.com/watch?v=soqz4oE4JZQ>

The video was shared with the Queen's College Old Girls Association and galvanized efforts of the association to tackle the health crisis at their alma mater. The association has requested collaboration with the Foundation to improve accountability in national school health.



# STAKEHOLDER ENGAGEMENT



The Public Policy Forum mobilized young people as agents of change by conveying the social costs of corruption and showcasing bold, citizen-led attempts to combat graft.

The event was attended by over 400 participants including activists, students from primary schools, secondary schools and universities. It also featured video vignettes, a mentimeter survey, a panel discussion and spoken word performance.

The commitment to be an agent of change was endorsed by over 150 students representing nine primary and secondary schools in Abuja.

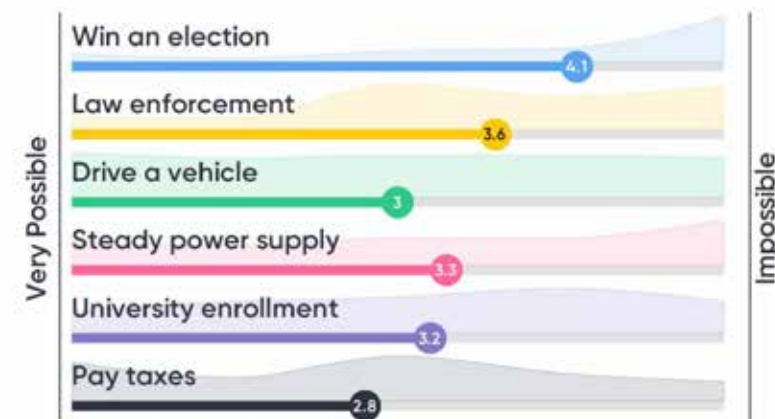


## Mentimeter Surveys

Have you ever cut corners to get around an obstacle or inefficiency in public service?



How likely can the following be achieved in Nigeria without cutting corners?





Spoken Word Performance



**Ms. Sadiqah Bello**  
Differences and Interferences

*I feel vulnerable, weak, guilty  
I look but my eyes won't see  
The tears, the blood  
I touch but my hands, my heart won't feel  
The pain, the feeling  
I listen but my ears won't hear the noise, the cries, the  
distress in a thousand voices  
Why I query?  
Why are there not walls that separate fear from hope?  
Honesty from lies  
The line that sunders humanity from hypocrisy  
  
Everything blurs and becomes one because the borders  
of our differences are broken  
Shattered  
And every day I wake up to words that sore my ear  
To scenes that weigh my eyes close*

*To happenings that bore my heart  
Happenings of love and hatred  
Of differences and interferences  
Anger and vengeance and resentment  
But truth is,  
I see  
I feel  
I hear  
But I pretend not to  
And it disturbs  
That, disturbs my entire soul  
I just cannot do anything more than to write  
To speak  
To project my voice out there  
In hope that it may reach more eyes  
More ears and more hearts  
And then, maybe, we can do something about it.*



**STAKEHOLDER ROUNDTABLE**  
*Deepening and Sustaining Anti-Corruption Efforts*

An Anti-Corruption Advocacy Roundtable empowered pro-accountability stakeholders with advocacy tools to drive public conversations about accountability and transparency. The initiative encouraged collaboration among civil society organizations and investigative journalists to amplify the impact and effectiveness of their work.

Twenty-five organizations unanimously agreed that advocacy tools produced by the Yar'Adua Foundation would be effective in deepening and sustaining their anti-corruption and transparency efforts. They also agreed to adopt them as part of their citizen engagement going forward.



**PARTNER ORGANIZATIONS**

- Alliances for Africa
- Centre for Anti-Corruption and Open Leadership
- Conscience for Human Rights and Conflict Resolution
- Centre for Women and Adolescents Empowerment
- Network for Justice
- Policy and Legal Advocacy Centre
- Accountability Lab
- Youth Initiative for Advocacy Growth and Advancement
- Progressive Impact Organization for Community Development
- Cable Newspaper Journalism Foundation
- News Diary Online
- Daily Trust Foundation
- Stakeholder Democracy Network
- Youth Adolescent Reflection and Action Centre
- BudgIT
- Connected Development Initiative
- Civil Society Legislative Advocacy Centre
- Social Development Integrated Centre
- African Centre for Media & Information Literacy
- Premium Times Centre for Investigative Journalism
- International Centre for Investigative Reporting
- Signature Communications Limited
- Chatham House
- MacArthur Foundation



## STAKEHOLDER ROUNDTABLE

### Improving Accountability and Transparency in National School Health Management

An Anti-Corruption Stakeholder Roundtable, in partnership with Cable Newspaper Journalism Foundation, brought together key stakeholders and education experts to explore how stakeholders can act collectively to improve education outcomes nationwide by complying with the National School Health Policy (NSHP).

The roundtable was held in preparation for a Town Hall meeting in recognition of World Anti-Corruption Day.



*Participants highlighted roles of stakeholders to improve service delivery*

#### ACTION POINTS/POLICY RECOMMENDATIONS

##### Government

- Make standards for school facilities and services available and transparent.
- Ensure that school health programmes go beyond sanitation and water.
- Money allocated for projects and awarded to contractors should be publicly documented, tracked and reported.
- Include CSOs, experts and key stakeholders in transparent and accountable procurement processes as stipulated in the procurement act.
- Ministries included in the NSHP such as Ministries of Education, Environment, Agriculture, Water Resources, Information and Women Affairs must also be held accountable for poor school health management.

- The Ministry of Education should constitute competent inspection/quality assurance units to monitor and publish quarterly reports on issues affecting the quality of education beyond the curriculum.
- The Ministry of Education should lead and supervise other stakeholders to drive accountability.

##### Civil Society Organizations (CSOs)

- Create public awareness around school health policy in collaboration with government.
- Encourage children and parents to speak up about wrongdoing in schools, possibly through public forums.
- Engage in budget implementation advocacy for schools.
- Simplify the National School Health Policy and disseminate to stakeholders so they are aware of their roles and responsibilities.
- Establish visitation panels in collaboration with government to monitor schools and conduct assessments of school health management.
- Research expenditure on schools in order to track budget implementation.
- Principals should be included in forums on school health management.
- Home Grown School Feeding advocacy should be targeted at parents to get them involved.

##### Media

- Incorporate school health management policies and school standards in their investigative reports.
- Intensify investigations on school health programme and educate the public with their findings.



**TOWNHALL MEETING**

*Improving Transparency and Accountability in Basic Education*

**World Anti-Corruption Day**  
Town Hall

**WORLD ANTI-CORRUPTION DAY 2019**

SHEHU MUSA YAR'ADUA CENTRE  
Tuesday, November 26, 2019  
9:00am - 12:30pm

**Improving Transparency & Accountability in Basic Education**

WHEN WAS THE LAST TIME A HEALTH INSPECTOR VISITED YOUR CHILD'S SCHOOL?

#LittleThingsMatter

The lack of accountability in management of the sexual, physical and mental health of millions of children in schools in Nigeria is frankly callous. A Cable News investigation of the health crisis at Queens College, Lagos in 2017 revealed that deteriorating infrastructure put at least 1,200 students at risk and led to the death of three young girls.

PARTNERS UNITED AGAINST CORRUPTION  
SHEHU MUSA YAR'ADUA FOUNDATION  
MacArthur Foundation

The Foundation hosted a townhall to empower key stakeholders and education experts to take action to improve education outcomes nationwide by complying with the National School Health Policy.

In preparation for the Townhall, the event was promoted on the Foundation's Facebook platform.

The event was attended by over 300 participants including secondary school students. It featured a short video screening, Lost Dreams, mentimeter survey and a panel discussion.

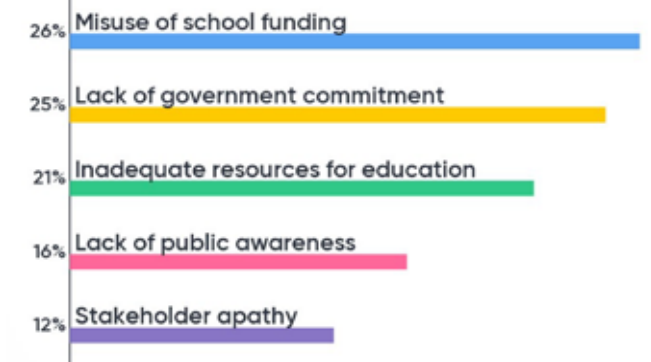


**Mentimeter Surveys**

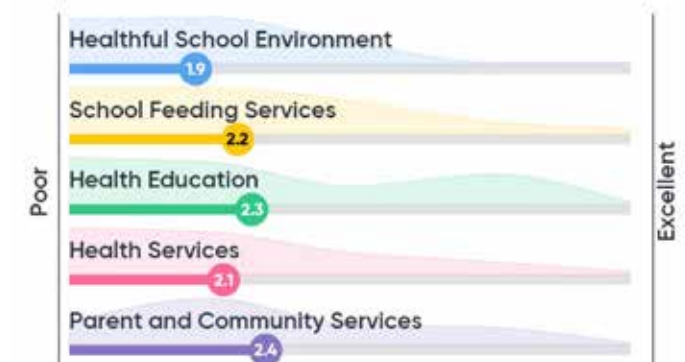
**Use one word to describe the state of school health in Nigeria**



**How likely can the following be achieved in Nigeria without cutting corners?**



**Rank the following challenges to the School Health Programme in Nigeria?**



### Panel Discussion

The panel brought together thought leaders and education experts to explore how we can act collectively to improve implementation and accountability with respect to school health management in Nigeria.

#### Panelists:

- Discussed findings of the Cable Newspaper Investigative report on school health conditions in selected unity schools
- Explored, in a less personal and threatening way, negative behaviours in the context of promoting transparency and accountability in basic education
- Conveyed the social costs of corruption and benefits of transparency and accountability using real-life scenarios
- Clarified people's judgement of actions they can take to promote accountability and transparency in the delivery of basic education in Nigeria



L-R: Mrs. Ifueko Omoigui-Okauru, President, Queen's College Old Girls Association; Mrs. Chukwudi Mbakwe, Director, Unity School, Federal Ministry of Education; Ms. Abiose Adams, Programme Officer Cable News Journalism Foundation; Mr. Aleshin Mayowa, Deputy Director, Partnership and Teacher Development, UBEC; Dr. Chichi Aniagolu-Okoye, Country Director, WaterAid Nigeria and Amara Nwankpa, Yar'Adua Foundation.

### Discussants



**Mrs. Ifueko Omoigui-Okauru**  
President  
Queen's College Old Girls  
Association

- The lack of accountability in school health management is a collective indictment and no individual or institution should be singled out.
- Collective action is required to ensure increased accountability and transparency in school health management.
- Alumni associations of schools need to work together and provide support to improve accountability and transparency in school health management at their alma mater.
- A long-term master plan with stakeholders' roles and responsibility, funding structure and requirements should be developed.
- Capacity building for teachers and school administrators should be implemented.
- Average student-teacher ratio in schools should be monitored.
- At Queen's College, the PTA recruits teachers at N30,000 monthly.



**Dr. Chichi Aniagolu-Okoye**  
Country Director  
WaterAid Nigeria

- As many as 47 million Nigerians openly defecate everyday, ranking Nigeria 2nd after India.
- 50% of schools in Nigeria have no access to water. 12% have access to limited water while 37% have access to basic water.
- 40% of schools do not have access to safe sanitation. Only 11% have access to safe sanitation.
- 58% of Nigerian schools have no access to handwashing facilities.
- Civil society organisations and government should create public awareness around the school health policy.
- The major challenge in Nigeria is implementation, not development of policies.
- Lack of awareness is one of the general challenges affecting transparency and accountability in Nigeria.
- The attitude of our government and officials is appalling.
- State budgets for education should be decentralized to schools for effective implementation as practiced in Anambra State.

Discussants continued



**Ms. Abiose Adams**  
Programme Officer  
CNJF

- The Ministry of Education should take charge and lead other ministries such as Ministry of Health, Environment, Agriculture, Water Resources, Information and Women Affairs to drive accountability.
- Improving accountability and transparency in basic education requires a multi-sectoral approach.
- We need to identify the root causes of poor sanitation and hygiene in unity schools and proffer long-lasting solutions.
- There is need to track, report and document contractual procurement processes from the Federal Government for school projects.



**Mrs. Chukwudi Mbakwe**  
Director, Unity School  
Federal Ministry of Education

- It is the responsibility of the government and all stakeholders to provide safe schools.
- The Ministry of Education employs health officers to assess food vendors and NAFDAC to check the content of food provided to schools.
- The burden of Nigeria's education system cannot be borne alone by the Federal Government. Citizens and other stakeholders must also take responsibility.



**Mr. Aleshi Mayowa**  
Deputy Director  
Partnership and Teacher  
Development UBEC

- State and Local governments own the responsibility of providing education. The Federal Government intervenes by allocating funds.
- 2% of consolidated revenue funds is allocated for education intervention with 1% used solely for the provision of infrastructure.
- The Universal Basic Education Commission (UBEC) services include:
  - ▶ Provision of furniture
  - ▶ Construction and renovation of classrooms
  - ▶ Water and sanitation
- 3% of UBEC funds are allocated to provision of water and sanitation at schools.
- Citizens can report misuse of UBEC funds in their states by calling SERVICOM hotlines: 0803 744 2373 or 0803 427 0896.

# SOCIAL MEDIA ENGAGEMENT

The Foundation's social media campaigns engaged a wide audience with #UnitedAgainstCorruptionNG that encouraged Nigerian citizens to galvanize efforts against corruption and drive demand for accountability. The campaigns doubled the target of 1.5 million, reaching over 3 million users on Facebook, Twitter, YouTube and Instagram.

Platform	Users Reached	Engagement
Facebook	2,107,876	477,159
Twitter	388,576	1,337
YouTube	396,793	147,943
Instagram	248,722	2,355
<b>Total</b>	<b>3,141,967</b>	<b>628,794</b>

## Social Media Messaging for Flashcards

The Foundation developed and deployed six advocacy flashcards on the Foundation's website and social media platforms – Instagram, Twitter and Facebook. Targeted at the general public, the advocacy tools were designed to convey the social costs of corruption, empower and galvanize pro-accountability stakeholders to combat corruption.

Flashcard	Message
	<p>Petty graft increases the cost and reduces the value of public service delivery.</p> <p>#UnitedAgainstCorruptionNG</p>
	<p>Political bias in the fight against corruption undermines public faith in anti-corruption efforts.</p> <p>#UnitedAgainstCorruptionNG</p>

Social Media Messaging for Flashcards cont'd

Flashcard	Message
<p><b>DON'T MAKE DOING THE RIGHT THING TOO DIFFICULT</b></p>	<p>Make corruption avoidance practical. Doing the wrong thing becomes a rational choice if doing the right thing is too difficult.</p> <p>#UnitedAgainstCorruptionNG</p>
<p><b>I MIGHT AM</b></p> <p><b>FINISH HIM!</b></p> <p><b>DOWN WITH CORRUPTION</b></p>	<p>Sensational messaging only reinforces a sense of powerlessness. Anti-corruption advocacy must inspire collective action.</p> <p>#UnitedAgainstCorruptionNG</p>
<p><b>DON'T TELL MUMMY!</b></p>	<p>Teach children to recognize, reject and condemn those who tolerate corruption.</p> <p>#UnitedAgainstCorruptionNG</p>
<p><b>THE FIGHT AGAINST CORRUPTION CAN BE WON</b></p> <p><b>CORRUPTION</b></p>	<p>Winning the fight against corruption requires collective action.</p> <p>#UnitedAgainstCorruptionNG</p>

Flaschard	Facebook Users Reached	Twitter Users Reached	Instagram Users Reached
We Pay to Tolerate Corruption	87,418	87,418	171
Don't Use Corruption to Fight Corruption	121,129	121,129	175
Don't Make Doing the Right Thing Too Difficult	94,273	94,273	176
Anti-Corruption Advocacy Must Inspire Collective Action	168,543	168,543	169
Don't Tell Mummy	96,156	96,156	NIL
The Fight Against Corruption Can be Won	95,974	95,974	173
<b>Total</b>	<b>663,493</b>	<b>663,493</b>	<b>864</b>

Video Vignettes: Impact Assessment

I Am Not Corrupt

valerie boglo 2 weeks ago (edited)

I usually skip adds 🙄 they bore me...but i couldn't skip this. Infact i watched it several times. The cast was perfect. Performance excellent, the dialogue super , message very powerful and clare 🙄 most of all can be understood by intellectuals or non intellectuals. To those that put this together.....let me just say its been long i came across anything like this that provokes me to think about our individual roles as members of the Nigerian society. Thanks , this was so insightful. 🙄

Chijioko Ukaere 2 weeks ago

What a GREAT performance!!!! I have watched this video more than 10 times today. And I am still watching it. Each time the goose bumps get stronger on my body. I get angry, I get weary, I get exhausted..... because the politician and the market woman are both right . As such both are corrupt. Go ahead.....share this video and keep sharing it

ritadominic A WISH

I wish for a country that works for us all -A peaceful country - A country where our leaders act out of love of country - A country where leaders work to better the life of citizens by uplifting the poor and helpless, investing in educating young Nigerians, in creating jobs for millions of jobless and improving health care and Public Infrastructure! ❤️

demola.adedoyin Even if govt gets it right and the people don't, still won't work. Both sides are culpable. We all have to become 'governors' for this Engine to work.

End SARS

Daniel-Ladipo Abayomi Sars are the worst people you can ever meet. I was brutally harrassed all because I was driving a car. I wore an armless and a short with slippers to the car wash and suddenly, these idiots came and said I should go with them. It was like film trick... After checking my phones and mails, they said they thought I was a Yahoo boy. This was after they have harrassed and molested me. It was the most embarrassing day of my life

Emma Sly The truth is there are still so many victims out there but who couldn't speak out or have enough evidence or video recordings the SARS are really barbaric. Nigeria police have lost its value sometimes i wonder if they truly know what policing is all about.

Monica Speaks Out

**Unique Justified** Had same experience. Couldn't get my certificate just because I refused and didn't had anyone to fight for me. I tried all means to get listening ear from my HOD and dean of students but they were all the same. So I said to my self, I rather not graduate than to sleep with the idiot



**Sunday Mayowa** I salute our beautiful ladies who has been sexually harassed in anyway in higher institutions but refuse to go down and diplomatically scale through and their certificates 🍌🍌🍌  
 🍌. Wisdom is more profitable than power..



What If?

**Olawale Hassan** Sometimes complex problems require simple solutions. This is the Nigeria of my dream.



**Honest Iro Duvwudje** Wow we need this in Nigeria



Using Corruption to Fight Corruption

**Okewu Peter** 2 weeks ago  
 I was so trilled watching this Short movie & others on this channel. I must say this is a beautiful and effective initiative and really want to commend you guy. This is how to change Nigeria. This change is more effective & visible than APC CHANGE. God bless you!



**Ekpeyong Bassey** 2 weeks ago  
 This is one of the best content online.



**Kayode Aiyeleso** 2 weeks ago  
 Awesome Initiative.

Greedy Spider

**Ej Osagiede** It means that we shouldn't be greedy..we should learn to share and live together in harmony.by doing this our country will be united and be a better place for us to live.happily ever after.



# ON NIGERIA GRANTEES

## Promoting Collaboration Among Pro-Accountability Actors



Since the portal was deployed (<http://puac.yaraduafoundation.org/>), 78 MacArthur grantees have uploaded information in the form of publications, flashcards, infographics and videos. Online information sharing has sustained collaboration among grantees and strengthened efforts to promote transparency and accountability in Nigeria.

- Current Outputs:
- 465 publications
  - 55 flashcards
  - 63 infographics
  - 74 videos

**Anti-Corruption Portal Upgrade**  
 The Foundation is partnering with Reboot to upgrade the Partners United Against Corruption (PUAC) portal. The upgrade will move the

platform from a repository to an active community by increasing awareness, improving content creation and improving the uptake in information usage.

Reboot has conducted interviews with the Yar'Adua Foundation team to understand the design process of the PUAC platform, collect baseline data on content and communication data, and identify areas for improvement.

Design research has been conducted among registered users of the PUAC platform and other actors in the Nigerian accountability ecosystem to better understand the information exchange habits among partners within the On Nigeria Community. Follow-up interviews with organizations identified user needs and how the portal can address them.

# DEEPENING AND SUSTAINING ACCOUNTABILITY EFFORTS IN NIGERIA

The Yar’Adua Foundation continued to collaborate and empower seven community-based organizations with knowledge and tools to deepen and sustain the fight against corruption; create and sustain synergies between non-state actors involved at national and subnational levels; and increase demand for transparency and accountability from political actors at the state level.

The Foundation worked with implementing partners to track, analyze and review manifestos, campaign speeches, handbills/posters and other relevant documents to identify specific promises regarding anti-corruption and/or good governance made by aspirants, candidates and elected officials at various points during the 2019 election campaign period. The Foundation developed and shared accountability tools including a community scorecard and compendium of promises templates with grantees to facilitate their information gathering.

Organisation	States	LGAs
Alliances for Africa (AFA)	South East	Enugu Ebonyi
Centre for Anti-Corruption and Open Leadership (CACOL)	South West	Osun Lagos
Network for Justice (NJ)	North West	Kano Kaduna Sokoto
Centre for Women and Adolescent Empowerment (CWAE)	North East	Adamawa Gombe
Youth Adolescence Reflection and Action Centre (YARAC)	North Central	Plateau Nasarawa
Conscience for Human Rights and Conflict Resolution (CHRCR)	North Central	Kogi
Niger-Delta Stakeholder Initiative for Community Development and Empowerment (NDSICDE)	South South	Rivers

## Grantee cumulative funded activities



### Social Media Engagement

Advocacy messaging and content outputs were deployed on Facebook and Twitter reaching a cumulative 5.5 million social media users in target states. The Foundation provided additional content to implementing partners, including video vignettes and flashcards, to boost the effectiveness of their social media campaigns.

### Traditional Media Engagement

Traditional media content was deployed in target states, reaching and engaging an estimated 10.5 million citizens. Traditional media engagement included:

- Radio call-in programmes in all target states
- Live radio broadcasts in 6 states
- Two newspaper publications in Enugu and Ebonyi states

### Highlights:

- Funded activities have reached over 15 million citizens across target states through social and traditional media.
- Over 800 activists have volunteered to be part of a Good-Governance, Accountability and Transparency Educators (GATEs) network in 30 Osun State local governments and 27 Lagos State local council development areas.
- Six target communities in Nasarawa and Plateau states have established anti-corruption networks consisting of volunteers, activists and traditional leaders.
- Citizen and stakeholder demands emerging from funded activities in Kogi State compelled the Kogi State House of Assembly to conduct a public hearing on the budget for the first time in over a decade.

- 2,034 citizens and activists in targeted states were trained and equipped with skills and strategies to monitor public accountability and engage with political leaders on issues of governance
- NFJ secured commitments from 367 participants at townhall meetings and community outreach events in Kano and Sokoto states to sustain demand for accountability in their respective communities
- A stakeholder meeting organized by CHRCR in Kogi State provided an opportunity for activists to challenge leaders of the State House of Assembly on budget transparency
- The National Orientation Agency (NOA) has adopted YARAC’s community theatre production titled *A New Dawn* for the purpose of public enlightenment and sensitization.
- Continuous demands from YARAC’s network of community-based organizations, women groups and youth groups for transparency around attempts to privatize water supply led to a government decision to pause the process, conduct an audit of the state water board and hold a public hearing on the issue.
- AFA has established and is growing a network of pro-accountability activists in Enugu and Ebonyi states.

# INDEPENDENT EVALUATOR ASSESSMENT

## Evaluating Impact

The Yar'Adua Foundation engaged the services of Nextier SPD to conduct an end-of-programme evaluation on the outcomes and impacts of its Advocacy Campaign to Support the Fight Against Corruption in Nigeria and Sustaining and Deepening Anti-Corruption and Accountability Efforts in Nigeria projects.



## Advocacy Campaign to Support the Fight Against Corruption in Nigeria

### Impact Highlights

- Created and supported a community of practice on transparency and accountability at the community level.
- Created synergies between non-state actors involved in the fight against corruption at national and subnational levels who will help to uphold and secure measurable commitments on transparency and accountability from political stakeholders and institutions.
- Had a profound impact on citizens and facilitated the acceptance of collective responsibility for pervasive corruption in the country through its advocacy campaigns as held by respondents.
- Improved civil society competence in carrying out anti-corruption campaigns. CSOs in acknowledged the advantages of the capacity workshop by the Foundation and how it improved their capacity to monitor issues on accountability, transparency and governance.
- Triggered the consciousness of people in target-communities to demand more accountability from government, identify forms of anti-corruption and accessible platforms to report anti-corruption, monitor projects in their communities and the business of government.
- Galvanized community members to set up anti-corruption groups and vanguards.
- Helped to heighten the consciousness of community members in target locations to monitor community projects and to demand accountability from public institutions and public officeholders. This was achieved through community sensitisation programmes, capacity building initiated via traditional and social media platforms.

## SITE VISITS

The Foundation conducted a second series of site visits to implementation partner locations to assess the progress of project implementation.



Mr. Amara Nwankpa, Director, Public Policy Initiative, with the CACOL Team in Ikeja, Lagos State



Mr. Nwankpa with the NDSICDE Team in Port Harcourt, Rivers State



Mr. Nwankpa in discussion with the CWAE Team in Yola, Adamawa State



Mr. Nwankpa, with the AFA Team, Owerri, Imo State



Dr. Jibrin Ibrahim with the NFJ Team in Kano



Mrs. Dada and Miss Ishaq in discussion with the YARAC Team in Jos, Plateau State



Mrs. Sayo Dada and Miss Firdausi Ishaq with the CHRCR Team, in Lokoja, Kogi State



# COVID-19: ACCOUNTABILITY AND AWARENESS

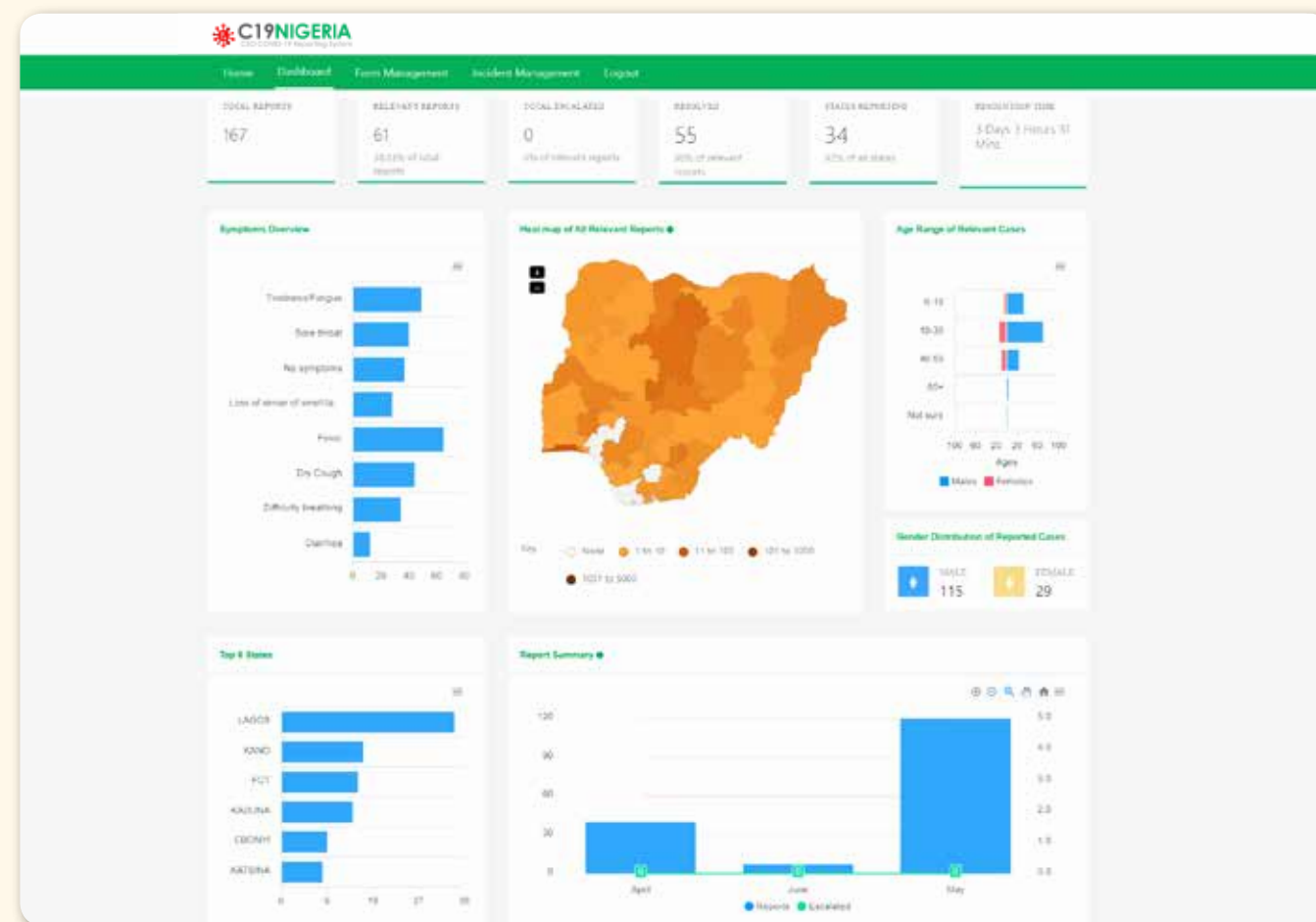
The Foundation developed a technology driven platform to support humane and accountable management of the COVID-19 pandemic in Nigeria.

The C19 Nigeria Reporting System (<https://c19nigeria.org/>) provided a coordinated response to incident reports of suspected cases of COVID-19 infections to Public Health Emergency Operations Centres (PHEOCs).

One hundred and sixty-seven reports of individuals displaying COVID-19 symptoms were analysed. Fifty-five individuals who were confirmed to be exhibiting COVID-19 symptoms received the attention of public health authorities.

The Human Rights Incident Management Portal (<https://report.nhrc.gov.ng/>) provided a coordinated response to COVID-19 related incidents of human rights abuses of Nigerian citizens to the National Human Rights Commission (NHRC). Fifty-nine COVID-19 related incidents were recorded.

The Presidential Task Force on COVID-19 included the Yar'Adua Foundation as a member of its Risk Communication Committee to assist in creating awareness and driving behavioural change across Nigeria.



## Social Media Engagement

The Foundation developed and deployed campaign materials to support national efforts to create awareness and drive behavioural change across Nigeria using #ActResponsibly.


Flashcards encouraged citizens to act responsibly to contain further spread of COVID-19. The campaign reached over 1 million users on Facebook and Instagram.

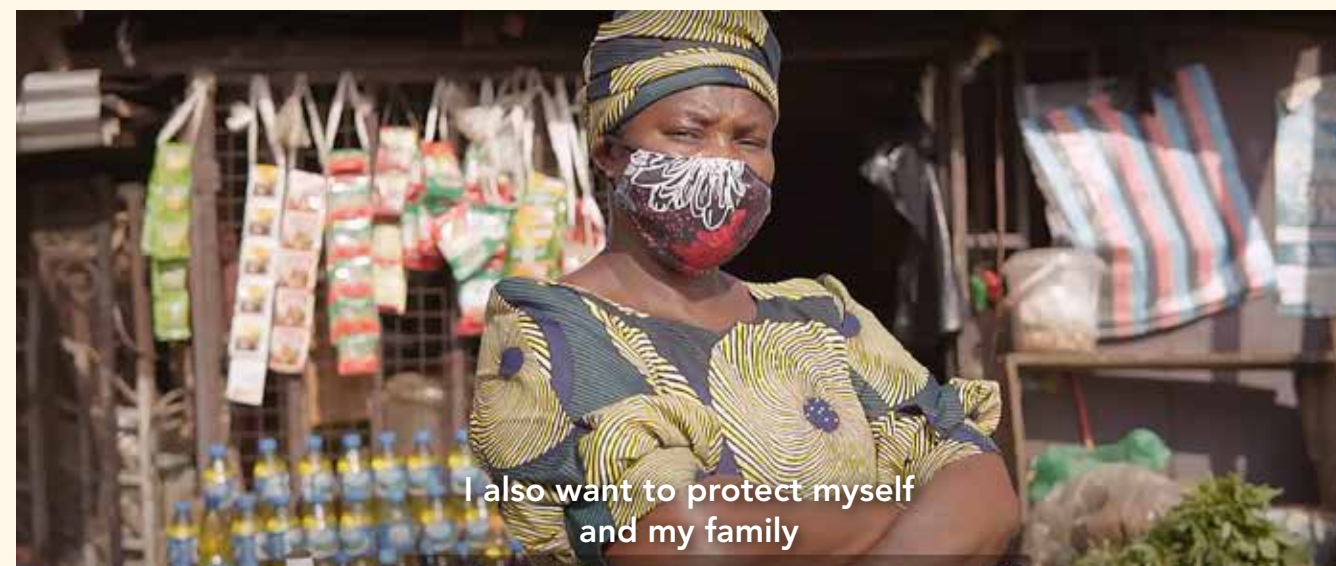
Flashcard	Message
<p><b>SPREAD AWARENESS - NOT THE VIRUS</b></p> <p>#ActResponsibly</p>	Practice and promote good hygiene. #ActResponsibly
<p><b>DEMAND ACCOUNTABLE GOVERNMENT RESPONSE TO CONTAIN THE VIRUS</b></p> <p>#ActResponsibly</p>	Government accountability is critical to contain spread of COVID-19. #ActResponsibly
<p><b>AVOID CROWDING - ALWAYS WEAR A MASK</b></p> <p>#ActResponsibly</p>	Practice and promote good hygiene. #ActResponsibly
<p><b>PROTECT YOURSELF AND OTHERS</b></p> <p>#ActResponsibly</p>	Protect yourself and others. #ActResponsibly


Flashcard	Message
	<p>Report probable COVID-19 cases. We can facilitate a response from relevant authorities</p>

**VIDEO VIGNETTES - #COVID19STOPSWITHME**


Four video vignettes were produced to promote a sense of personal accountability in preventing the spread of COVID-19. The effort was part of a national campaign to build community ownership of recommended preventive behaviours to reduce community transmission of the virus. The vignettes were promoted by the US Embassy in Nigeria, the Risk Communication and Community Engagement Committee of the Presidential Task Force on COVID-19 and Multichoice Nigeria Limited.


 **Mama Miracle**  
 Going to the market during a pandemic is an essential but risky venture. Mama Miracle, a trader at the Asokoro Village Market does her best to protect herself and her loved ones from #COVID19 <https://www.youtube.com/watch?v=XhncniTkqR8>






**Medical Doctor**  
 Dr. Jennifer Osayinwem, a dermatologist, understands the risks of working in a hospital during a pandemic. She takes meticulous steps to protect herself and her patients from infection. <https://www.youtube.com/watch?v=jDzngaOdgwl>







**Keke Driver**  
 Operating or using public transport can be risky during a pandemic. Sunday Ogadu, a Keke Driver in Asokoro District, Abuja, shares how he protects himself, his family and his passengers from #COVID19 [https://www.youtube.com/watch?v=xm\\_9ZRU2Nxl](https://www.youtube.com/watch?v=xm_9ZRU2Nxl)



**SUNDAY OGADU  
 KEKE DRIVER**  
 and COVID-19 stops with me.



**Ijapari Ben-Hirki**  
 Ijapari Ben-Hirki has made critical changes to her shopping routine in order to protect herself and her family from the threat of #COVID19 <https://www.youtube.com/watch?v=QgwdyMzQaOg>



### Community-Based Organizations

The Foundation's seven sub-grantees incorporated new activities to promote awareness and government accountability in management of the COVID-19 pandemic including use of the Foundation's reporting platform to report suspected cases within their target communities.

**Nasarawa, Plateau**

**Youth, Adolescent, Reflection and Action Centre (YARAC)**

**KEY ACTIVITIES**

- Radio and TV appearances
- Radio jingles
- Traditional media engagement
- Social media engagement
- C19 platform reporting

**LGA: 41**

**Kaduna, Kano, Sokoto, Katsina, Zamfara, Jigawa**

**Network for Justice**

**KEY ACTIVITIES**

- Radio interviews/call-in programmes/jingles
- Content and message development
- Social media engagement
- Virtual townhall meeting
- Virtual conference
- Virtual training workshop
- NHRC Platform Awareness
- COVID-19 awareness and case reporting

**LGA: 51**

**Adamawa, Gombe**

**Centre for Women and Adolescent Empowerment (CWAE)**

**KEY ACTIVITIES**

- Radio quiz programme for primary and secondary schools on COVID-19
- Online leadership training on social distancing
- Advocacy materials on COVID-19
- Support Distribution of Palliatives
- Traditional media engagement on COVID-19 awareness
- Social media campaign

**LGA: 32**

**Lagos, Osun**

**Centre for Anti-Corruption and Open Leadership (CACOL)**

**KEY ACTIVITIES**

- Capacity building workshops
- Content and message development
- Roundtable discussion
- Social media engagement
- Traditional media engagement
- Anti-corruption tour
- Impact assessment workshop

**LGA: 87**

**Rivers**

**Niger-Delta Stakeholder Initiative for Community Development and Empowerment (NDSICDE)**

**KEY ACTIVITIES**

- Web app development
- Production and distribution of information, education, and communication (IEC) materials on COVID-19 virus prevention to 3 local communities
- Procurement and distribution of personal protective equipment communities
- Production/airing of jingles for public campaign and awareness-Raising on COVID-19 Pandemic
- Social media campaigns
- Field research
- Convenings, conferences and workshops

**LGA: 3**

**Enugu, Ebonyi, Imo**

**KEY ACTIVITIES**

- Advocacy Meeting with NHRC Imo State
- C19 Nigeria platform awareness
- Gender-based violence case reporting
- NHRC platform awareness
- Radio jingles production in English, Igbo, Pidgin
- Local TV interviews
- Social media engagement

**LGA: 51**

**Kogi**

**Centre for Human Rights and Conflicts Resolution (CHRCR)**

**KEY ACTIVITIES**

- Radio programmes on COVID-19 awareness
- Radio jingles on COVID-19 awareness
- CSO-media COVID-19 awareness meeting

**LGA: 21**

### STAKEHOLDER ROUNDTABLE

#### Gender and Accountability: Participation and Protection

**Join us for a virtual rountable**

## GENDER & ACCOUNTABILITY: PARTICIPATION AND PROTECTION

**July 1, 2020 | 11.00am – 1.00pm | On Zoom**

Panelists				Moderator
<b>Dr. Eleanor Nwadinobi</b> President, Medical Women's International Association	<b>Professor Patricia Donli</b> Executive Director; Gender Equality, Peace and Development Centre; University of Maiduguri	<b>Mr. Olumide Olaniyan</b> OJA Development Consult	<b>Mrs. Priscilla Ankut</b> Chief Executive Officer of the Kaduna Peace Commission	<b>Ms. Kemi Okenyodo</b> Executive Programme Officer, Yar'Adua Foundation & Founder, Rule of Law and Empowerment Initiative

A virtual roundtable, in collaboration with the Women's Rights Advancement and Protection Alternative (WRAPA), featured over 300 participants. Discussion focused on:

- Effects of sexual harassment on female student's access to opportunities in tertiary institutions
- Understanding gender-based violence as an accountability issue

- Women's access to and participation in official peace processes
- Addressing the gender dimensions of climate change

The session improved public understanding of gender-specific dimensions of corruption, amplified the voices of women in efforts to combat corruption and disseminated effective approaches to improve the participation and protection of women in governance and accountability.

## RESULTS

- Previously unengaged actors are increasingly taking responsibility for their role to combat corruption. For example, following the Foundation's campaign to improve transparency and accountability in basic education using an incident at Queens' College as a case study:
  - ▶ The Queens' College Old Girls Association has committed to taking over management of their alma mater as well as promoting accountable implementation of the National School Health Policy.
  - ▶ The Association has also indicated its interest to partner with the Foundation to increase accountability in secondary education.
- The video vignette highlighting Monica Osagie's experience is emboldening young women to report sex for grades propositions on social media:
  - ▶ A recent incident with another OAU lecturer, Olabisi Olaleye, is currently trending on social media.
- The Foundation's campaign is shifting social norms with respect to accountability:
  - ▶ Social media messages effectively communicated the negative impacts of corrupt behaviour and empowered targeted audiences to take practical and effective action.
  - ▶ One of the video vignettes (*I Am Not Corrupt*) went viral and was viewed over 2 million times in one week – driving introspective conversations about the culture of corruption among thousands of Nigerians, including celebrities and social influencers.
- The Public Policy Forum, townhall meetings and radio appearances proved to be effective platforms to engage wider audiences and the general public regarding the social costs of corruption in order to drive behavioural change.
- Advocacy tools produced by the Foundation have been widely adopted by CSO partners, celebrities and influencers and national TV stations.

## LESSONS LEARNED

- Short videos incorporating personalities who Nigerians recognize and identify with are effective in driving conversations that shift social norms.
- Regular cohort meetings contributed to significant collaboration among On Nigeria grantees.
- CSO interest has resulted in the need for additional features to the PUAC portal requiring a redesign and upgrade.

## RECOMMENDATIONS

- Parents can help prevent corruption by fostering a culture of integrity, teaching their children to recognize corruption, reject it and condemn those who tolerate it.
- School curriculums should incorporate ethics and civic education in the curriculum.
- Government should inspire faith in anti-corruption efforts by implementing tangible reforms in public institutions.
- Civil society and community leaders should develop and promote a national social contract that rewards accountability and enforces social sanctions for unacceptable behavior.

## CONCLUSION

Decades of unchecked corruption in Nigeria's public institutions and a history of inept leadership have destroyed public faith in governance and created a sense of fatalism.

Although the scope of accountability discourse in Nigeria is primarily limited to use of public funds or police extortion, the value chain of corruption extends to the collective tolerance that enables and, in many cases, excuses or justifies acts of corruption. Preventing and tackling corruption must therefore be a top priority for federal, state and local governments.

New approaches must be adopted to create social incentives for collective action against corruption. Options for complying with penalties for minor violations should include online platforms where citizens can lodge complaints, dispute-imposed penalties and report instances of solicitation or extortion.

The fight against corruption can be won if we continue to push forward and demand accountability by advocating a collective approach to fighting corruption.





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