OVERVIEW

Following the Ebola outbreak in Nigeria in 2014, UK-based NGO Concern Universal and soap manufacturer PZ Cussons formed a partnership to promote hand hygiene among Nigerians.

The initiative focused on Global Handwashing Day – the United Nations designated day to raise awareness of the issues importance – and sought to target children with fun and creative activities. Over the next three years, Concern Universal and PZ Cussons joined forces with some of Nigeria’s top entertainers to inspire a generation of school children to adopt and pass on the life-saving habit of handwashing with soap.

In October 2014, Concern Universal and PZ Cussons’ soap brand Carex ran a campaign in Nigeria that featured two major events and famous singers Sunny Neji and 2Face Idibia in two States, engaged 1,000 school children and reached over 5 million people in Nigeria and many more globally.

In October 2015, Concern Universal ran a larger Carex-branded campaign that built on the success of 2014, by holding eight celebration events in two States, utilizing Ambassador Sunny Neji to engage 2,000 school children and was recognised as the world’s biggest Global Handwashing Day campaign.

In October 2016, the campaign expanded again, featuring PZ Cussons’ soap brand Premier Cool in addition to Carex and, this time, held 12 events across three States, including Lagos, empowering 3,000 school children as handwashing promoters and reached an audience of over 10 million people.

The founders and organisers of Global Handwashing Day have credited these campaigns to be the largest and most creative celebrations of the Day anywhere in the world since it was established. This report gives an overview of these campaigns and their impacts, after first providing some background as to how the partnership began and what has made it so successful.
ALIGNING AIMS - DEVELOPING A LIFE-SAVING PARTNERSHIP

Common Challenge

Diseases caused by poor hygiene are the leading killers of children across the world – accounting annually for two million child deaths in Africa alone. Despite being Africa’s largest economy and most populous country, Nigeria is also one of the only countries in the world where the practice of open defecation is increasing and deaths related to poor sanitation and hygiene remain the largest cause of child death.

In fact, hygiene-related diseases such as diarrhoea cause 150,000 Nigerian children to die each year before they reach their fifth birthday – that’s almost one in every five children born. For those that survive, hygiene-related illnesses disrupt education through lost school days and leave millions more children malnourished, stunting their physical and mental development.

However, unlike other development challenges facing the country, we know the solution to this one, as almost half of these deaths are preventable simply by washing hands with soap. Handwashing is the most effective and inexpensive way to prevent these diseases - reducing incidence by up to 47%. Yet only 19% of the world’s population is doing it. The importance and urgency of this situation led the United Nations to establish a special day each year to raise awareness of the issue and, in 2015, included hygiene as a specific target in their newly agreed Sustainable Development Goals.

Despite general awareness among most Nigerians about the need for handwashing, research suggests that as few as 10% of Nigerian school children and adults wash their hands regularly and effectively with soap. For PZ Cussons, who produce and market hand-hygiene products, and Concern Universal, that strives to reduce deaths caused by preventable diseases, this situation represented a common challenge as it restricts demand for hygiene products and shows traditional hygiene promotion efforts to be ineffective.

Concern Universal is an international development and relief organisation established in the UK in 1976 that operates in 10 countries in Africa, Asia and South America with funding from donors including the EU, UN and UK government. In Nigeria, Concern Universal has been implementing community development projects since 1999 in partnership with the federal, state and local governments and civil society organisations.

Shared Solution

The key to addressing this challenge is to make handwashing with soap a habit among the next generation of Nigerians. This has the potential to create measurable business and social value whilst reducing a key constraint to growing demand for soap. Concern Universal proposed to realize this potential through a strategic hygiene and brand-marketing partnership with PZ Cussons that focuses on school children, raises demand for hygiene products and instills trust in brands associated with effective health interventions. The branded partnership aimed to bring together PZ Cussons’ CSR and marketing objectives by addressing a social need that intersects with the business in the Nigeria, the UK and globally.

Global Handwashing Day is an annual global advocacy day dedicated to promoting creative ways to encourage people to wash their hands with soap at critical times. It is celebrated on October 15 and brings together over 200 million people each year in more than 100 countries. Global Handwashing Day was founded by the Global Public-Private Partnership for Handwashing in 2008 and is endorsed by the UN and a wide array of governments, donor and academic institutions, civil society organizations, and companies.

PZ Cussons is a global manufacturer of healthcare products and of consumer goods that has a special focus on Africa where it has operated for over a century from its base in Nigeria. The PZ Cussons Foundation was established in 2007 as a demonstration of the company’s commitment to Nigeria and its aim to improve the wellbeing of the communities in which it operates.
For almost a decade, PZ Cussons have been supporting Concern Universal’s work to alleviate poverty in rural communities in Nigeria through grants from its Foundation. These grants have helped empower widows by developing sustainable livelihoods and provided boreholes, tools and training to communities in remote areas. So when Concern Universal wanted to increase the impact of its hygiene promotion work, PZ Cussons were the obvious partner, and its well-known and respected soap brands the obvious vehicle.

Achieving Scale

In order to maximize its impact and profile, this partnership was designed to complement established sanitation and hygiene interventions that Concern Universal were implementing in partnership with the Nigerian Government, international donors and thousands of local leaders and communities.

Concern Universal is implementing the largest sanitation and hygiene project in Nigeria that is empowering two million people living in rural communities in Cross River and Benue States to sustainably improve their sanitation and hygiene practices. Although funded by the UN’s Global Sanitation Fund, unlike most donor projects, the Government of Nigeria is the driving force behind the initiative and has committed to matching the UN’s funds to reach twice as many people.

The Water Supply & Sanitation Collaborative Council (WSSCC) is the only part of the United Nations devoted solely to the sanitation and hygiene needs of the world’s most vulnerable people. Its financing arm, the Global Sanitation Fund (GSF), has committed over $112 million to programmes in 13 countries since 2008. In 2013 Concern Universal was selected to lead its Rural Sanitation & Hygiene Promotion in Nigeria (RUSHPIN) intervention that uses an approach called Community-led Total Sanitation that utilizes shock and shame to sustainably transform the sanitation and hygiene behavior of entire regions. In 2015, Concern Universal was awarded a similar project by the UK Government and the communities it targets in Cross River State were included in the 2016 Campaign.

Celebrity Appeal

To reach as wide an audience as possible, the Partnership sought to engage famous Nigerian entertainers to help promote the Campaigns’ messaging. From the outset, Concern Universal was able to secure the famous Nigerian singer – Sunny Neji – as its Ambassador and worked with him to produce catchy, clear and culturally sensitive messaging that quickly became the Campaigns unique selling point.

The Partnership also attracted other celebrity entertainers to the cause – internationally acclaimed singer 2Face Idibia and comedian and singer Koffi – that enhanced the Campaigns’ musical theme and generated additional excitement and media attention.

The Campaigns’ complemented the intervention’s hygiene promotion strategy by focusing on school children from communities that have already committed to becoming Open-Defecation-Free and empowering them as hygiene advocates. This enabled the Partnership to draw on Concern Universal’s strong relationships with Government agencies, local leaders and communities.
Targeted Approach

The partnership uses an approach that involves fun and interactive activities to reinforce positive habit-forming behaviour that places value on hygiene, thereby raising its demand. The central features include:

- The Campaigns’ ran for a whole month as habits take a minimum of 3-4 weeks to form
- Child-focused approach empowers children as advocates and encourages peer-led learning
- Repetition of main message by using song and dance to inspire and sustain attention
- Using interactive and creative activities - drama, games & competitions - make learning fun
- Multi-platform delivery to reinforce messages with events, multi-media outreach and SMS

This approach is influenced by Concern Universal’s Global Citizenship Programme that engages UK school children on global issues and develops their leadership skills. The Campaigns in Nigeria were used as case studies in this programme and resulted in hundreds of schools in the UK joining in, extending their reach to thousands of young people in the UK.

High-Level Commitment

The Partnership is a clear alignment of the core business interests and expertise of PZ Cussons and Concern Universal and was established with a high-level of support and commitment within both organisations.

The Chair of PZ Cussons’ Board of Directors, Richard Harvey, has been a long-time supporter of Concern Universal and has witnessed its transformative work in several African countries first hand. His high regard for their work enabled Concern Universal to gain the support for this innovative strategic partnership from PZ Cussons Senior Management in the UK and Nigeria.

The unwavering support of the CEOs of PZ Cussons, Alex Kanelis, and of Concern Universal, Kathryn Llewelyn, was crucial in ensuring its sustainability including in difficult financial times when such projects are often shelved.

This helped inspire a cross-organisational commitment that allowed staff from different levels and departments to work together for the same goal across different countries and continents.

“We had been looking for ways to get closer to our consumers in Nigeria, to get people to change their behaviour so they could actually make a proper change in the way that hygiene was practiced across the country. We loved the fact that Concern Universal were getting close to the communities, as we think its really important to try to make our brand as part of everyday lives as possible.”

Jim Judson of PZ Cussons in an interview on Good Morning Cross River on CRBC TV in 2015.
2014 - AN INSPIRING BEGINNING

The first Campaign was launched in late September 2014 to coincide with the delayed start of the school year in Nigeria caused by the Ebola outbreak. Public understanding of hygiene as a causal link to the spread of the virus had led to increased awareness of the importance of handwashing as well as increased demand for hand-hygiene products.

The Partnership sought to seize this opportunity by creating a movement that would help utilise this awareness to prevent diseases and sustain this demand for hygiene products. To do this, the Campaign aimed to run for an entire month on social media and hold a major event in each of the Global Sanitation Fund focal States - Cross River and Benue - featuring 1,000 school children and famous singers from each State.

After the Partnership and Campaign were formally announced via a Press Release, Concern Universal used its network of partners in Nigeria and supporters around the world to generate awareness and interest.

News that we had secured two of Nigeria’s most famous artists, Sunny Neji and MTV Europe Music Award winning 2Face Idibia, and that they had recorded exclusive songs for the campaign was picked up by numerous media agencies in Nigeria and beyond.

It also generated a huge online buzz thanks to both singers sharing news of their involvement with their followers on social media (see below).
In the weeks building up to and following Global Handwashing Day, October 15th, Concern Universal implemented a month-long multi-media campaign to promote the life-saving handwashing message and the support of PZ Cussons and its Carex soap brand.

Social Media

Using social media outlets, momentum and awareness was generated for the Campaign across Nigeria and globally using the ‘#WashYourHandsO’ handle. Posts on Facebook and Twitter announced our musical theme and celebrity Ambassadors as well as the lead sponsor and hygiene partner Carex Soap.

Concern Universal NIGERIA
October 6

Concern Universal is delighted to announce Carex Hand Wash as the lead sponsor for our Global Handwashing Day Campaign!

For many years Carex Handwash has proudly supported educational events for schools in Africa - including Ghana & Kenya - to foster a culture of handwashing with soap. This year Carex is teaming up with Concern Universal to spread this handwashing culture to thousands of school children in Nigeria.

Sunny Neji and 2Face became the Campaign’s driving force by harnessing their fame and large social media following to raise awareness of the importance of handwashing and the Carex brand by sharing, tweeting and posting about the campaign. Their songs, written and recorded exclusively for the campaign, were disseminated through social media at strategic intervals to build and maintain momentum.

Concern Universal NIGERIA
October 4

He is one of Africa’s most influential artists and recipient of numerous international awards, including an MTV Europe Award for Best Male Artist. He has been recognised for his contribution to youth development in Nigeria, and now, 2Face Idibia is teaming up with Concern Universal for Global Handwashing Day 2014!

2Face has written and recorded a song on the importance of handwashing with soap, and will perform it for the first time to hundreds of school children in his home region of Benue State on October 22nd.

Sunny Neji’s song ‘Wash Your Hands O’ was transformed into a music video, directed by renowned Nollywood film director Samantha Iwowo, which featured Carex products throughout and gained thousands of YouTube views.

"We know him from hits such as ‘Ehuka’ and ‘Teototo’, and now Concern Universal is delighted to announce that musical legend Sunny Neji has joined our Global Handwashing Day campaign.

Sunny first came to us with the idea of using music to inspire people to improve their hygiene, when he saw our staff engaging communities in his home town in Cross River State. He has now written a song on the importance of handwashing which will be our campaign theme tune - and has agreed to perform it live for the first time at our event to celebrate the Day on 15th October!’

Sunny Neji
Sunny's video pioneered the 'O' hand sign, which became the symbol of the Campaign and was used in posts by online followers to show their support.

The songs helped generate significant 'DJ hype' on local radio stations, especially on Global Handwashing Day itself, with Carex's sponsorship of the campaign promoted beyond purchased airtime.

Concern Universal's Country Director was interviewed on CNBC Africa and praised PZ Cussons's commitment to hygiene promotion in Nigeria.

The social media drive generated a mini-viral following, with colleagues, families and schools in Nigeria, Malawi, Guinea, Kenya, Australia and the UK posting videos and photos of themselves singing the 'Wash Your Hands O' theme song.

**Radio and TV**

Sunny Neji, Concern Universal and PZ Cussons representatives were interviewed on Cross River State's leading TV and Radio talk shows generating awareness of the Campaign and the Carex brand and product range.

Between 11 and 22 October, 240 radio slots and 40 TV slots reaching 5 million people were aired in Cross River & Benue States featuring Sunny Neji and 2Face's campaign songs and Carex sponsorship.

One of Nigeria's largest telecom companies, Etisalat, agreed to support the campaign by sending three text messages promoting handwashing with soap to the 15-20 million customers in their nationwide network.
Two Celebration Events

The Campaign culminated in a week-long celebration that began on 15th October in Bekwarra LGA, Cross River State, and ended on 22nd October in Logo LGA, Benue State. Inspired by Sunny Neji and 2Face Idibia, over 1,000 children from 50 schools were empowered to become 'hygiene heroes' for their schools, families and communities.

The events were attended by many dignitaries from the WASH Sector, including UNICEF and the UN's Global Sanitation Fund, Civil Society Organizations, and the Paramount Ruler of each LGA - each receiving a Carex gift bag.

The children, teachers, and dignitaries were addressed by Concern Universal's Country Director and Carex Brand Manager as well as the Local Government Council Chairman and representatives of the Federal Minister of Water Resources, and the State Governments.

The children participated in interactive skits that enabled them to understand the importance of handwashing with soap, the critical times to do it, and how to pass the knowledge on to others.

They then watched Sunny and 2Face wash their hands with Carex soap on stage before dancing alongside their musical heroes as they performed their campaign songs.

Inspired by their heroes, each school performed their own handwashing song and the top three schools were awarded Carex prize bags by Sunny Neji and 2Face.

All children were declared 'hygiene heroes' by their musical heroes, with each returning to their families, schools and communities with Carex-branded Campaign materials - t-shirts, handwash soap, notebooks and stickers. Each of the 50 schools also received their own handwashing station to promote hand hygiene for their entire school.
2014 Campaign in Numbers

159,355
PEOPLE REACHED
BY FACEBOOK

49
POSTS MADE ON
FACEBOOK

243
SHARES, LIKES &
COMMENTS
INCLUDING BY HIGH LEVEL
INDIVIDUALS AND ORGANISATIONS
IN THE STATE AND FEDERAL
NIGERIAN GOVERNMENTS

4,000,000
REACHED VIA TV & RADIO

HYGIENE HEROES

1,000
CHILDREN BECAME
‘HYGIENE HEROES’

WENT BACK
TO THEIR
SCHOOLS

AND INFLUENCED A
FURTHER
30,000
CHILDREN AND/OR ADULTS
2015 – SETTING THE GLOBAL STANDARD

In 2015, Concern Universal and PZ Cussons aimed to build on the Partnership’s strong foundations to make the second Campaign bigger and more creative than the previous year by reaching twice as many school children. It would again run for a month, but this time feature eight events and the launch of a talent contest called ‘CareX Factor’ in order to enhance the profile of PZ Cussons’ Carex Soap brand.

The 2015 campaign succeeded in directly engaging over 2,000 children from 200 schools in Cross River and Benue States and hugely increased its online presence, almost tripling Concern Universal Nigeria’s social media followers and attracting global media attention.

It also received support from the schools and universities that Concern Universal work with in the UK. The Campaign was billed as ‘the largest celebration of Global Handwashing Day the world has ever seen’ - a claim endorsed by the Day’s founders, the Global Public-Private Partnership for Handwashing.

The Press Release announcing the Campaign’s world record status generated plenty of publicity in the Nigerian and global media. Interest in the Partnership spread to the UK and the international development sector through articles profiling the Campaign in The Guardian, one of the UK’s leading news agencies, and through features in blogs and newsletters of some of the world’s leading WASH organisations (see below).
Social Media

The social media campaign introduced online followers in Nigeria and around the world to the Partnership’s new initiatives that encouraged schools, offices and individuals to get involved in the Campaign.

In our online ‘CareX Factor’ Competition, followers submitted their own song and dance versions of the Campaign anthem ‘Wash Your Hands O’, to go along with videos of performances from the events in Nigeria.

These were then published on Concern Universal Nigeria’s YouTube channel and promoted through Facebook and other social media.

‘Friendies’ - photos of supporters doing the ‘O’ hand sign pioneered by Sunny Neji - were also submitted through Facebook and Twitter with hashtags #WashYourHandsO & #GlobalHandwashingDay.

These were very popular with school children and university students in Nigeria and the UK, and brought further attention to campaign work on the ground.

The Campaign reached over 325,000 people directly via social media, more than twice as many as 2014, and achieved more than 30,000 shares or comments on posts and a tripling of overall followers.

Radio and TV

Over 5 million people across Cross River and Benue States were reached through 240 radio slots and 40 TV slots featuring Sunny Neji’s Campaign theme song, ‘Wash your Hands O’, and a messages profiling Carex’s support.

Interviews on primetime TV and radio talk shows in Cross River State, with Sunny Neji and the Campaign organisers, succeeded in raising awareness of the Carex brand range with consumers across the State and harnessing Sunny Neji’s local popularity. Over the month-long Campaign, the interviews and songs were aired numerous times and generated significant ‘DJ hype’ on local radio stations, with Carex’s sponsorship promoted beyond purchased airtime.

Campaign Ambassador Sunny Neji being interviewed on ‘Good Morning Cross River’ along with Jim Judson of PZ Cussons and Tim Kellow of Concern Universal.
Regional Celebration Events

Leading up to Global Handwashing Day, seven events were held in towns across Cross River and Benue States which each featured over 250 students from 25 schools in local communities.

The children were inspired by games, songs and skits about the importance of handwashing with soap, before being transformed into ‘Hygiene Heroes’ – change agents in their schools, families and communities.

The highlight of the events was the inaugural ‘CareX Factor’ talent competition that saw the schools showing off their creativity by performing their versions of the Campaign anthem ‘Wash Your Hands O’ to the audience of local dignitaries.

Carex Prize bags were awarded to the three best performing schools and all the children returned to their schools with Campaign t-shirts, exercise books, stickers and soap. Each school received their own handwashing station and soap so that their ‘Hygiene Heroes’ could promote hand hygiene for their entire school.
Grand Finale in Calabar

The Campaign culminated on 15th of October, Global Handwashing Day, with the Grand Finale event in Calabar, Cross River State.

This huge celebration at the town’s famous Cultural Center featured over 500 children and teachers from schools in Calabar and as well as each of the winning schools from the regional events. After PZ Cussons and Concern Universal welcomed the audience, Sunny Neji and his band performed ‘Wash Your Hands O’, the campaign anthem, and some of their most popular hits.

Senior representatives from the Federal Government and Cross River and Benue State Governments gave keynote speeches and demonstrated effective handwashing on stage along with Traditional Rulers and dignitaries from the international WASH sector.

The climax of the event was the CareX Final, which saw the winning school from each of the local events compete against each other on stage to a huge audience cheering them on.

Judging the competition was a VIP panel chaired by Sunny Neji, who crowned Gifted Children Academy, from Logo in Benue State, the first ever ‘CareX Factor’ National Champions.

The founders of Global Handwashing Day heralded the Campaign as the world’s largest and most creative celebration in the Day’s history. The eight events actively engaged 2,000 school children, with the message of effective handwashing with soap and reached an estimated 60,000 more in their wider schools and communities.

Thousands of children and students at schools and universities in the UK joined the Campaign, and its multi-media messaging reached millions across Nigeria, the UK and around the world.
2015 Campaign in Numbers

500,000 People reached by Facebook
80 Posts made on Facebook
28,500 Shares, likes & comments including by high level individuals and organisations in the state and federal Nigerian governments.

4,000,000 reached via TV & Radio

Hygiene Heroes

2,100 Children became ‘Hygiene Heroes’

Went back to their school

And influenced a further 63,000 children and/or adults
2016 - RAISING THE BAR

In 2016, for the third year in a row, Concern Universal and PZ Cussons joined forces with some of Nigeria’s top entertainers to inspire a generation of children to adopt and pass on the life-saving habit of handwashing. The Campaign aimed to be the biggest yet with more events reaching thousands more children and, for the first time, to include Lagos - Nigeria’s business center and Africa’s most populous city.

The official theme for Global Handwashing Day 2016 was ‘make handwashing a habit’ so the Partnership continued its successful month-long approach that recognizes that habits take at least 21 days to form.

Throughout October, 12 events were held in Cross River, Benue and Lagos States – one in each of the State capitals and nine in rural areas worst affected by hygiene-related diseases. This enabled the Campaign to directly engage 3,000 school children - 1,000 more than in 2015 - by including communities targeted by a major new sanitation and hygiene project Concern Universal had been awarded by the UK Government.

The Campaign reached its climax in Lagos on October 15th – Global Handwashing Day itself - at what was by far the largest event ever in Nigeria commemorating the important Day.

The Campaign used cutting-edge behaviour change tools such as stickers that serve as ‘nudges’ - encouraging hand washing after using the toilet in the bathroom.
The Campaign kicked off with a launch event at PZ Cussons offices in Lagos at which the organisers presented their plans for the month to an audience of journalists from Nigeria’s leading media agencies.

Campaign Ambassador Sunny Neji expressed his delight that, despite the poor economic climate, PZ Cussons Foundation were willing to continue supporting such a worthwhile cause.

Also in attendance were teachers from schools across Lagos that would be participating in the Campaign’s Grand Finale on Global Handwashing Day where they would compete for the title ‘CareX Factor’ Champions and the chance to perform on stage with Sunny and his band.

News about the campaign quickly spread across the country thanks to its coverage in six national daily newspapers and many more online articles.

Coverage of the Campaign in national newspapers with photos of Sunny Neji alongside Alex Goma and Yomi Ifaturoti of PZ Cussons and Tim Kellow of Concern Universal at the Lagos launch. The Campaign was also featured in Business Day (2nd October 2016), Vanguard (5th October 2016), The Guardian (6th October 2016) and Punch (14th October 2016) newspapers.
MULTI-MEDIA IMPACT – CREATING WAVES

Social Media

The social media aspect of the Campaign’s multi-media outreach helped spread the vital handwashing habit through daily posts about the importance of hygiene and updates of the campaign events, activities and sponsors.

Concern Universal used this opportunity to encourage its online supporters to follow the brands’ Facebook pages. News that another famous Nigerian entertainer, the comedian Koffi, had joined the Campaign and would host the Lagos event, helped build momentum online.

Radio and TV

On 8th October, more than a week before Global Handwashing Day, the campaign hit the airwaves and was heavily promoted on leading radio and TV stations across the three States. This took the form of over 300 jingles and advertisements that featured the campaign’s anthem, Sunny Neji’s ‘Wash Your Hands O’, along with details of the organisers and sponsors.

The Campaign was featured on the most popular stations in the three States: Paradise FM and Hit FM in Cross River; Harvest FM in Benue; five in Lagos including Cool FM, Wazobia FM, Ray Power that account for over 30% of the total audience.

The buzz generated by the media promotion was boosted by live interviews with Campaign stakeholders on both TV and radio in all three States. The positive and urgent nature of the campaign’s message and the support of celebrities such as Sunny Neji and Koffi generated DJ hype, online buzz and significant attention in Lagos for the first time.
Nine Regional Events

In the first two weeks of October, the campaign held nine celebration events in towns across Cross River and Benue States. Each event featured more than 250 children and teachers from 20 schools in communities that had committed to ending open defecation and improving hygiene.

Also in attendance were local political, traditional and religious leaders as well as State and Local Government staff who work closely with Concern Universal.

The children were led in interactive games and dramas about the importance of hand washing with soap and, inspired by our Campaign anthem, committed to pass on what they had learnt to others.

Schools also competed to show that they had the ‘CareX Factor’ - the talent competition that enables children to get creative about hand washing by performing their own version of our campaign anthem ‘Wash Your Hands O’.

After the three best performing schools were awarded prizes, all the children were empowered as ‘Hygiene Heroes’ and urged to take what they had learned back to their schools and communities. They received handwashing stations and soap to demonstrate handwashing at school assemblies (see next page).
Grand Finale in Lagos

The climax to the campaign’s twelve events was the major celebration in Lagos on Global Handwashing Day itself - 15th October - at the prestigious MUSON Centre. The venue’s main hall was filled with over 400 children from schools across Lagos who had spent weeks preparing their own interpretation of our Campaign anthem, ‘Wash your Hands O’, for their performance entry to the CareX Factor 2016 talent contest.

Koffi then introduced the crowd to Sunny Neji and his band who, following a brief interview about his involvement in the Campaign, performed ‘Wash Your Hands O’. During the performance Sunny called on students from each school to join him on stage and taught them some of his dance moves.

As the schools arrived, put on their campaign t-shirts and took their seats, Koffi entertained the growing crowd and introduced the VIPs as they were seated by the stage. Once the venue was full, Koffi introduced the Campaign’s organisers to address the audience and get the event underway.

Koffi then engaged the school children in a skit performed on stage that got them to identify the key times for hand washing and show off their hygiene knowledge and prepare them to pass it on when they return to their school.

Tim Kellow, spoke on behalf of Concern Universal about the urgent need to make handwashing a habit among Nigeria’s school children and played a video summarizing the previous campaigns. Next, Yomi Ifatiroti gave an overview of the PZ Cussons Foundation and how it funds projects to improve the lives of communities living in areas in which the company operates.

Up next was the CareX Factor talent competition, where all the schools performed their version of ‘Wash Your Hands O’ during two rounds that were judged by the tables of VIPs and other guests. The children’s performances showed that they had learnt the song’s key messages and also showed-off their creativity by incorporating drama, costumes, props and instruments (see next page).
In between the two rounds of school performances, there were keynote speeches from some of the many VIPs in attendance. These included representatives of the Federal Ministry of Water Resources, the Lagos State Government, the National Coordinator of WSSCC and the guest of honour the First Lady of Cross River State.

These were followed by the dignitaries demonstrating handwashing on stage as the audience of school children looked on. As Sunny Neji and his band began to play some of their best known sings, the school children followed the example set by the VIPs and washed their hands at the many handwashing stations spread throughout the venue.

The winning school from each round was invited on stage to give a final performance, only this time with Sunny Neji’s band providing the backing.

The context was judged by which school received the loudest cheers from the 500-strong audience, with Well-Spring College School becoming the 2016 CareX Factor National Champions.

Once the trophy had been awarded and the four best performing schools had received Prize Bags, Sunny Neji asked all of the organisers to join the schools on stage and to dance along with him and his band.

The event concluded with closing remarks from the organisers. Tim Connell, Concern Universal Country Director, thanked PZ Cussons Foundation for their continued support that made the Campaign possible. Alex Goma, Marketing Director of PZ Cussons, thanked everyone for coming and for all involved in making it such an inspiring campaign for the third year running.
Securing State Support

One of the Campaign’s aims was to raise awareness of the Partnership and its hygiene messages by holding advocacy events in State capitals to reach a wider audience and to encourage Government buy-in and support.

At these events we were delighted to have secured the support of prominent female leaders in each State to help lead the drive to make handwashing with soap a habit.

At the advocacy event in Makurdi, the First Lady of Benue State, Mrs Eunice Ortom, outlined how inspiring school children in this way is vital to continuing the progress Concern Universal is making in improving hygiene and sanitation.

In Calabar Sunny Neji was joined by senior representatives of the Cross River State Government who declared their support for the Campaign and praised PZ Cussons’ strong commitment to improving hygiene in the State (below right).

These events also featured children and teachers who took part in last years’ campaign who spoke of how they had followed through on their commitment to improve handwashing in their school (above left).

As Guest of Honour at the Lagos event, the First Lady of Cross River State, Dr Linda Ayade, praised the 3-year partnership between Concern Universal and PZ Cussons to promote handwashing in areas worst affected by hygiene-related diseases.

The Grand Finale also featured a keynote address by the Deputy Governor of Lagos State, Mrs Oluranti Adebule, represented by the Permanent Secretary of Education Mrs Titilayo who expressed her delight at the Campaign coming to Lagos and hoped it would continue to inspire the next generation of Lagosians to adopt the life-saving habit (below left).

Also speaking at the Lagos event, Priscilla Achakpa, WSSCC National Coordinator and civil society advocate, praised the Partnership’s sustained commitment to improving hygiene in Nigeria by engaging State Governments in the Campaign (above right).
2016 Campaign in Numbers

750,000 PEOPLE REACHED BY FACEBOOK

110 POSTS MADE ON FACEBOOK

34,500 SHARES, LIKES & COMMENTS
INCLUDING BY HIGH LEVEL INDIVIDUALS AND ORGANISATIONS IN THE STATE AND FEDERAL NIGERIAN GOVERNMENTS

8,000,000 REACHED VIA TV & RADIO IN THREE TARGET STATES

HYGIENE HEROES

3,000 CHILDREN BECAME ‘HYGIENE HEROES’

WENT BACK TO THEIR SCHOOLS

AND INFLUENCED A FURTHER 90,000 CHILDREN AND/OR ADULTS
2014-2016 Partnership in Numbers

1,409,355 people reached by Facebook
239 posts made on Facebook
63,243 shares, likes & comments

16,000,000 people reached via TV & radio in three target states

Hygiene Heroes
6,100 children became ‘Hygiene Heroes’
Went back to their schools

And influenced a further 162,000 children and/or adults
Local Influence

Over the last three years, the Partnership’s three month-long campaigns have directly engaged over 6,000 school children and 3,000 adults in three Nigerian States. The school children have been empowered as handwashing promoters – ‘Hygiene Heroes’ – and provided with the knowledge and tools to return to their schools and communities to pass on the life-saving habit to their peers, friends and family.

Equipped with their branded washing station and soap, children hold whole-school assemblies in their Campaign t-shirts at which they demonstrate effective handwashing and perform their CareX Factor entry. Our returning Hygiene Heroes are often appointed as Hygiene Prefects by their schools and tasked with ensuring washbasins have soap and their classmates are using them correctly. Some children go even further and use their knowledge of preventing hygiene-related diseases to assist others in their community to understand how to prevent them. Through these follow-on actions, we estimate that the school children empowered during the Campaigns influence a further 30 children from their school, family and community – a total of 180,000.

“The Handwashing Day Celebration had a tremendous impact on the children and our teachers. There was very little awareness about the critical times to wash hands and how it’s important to use running water. The children now challenge teachers when they don’t wash their hands before eating, saying ‘Auntie you have forgotten to wash your hands, you could contract sickness’.”

Mrs Helen Oba, Head Teacher,
St. Joseph School (Ikram, Cross River State)

The 3,000 adults that were directly engaged by the Campaigns were mostly teachers and local leaders representing Government agencies, traditional and religious authorities and civil society. We estimate that their involvement will inspire them to influence at least a further 10 children in their families and communities – equating to a total of 30,000.

Ahula led his school to win CareX Factor in 2015 and then returned to lead his community to adopt the handwashing habit...

“After my school won CareX Factor I have become an evangelist of handwashing with soap. I preach this message to others in my school, church and community. And since I am a little celebrity now, everybody is always willing to listen to me.”

Ahulu Paul, 11 year old,
Gifted Children’s Academy (Logo, Benue State)

“The children were so excited when they were back home with their t-shirts and soap, dancing from one household to another demonstrating hand washing. In Ochubi 3 they even challenged the Youth Leader to close the communities remaining OD (Open Defecation) sites and help the households construct latrines on land allocated by the chief. We have now verified this community as ODF. In my entire life I have not seen such a project that give children and women power in this form to spread positive habits in their community.”

Clan Head of Omaha District
(Vala, Cross River State)
National Acclaim

After three years, the Campaign is now seen as a fixture in many of the communities where Concern Universal works in Cross River and Benue States. Teachers and community leaders report that Global Handwashing Day is now more anticipated than any other UN World Days by their children.

The vast majority of the schools engaged during the campaigns are in communities targeted by the UN Global Sanitation Fund project that Concern Universal have been implementing since 2013. Prior to the schools’ participation in the Campaigns, the communities had committed to becoming Open-Defecation-Free.

Through their follow-on activities, the children have helped sustain their wider communities commitment to transforming their hygiene and sanitation behavior and has contributed to the very positive results of the programme over the last 3 years.

Communities that have sustained their improved sanitation and hygiene practices for at least six months thanks to the Global Sanitation Fund intervention celebrate being declared Open-Defecation Free. As at November 2016, 854 communities targeted have been certified as ODF by a Federal Government body and Obanliku in Cross River State has been declared the first fully ODF Local Government Council in Nigeria.

The Campaigns impact and longevity has made it a fixture in the calendars of Concern Universal's Government and WASH sector partners. Through its membership of the National Task Group on Sanitation - a Federal Government body that coordinates sanitation and hygiene activities nationwide - Concern Universal was able to raise awareness of the Partnership among all the major stakeholders in Nigeria’s health and development sectors.

Senior representatives of the Federal Ministry of Water Resources (FMWR), State Governments and major international donor agencies such as UNICEF and WSSCC attended and spoke at all major Campaign events.

PZ Cussons invited to join Federal Government body that promotes hygiene and sanitation across Nigeria

As a result of PZ Cussons' role in such impactful hygiene promotion campaigns, the Federal Ministry of Water Resources has invited PZ Cussons to become a member of the National Task Group on Sanitation, alongside Unilever and Procter & Gamble as the only private sector representatives.

The Partnership succeeded in engaging key stakeholders by realizing their support for, and active participation in, many Campaign activities. For Concern Universal this included securing the First Ladies of Cross River & Benue States to join the Campaign and become advocates for handwashing in their respective states. For PZ Cussons this included hosting senior representatives of the Lagos State Government and media industry bodies such as NAFDAC and APCON at the 2016 Grand Finale in Lagos.

Securing the involvement of Celebrity Ambassadors enabled the Partnership to tap in to their nation-wide recognition and broad fan base. Their inclusion generated excitement and national media interest to Campaign activities and they were extremely good at representing the campaign and the brands during media interviews and on stage. All three have expressed their pride in being involved and a willingness to support future campaigns.
Global Recognition

The partnership has achieved a high-level of awareness and even ownership of Global Handwashing Day at a global level, as it has been recognized as being the world’s largest and longest celebration two years in a row. In 2016, in addition to being heavily profiled on the Day’s official website, the Partnership was the only initiative featured by name in the Press Release published by the Day’s organisers – the Global Public-Private Partnership for Hand Washing (PPPHW).

The Partnership and the Campaigns have been shortlisted for two major industry awards and profiled by leading television, radio and online media agencies in the UK, USA and the African continent.

Enhanced Reputations

The Partnership has undoubtedly enhanced Concern Universal’s reputation in Nigeria and in the global WASH sector and builds on its 40-year experience of delivering successful projects and campaigns in Africa. For PZ Cussons, its soap brands are now associated with the transformative health impacts of Concern Universal’s work and the company is seen as trusted partners of the Nigerian Government in promoting hygiene.

By aligning the CSR side of the company to the recently agreed Sustainable Development Goals, PZ Cussons has demonstrated its active support for the UN’s global poverty-reduction strategy. Furthermore, by sustaining its branded support for Campaigns that use innovative and effective hygiene promotion approaches, the company shows that it truly understands and cares for its customers.
Concern Universal rebrand and renaming

As the world evolves, the demands and expectations on organisations such as our own have also changed. In order for us to stay relevant and distinct we took the decision to change our name and the way in which we communicate our message.

From the end of 2016, Concern Universal will be known as “United Purpose” or “UP” for short, with our core message “Out of Poverty”.

We are very excited about the opportunities that this new direction and identity will bring. We aim to create a real sense of engagement with our work, allowing supporters to feel part of a wider community movement, working collaboratively for positive change.