

## **Planned Advocacy and Publicity for the Trial Census**

The trial census for the 2005 Census is scheduled to take place in 317 local government areas in all states of the federation and the Federal Capital Territory from 29<sup>th</sup> August to 3<sup>rd</sup> September 2005. The exercise will take place in over 11,000 enumeration areas nationwide. Being a key event in the census calendar, it is necessary to put in place adequate publicity that would guarantee its smooth implementation. The people to be counted must be adequately sensitized and their cooperation solicited for the trial census which is a dress rehearsal for the main census.

One of the objectives of the trial census, will be to assess of the effectiveness or otherwise of the advocacy and publicity strategies for the 2005 Census. Fortunately the trial census comes in the wake of the CAAS so we are able to design our trial census P&A campaign in based on the CAAS findings.

PAD intends to embark on a multi media approach to the trial census campaign. However, the CAAS report indicated that radio is the most popular source of information in all the zones with as many as two thirds of Nigerians owning radios, and over half of those who do not own sets, having access to radio. Radio will therefore be the most utilized medium to deliver Trial Census messages.

### **The following activities are planned:**

#### **A. PRINTING AND DISTRIBUTION OF PUBLICITY MATERIALS:**

The trial census message will be disseminated through posters, handbills and stickers which will be distributed widely in all the selected enumeration areas. To ensure that the message permeates the grassroots, these publicity materials will be translated into the three major languages.

## **B. MEDIA CAMPAIGN:**

- PAD will air a jingle on trial census three times a day on the FRCN Network, twice a day on NTA Network, twice a day on state radio stations as well as private radio stations. A television jingle will be aired once a day on four television channels. The jingles will commence at least one week before the commencement of the exercise.
  
- The Chairman of NPC will address a press conference on the commencement of the trial census on Thursday, 26<sup>th</sup> August 2005.
  
- Federal Commissioners are expected to address press briefings in their respective states. Such briefings are expected to throw more light on the coverage of the trial census in the states and the arrangements being made.
  
- Talk-show programmes - *Radio Link* on FRCN Network and *Tuesday Night Life* and *Platform* on the NTA Network
  
- Newspaper adverts will be placed in 10 major national dailies the newspaper spaces will be particularly useful in informing the public on the census hotlines.

## **C. INTERPERSONAL COMMUNICATION**

There is need to adopt some inter personal communication initiatives for the trial census. The adoption of inter personal communication strategies is an effective way of reaching people directly especially in areas where access to the mass media is limited.

Towards this end, the Commission will organize public rallies at motor parks, market squares and street to street campaign prior to the trial census exercise. The rallies will be to inform the public of the trial census, its purpose, and a call to

support the exercise. This task will be carried out by a campaign team of PAD officers from the headquarters and the states. The team will visit all the selected enumeration areas and organize rallies and distribution of publicity items. Where applicable, town criers will also be used to disseminate the information.

In view of the fact that the trial census involves enumeration of people in their homes, it is necessary to train the enumerators in inter personal communication. This would equip the enumerators with the necessary skills and orientation to relate politely with the general public. It is therefore recommended that interpersonal communication be included in the training of enumerators for the trial census to be handled by PAD staff as was done during the training of demarcators in December 2005.

#### **D. USE OF GSM TEXT MESSAGES**

The use of Short Message Services (SMS) is becoming an important medium of passing information today. The medium has been effectively used for the transmission of messages on National Programme on Immunization and AIDS campaign. PAD is planning to use this medium for the trial census. The MTN, V-Mobile, Globacom and M-Tel are being contacted to work out the terms for the transmission of the messages.

PAD attempted to employ this medium during the commencement of EAD Phase III and letters were written to the companies for assistance but the response was very low. Even now submissions have been received from some private companies on the use of GSM, but the cost of services is high. The Commission is therefore intensifying its advocacy to try and get the services free of charge. Luckily, the response from M-Tel has been encouraging with the recent donation of 40 telephone lines for the Census 2005. It is expected that other GSM providers will follow suit.

#### **E. ESTABLISHMENT OF HOTLINES**

The 40 telephone lines donated by M-Tel will be used as census hotlines for the trial census as an avenue through which Nigerians can make inquiries. The telephone numbers will be advertised in the newspaper for greater awareness.