

IT Case Study – Q4

How can we use technology to drive behavioural change?

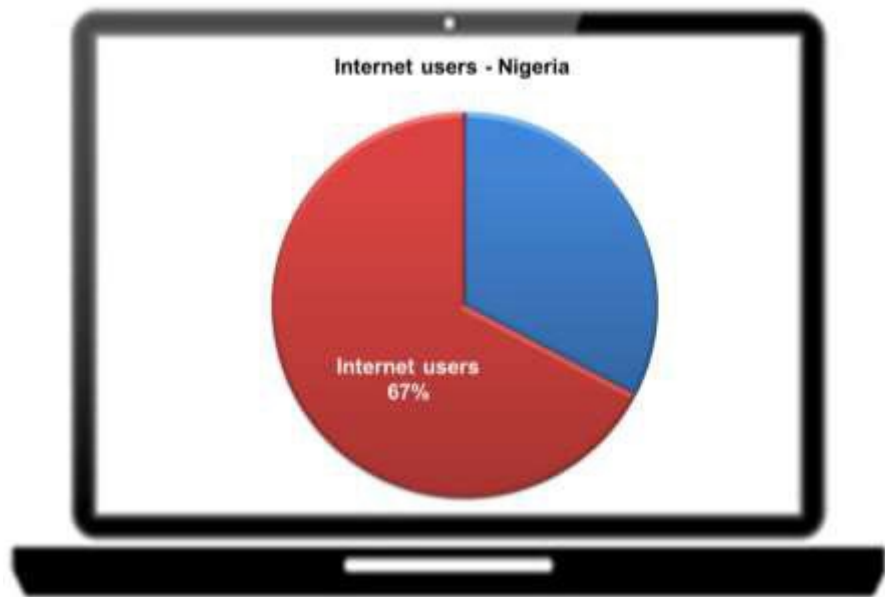
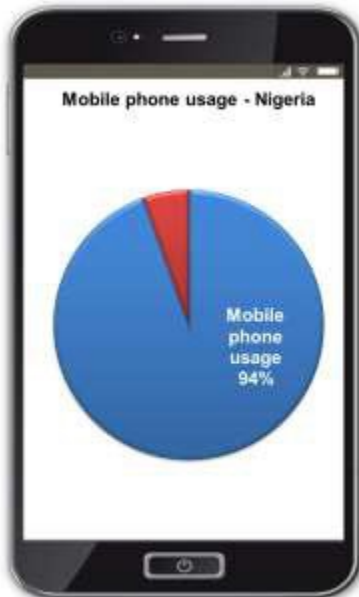
You're working in a Business Partnering role supporting the Communications team in Nigeria. You've been seconded to a project, The Sunlight Villages initiative a partnership in Nigeria between Unilever Foundation, Population Services International (PSI) and the Society for Family Health (SFH). Sunlight Villages is looking to reach 600,000 women of reproductive age with behaviour change messages. The messages are all related to nutrition, oral hygiene and hand washing with soap, as well as with SFH's health products. SFH develops behaviour change materials for local communities in collaboration with Unilever and trains interpersonal communication agents to deliver door-to-door messages about healthy habits. Initially they focus on messages such as hand washing with soap, and then introduce the concepts of oral hygiene and nutrition. This allows messages to be focused and simple, and more likely to be recalled and behavioural change adopted.

The initiative is hoping to use technology to support the communication of these messages, starting with a pilot project in the agricultural areas around Kaduna State. You are part of the project team tasked with developing and implementing a strategy to reach at least 150,000 women in the area over the next 12 months. Your remit is to develop ideas for the appropriate use of technology that will be innovative, simple, easily accessed and cost efficient.

Article from The African Digital Age

Mobile Phone Penetration in Nigeria at an all-time High

Recent research suggests that 94% of Nigerians now own a mobile phone and when Nigerians go online, 76% of internet traffic is through their smartphone devices. Low-cost smartphones and affordable mobile broadband packages are fuelling this explosion of social media activity and bringing more and more people online across the continent, presenting a huge opportunity for advertisers, mobile marketing and apps. Facebook — **currently the most visited website in most of the country** — has seen massive growth in Nigeria and two other social networking websites, Twitter and YouTube, rank among the most visited websites in the country.





Unilever

From Unilever.com

Established in 1895 by the Lever Brothers, Lifebuoy has become a jewel in Unilever's crown and a personal care brand trusted by families all over the world.

[Our vision](#)

Lifebuoy's social mission is simple: To educate people about the importance of handwashing for a healthier life and improved living standards. Proper handwashing techniques using soap, can reduce the incidence of diarrhoea and respiratory diseases in children by 48%* by preventing the spread of germs. Lifebuoy has been proven to reduce cases of sickness. **

In 2015 Lifebuoy was the first brand to be awarded campaign accreditation from the Royal Society for Public Health, in recognition of the efficacy of Lifebuoy's product and behavioural change programme as a disease-prevention measure.

*source: WHO

Extract from Lifebuoy.com



Lifebuoy Tips for Healthy Hygiene Habits:

Remember to wash your hands at five key times throughout your day:

1. Before you eat or prepare food
2. After you eat
3. Before you use the toilet
4. After you use the toilet
5. When you have a bath

Also wash your hands:

- Before and after touching a cut or open wound
- After using public transport
- After sneezing, blowing your nose or coughing
- After touching pets
- After playing outside

How to wash your hands properly:

1. Wet your hands under warm running water and apply Lifebuoy
2. Rub your palms together
3. Rub your finger and palms and spaces between them
4. Rub your fingers and thumbs
5. Rub your nails and palms
6. Rub your thumbs in your palms
7. Rub your fingers in your palms