



NIGERIA GRANTEE BRIEF

DEVELOPMENT COMMUNICATIONS

Executive Director: Akin Jimoh

C4C Fellows: Adiodun Owo (Program Officer) and Bobo Kolapo (Finance and Administrative Officer)

Location: Lagos, Nigeria

Organization's annual budget: \$400,000

Champions for Change Grantee since 2014

Total C4C Funding Received: \$40,000

Website: www.devcomsnetwork.org

ABOUT DEVELOPMENT COMMUNICATIONS

Development Communications Network (DevComs) is the leading media development organization in Nigeria with two decades' experience in using media to advance science and public health advocacy. DevComs has successfully executed communication and advocacy campaigns on safe motherhood, nutrition, adolescent sexual reproductive health and family planning. A key strategy utilized by DevComs is developing partnerships with media organizations and building the capacity of journalists to report on health issues. DevComs' organizational focus areas include democracy and governance, education, RMNCAH, violence against women, and youth rights and empowerment.

RMNCAH ADVOCACY

Project Title: "Media Advocacy on Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCAH) in Nigeria: A project aimed at increasing media involvement"

KEY IMPACTS

- Increased mass media reportage of RMNCAH issues in Nigeria, building demand for quality maternal and child services for over 20 million people in Lagos state and nationwide.
- Seven newspapers, one radio, one television and the national news agency publishing 141 pieces prioritizing coverage of RMNCAH issues, impacting a viewing audience of over 5 million.

Project Dates: September 15, 2015 – September 15, 2016

Geographic Focus: Lagos State

Mass media plays a powerful role in agenda setting and advancement of social or public policy. Media involvement and reporting on RMNCAH issues to influence and draw the attention of policy makers for better health outcomes for women and children is an identified gap in executing successful RMNCAH advocacy initiatives. This project engages media owners and builds the capacity of health reporters to increase reporting on RMNCAH issues. Through media advocacy, this project contributes to the reduction of maternal mortality in Nigeria by building political will among decision makers for the full implementation of RMNCAH policies.

The project goal is to institutionalize RMNCAH reporting among ten Lagos-based national mass media organizations (including television, radio and newspaper sources).

The project's objectives include:

1. Persuading key managers and editors of ten media organizations to prioritize and increase reportage of RMNCAH related stories for one year by December 2016.
2. Training health reporters and producers within ten media organizations to produce at least one feature story on RMNCAH issues each month within the year timeframe of this project.

Rise Up's Champions for Change (C4C) initiative improves the lives and health of women, children, and youth in Sub-Saharan Africa. C4C achieves large-scale impacts by investing in visionary local leaders and organizations through advocacy, leadership development, organizational strengthening, and grantmaking. In Nigeria, C4C's national network is advocating for improved reproductive, maternal, newborn, child, and adolescent health. In Kenya, C4C's national network is advocating to improve young people's health by preventing and combating non-communicable diseases. For more information please visit <http://www.championingchange.org/>

IMPACTS

- Ten media owners (7 newspapers, one radio, one television station and the News Agency of Nigeria) committed to increasing the coverage of RMNCAH stories.
 - Over 141 news and features articles published on RMNCAH-related issues from the participating media organizations.
 - Media advocacy efforts by participating media organizations have contributed to the implementation of policies and improvements in service delivery. For example, after the death of a pregnant woman and her baby in a Flagship Primary Healthcare Centre (PHC) in Alimosho, Lagos due to the negligence of the health workers on duty and a dysfunctional ambulance, the media demanded responsive action from the State government.
 - The increased demand for action instigated by the media led the Lagos State's Commissioner to enforce opening 24 hours a day as a standard for Flagship PHC in Lagos Alimosho community. This policy makes it a requirement for the health facility to be open to pregnant women 24 hours. This new action is expected to benefit at least 246,240 women of childbearing age who use the health facilities in Alimosho, the largest local government area in Lagos with a population of 2 million people.
- "Why President Buhari must invest in maternal and child health." 4 Oct. 2015 in *EnviroNews Nigeria*. <http://www.vironewsigeria.com/president-buhari-prioritise-maternal-child-health/>
 - "DEVCOM visits National Mirror, solicits media partnership." 3, Sept. 2015 by Eric Elezuo in the *National Mirror*.
 - "Maternal tragedy: Mother, child, die looking for doctors." 20 Nov. 2015 in *Punch Nigeria*.

SELECTED ARTICLES

- "Group charges govt on maternal, child health." 22 Nov. 2015 by Funke Olaode in *This Day Live*.
- "Ministerial Screening: 40,000 Women Die from Maternal Mortality, Says Adewole" 28 Oct. 2015 by Omololu Ogunmade in *This Day Live*. <http://allafrica.com/stories/201510280558.htm>
- "NGO seeks improved funding of infant, maternal healthcare." 22 Oct. 2015 by NAN in *The Guardian*. <http://guardian.ng/news/ngo-seeks-improved-funding-of-infant-maternal-healthcare/>
- "Group decries worsening maternal, child mortality." 21 Oct. 2015 by Olagoke Olatoye in *News Agency of Nigeria - NAN*.