



Nigerian Physicians Advocacy Group (NPAG)

National Voters Drive Coalition (NVDC)

and

SHIFT Nigeria

PVC Collection Drive Impact Report Lagos State

PROJECT TIMELINE - NOVEMBER 2022 to JANUARY 2023

Scope of Project

National Voters Drive Coalition (NVDC) is a group of non-partisan non-governmental organizations formed to improve voter engagement in Nigeria. Organizations within this coalition are African Primary Healthcare Foundation (APHF); Nigerian Physicians Advocacy Group (NPAG); ReadytoLeadAfrica (RTLA); Progressive Abia Youths (PAY); SHIFT Nigeria and The Compatriots (TC).

The Project goals:

- Mobilize at least **6000 eligible voters** in Lagos State across the **20 Local Government Areas** to get their Permanent Voters Card (PVC)
- Sensitize Lagosians on voters education and why they need to get their PVCs and vote using different offline and online platforms
- Incentivize the process by providing free medical screening (blood pressure screening specifically) for eligible voters across the 20 LGAs



Impact in Numbers

Across the 5 Radio stations we engaged, there was an average reach of 1 Million people, that's a total of 5 million people estimated



SENSITIZATION REACH

+5 Million



PVC COLLECTED/PEOPLE
MEDICALLY SCREENED

8,332



VOLUNTEERS ENGAGED

72



Our Role

SHIFT is a nonpartisan organization that inspires and enables community transformation across the nation. We carried out the initiative based on our extensive expertise in community engagement and volunteer management

Our Strategy



GRASSROOT ENGAGEMENT AND SENSITIZATION

- Recruit **32** of our volunteers across the **20** LGAs in Lagos to act as ambassadors and to engage with stakeholders especially youth leaders, local associations, traditional and religious leaders about the project.
- Door to door sensitization



FREE MEDICAL SCREENING

Recruit **40 medical staff** for blood pressure screening and administration of drugs across the **20 LGAs**



MASS MEDIA ENGAGEMENT (RADIO)

- Employ the services of **5 major radio stations** in Lagos for interview session to sensitize Lagosians on voters education and the project.
- Periodic jingles in **5 languages** (Yoruba, Hausa, Igbo, Pidgin and English) were used



How?

- Recruited, mobilized and managed 32 volunteers who acted as Ambassadors in their LGAs to execute the project
- Recruited 40 Medical staff to manage the medical screening process
- Used social media as a tool to sensitize Lagosians
- Used radio media to sensitize Lagosians on voters education and about the project
- Stakeholders engagement; traditional leaders, religious leaders, youth associations, market associations etc



Stakeholders Engaged

- Oba Gbadamosi of Igando
- Egbeda Central Mosque Imam
- Southern Youth Assembly of Nigeria
- Imam of Aranse Oluwa, Lagos Street, Agege
- Baale of Keke
- Baale of Ajegunle
- Seriki Hausa of Ajeromi Ifelodun
- Iya Oloja of Oluwole Market, Apapa
- Christian Association of Nigeria, Apapa Branch
- League of Imams in Ajeromi Ifelodun LGA
- Oba Naheemdeen, Alakesan of Akesan Kingdom, Alimosho
- RCCG Prince of Peace, Mushin
- Imam of Isiiaka Central mosque, Mushin
- RCCG, Ikeja
- Apostolic Church, Ikeja
- Olu of Ikeja Land
- Lasisi Youth Forum, Orile
- Ogunsanya Youth Association, Coker Surulere, Lagos
- Lagos State University (LASU) SUG President
- Lagos State Park and Garage Coordinator
- Baale of Akodo Community, Ibeju Lekki
- Iya-Ologa of Akodo Community, Lekki
- Baale of Poka, Epe

We engaged 23 Major stakeholders across the 20 LGAs in Lagos

Radio Stations Engaged

In order to educate Lagosians about voter education and to tell them of the PVC Collection Project with INEC locations, we engaged the services of five radio stations

The following radio stations were engaged:

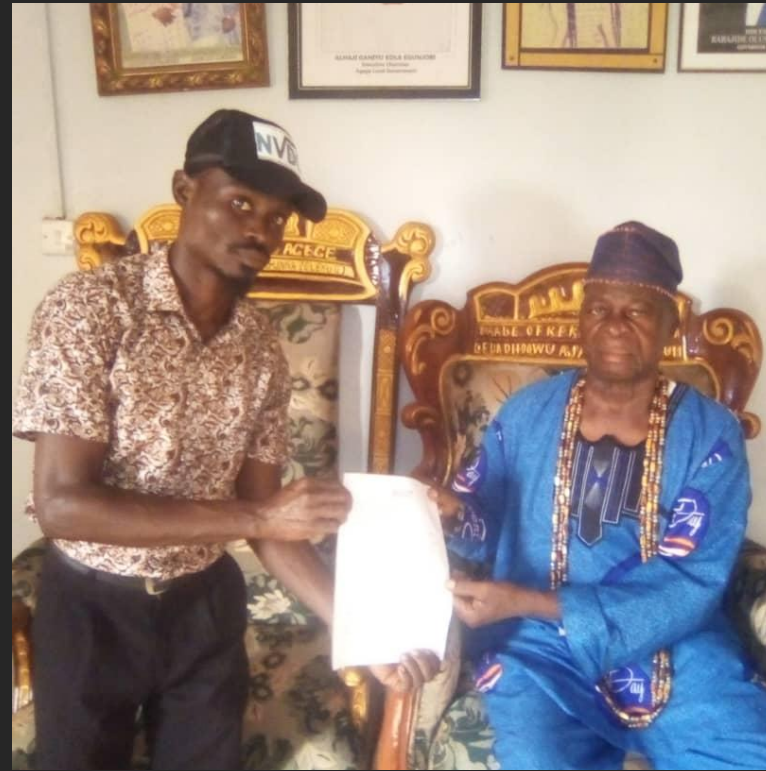
- Wazobia FM
- Lagos Talks FM
- IKD Radio
- Metro FM
- Bond FM

Jingles were played on 2 radio stations; Lagos Talks FM and Naija FM in 5 languages (Yoruba, English, Hausa, Igbo and Pidgin)





Meeting with Southern Youth Assembly of Nigeria



Meeting with Baale of Keke



Ambassadors engaging a prospective voter

Grassroot Engagement

Meeting with Iya-Oloja of Akodo Community, Ibeju Lekki



PVC Collection Evangelism in Epe by an ambassador



An Ikeja Ambassador engaging CDA Members



We Can Achieve More

Click link below to view pictures and videos

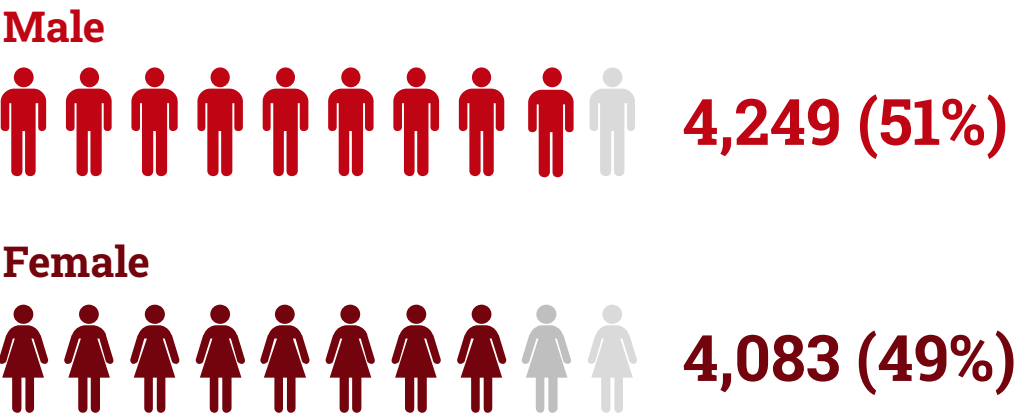
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Location Covered



All 20 Local Government Areas in Lagos State was covered



8,332+ reached directly

5 Million+ reached indirectly

Summary Of Financial Data

Description	Week 1	Week 2	Week 3	Week 4	Week 5
Volunteer Stipend and transportation	227,500	785,900	1,000,900	-	1,591,180
Canopy Vendors	499,200	224,200	422,850	282,600	
Total					5,040,930

All amount In Naira

Thank You

