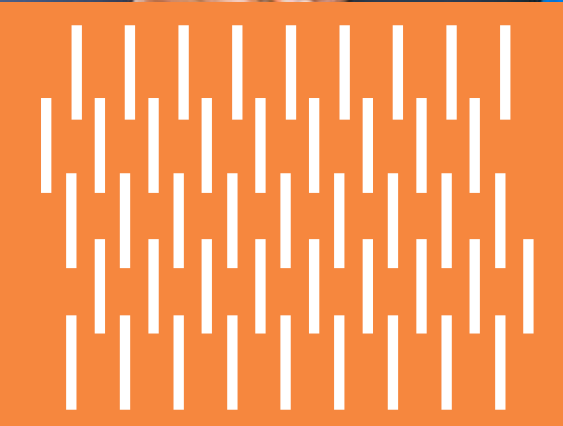


# UNFPA COVID-19 CALL LINE PROJECT

## 2020

Project report



*Providing young people with access  
to information and support on  
issues that affect them*

# EXECUTIVE SUMMARY

The United Nations Population Fund – UNFPA in collaboration with HACEY Health Initiative and the UNFPA Youth Participatory Platform - UNFPA YPP developed and piloted the UNFPA/YPP Youth COVID-19 Call line to improve young people's access to available mental and sexual and reproductive health services in Southwest Nigeria in response to the negative outcomes of the COVID-19 pandemic on young people.

The project was piloted in the wake of the pandemic and implemented over the course of 4 months, from July to October 2020, and reached young people across five states in South-west Nigeria – Lagos, Osun, Oyo, Ondo and Ekiti with information and services to help them overcome the

challenges of COVID-19 pandemic in their daily lives. The project reached over 100,000 young people through social media and produced 45 information content to support young people's access to support.

The call-line and supporting digital platforms provided a direct response to the needs of young people, including those living with HIV and contribute to further understanding their experience during the COVID-19 pandemic.



Don't lockdown yourself  
along with COVID 19

**STAY INFORMED,  
STAY PROTECTED**

Glo: **07058890112,  
07058890113** –(Toll Free)

Airtel, MTN, Etisalat: **08069524166**

Whatsapp, & Text: **08069524166**



Total number of calls:  
**173**



**30** WhatsApp chats on  
inquiries, counselling and  
other request



**108,192** young people  
reached directly  
through social media



**1** person accessed  
service through  
referral





## BACKGROUND

The COVID-19 pandemic and ensuing social and economic aftereffects caused havoc on health systems and everyday lives of individuals. Governments, health systems and social safety networks previously under strain, could not cope with the new realities and already existing gaps in the sexual and reproductive health of young people were further enlarged. Resources pulled from other health and social services to support the response to the pandemic further increased the negative impact of COVID-19 on young people.

Global predictions and reports confirmed the need for increased focus on young people's mental, sexual and reproductive health needs. The rise in gender-based violence during lock-downs and close shut-downs further affected the exposure of young people to challenges without recourse to adequate support.

In response to this, the United Nations Population Fund – UNFPA in collaboration with HACEY Health Initiative and the UNFPA Youth Participatory Platform - UNFPA YPP developed the UNFPA/YPP Youth COVID-19 Call line to improve young people's access to available mental and sexual and reproductive health services in Southwest Nigeria.

The project was designed to provide a call line that is confidential and youth-friendly with the aim of providing young people with access to youth targeted information, counselling and referral support to enable them understand and address the negative impact the COVID-19 pandemic has had on them. It provided young people with information and services aimed at promoting their sexual and reproductive health and mental well-being during the COVID-19 pandemic.



## BACKGROUND

Information and support provided through the project centres on COVID-19 and young people's sexual and reproductive health, mental health, economic empowerment, education, rights, safety and general wellbeing.

### **HACEY Health Initiative**

HACEY Health Initiative, HACEY, is a development organization committed to supporting women, girls and young people in Nigeria to live a productive and healthy life. We achieve this through innovation, Capacity development, Advocacy, Research and Education (i.C.A.R.E) approach. HACEY was established to provide sustainable solutions to close the inequality gap that limits women and girls' access to health and economic empowerment.

Over the last 12 years, HACEY has worked with UNFPA, Government of the United States of

America, Path USA, Empower UK, Amplify UK and other private sector partners to implement adolescent and youth sexual and reproductive health research, education, training and advocacy programs.

### **UNFPA Youth Participatory Platform**

The UNFPA Youth Participatory Platform is the UNFPA youth group of young persons promoting the organisation's mandate in Lagos. It serves as an interface between UNFPA and young people.

The Youth Platform was established 2015 to Liaise with the State Programme Office to develop programmes that tackle the identified concerns of communities as well as to support the UNFPA Office with consultations and drafting implementation reports. Over the years, UNFPA YPP has continuously advocated and educated local youth about the UNFPA mandate.



# PROJECT ACTIVITIES



## Set up of Call lines

Three (3) toll free lines and one (1) referral line were set up for the project. Mobile phones were also procured for the lines. Additionally, 2 extra lines were set up by HACEY and volunteers trained and engaged to support the YPP call responders in responding to request for call backs



## Capacity Building

UNFPA YPP youths were trained as call responders and equipped with basic counselling skills, techniques and the ethical approach to counselling. The call responders were also trained on call centre performance management and communications skills.

## Youth Center Mapping

The project identified and partnered with referral centres across 5 states in Sw Nigeria - Lagos, Ogun, Osun, Oyo and Ondo. These include 33 SRHR centres, 15 GBV centres, 17 empowerment and education centres, 11 COVID19/ palliative centres, 11 mental health centres.

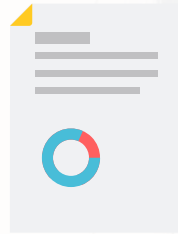


## Awareness Creation

The project created 40 text contents and 45 graphic designs on the 16 focal point of discussion. Instagram live session on the UNFPA/YPP page was held as well as awareness creation on traditional media (radio - Radio Lagos and Naija info and TV - Kaftan TV & Television Continental).



# PROJECT OUTPUTS



## 500 IEC MATERIALS

fliers and posters produced and distributed to young people

## 45 GRAPHICS

social media graphics produced



## 3 CHANNELS

online channels set up – WhatsApp, Email and Instagram messages

## 4 VIDEOS

animated videos created



## 6 PHONE LINES

3 toll free lines, 3 call-back line set up

## 4 RESPONDERS

UNFPA YPP youth trained as call responders



## 87 CENTRES

Youth service providers mapped

# PROJECT IMPACT



173

young people  
accessed support  
through the call lines



30

young people provided with  
information and support  
through mobile chat



6000

young people reached  
using digital marketing  
channels (email and SMS)

108,192

young people reached with  
information and support via social  
media platform



We know surviving COVID19 Pandemic is tough.

***Would you rather suck  
it all up or get help?***



# INNOVATIONS & LESSONS LEARNED



A call back feature was included in the project by including a new line dedicated to calling back all users who could not call for free from other networks.

Offline promotion was include to reach young people in schools, tutorial centres, cinemas and other strategic places who were not connected through the distribution of flyers.



## 1 Calling behaviour of young people



More young people were inclined to chat rather than reaching out through voice calls which affected the number of calls recorded. Although they are inclined to online engagement, they rather preferred to text and chat than to call responders.

## 2 Social media interaction vs phone interaction



The direct number of social media interaction does not automatically translate into calls by young people. This informed us on the fact that though young people do receive the message, their tendency to seek out help is still very low and more efforts need to be focused on strategies to increase active service uptake.

## 3 Infrastructure compatibility



In providing toll free services, more time needs to be committed to the efficient set up of a system that provides free calls on all networks. Due to the existing network regulations, the few phone networks who provide toll free services only offer it to their own numbers, as such multiple toll free line on different networks were needed.





# PROJECT LIMITATIONS

## Insufficient services available

While the project had mapped some existing service providers who offered SRH and mental support, more young people requested for economic and capacity building support. Also, some services requested were not offered free of charge and this limited the use of the services by young people. The location of these services were also far between and this presented a challenge for young people who could not reach them.

## Reduced perceived need by young people

The project was implemented after the lock down had lifted. As such, the pressure felt by young people had reduced moderately as they were able to distract themselves with outside activities. This in turn resulted in a lower turnout of calls than initially projected.

## #EndSARS protests

The impact and severity of the #EndSARS protest over 4 weeks reduced the visibility of promotion efforts for the call-line. Also, engaging influencers on the social media during this period was not effective as all content during this period was tied directly to the protests. Afterwards, young people were more affected by the protests than COVID-19.

## Age restriction for callers

Though the project scope specifically targeted young people under the age of 25 years, calls from adults above the age of 30 also called the lines. This data was excluded from the reported reach.

*Need information on organizations who can help in providing support to manage life during COVID-19?*

## RECOMMENDATIONS

Strategy should be included to cover young people in rural settings and expand target audience age limit.



A new online strategy should be set up in place, the project should also consider making use of offline strategies.

### REACH

Use of youth lingo, including Pidgin language in communication materials and youth relatable content and images in designs has the ability to increase youth engagement and acceptance.



More traditional media channels such as radio promotion should be included as part of promotion strategies for reaching out to young people, especially in states outside of Lagos.

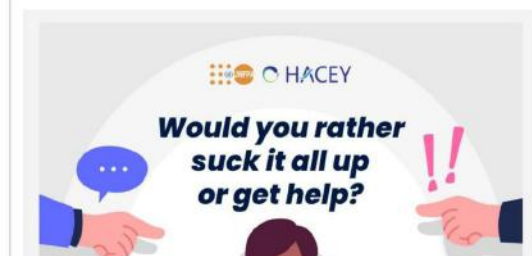
### COMMUNICATION

# USER SNAPSHOT

**AH** **Hannah** 8 Nov  
HACEY Health Initiative

Yes, I haven't seen my menses and am scared because my boyfriend said he doesn't want child outside wedlock

On Fri, Oct 23, 2020, 1:41 PM HACEY Health Initiative <[info@hacey.org](mailto:info@hacey.org)> wrote:



**Kola Mide**

Sep 18 06:46

Kola Mide replied to an ad.

Hi! Please let us know how we can help you!



Hi

Hi Kola

we are happy you sent us a message, do you have any questions or would you like to get help or need someone to talk to? If Yes please let us know what you have in mind.



Yes, I have some issues I would like do share with you

Sep 18 09:43

Alright. I'm here for you

Would you prefer a call or we should keep chatting?



Chatting

Newer messages

**crystal\_pr...** Active now

Replied to your promotion



Hello



Good evening sir/ma'am I saw your ad

Hi Precious. Good evening. We are glad you reached out to us

How can we help you?

Sep 18, 6:33 AM

Honestly, I really do not know why I sent a message. I just feel like I need someone to listen to me talk. Someone who does not judge, someone who really care.



Re: Do you need help?

**AY** **Yusuf**  
HACEY Health Initiative

23 Oct

Thank you sooo much for your mail  
My name is Yusuf  
I'll call you soon  
I really appreciate your support

On Fri, 23 Oct 2020 at 1:37 PM, HACEY Health Initiative <[info@hacey.org](mailto:info@hacey.org)> wrote:





# GALLERY



**UNFPA HACEY**

Don't lockdown yourself along with COVID 19

## STAY INFORMED, STAY PROTECTED

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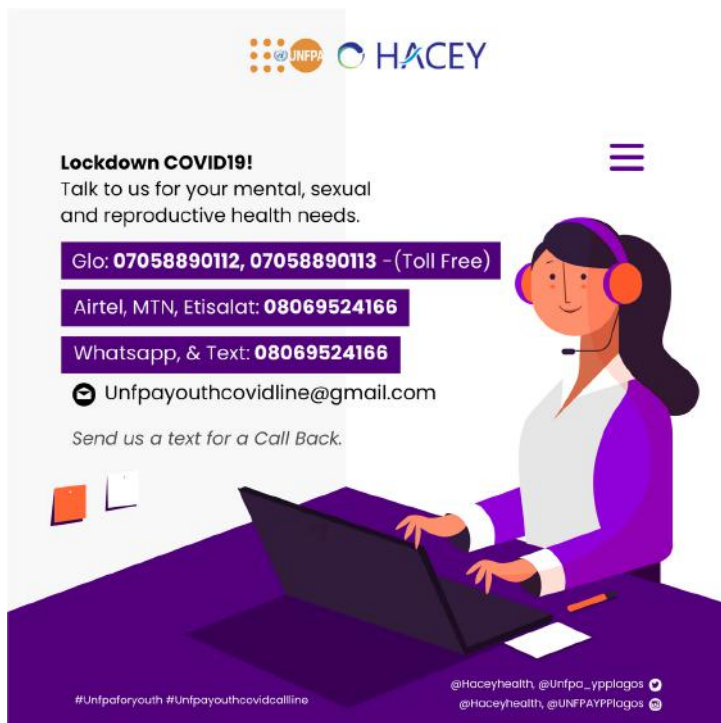
Whatsapp, & Text: **08069524166**

Unpayouthcovidline@gmail.com

Send us a text for a Call Back.

@Haceyhealth, @Unfpa\_ypplagos  
@Haceyhealth, @UNFPAYPPlagos

#UNFPAforYOUTH #UNFPAYouthinfoline



**UNFPA HACEY**

**Lockdown COVID19!**  
Talk to us for your mental, sexual and reproductive health needs.

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#UnfpaforYOUTH #Unpayouthcovidcalline

@Haceyhealth, @Unfpa\_ypplagos  
@Haceyhealth, @UNFPAYPPlagos



**UNFPA HACEY**

Does staying at home during this **COVID19** pandemic make you feel miserable?

Call us, let's gist about it!

Glo: **07058890112, 07058890113** (Toll Free)

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Whatsapp & Text: **08069524166**

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**UNFPA HACEY**

We know surviving COVID19 Pandemic is tough.

**Would you rather suck it all up or get help?**

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#UnfpaforYOUTH #Unpayouthcovidcalline

# GALLERY



**How do I make the right choices in the pandemic?**

**Call our helpline now!**

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@Haceyhealth, @UNFPAYPPlagos

#UNFPAforYOUTH #UNFPAYouthinfo



#UNFPAforYOUTH #UNFPAYouthinfo

**Seek help before you BREAKDOWN.**

Glo: **07058890112, 07058890113** – (Toll Free)

Airtel: **07080601771** – (Toll Free)

Airtel, MTN, Etisalat: **08069524166**

Whatsapp, & Text: **08069524166**

Unpayouthcovidline@gmail.com  
**Send us a text for a Call Back.**



@Haceyhealth, @Unfpa\_ypplagos @Haceyhealth, @UNFPAYPPlagos



**We are here for you!**  
**Call our Toll Free Lines NOW.**  
**All calls are confidential.**

Glo: **07058890112, 07058890113** – (Toll Free)  
Airtel: **07080601771** – (Toll Free)

Airtel, MTN, Etisalat: **08069524166**

Whatsapp, & Text: **08069524166**

Unpayouthcovidline@gmail.com  
**Send us a text for a Call Back.**

@Haceyhealth, @Unfpa\_ypplagos  
@Haceyhealth, @UNFPAYPPlagos

#UNFPAforYOUTH #UNFPAYouthinfo



**COVID19 is real!**

**Lockdown your sexual health**

Glo: **07058890112, 07058890113** (Toll Free)

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Whatsapp & Text: **08069524166**


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@Haceyhealth, @UNFPAYPPlagos  
#UnfpaforYOUTH #Unpayouthcovidline



# GALLERY



**Negotiate safe sex always!**

**HIV doesn't show on the face. Lockdown your health & Stay Safe!**

**Call our helpline now!**

Glo: **07058890112, 07058890113** – (Toll Free)


Airtel, MTN, Etisalat: **08069524166**

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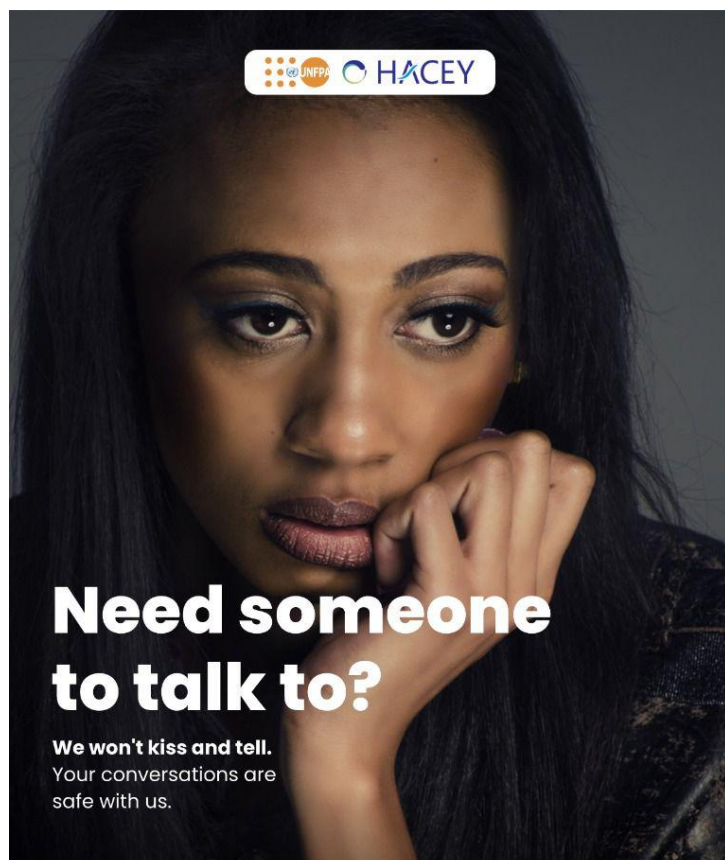
**Despite the COVID19 Pandemic, you're the reason we are here.**

Unfpaouthcovidline@gmail.com  
**Send us a text for a Call Back.**

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Whatsapp & Text: **08069524166**

@Haceyhealth, @Unfpa\_yppagos  
@Haceyhealth, @UNFPAYPpagos

#UnfpaforYOUTH #Unfpaouthcovidline



**Need someone to talk to?**

**We won't kiss and tell.**  
Your conversations are safe with us.

**Call our helpline now!**

Glo: **07058890112, 07058890113** – (Toll Free)  
Airtel: **07080601771** – (Toll Free)

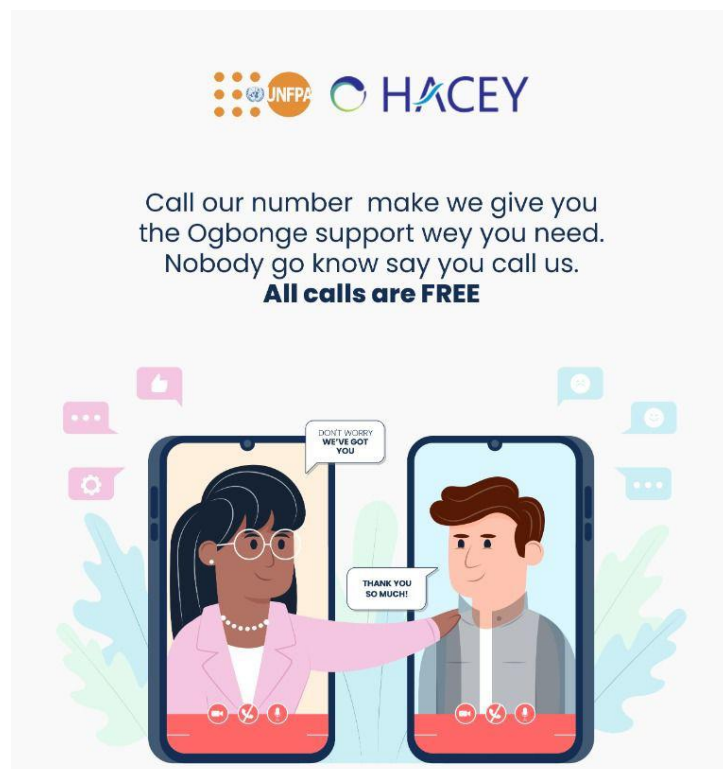
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**Send us a text for a Call Back.**

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@Haceyhealth, @UNFPAYPpagos

#UNFPAforYOUTH #UNFPAYouthinfo



**Call our number make we give you the Ogbonge support wey you need. Nobody go know say you call us. All calls are FREE**

**Call our helpline now!**

Glo: **07058890112, 07058890113** – (Toll Free)  
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#UNFPAforYOUTH #UNFPAYouthinfo



# GALLERY

 **#MakeWeVan**

## SURVIVING COVID-19 ERA:

How youths can thrive amidst the pandemic





**GUEST**  
**OLUWAFUNMILAYO ONI**  
@OniOluwafunmi  
Founder, Iranwo Foundation



**HOST**  
**OCHICHE JOY**

21st August, Friday | 4pm-5pm WAT  
LIVE @UNFPAYpplagos





**COVID-19 is not a death Sentence**  
**HIV is not a death sentence!**  
**Don't be afraid of getting tested.**

**Call us today, let's talk.**  
Glo: **07058890112, 07058890113** - (Toll Free)  
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@Haceyhealth, @UNFPAYPPlagos  
#UNFPAforYOUTH #UNFPAYouthinfo

 **THEGX SHOW**



**BLESSING ASHI**  
UNFPA YPP MEMBER



**ONYINYECHI EKUMANKAMA**  
HOST



**FUNMI TAIWO**  
UNFPA YPP MEMBER

**Today's Topic:**  
Youth Development in Lagos; Mental, Sexual, Psycho-Social and Reproductive Health

**LISTEN LIVE**  
www.nigeriainfo.fm

Date: Sat. 22nd August, 2020 Time: 10:00am

**Let's Talk**  
Studio line: 0810 925 5898





**About 77% percent of teenage pregnancies are unplanned.**

**More than 90% of adolescent suicides are from low-middle income countries.**

**Let's talk about your Mental and Sexual Health.**

**07058890112, 07058890113** - Free for Glo users.  
**08069524166**

Unfpayouthinfo@gmail.com  
If you don't use these networks, please send us a text and someone will call you back.

@Haceyhealth, @Unfpa\_ypplagos  
@Haceyhealth, @UNFPAYPPlagos  
#UNFPAforYOUTH #UNFPAYouthinfo



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