

COVID-19 Response Through 3-2-1 Digital Mobile Technology In Nigeria

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Introduction

- The COVID-19 global pandemic in Nigeria has required a need to create public awareness.
- Mobile technology was adopted to educate Nigerians on the symptoms of COVID-19 and how they can prevent its spread.
- **Breakthrough ACTION-Nigeria, a United States Agency for Development (USAID)** funded project applied a mobile technology approach in partnership with **Airtel**, a private telecommunication service provider.



"The 3-2-1 service gives me more knowledge about things I did not know but that are useful for society like staying safe at home, wearing a mask (and other health issue). We use it to educate others in our community"
Shuaibu Zaidu, a Breakthrough-Action Nigeria community Volunteer , Nasarawa

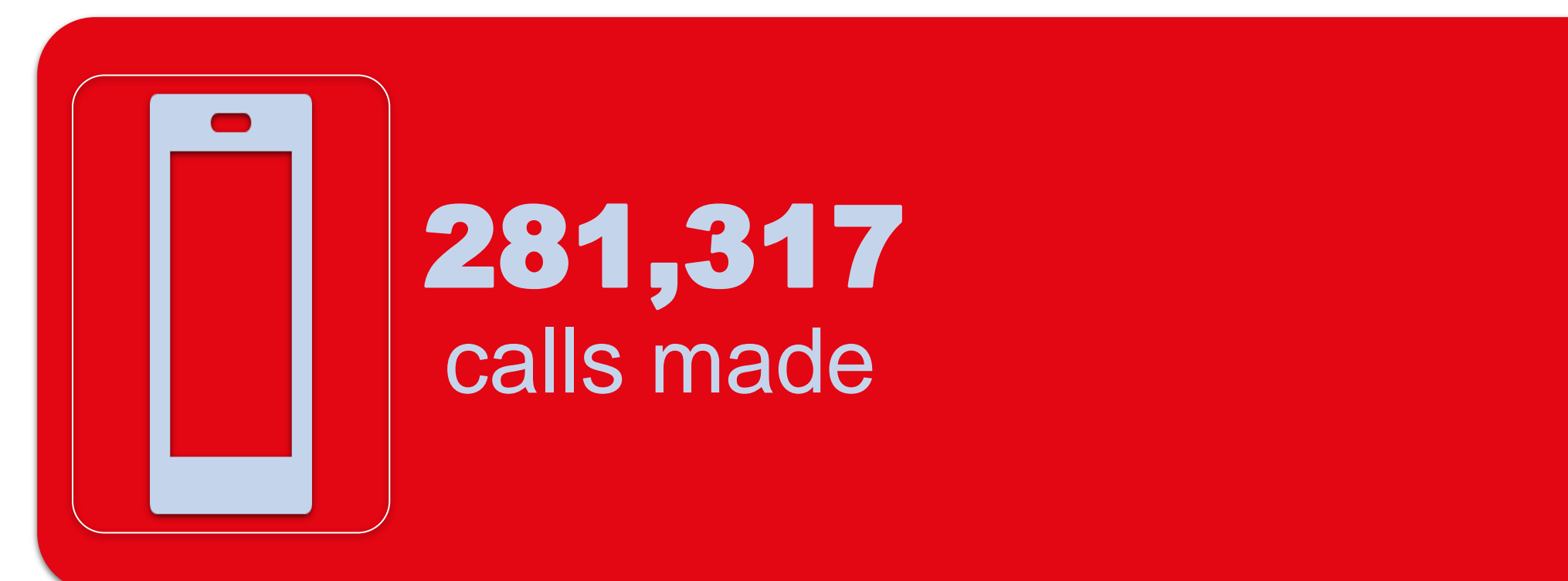
Methods

- A partnership with a private telecommunication service provider with over **51 million subscribers** in Nigeria (~ **27% of the population**).
- The content is jointly developed by the National Center for Disease Control (NCDC) and Breakthrough ACTION - Nigeria and recorded by native speakers in 5 major Nigerian languages (**English, Pidgin, Hausa, Yoruba and Igbo**) to ensure effective communication to listeners.
- The messages are disseminated in two ways:
 - **Viamo's** 3-2-1 platform, an interactive voice response (IVR) information line.
 - Airtel places calls and text messages to an average of **500,000 subscribers** daily on COVID-19 symptoms, along with a referral to call 3-2-1 for additional free information.
- This is at no extra cost to the Government of Nigeria, Breakthrough Action-Nigeria, or the subscribers - regardless of the type of mobile telephone, language, location, or literacy level.
- Messages are updated regularly to reflect the changes in the pandemic's trajectory. For example, content on international travel was replaced with community spread, post lockdown prevention, stigma and discrimination against COVID19 confirmed case, prevention of fake news.

Results

The dissemination of government-approved COVID-19 messages, using mobile technology, has helped to increase access to valid COVID-19 information among Nigerians, especially those in rural communities.

Snapshot of analytics from March 25th to May 16th 2020:



Discussion

- The 3-2-1 service has been used to reach many people at the same time regardless of the type of mobile phone they use, their demography, language preference and level of literacy.
- Metrics from 3-2-1 track daily interactions with the content and provide insights on how content is being consumed by callers. This includes information on the most popular content, language and geographic regions with the most engagement.
- Having access to this critical information is vital for program managers to make real-time decisions on how to adapt the content and its sharing methods.

Limitations

- The COVID19 messages were restricted to Airtel subscribers, excluding other network subscribers. However, other telecommunication companies in Nigeria have now shown interest in developing a similar service to boost the reach of these important messages across the country.