

The Role of Social and Behavior Change (SBC) Interventions on the **Increase** in TB Case Notification in Nigeria

Providing people with actionable information on tuberculosis within high burden locations and across their preferred communication channels in Nigeria



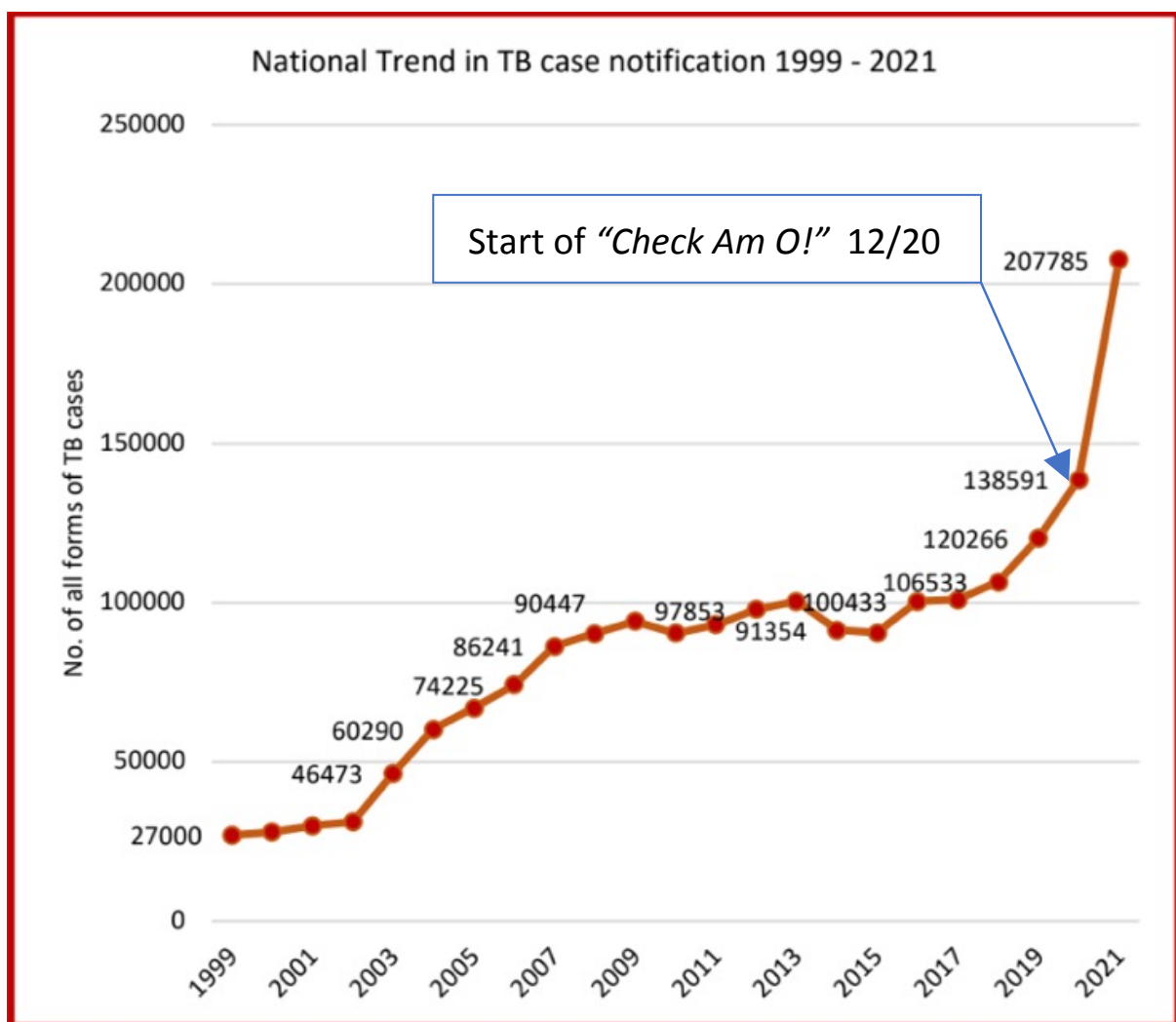
Situation:

Prior to 2019, Nigeria maintained a case notification rate for tuberculosis (TB) less than 24%, one of the lowest in the world (Nigeria Tuberculosis Profile, World Health Organization, 2017).

With over 200 million people and ranking first in Africa and sixth among the 30 high TB burden countries globally,

this poor outcome had an outsized negative impact on achievement of global TB goals for more than a decade.

As shown in the graph, the number of cases notified (i.e., those with TB and receiving treatment) had been stuck around 100,000 per year from 2008 to 2018. After 2018 the nation recorded significant and consistent increases in the annual TB notification from 106,533 in 2018 to 120,266 in 2019 to 138,591 in 2020. Then in 2021, 207,785 TB cases were notified (a 50% increase over 2020) marking a dramatic acceleration of the rate of increase. Nigeria was one of the few countries in the world to achieve an increase in 2020, during the height of the COVID-19 lockdown and mitigation measures, making this achievement even more impressive (Source: NTBLCP 2022)



What led to these improvements during the period 2018 to 2021?

On June 2, 2022, the Honorable Federal Minister of Health launched the National Tuberculosis and Leprosy Control Programme (NTBLCP)'s "[Compendium of Best Practices 2018-2021](#)" that describes the broad array of interventions and best practices that contributed to the success during this period. As highlighted during the launch, one of the enabling factors of this success was new and dynamic leadership of the NTBLCP starting in 2018 and committed development partners and implementing agencies working collaboratively with the government to fund, coordinate and implement a wide array of interventions.

Over the years investments have primarily focused on improving TB services, including diagnostics and clinical services. The United States Agency for International Development (USAID) has provided cumulative bilateral funding of about \$230 million from 2003 to 2021 to support these efforts. In the [National TB Prevalence Survey Report 2012](#) the FMOH identified

the need for increased demand creation to help improve case notification rates as one of the top priorities. USAID has been the leading development partner to respond to this need, investing \$4 million between 2018-2021 in the Breakthrough ACTION-Nigeria Project to work with the NTBLCP and partners to design and implement social and behavior change interventions to increase the demand for TB services.



We realized that just because we've invested so heavily in making sure [TB] services were available, it didn't mean that people would demand those services. ”

Debby Nongo, USAID Nigeria HIV/AIDS and TB Office

Social and Behavior Change Approach

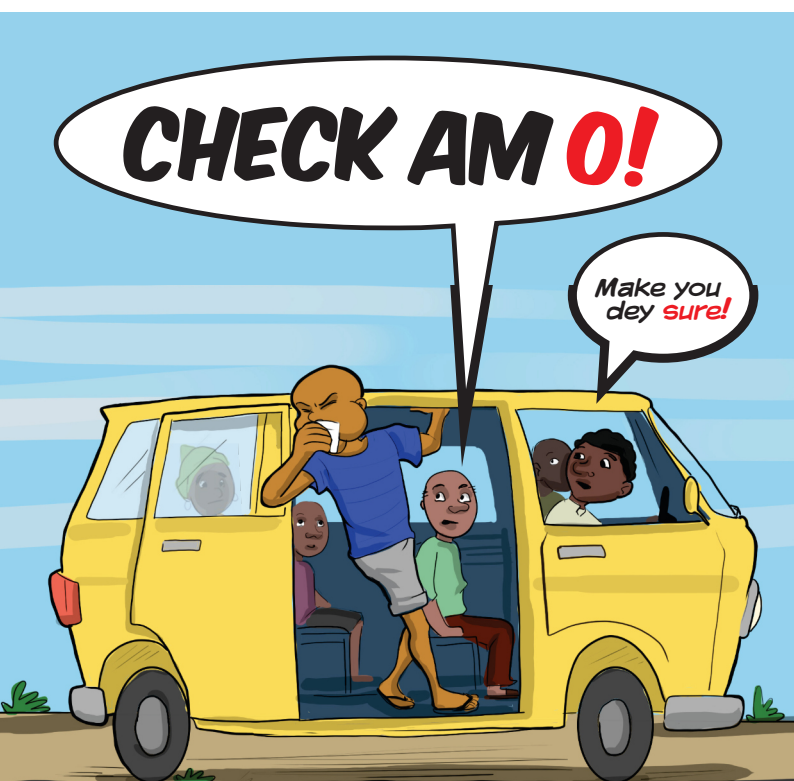
This document describes SBC interventions identified as best practices in the Compendium. The USAID Breakthrough ACTION-Nigeria (BA-N) project, the NTBLCP and partners collaborated to develop the **first national unified TB Social and Behavior Change (SBC) campaign—“Check Am O!”**. The campaign was designed to be relatable to the priority audience of peri-urban dwellers based on an intensive human-centered design approach (see [Development Documentary](#)) encouraging anyone with a cough lasting more than 2 weeks to seek TB testing and for their friends, family and associates to support them to do so. With the onset of

the COVID-19 pandemic, the messages were adapted to address TB within the context of COVID-19. The campaign’s **mass media and social media approach** included [animated videos on television and social media and radio spots](#) in five



I heard adverts on radio about [free] TB treatment for anyone coughing for over two weeks, so I ran to the hospital and was tested positive for TB. They gave me medications and told me when to take them. Now, my medications are over, and I am back to my normal activities. ”

Nasiru Idris, TB Survivor



languages. The **community mobilization activities included motorized campaigns in TB hotspots** in partnership with service delivery partners, and engagement of patent medicine vendors, market associations and religious leaders to refer suspected TB cases among their clients and congregants. BA-N also worked with NTBLCP to increase the capacity of the **National TB Call Center**, including expanding the number of trained operators, adding an Interactive Voice Response (IVR) and obtaining a short code (3340) instead of the 11-digit phone number, to ease

recall and enable more effective cross-promotion on the mass media. Also, the **locations of the nearest testing and treatment centers in each local government area** were made available on social media and also provided via the National TB call center. The spots also were available **on-demand via mobile phone** on Airtel's 3-2-1 service.

The **motorized campaigns and community activities started in November 2020 and the media campaign went on the air in December 2020** and was formally launched by the Honorable Minister of Health during World TB Day in March 2021.



Nigeria's Hon. Minister for Health launching the Check Am O! campaign

Result Highlights

NTBLCP ACSM

- National ACSM Guideline Developed
- State ACSM Focal Persons Identified



MASS MEDIA

57,297
Radio & TV Spots aired

825
TB programs aired in 7 States

80%
reported TB message exposure

Over \$380K
in airing cost share

Built capacity of over
700 media persons



MOBILE ON-DEMAND

- TB Spots accessed on Airtel 3-2-1
11,500 times



CALL CENTER IMPACT

- Avg serviced calls/month increased from 288 (Dec'19-Nov'20) to
11,697 (Dec'20-Nov'21)
- Average referrals/month increased from 54 (Dec'19-Nov'20) to
354 (Dec'20-Nov'21)



SOCIAL MEDIA

5M+
Persons Reached in 2021

84,917
people accessed info on location of nearest TB testing site in their area



COMMUNITY LEVEL



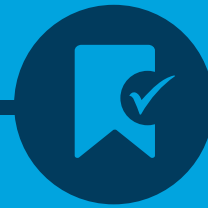
2,384
Motorized campaigns conducted

Over 1.7M
Persons reached in TB Hotspots

Over 170K
Presumptive TB cases referred for testing

Over 82K
Directly referred TB cases tested

Conclusion



While comprehensive investment across the spectrum of care for Tuberculosis is important, SBC has helped to increase case notification in Nigeria through:

- Co-development of interventions with targeted beneficiaries using the human centered design approach
- Provision of actionable information that can connect people to services within their own areas
- Ensuring the actionable information is available to the people through mass and interactive media.
- Deploying the community SBC approaches in collaboration with service delivery partners for seamless testing of presumptive cases.

This case study is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the Breakthrough ACTION Cooperative Agreement #AID-OAA-A-17-00017. Breakthrough ACTION is based at Johns Hopkins Center for Communication Programs (CCP). The contents of this case study do not necessarily reflect the views of USAID, the United States Government or Johns Hopkins University.