

MTV STAYING ALIVE FOUNDATION AND VIACOM INTERNATIONAL MEDIA NETWORKS COMMITMENT SELF-REPORTING QUESTIONNAIRE 2019



EWEC Secretariat, PMNCH, FP2020 self-reporting questionnaire to assess progress on implementation of commitments to the Global Strategy on Women's, Children's and Adolescents' Health.

COMMITMENT PROGRESS SUMMARY NARRATIVE

The first season of MTV Shuga Nigeria premiered in Lagos on 22 Feb 2018, and rolled out on multiple free-to-air and pay TV channels. It was uploaded onto Youtube, pulling in 2.6 million views for this season, 19,000 new subscribers of which 55% were between the 18-24 age brackets. The distribution for the radio drama series in Lagos State commenced in September 2018 reaching a potential audience of 6.3 million people on 6 stations. Both the broadcast of the TV and radio had a direct positive impact on services they promoted, with TV directing the audience to the MSI phone line and the radio to a DKT helpline which both provide information on family planning and contraceptive advice. The peer education outreach is due to start in June 2019 which will reach a total of a minimum of 12500 people on the first year, and the same amount on the second. We're now in script development and preproduction for the next season which is planned to broadcast in September/October 2019. We also partner with the NYSC – this is a the national youth service programme for all young Nigerians to carry out their community service. The MTV Shuga content is screened and distributed at their orientation sessions, and we partner with service providers to run advice centres on the day offering advice on contraception and hanging out free condoms to young people.

We're making great progress in carving out the MTV Nishedh campaign in India, having locked in an impressive distribution deal with Viacom 18 ensuring our content will broadcast on MTV India, Colours Rishtey as well as VoD platforms Voot and JioTV. The content for this campaign will focus on behaviour change messaging and generating demand for services in SRH, family planning, modern contraception safe and legal abortion, TB symptoms and treatments and adolescent nutrition. We have a number of enthusiastic funding partners involved across the campaign, namely CIFF, David and Lucille Packard Foundation, CSBC, Johnson and Johnson Global Fund, Abt Associates, and UNICEF. We have contracted in a production company to begin with story development and are engaging with radio stations for a radio drama series, and universities to lock in our campus activations/youth conferences. All elements of the campaign will drive the audience to appropriate services increasing access and knowledge in areas associated with the key messaging. The college activations and radio show is planned to commence in July/August 2019 with the TV show planned for broadcast in Sep/Oct 2019.

For both MTV Shuga Nigeria and MTV Nishedh India, we are unable to report on how these projects have improved women's, children's and adolescents' health, until evaluations are complete (2020/21)

Egypt Update: Unfortunately, this project was cancelled.

THEMATIC COMMITMENT PROGRESS

End epidemics of HIV, TB, malaria, neglected tropical diseases and other communicable diseases

Number of new HIV infections per 1000 uninfected population, by age and sex

Ensure universal access to Sexual and Reproductive Health and Rights (SRHR)

Percentage of women of reproductive age (15-49) who have their need for family planning satisfied with modern methods

Adolescent birth rate (10-14, 15-19) per 1000 women in that age group

Proportion of women aged 15-49 who make their own informed decisions regarding sexual relations, contraceptive use and reproductive health care

Proportion of men and women aged 15-24 with basic knowledge about sexual and reproductive health services and rights

Geographic Coverage. Check all the geographical levels that you implement your commitment-related activities in?

Country

Linkage to National Health Strategies. Are commitment-related objectives and/or targets aligned with the national health strategy of the country or countries in which activities take place in?

Yes

How commitment-related objectives and/or target were selected?

In Nigeria, we are working with our key partners, including Bill & Melinda Gates Foundation as well as the Nigerian Government and all targets are approved by both. In India, we are working with our key partners, including CIFF, J&J, Packard, ABT, Ashoka and UNICEF for targets. We are currently discussing with the Government our project and targets.

Country?

Egypt

EVERY WOMAN EVERY CHILD FOCUS AREAS

Sexual and Reproductive Health and Rights

Applicable

Current Status: Ongoing

Activities Implemented:

MTV Shuga Nigeria 360 media campaign

MTV Nishedh India

Results Achieved:

MTV Shuga Nigeria 360 Media campaign:

The TV show component pushed viewers to MSI call centers, which saw 14% of conversations over the broadcast period being attributed to MTV Shuga, with new calls still being recorded beyond the broadcast period (most probably from youtube). The MSI report also mentioned the following: "Also of note is the fact that the contact centre handled just over 2700 calls in 2017, making MTV Shuga's contribution over the 5- month period around 44% of total traffic handled in 2017. From these 1187 conversations, only 56 enquired about casting or plot information meaning that the rest (95.3%) had a conversation for which MSI could be of assistance. This rate is very much in line with the proportion of nuisance calls we would expect on the traffic

we handle more generally. MTV Shuga has been excellent at reaching the youth compared to general traffic; 866 (73%) were under the age of 24, and significantly 341 (30%) were in the adolescent age range, and compares very well against the rest of the traffic handled which had 39% youth, and 10% adolescents. The impact also extends to referrals, with MTV Shuga contributing 18% of all referrals whilst only making up 14% of traffic as detailed above. The programme was also the source of 10% of all SA/PAC referrals, and made up 35% of all adolescent referrals. What is even more noteworthy is that the vast majority of MTV referrals (61%) were generated from conversations that initiated on WhatsApp. This suggests that clients view the channel as a confidential and convenient medium to discuss what may be seen as very personal topics across all age groups. This bodes well for the contact centre; as traffic increases we can leverage the efficiencies that digital communication channels offer to serve more clients”

MTV Shuga Nigeria is being evaluated by Tulane university, which will be completed in 2020

Community Engagement: Yes
Individual Potential: Yes
Service Delivery Included: Yes
Geographical Coverage: Both Urban and Rural
Adolescent girls and young women (aged 15-24): Yes
Adolescent boys and young men (aged 15-24): Yes

Empowerment of Women, Girls and Communities

Applicable
Current Status: Ongoing
Activities Implemented:
For MTV Nigeria we incorporated Kano based characters and story lines into the TV drama that focused on access to education for young girls, within the context of child spacing and family planning. This messaging was supported by short form digital content, as well as being discussed in the peer education guide.

Results Achieved:
Results not available until evaluation by Tulane University is completed, 2020/21

Describe the factors that contributed to commitment-related activities being delayed or to an unsuccessful implementation. If delayed, what was needed or is needed, if the problem is current, to restart the activities impacted?

MTV Shuga Nigeria
Under the guidance of the funding partner, we paused activity in Kano and Kaduna (northern Nigeria) until political partnerships between the funder and government were solidified post elections. We're hoping to continue with activities in June/July 2019 in this region.

MTV Nishedh (India)
We're behind on initial timelines for this campaign due to a delay in total funding for the budget.

Egypt - project had to be cancelled because politically, it was too challenging to incorporate SRHR messaging into prime time tv.

If you prefer to share links to your high-quality photos and/or videos, please share it here:



1 MTV Shuga Naija: Episode 1 <https://www.youtube.com/watch?v=wxH7kqyYJvU&t=800s>



2 MTV Shuga: In Real Life <https://www.youtube.com/watch?v=H3llkEO1MOs&t=2s>

Please provide the following information on the point of contact for this update:

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