

**REPORT OF THE  
SHELL AIDS  
SCHOOLS'  
CHALLENGE**

## **SYNOPSIS**

In year 2006, Shell Petroleum Development Company of Nigeria (SPDC) proposed engaging secondary school students in quiz competition on HIV/AIDS and other STD's that will culminate in December 1, 2006 the World AIDS Day, celebrated globally. Agency was contacted to organize a quiz competition on HIV/AIDS/STI's for secondary school students in the Niger Delta, namely, Abia, Bayelsa, Edo, Delta, and Rivers State.

### **1.1 OBJECTIVES**

- To raise awareness of HIV/AIDS among secondary school youths
- To increase intellectual knowledge about HIV/AIDS and other sexually transmitted diseases among students.
- To provide accurate information about all the modes of transmission and prevention of STI's and HIV/AIDS
- To increase social and educational interaction among students and communities of the Niger Delta
- To educate youths on issues of STI's, HIV/AIDS, Sexually responsible and issues concerning stigma and discrimination of PLWAs

## 1.2 ISSUES ADDRESSED

- Awareness within the young people about the existence of the disease, the mode of transmission, preventive measures, current research breakthrough in the fight against the disease etc.
- It will be a forum that would dispel some myths surrounding sexually transmitted diseases especially amongst young people
- From our research findings, there was a vacuum in the segment of television and radio broadcasting today. Thus, a well packaged quiz competition, would not only arouse the interest of these young folks, but would be a veritable way of influencing their thought.
- It will project SPDC as a socially responsible citizen particularly as the contest would be relayed within the Niger Delta
- We intend to persuade these students to seek personal enquiries at designated health centres, thereby increasing their awareness
- Radio has breadth advantage – of being heard in urban and rural areas where there may or may not be electricity. It is also an immediate medium. A good complement for television broadcast

## 2.0

## OUR ACHIEVEMENTS

### 2.1 COVERAGE

- We had audio recording of the 3 contests in each of the five states i.e 15 programmes. Transmission was 13 programmes (chosen from the 15 preliminary and 7 final contests) in each of the states participating.
- We recorded (audio and TV) eight contests at the final stage.  
We had enough programmes to run for 13 episodes each on each of the radio and television stations; which were transmitted within 2 weeks (2 episodes per day) climaxing in the finals on NTA Network on Friday December 1, 2006 (edited into one full hour).
- Radio and TV stations recommended and used were:
  - Delta Broadcasting Service (DBS FM, DBSTV), - Edo Broadcasting Service (EBS FM, EBS TV), Rivers State Broadcasting Corporation (RSBC), NTA Port-harcourt Broadcasting Corporation of Abia (BCA), NTA Aba, NTA Yenogua and Glory FM
- The preliminary stages to quarter final stages had some SPDC representatives while the grand finale had Dr. Babatunde Fakunle as Guest of Honour with representatives for the Commissioners of Health and Education, WHO, staff of SACA Rivers State among others. Speeches were equally delivered by some of these dignitaries in a very friendly atmosphere.

## **MEDIA CAMPAIGN**

- To elicit excitement and awareness of the programme, advertisements were run in four regional and national newspapers daily for 3 days before commencement of broadcast on both TV and Radio.
- We got media involved in giving adequate editorial coverage via press conference reportage.
- We further gave publicity to the event via series of photo story in two national newspapers
- We got media involved in giving adequate editorial coverage via press interviews reportage.
- To ensure publicity for broadcast we carried promo minimum of three times daily in all the TV and Radio stations used.
- Though there were some few challenge, broadcast of recorded episodes were done from November 24-Dec.1, 2006.

### GIFTINGS

With the giftings, there were more than enough packs for the students, teachers and members of the audience. The prizes for all participants were also awarded as arranged.

### PRIZE RECIPIENTS-PRELIMINARIES

S/N	STATE	CATEGORY	PRIZE COLLECTED	PRIZE OUTSTANDING
1	Abia	Contestants(10)	Clippers/Manicure set each	
		Audience (90)	Pack of T-shirts/Badana/Wristband/Exercise Books/Biros each	
		Participating schools(45)	Educational Aid (Math Set, Science charts),1st Aid Box each	
		Participating Teachers(9)	Clippers/Manicure set each	
2	Bayelsa	Contestants (10)	Clippers/Manicure set each	
		Audience (90)		T-shirts/Badana/Wristband/Exercise Books/Biros.
		Participating schools(45)	Educational Aid (Math Set, Science charts),1st Aid Box each	
		Participating Teachers(9)	Clippers/Manicure set each	
3	Delta	Contestants(10)	Clippers/Manicure set each	
		Audience (90)		T-shirts/Badana/Wristband/Exercise Books/Biros.
		Participating schools(45)	Educational Aid (Math Set, Science charts),1st Aid Box each	
		Participating Teachers(9)	Clippers/Manicure set each	
4	Edo	Contestants(10)	Clippers/Manicure set each	
		Audience (90)	T-shirts/Badana/Wristband/Exercise Books/Biros.	
		Participating	Educational Aid (Math Set,	

		schools(45)	Science charts),Ist Aid Box each	
		Participating Teachers(9)	Clippers/Manicure set each	
5	Rivers	Contestants(10)	Clippers/Manicure set each	
		Audience (90)	T-shirts/Badana/Wristband/Exercise Books/Biros.	
		Participating schools(45)	Educational Aid (Math Set, Science charts),Ist Aid Box each	
		Participating Teachers(9)	Clippers/Manicure set each	
6		Host Schools(5)	Educational Aid (Math Set, Science charts),Ist Aid Box each	

Prex

**PRIZE RECIPIENTS – FINAL (PORT HARCOURT)**

S/NO	SCHOOL	PRIZE COLLECTED	PRIZE OUTSTANDING
1	Our Lady of Fatimah Secondary School, PH	Trophy, 1 computer, Generator, 2 portable DVD Players, 6 games,48-sheet outdoor(installed)	Printer, Certificate
2	Unique International School, Effurun, Delta State	Plaque, 1 computer, Generator	Printer, DVD Players + 4 Games, Certificate
3	Bishop Dimeari Grammar School, Yenagoa, Bayelsa	Plaque, 1 computer, Generator, 2 DVD Players + 2 Games	Printer, Certificate
4	Twin Fountain College, Warri, Delta State	Plaque, 21" TV, DVD Players, 2 Mini Decks	Standing Fan, Certificate
5	Akwete Technical Secondary	Plaque, 21" TV, DVD Players, 2 Mini Decks	Standing Fan, Certificate

	School, Aba		
6	Government Secondary School, Brass	Plaque, 24" TV, DVD Player,	2 Mini Decks, Standing Fan, Certificate
7	Government Secondary School, Brass	Plaque, 21" TV, DVD Player	2 Mini Decks, Standing Fan, Certificate
8	Immaculate Conception College, Benin City		Plaque, 21" TV, DVD Player, 2 Mini Decks, Standing Fan, Certificate
9	Archdeacon Brown Education Centre, PH		21" TV, DVD Player
10	Dignitaries (12)	Pack of T-shirts(4)/Bandanas(4)/Wristband(4)/Exercise Books(4)/Biros(4)	

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-Certificates, Exercise Books and Biro (Balance) are to be delivered by Prex shortly.

-The other items listed above as outstanding has already been delivered to Shell for onward delivery to some of the participating schools.

## **AWARENESS AND ENTERTAINMENT**

We used Radio, TV and Newspaper Ad to generate awareness for the transmission and the World AIDS Day. We also leverage on the quiz programme (on radio and TV) to further publicize this show as well as educate subtly on effect of the dreaded scourge in a promo series.

The programme provided a platform for interaction with these young people and also helped to gauge their knowledge base about the disease.

## **CHALLENGES**

The project was commissioned early in October 2006 with a mandate to deliver and conclude transmission by World AIDS Day – 1<sup>st</sup> of December 2006. This came with its attendant challenges of doing a job of “six months” in “six weeks”.

We took up the challenge with project design and in less than two weeks we moved on location – starting with the preliminaries that took place in 5 states of the Niger Delta. Before then, there had been 3 rounds of recce to ensure that the planning was tight. We liaised with the Ministry of Education, State Action Committee on AIDS (SACA) in each state and mobilized 45 schools to participate in the contest. Over 800 questions were crafted, pretested and sorted for the contest.

We had 34 crew members on site comprising Producer, Director, Set men, Production Designer, Engineers, Script Writers, Floor Manager, Presenter, Production Accountant, Gaffer, Grip, Camera men, Audio Engineers; Vision mixers, Technical Director, Art Director and other support personnel. There were 15 others working directly and backroom in Lagos.

Moving out of our Lagos base required us to put out 2 trailer loads of equipment, sets, siftings and 3 buses to move the crew and facility through the Niger Delta area over a 14 day period. We had to get protection from the Nigerian Police who gave us 24 hour cover throughout the period of 2 weeks. We also had an insurance cover for security purpose for all involved in the project. Precautionary and safety measures were taken with provision of 1<sup>st</sup> Aid Boxes and fire extinguishers in the course of the project. We worked with top range equipment, some of which were flown into the country the week before specifically for the project.

There was the challenge of coping with the provision of welfare for the schools and students particularly within the budget provided by Shell. We had good cooperation and support from all the six host schools.

The turn out and conduct of schools in each of the 5 locations were particularly good (except from one of the schools – in the finals).

## **KEY LEARNINGS**

- Payment Terms: Uncomfortable, for which we incurred heavy bank charges, which were not taken into consideration during negotiation with Shell
- Crew Size: We projected a 10-man crew, ended up with 34 on location and another 15 backroom. Of course more costs incurred
- School Allowances: We overshot budget significantly because of the resistance of some of the schools which almost marred the competition especially at Final stage
- Security men: Two. Not provided for but we found this necessary considering the hostile nature of the Niger Delta environment
- We should define properly who will be in charge of inviting guests to the occasion at all stages.

## **OTHER INITIATIVES NOT BUDGETED FOR**

- Outdoor site as prize for winning schools
- Gift wrapper (i.e. branded gift bags)
- Press Editorial coverage
- Behind the scene reports recording. Little attention was given to this as it was not considered a priority at this time. So much else took our attention
- Still photography: Commissioned by PREX but not paid for
- Welfare of schools: Feeding, accommodation, transportation. Need to make adequate provision for the students, Teachers, etc
- Logistics of supplying giftings requires more time than allotted. In future we could do with more time.
- We carried out all contest adhering to the strictest HSE rules at both the preliminaries and Final stages. This involves deploying safety equipment such as First Aid, Fire extinguishers amongst others.

## RECOMMENDATIONS

- Approval should be given earlier in the year to facilitate adequate and comprehensive planning to make it the world class contest we envisaged. A lead time of 4 to 6 months is required for a national contest.
- The HIV/AIDS epidemic is a national issue. There is need to expand the scope of the campaign beyond the shores of Niger Delta.
- To complement the information dissemination and further impact the students, setting up Anti-AIDS Club in secondary schools will be of great help.
- With adequate time and resources it is advisable to increase the number of participating schools at the intra-state level as the schools and students showed brazen eagerness to participate in a novel contest of this nature.
- To attract much more participation of young people, we recommend complementary social events that would have in attendance popular stars and some artistes performing on AIDS related issues i.e Musical shows, Fashion shows, Art Exhibition, etc.