

# NANA

Girls & Women  
Empowerment Initiative

**BRIEF**



NANA Girls & Women Empowerment Initiative

**STRATEGIC PLAN 2021-2025**

**2021**

## BACKGROUND

Nana is a registered NGO working in Northern Nigeria to provide innovative, scalable and cost-effective interventions that empower women and girls and provide them with opportunities to challenge the existing gender inequality. Nana as an organization is passionate about girls and women and cherishes integrity, equity and justice. This passion is reflected in the work we do and how we do them. To provide opportunity to girls and women and to challenge gender inequality, Nana adopts two approaches: first, our work addresses the practical gender needs of girls and women by providing them with opportunities to access and excel in school, pursue their chosen career, including politics as well as other forms of economic empowerment, including facilitating access to finances. The second approach is working to address the strategic gender needs of women and girls on the way we deliver the practical needs. We do not only improve women's and girl's access to education and career for example, but more importantly, we help them to challenge the norms and values that support and perpetuate such discriminations through building the agency of the girls and engaging with religious, traditional and political leaders. We recognize the fact that every parent wants their daughters to prosper and 'become somebody' useful to the family and the 'al'umma' (community).

The biggest obstacles are lack of financial (cost of schooling/training and poverty), social (ability to withstand social pressure) and political capital (voice and accountability). Similarly, we recognize and appreciate the fact that majority of ordinary women and girls are engaged on one form of economic activities or the other in order to contribute to family income. The value of women's economic engagement is entrenched in Northern Nigeria, that almost every native woman and girls are economically engaged. The 2013 National Demographic Health Survey reported high level of women economic independence in North West zones compared to the zones in the South. The Survey reported that 88% of women from the North west have sole control over their earnings than 41% in the South east. So, Nana approach is not just providing opportunities, but also building the agencies of women and girls to negotiate against all forms of discriminations. The local reality that virtually all rural Hausa families practice a system of seclusion, in which married women are expected to conduct most activities within their compound and other private spaces influences Nana's approach to empowerment. Majority of rural Hausa women need the permission of their husbands to go outside the home to visit a relative or a

health facility even in the case of an obstetric emergency. With the limitations of seclusion, Northern women do engage in a variety of economic activities in their homes such as agricultural processing, embroidering, sewing, and preparing products for sale. Northern women's dependent on the labour of girls is unavoidable because of seclusion. Women are dependents on girls to buy raw materials needed for their economic activities, to hawk for them and to do other domestic chores such as bringing water, and minding younger siblings—so keeping a daughter in school presents mothers with significant opportunity costs.

## **OUR HISTORY**

Nana started as a community-based initiative in Yauri Emirate in 2008 to improve students' academic performance in secondary schools by supporting teachers to provide extra lessons to students interested in pursuing higher education. Due to high rate of unemployment among the youth in the region, Nana developed interest in giving financial support to youth and women to expand on their existing businesses. After two years' experience, Nana decided to collaborate with an existing registered Microfinance Bank to manage the disbursement and repayment of loans in line with the microfinance guidelines and rules. Thereafter the focus expanded to support youth and women to start up a business or to expand on an existing business as socio-economic empowerment scheme. The organization was registered with the Cooperate affairs in 2015 and expanded its operation to Birnin-Kebbi and Sokoto states. Nana believes in innovative, scalable and cost-effective interventions that empower women and girls and provide them with opportunities to challenge the existing gender inequality. Nana as an organization is passionate about girls and women and cherishes integrity, equity and justice. The strength of NANA team is deep local knowledge and good understanding of the gender issues that facilitate and hinder women's path to empowerment as well as engagement with government, community, religious and traditional institutions and leadership.

## CONTEXT - ANALYSIS OF TRENDS

**Political trends:** . In the past three (3) years, Kebbi State government has provided support to women through skills acquisition programmes, provision of soft loans to start up micro and small businesses and support for women participation in the Agro business sector. NANA in collaboration with other women rights organisation and stake holders are pressuring government both the executive and the legislative arm to revisit the existing policies and laws that discriminate against women and girls. As a result, NANA has compelled the government in Kebbi State to review and update their laws against crimes against humanity and sexual gender base violence. In January 2021, the state government assented into law a Model Panel Code (2021) that stipulated harsher punishments on crimes such as kidnappings and rapes. From January 28<sup>th</sup>, 2021, kidnapping becomes punishable with death and rape case attracts life imprisonment. The implication of this law therefore, is that it will play a significant role in reducing cases of both kidnappings and sexual violence.

**Economical trends:** The high rise in the number of rice farmers in Kebbi state as a result of government anchor borrowers policies initiatives, a number of women are getting jobs that increase their income through indirect agricultural activities like processing the raw materials to finished and consumable products and petty trading, because of increase in demand and supply. More women are been supported and empowered economically through our implementation of economic empowerment projects in rural communities we have introduced in the past one year, the concept of dishing out non interest soft loans to women traders to boost their businesses and increase their income.

The biggest obstacles are lack of financial (cost of schooling/training and poverty), social (ability to withstand social pressure) and political capital (voice and accountability). Similarly, we recognize and appreciate the fact that majority of ordinary women and girls are engaged on one form of economic activities or the other in order to contribute to family income. The value of women's economic engagement is entrenched in the culture of North Western Nigeria, but most of these economic activities are having very small capital base and are not formalise, which hinders their growth. Almost every woman and girl in the North West are economically engaged and this begins from as early as eight years with hawking. To boost this culture of business engagement, NANA is capitalizing on the water resources from river Niger and its tributaries to train and support women on fish farming (Aquaculture), which is now a major economic activity in Yauri emirate.

**Technology trend:** With the closure of schools to contain the spread of COVID 19 in Nigeria, Kebbi state government has introduced classes aired by state television and radio stations. The closure happened few months to the start of national secondary school final examinations. Yauri, Shanga and Ngaski are the three Local Government Areas not reachable by television and radio or any form of mass media. The students of these LGAs will therefore have no access to the government organized e-learning classes. Considering this situation, Nana Girls and Women Empowerment Initiative piloted an e-learning that provided opportunities to girls to continue with their lesson, not to be left behind because of their disadvantaged locations. The e-learning system is a cost efficient and reliable solution, addressing some obvious problems in our local context like power supply, high cost of e-learning equipment, connectivity problem and cost of data. The NANA-WVL e-learning lessons targeted SS3 girls in their final year of studies to prepare them for SSCE national examinations. The lessons will cover eight subjects- English, Mathematics, Biology, Chemistry, Physics, Economics, Government, and Civic Education. The initiative is funded by Global Affairs Canada under 'Women's Voice and Leadership Nigeria' that is managed by Action Aid Nigeria. UNESCO estimates that more than 1.5 billion students or more than 90% of the world's students are stuck at home globally because of closure of school due to COVID 19. The situation has further exacerbated educational inequality, putting low income and rural students at a greater disadvantaged than their wealthier and urban colleagues. NANA attempts to bridge the gap has recorded some successes and challenges. Lessons were learnt which will guide NANA in its effort to bridge the gap between students from rich and poor and rural and urban families through e-learning lessons in Sokoto and Kebbi states.

The government is also providing facilities to train students on CBT and ICT and NANA is taking advantage of that to establish E-Learning centres in some female secondary schools to introduce the idea to the students and bring information technology innovations closer to them.

- **Laws and Legislations:** Every society is supposed to have values that it cherishes. Institutions such as family, educational and religious exist to socialize and mould children to these values. They are the ideals, the societal expectation. If a citizen imbibed these values, she/he is rewarded by succeeding in society. Some of these values could be hard work, honesty, respect for others etc. These three institutions are no longer teaching the right values. Students does not need to work hard to pass examination, a citizen do not need to have the best grade to secure the best job or become wealthy. We are leaving in jungle where everything goes. Under this circumstance, behaviours and acts lose their sense of shame and the social pressures that accompany them. The wealthier you are the more protected and respected you are; you

can shield yourself from any form of guilt or shame. Similarly, a man can hide behind his status as a husband and father for cover, using the excuse that he is a family man, and that his family should not be disgraced. The society is therefore increasingly becoming tolerant of SGBV. How can one explain a society that attempts to cover up the rape of a woman, more disheartening? an underaged girl? Despite the above instruments, it saddened me to report that the social, political and criminal system have failed and are failing our daughters. NANA has started this struggle just a year ago but the volume of challenges we are facing is overwhelming. System exists, but ineffective. What are the challenges? One key lesson NANA learnt is that campaigning and creating awareness against SGBV is grossly inadequate, additional actions are needed to provide justice to the victims. In facilitating justice for the rape victims, NANA encountered the following challenge There is lack of knowledge and mistrust of the reporting system for SGBV: Families are generally not aware of who to report to when SGBV occurs. The system of reporting to police, who makes investigation, including medical report, then bring the case to CID in Birnin Kebbi is generally not known. The first place of call by many parents of victims of rape is the traditional institutions and vigilante groups. These institutions are not technically equipped and authorized to handle SGBV. Worse still, they often seek for settlement outside the justice system.

- This limited enlightenment led to cover up in the name of protecting the reputation of the girl, the man's family or the community. In the absence of enlightenment, the priority of every community leader is to protect his/her community against negative publicity. There are cases where these institutions accept payment in order to close a case. A father was pressured to abandon his quest for justice for his 13 year old raped daughter. He was advised to accept 30,000 payments made to him as compensation because he cannot afford to fight authority. He refused the payment and the case is in court right now.

#### **Social trends in 2021:**

- Proliferation of social media platforms campaigning for women rights, justice and equity.
- Rising insecurity of schools which threatened the prospects of education of the girl child.
- Rise in incidences of SGBV related cases in urban centres

#### **Environmental/Ecological Trends:**

- Global campaign to galvanise support to address the problems of climate change due to environmental pollution.

- Adoption of greenhouse alternative sources of energy. Transition from the use of non-renewable energy to preserve nature.
- Tree planting campaign to tackle desert encroachment and promotion of afforestation.
- Rise in incidences of floods which destroy lives and properties in riverine communities

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>An ED with a vast International experience on developmental project activities</p> <p>Ownership of a standard office's buildings in Sokoto and Kebbi states</p> <p>Dedicated and committed staff.</p> <p>A good-structured Organogram</p> <p>A good and documented Organizational Policies.</p> <p>A good network of partnership with NGOs, CBOs and relevant stake holders</p> <p>Communities wider outreach</p> <p>Brand visibility on website and social media platforms</p> <p>Cordial relationship with Policy makers in public service</p> <p>Good relationship with Traditional and Religious Institutions</p> <p>Capacity for conducting Human development research.</p>	<p>Shortage of project implementation equipment</p> <p>Limited sources of funds to implement projects.</p> <p>staff capacity building activities are sometimes not up to date due to lack of sufficient fund for workshops and refresher courses.</p> <p>Limited means of transportation to access remote communities.</p> <p>Undersize number of staff due to lack of sufficient funds to cater for them.</p>	<p>Excellent brand visibility in communities and good rapport with the people</p> <p>Thematic focus areas that meet women rights and support donor agencies standards.</p> <p>Having recognition and respect among top government officials</p> <p>Vast knowledge of socio-cultural norms of our project communities</p> <p>Skilled and resourceful program staff</p> <p>Working with International Organization and Donor Agencies in developmental project implementation</p>	<p>Inconsistencies of government Policies and lack of continuity</p> <p>Conservative traditional doctrines and religious misperception in our project communities</p> <p>Insecurity</p> <p>Delays in release of project funds from Donors</p>



## **Our Expertise**

- Community Engagement
- Advocacy with Politician, Policy Makers and Traditional and Religious Institutions
- Research and Documentation
- Gender, Equity and Social inclusion
- E-learning
- Economic Empowerment
- Violence Against Women and Girls

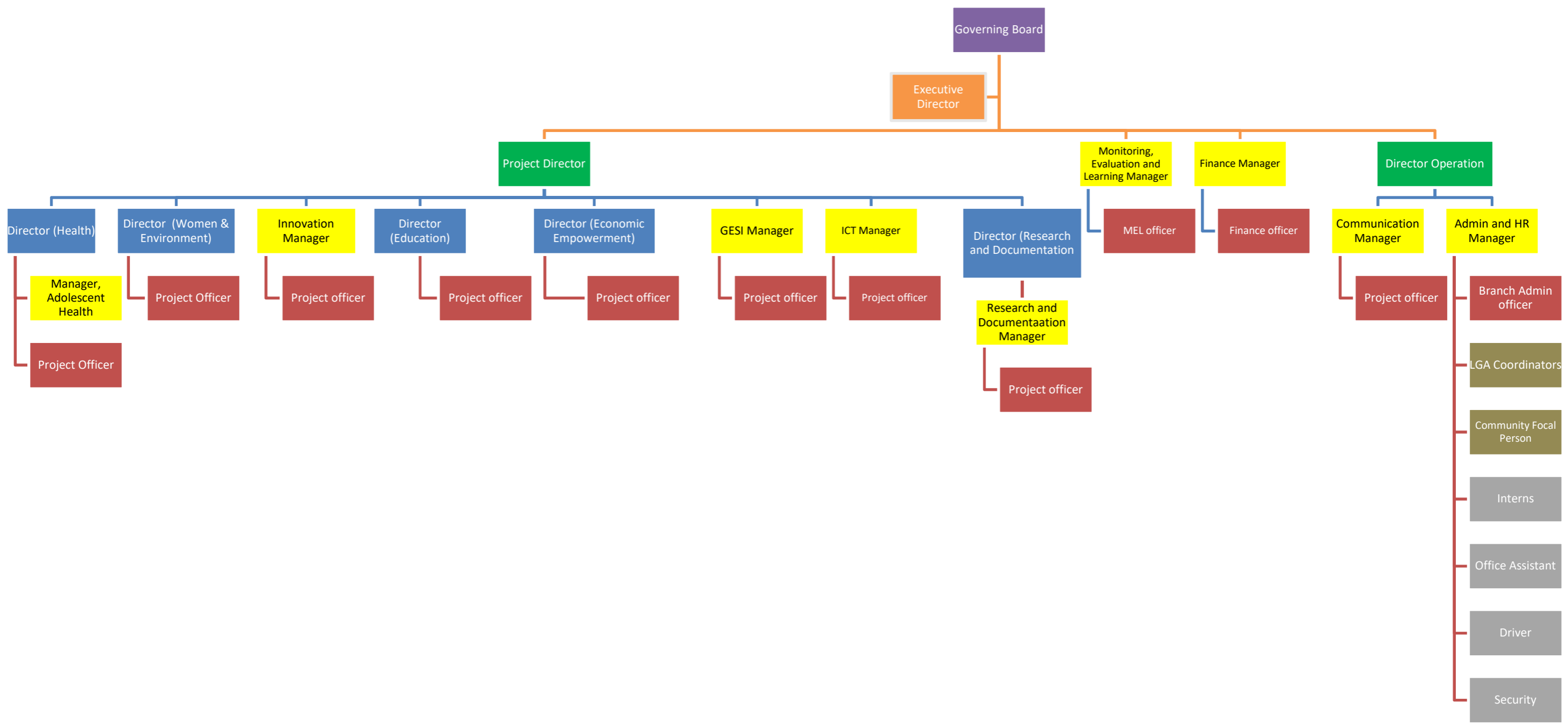
## **What NANA wants to do differently.**

- This requires serious public enlightenment on the rights of women.
- We need the support of our religious leaders.
- Passage of VAPP Act. NANA is demanding Kebbi state government to pass the VAPP Act. Passing a law represents 30% of work done. The 70% will require public enlightenment
- Financial and technical support for Institutional strengthening including putting structures in place as well as funding the structures.
- Research, database management and documentation of GBV offenders
- Provide counselling and psycho-social supports to the victims.

## **Our Core Priority Areas called Technical Clusters.**

- Improving Women's and Girl's Access to Quality Education
- Improving Women's and Girls Access to MNCH Services.
- Improving Women's and Girls Access to Economic Opportunities (Leadership, Technical and Vocational, Technology, and Finances)
- Women and Environment (Desertification and Energy Conservation)

**ORGANIZATIONAL ORGANOGRAM**



Governing Board

Executive Director

Project Director

Monitoring, Evaluation and Learning Manager

Finance Manager

Director Operation

Director (Health)

Director (Women & Environment)

Innovation Manager

Director (Education)

Director (Economic Empowerment)

GESI Manager

ICT Manager

Director (Research and Documentation)

MEL officer

Finance officer

Communication Manager

Admin and HR Manager

Manager, Adolescent Health

Project Officer

Project officer

Project officer

Project officer

Project officer

Project officer

Research and Documentaation Manager

Project officer

Project officer

Branch Admin officer

LGA Coordinators

Community Focal Person

Interns

Office Assistant

Driver

Security

Project Officer

## **VISION**

A world free from gender discrimination and oppressive power relations that affect women and people living in poverty.

## **MISSION**

We collaborate with key actors to provide opportunities that enhance the lives of women, girls and people living in poverty, towards achieving a just, fair and inclusive society.

## **CORE VALUES**

**Passionate about girls and women:** We believe that women and girls voice should be heard, and their decisions should be respected. Considering these are very critical decisions in a life of a girl and a woman, these decisions must be considered, and their voice must also be considered in making any decision about anything in their lives. Therefore, It is not only about given them the opportunity to air their voice or to say it, but they should be provided with an environment where they might not feel shy or have any constrain due to the presence of any individual or figure, in order not compromise but to voice out their views and opinions on any decision to be taken about their lives. It is therefore very critical and important when considering giving women and girls voice and looking at issues like schooling, getting married, restriction of movement and lots more such as profession that a girl or a woman should take, it should be ensured that their opinions matters and also to be given that freedom to franchise their ability, there should not be restrictions to such things like; a particular profession should be for a woman or a man, but it should be on the basis of one's ability be it man or a woman to engage in such a profession and deliver, irrespective of the gender. Considering the importance of giving women and girls voice, Nana took it as a task which is of utmost important to the organization.

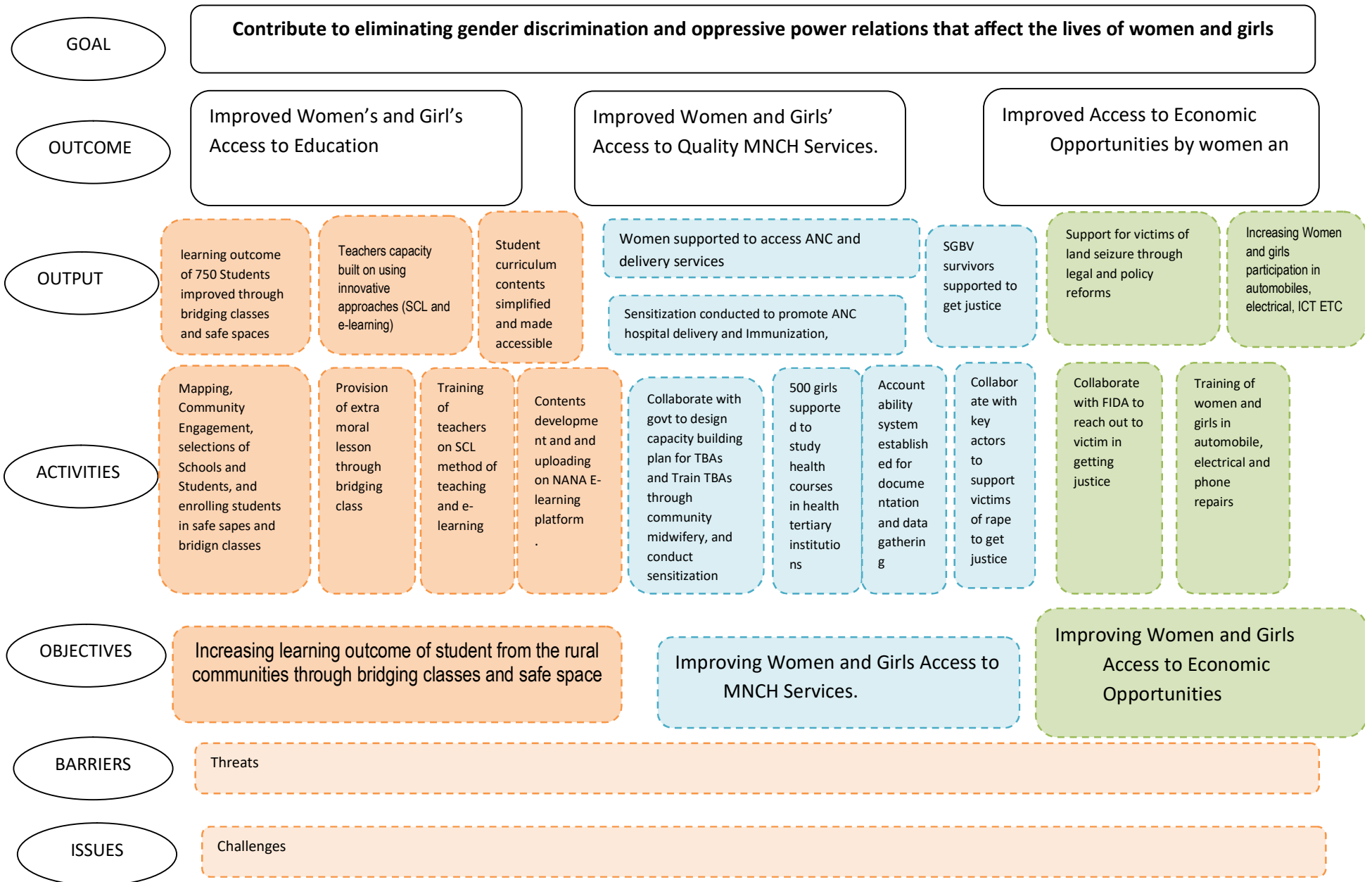
**Integrity:** NANA has taken seriously its staff ethical conducts. Therefore, we placed premium on staff behaviours, interaction norms, activities, decision making procedures, to define our mode of operations.

**Equity and Justice:** A workplace where equity prevails, serves as a catalyst to progressing and making achievements. That's why NANA operates based on fair treatment to everyone with openness. We provide equal access to opportunities and conduct transparent approach to decision making about rewards and punishments.

**Accountability:** NANA entrenched accountability by clearly spell bounding our values, missions and goals. And well-defined staff job descriptions aimed towards accomplishments of our objectives. Both the executive and staff are held responsible for getting set goals achieved

**Courage of conviction:** NANA has a reputation of standing firmly to what is right against all odds. Staff confidence is being built through enforcement of culture of ethical values:

# THEORY OF CHANGE



## **BROAD OBJECTIVES OF THE ORGANISATION**

### **1. To improve Women and Girls Access to Quality Education Services**

NANA believes UN declaration that every child has a right to education, not only right to education but equally important is her right to quality education. This is because education is more than just a right it is the root to successful and productive life. Ajayi and Afolabi (2009:34-36) stated that education is largely perceived in Nigeria as an indispensable tool which will not only assist in meeting the nation's social, political, moral, cultural and economic aspirations but will also inculcate in the individual knowledge, skills, dexterity, character and desirable values that will foster national development and self-actualization. It is clear that education trains an individual to be useful in the society and to meet up the need of the society for national development. Therefore without education, a nation cannot get the needed manpower for material advancement and enlightenment of the citizenry. The trained engineers, teachers, medical doctors are all the products of education. This explains that the quality of a nation's education determines the level of its national development. Consequently, the high number of out of school children is absolutely unacceptable to NANA. The situation is worst for the girls and hence forth the focus for NANA. NANA is also working on women sexual and reproductive health issues. With specific focus on reducing maternal mortality rate in Kebbi State. The project will campaign against maternal mortality by holding actors accountable for maternal death in the state, promote women's human right to life and dignity, as well as carry out other intervention programs that will reduce maternal mortality in the state. Our primary target beneficiaries would be women and girls within productive age, and others would be stakeholders that will help promote women's human right to life and dignity

- Institutional Systems Strengthening
- Increase capacity of teaching towards improving learning outcomes.
- Ensuring women's right to education by holding key actors accountable
- Improved women and girl's access to basic education

### **What does success look like?**

- 1000 girls would be graduated from secondary schools and provide opportunity for continuity.
- The outcome of the above intervention support will be some 700 girls are expected to enrol in tertiary institutions and to successfully graduate

### **Strategies:**

- Mapping of schools to make sure schools are not in a cluster using the state political zoning
- Selection of students from schools selected schools
- Entrance examination for selected students
- Baseline conducted for selected students
- Simplification of Curriculum contents for students
- Bridging classes and safe space conducted for students
- Building teachers capacity on SCL teaching methodology
- Introduction of E-learning to teachers and students through ICT
- Enrolment of girls into Tertiary Institutions

### **Outcome**

- Students from the rural communities learning outcome increased through bridging classes and safe space
- Teachers' capacity on methodologies improved using SCL method.
- Students' curriculum simplified by developing the contents and installing NANA E-learning plat form
- Teachers and student's knowledge on ICT increase through E-learning training
- Number of girls enrolled into tertiary institutions increased by collaborating with key stakeholders in securing admission slots
- Girls transition increased through engagement with community and parents



## **2. To Improve women's and girl's access to MCHN and SRH services**

Maternal mortality is one of the major challenges to health systems in the world and sub-Saharan Africa in particular. More than 300,000 girls and women around the world in 2015 died from complications relating to pregnancy and childbirth (WHO). Ninety nine percent (99%) of all maternal deaths occur in economically developing countries, with Sub-Saharan Africa and South Asia accounting for 88 per cent of maternal deaths globally. The risk of a woman in a developing country dying from a pregnancy related cause during her lifetime is about 25 times higher compared to women in a developed country. Maternal mortality is a health indicator that shows very wide gaps between rich and poor, both between countries and within them

According to WHO "Nigeria has the highest burden of maternal mortality in the world and contributes about 15 percent of the annual global deaths which represents two percent of the global population. Every day in 2010, about 800 women died due to complications of pregnancy and child birth, including severe bleeding after child birth, infection, hypertensive disorders and unsafe abortion". According to the report, Northern Nigeria has the highest number of maternal mortality rate (MMR) with 1,100 maternal deaths for every 100,000 lives. North east and North West zone has the highest maternal rate of 1,549/100,000 live births, compared to 165/100,000 live birth in the south east south west zone. Up to 90 percent deliver their babies without a skilled birth attendant present in northern Nigeria, compared to 35 percent of women in the southern region of the country. In Sokoto where NANA operates has .Some of the Factors contributing to this includes education, culture, and lack of access to skilled health workers and necessary drugs. Similarly, with the new-born mortality rate of 29 deaths per 1,000 births UNICEF has ranked Nigeria 11<sup>th</sup> position on new-born deaths globally. In the recent multiple indicator cluster survey (MICS) conducted by the government of Nigeria in 2016/2017, the rate of new-born deaths per 1000 births is 37. The highest death rate of infants within the first 28 days and under five children is in the north east and North West regions of the country. According to MICS, the rate of new-born deaths per 1000 births is 55 in Kebbi state where NANA is operating, higher than the national average of 37 deaths per 1000 births, in the country. Many babies don't survive their first month in Kebbi as many of them die the very day they are born. More than 80% of these deaths are due to prematurity, asphyxia, complication during birth of infections such as pneumonia and sepsis. Simple, affordable solutions exist, but they are often not reaching the children and mothers who need them most i.e those living in

disadvantaged areas and enduring harshest conditions. Indeed, Women in northern Nigeria use skilled providers and formal health facilities far less than their southern Nigerian counterparts which is significantly a contributing factor to this challenge.

In view of the above statistical fact, NANA will reduce the rate of maternal and infant mortality rate in Sokoto and Kebbi through awareness campaign on maternal and newborn health, especially in rural area, semi-urban and hard to reach areas.

### **What does success look like?**

By the end of 5 years: More than 70% of women and girls in rural community will have access to quality Health Care Services such as ANC, hospital delivery, Immunization and other MNCH services.

### **Strategies:**

- Support about 500 girls from rural communities to study health courses in health tertiary institutions in the states by collaborating with relevant stake holders and Policy makers.
- Collaborate with government, philanthropists and other Stakeholders to ensure continuity and sustainability of women and girls educational support programme
- Adoption of community engagement approach to create awareness and mobilize support for pregnant women in rural communities to patronise ANC and Hospital deliveries
- Provision of special training programme to improve service delivery skills of traditional birth attendance to the level of community midwives.
- Introduction of Bonding agreement to guaranteed the deployment of supported female health workers to go back to their communities to serve
- Developed strategic approach in collaboration with community leaders and government officials to hold key actors accountable.

### **OUTCOMES**

- Women's right to quality services improved by holding key actors accountable
- Incidence of maternal morbidity and mortality reduced by sensitization through CBOs
- ANC and Hospital delivery increased through improved accountability
- Skilled birth attendance in PHC increased by partnering with government agencies
- Demand for family planning increased by sensitization through our CBOs
- Support in getting justice for the victims of SGBV by collaborating with relevant stakeholders

### **3. To expand Women's and Girls Access to Economic Opportunities**

In view of the above statistical facts on poverty, NANA tends to empower women especially widows and youth. Women are segregated, have very limited access to education for political, religious or social reasons. It is always recommended when fighting against poverty to start with empowering women in every possible way to solve a great deal of problems. Women can have a great impact not only on the household income, but also on the education of children including sanitation, and avoiding early child death due to bad habits, sanitation or improper food or water. Nigerian widows live in abject poverty with their children malnourished, prone to diseases. NANA will make the task of alleviating the suffering of widows and their children a priority .The population of widows is increasing in Nigeria and yet little is known about them and the challenges they go through. Many of these widows rely on petty trading because of insufficient funds to engage in lucrative business that would be sufficient to take care of themselves and their children. NANA wants widows and youth to be economically viable and independent. This will enable them carter for their children.

- Increase women's access and control over economic resources.
- Improve women's livelihood through skills acquisition.
- To Increase access to Economic opportunities for women through afforestation
- Reduce poverty energy by increasing women's access to renewable energy for domestic and business use

## **What does success look like?**

By the end of 5 years: 200 women and girls will be financially independent.

### **Strategies**

- Collaborating with FIDA to support victims of land seizure to reclaimed their properties
- Sensitization and creating awareness for women and girls to participate in vocational skills training programmes to challenge gender stereotype which makes such trades dominated by men in the North West Region.
- Engaging with stake holders to create awareness on girls active participation on skills acquisition in areas such as ICT, Civil and Electrical repairs
- Advocacy to Philanthropist to support skills acquisition initiatives for women and girls
- Organising community women in groups to access economic empowerment support for their trades.
- Trained women and girls in the agro business sector.
- Introduce Initiatives to facilitate support for women to access different government provided economic empowerment support grants and loans.
- Provide support to women and girls to drive their businesses from informal to the formal sector for economic growth.

### **OUTCOME**

- Support for victims of land seizure through legal and policy reforms by collaborating CBOs and government agencies.
- Women and girl's participation in commercial agriculture increased through fish farming and rice production.
- Women and girl's participation in automobiles, electrical, civil and ICT technology increased through awareness and training.
- Increased afforestation by supporting girls in secondary schools to nurture economic trees.
- Trained women and girls on fashion design increased through skills acquisition.

## Cross-cutting Objectives

### To integrate Women's and Girls' Voices into Research and Project Implementation

Giving the girls and women voice might vary according to how different individuals, organizations and societies look at it in their own opinions and perspectives NANA believes that to give a girl a voice, it means that before taking any decisive measure or decision on behalf of the girl, the girl should be contacted, consulted and also her opinions should be put into consideration before acting on such measures, no matter the urgency of such event,' only if and only if, it's about life and death'. Her opinions, such as; when the girl wants to get married, who she wants to marry, where she wants to live, the type of school she wants to go, type of profession she wants to partake in, and lots more, should all have the girl's consent before acting on each and every of aforementioned instances. Considering these are very critical decisions in a life of a girl, these decisions must be considered and her voice must also be considered in making any decision about any of these in her life. Therefore, It's not only about given her the opportunity to air her voice or to say it, but she should be given an environment where she might not feel shy or have any constrain due to the presence of any individual or figure, in order not compromise but to voice out her views and opinions on any decision to be taken about her life.

OBJECTIVES	OUTPUTS
<b>Objective 1:</b> To improve Women and Girls Access to Education Services	Students from the rural communities learning outcome increased through bridging classes and safe space Teachers capacity on methodologies improved using SCL method. Students curriculum simplified by developing the contents and installing NANA E-learning plat form Teachers and students knowledge on ICT increase through E-learning training Number of girls enrolled into tertiary institutions increased by collaborating with key stakeholders in securing admission slots Girls transition increased through engagement with community and parents

<p>Objective 2</p> <p>To improve women’s and girl’s access to MCHN and SRH services</p>	<p>Women’s right to quality services improved by holding key actors accountable</p> <p>Incidence of maternal morbidity and mortality reduced by sensitization through CBOs</p> <p>ANC and Hospital delivery increased through improved accountability</p> <p>Skilled birth attendance in PHC increased by partnering with government agencies</p> <p>Demand for family planning increased by sensitization through our CBOs</p> <p>Support in getting justice for the victims of SGBV by collaborating with relevant stakeholders</p>
<p><b>Objective 3:</b></p> <p>To improve women’s and girl’s access to economic opportunities</p>	<p>Support for victims of land seizure through legal and policy reforms by collaborating CBOs and government agencies</p> <p>Women and girl’s participation in commercial agriculture increased through fish farming and rice production.</p> <p>Women and girl’s participation in automobiles, electrical, civil and ICT technology increased through awareness and training</p> <p>Increased afforestation by supporting girls in secondary schools to nurture economic trees</p> <p>Trained women and girls on fashion design increased through skills acquisition</p>

## COMMUNICATION PLAN

### Executive Summary of NANA Communication Strategy/ Plan.

NANA’s brand and project still needs robust action targeting wider public audience beyond the project communities to reach to other stakeholders like donor agencies, project implementing partners, government establishments, the press and the general public.

To achieve the said goals, multifaceted communication campaigns are required to be established through engagements with the press from both electronic and print media establishments as well as, designing of branded projects billboards, info graphs, short promotional videos, jingles, regular social media updates and blog posts of activities and programs.

In essence, our focus areas in the WVL-N project funded by Global Affairs Canada and managed by ActionAid Nigeria have underscore the importance of a communication strategy considering the role of media publicity and general public awareness in the promotion of maternal health, the fight against all forms of Sexual Gender Based Violence (SGBV) and discriminations in our society, as well as, fostering women voices in decision making and leadership.

Therefore, this communication plan will focus on both internal and external communication approach, developed around simple and cost-effective strategies towards reaching out to wider general public and, is also expected to build a culture of public relations among staff and make them part of the process of generating public awareness to our programs and activities through social media engagements and information dissemination.

**The Communication Strategy Goals:**

- Rally mainstream media support to raise awareness of our programs and activities.
- Build support for successful implementation and achievement of the desired outcome of our projects focus areas among stakeholders and the general public.
- Increase publicity of our projects beyond benefiting communities.
- Increase our brand visibility, publicity and accountability on different social media platforms and among the general public.
- These set of objectives are expected to be achieved through communication plan, presented in a tabular form below.

**NANA WVL-N Project Communication Plan:**

Communication	Audience	Objectives	Activities	Schedules	Responsibility	Budget
Media parley &	Members of the	Solicit support from the	A day sensitization meeting	September	NANA	

sensitization	press & NANA staff	media for the promotion of our projects & sensitise staff on importance of public relations	with members of the press & NANA staff		Communication Directorate	
Radio & television programs	Stakeholders & general public	Increase visibility, awareness and support for the success of our projects	Sponsor radio & television programs to be aired monthly		Same as above	
Production of short promotional videos and jingles	Project communities and the general public	Increase our brand visibility and acceptance of the projects among benefitting communities	Use or project videos and interviews and work with local radio stations			
Social media engagements	Project donors, stakeholders & general public	Create more visibility for our programs and activities and accountability	Intensify our social media & sensitise staff to engage			

#### NANA RESOURCE MOBILIZATION PLAN

TASK	HOW	WHEN	WHO	RESOURCES NEEDED
Identifying vulnerable disable girls for scholarship scheme	Advocay visit to Amanawa in Dange/Shuni LGA	2 <sup>nd</sup> Quarter 2021	PROJECT MANAGER PROGRAM OFFICER M&E	FUEL N190*20 LTRS=N3800, FLIERS 200COPIES@N6000 FUEL N190*10 LTRS=N1900,



	<p>Mapping and Selection of beneficiaries</p> <p>Engagement with parents</p> <p>Sponsorship to the beneficiaries</p> <p>Tracking progress</p>			<p>REFRESHMENT 500*3=1500</p> <p>FUEL N190*10 LTRS=N1900, REFRESHMENT 500*10=5000</p>
<p>Collaborate with FIDA to support victims of property seizure</p>	<p>Advocacy visit to FIDA</p> <p>Collaborate with FIDA to identify the victims</p> <p>Tracking progress</p>	<p>2<sup>nd</sup> Quarter 2021</p>	<p>ED</p> <p>PROJECT MANAGER</p> <p>PROGRAM OFFICER</p> <p>M&amp;E</p> <p>PROJECT MANAGER</p> <p>PROGRAM OFFICER</p> <p>M&amp;E</p>	<p>FUEL 190*5 = 950</p> <p>NO COST</p> <p>COMMUNICATION = 5000 Monthly</p>
<p>Select schools for planting of</p>	<p>Advocacy visits to schools management in</p>	<p>3<sup>rd</sup> Quarter</p>	<p>NANA TEAM</p>	<p>FUEL TO RABAH</p> <p>N190*15LTRS=2850,FUEL TO</p>

<p>economic trees</p>	<p>GGSS Rabah and GDSASS Arkilla and Agency for female Education</p> <p>Formation and Introduction of Young Foresters Club to the schools(Planning meeting)</p> <p>Selection and Induction of members</p> <p>Securing arable land for plantation</p> <p>Provision of Economic Nursery trees</p>		<p>PM AND PO</p> <p>PM AND PO</p> <p>PM</p> <p>M&amp;E</p> <p>NANA TEAM, SCHOOL MGT AND STAFF FROM RELEVANT MINISTRY</p>	<p>ARKILLA AND FEMALE AGENCY N190*5=950,REFRESHMENT N500*20=10000</p> <p>FUEL TO RABAH N160*15LTRS=2400,FUEL TO ARKILLA AND FEMALE AGENCY N160*5=800,REFRESHMENT FOR NANA TEAM N500*20=10000</p> <p>N50000</p> <p>N10000</p> <p>Refreshment for students N200*60=N12000, Refreshment for NANA Staff and teachers=N30*300=N9000,fuel for transportation to rabah =15ltrs*N160 =N2400</p>
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	Launching of the plantation program			
Identify CBOs in Sokoto state	Reach out to CBOs Associations Invitation of CBOs to NANA for round table discussion	1 <sup>st</sup> Quarter	Admin/HR Officer  Admin/HR Officer	Communication fee N500,transport N1500  Transportation = N2000,Lunch for 25 participants, N1500*25 =37500

<p>Selection of schools for establishing Drug Free Club</p>	<p>Advocacy visits to schools management of Nana Girls Secondary School, Sultan Atiku, Ministry of Education and NDLEA</p> <p>Formation and Introduction of Drug Free Club to the schools</p> <p>Registration and Induction of club members</p> <p>Launching of the club</p> <p>Planning meeting</p>	<p>2<sup>nd</sup> Quarte</p>	<p>PM AND PO</p> <p>ED AND NANA TEAM</p>	<p>Transportation=N3000</p> <p>Refreshment for 80 participants =N500*80=40,000</p> <p>Refreshment for students N200*60=N12000, Refreshment for NANA Staff and Teachers N500*20=10000</p> <p>Lunch for 2days N1500*10*2=30000, Fuel for generator=N4000</p>
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**FINANANCIAL PROJECTION**

Anticipated project				
WVL- multi-year grant	1,750,000		7,000,000	
WVL- CBOs management	2,460,000	1,660,000	9,840,000	6,640,000
Nana Female Mechanic	360,000	886,720	1,800,000	4,433,600
Personnel		6,860,000		34,300,000
Office Running Cost		480,000		2,400,000
Departmental Support		250,000		1,250,000
Kebbi Office Rent		200,000		1,000,000
Kebbi Running Cost		360,000		1,800,000
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**MONITORING AND EVALUATION PLAN**

This Monitoring and Evaluation Plan serves as the tool for planning, implementing, tracking, and documenting progress towards the objectives and expected outcomes we set out to achieve. The Plan outlines how NANA will systematically track activity outputs and outcomes, and document good practices that will be shared with key stakeholders for learning purposes. The **Monitoring and Evaluation Plan** consists of the following components:

- Log frame
- Performance monitoring indicators
- Description of data collection and management system
- Data quality assurance (DQA) overview and data flow
- Performance evaluation overview

The Monitoring and Evaluation Plan will provide guidance to the staff and will ensure a common understanding of the activity monitoring and evaluation structure, functions, and capabilities.

#### LOGFRAME

Outcomes		To increase access to quality education for Women and Girls						
S/N	Output	Indicators	Indicator definition	Baseline	Target	Primary data source	Frequency of data collection	Responsible person
Output 1.1	Student from the rural communities learning outcome enrolled in bridging classes and	Number of schools mapped		0	11	Mapping data base and report	One off	PO
		Number of students selected		0	750	Activity report, attendance sheets	One off	PO
		Number of community engagements		0	750	Attendance and activity reports	One off	PO
		Number of students participating in Bridging classes		0	750	Students and Teachers attendance	Weekly	M&E

	safe space	Number of students participating in safe space		0	750	Students and mentors attendance	weekly	M&E
Output 1.1	Teachers capacity built on innovative teaching methods	Number of teachers trained on SCL (Student Centred learning) method		0	66	Activity reports, attendance and pictures	Annually	PO
		Number of teachers trained on ICT		0		Training attendance sheets, Post test-pretest	Annually	
		Number of Training of Trainers for students conducted		0		Activity reports and attendance sheets		
Output 1.1	E learning curriculum developed and uploaded on platform	Number of Contents developed		0		E - LEARNING Contents		
		Number of contents translated				E - LEARNING Contents		
		Number of contents uploaded on the e-learning platform				E-learning platform dashboard		
Output 1.1	Rural women and girls supported to access E-learning platforms	Number of students logged into NANA E-learning platform		0	1700	NANA E-learning platform	Weekly	ICT Manager
Output 1.1	Number of girls supported to enroll into tertiary institutions	Number of admission slots secured		0				
		Number of partnerships established		0				
		Number of girls mapped		0				

		Number of girls selected		0				
		Number of girls supported to secure admissions into tertiary institutions		0	500	Admission letters	Bi annually and Annually	

Outcomes		INCREASE WOMENS RIGHT AND ACCESS TO QUALITY MCH AND OTHER SRH SERVICES						
S/N	Output	Indicators	Indicator definition	Baseline	Target	Primary data source	Frequency of data collection	Responsible person
	Sensitization conducted to promote ANC hospital delivery and Immunization	Number of media sensitization activities conducted on the right of women for MNCH		0	20	program record	Quarterly	PO
		Number of community sensitization activities conducted		0	60	program record	Monthly	PO
		House to house visits to enlighten women on danger signs of pregnancy		0	1000	program record	Monthly	



		Number of pamphlets developed and distributed		0	1000	program record	Annually	PO
Support women to access ANC and delivery services		Number meetings conducted to discuss prenatal health and danger signs of pregnancy		0	320	program record	Monthly	M&E
		Pregnant women that attended antenatal first visit before 20 weeks		0	320	hospital records	Monthly	M&E
		Pregnant women that attended antenatal first visit 20 weeks or later		0		hospital records	Monthly	M&E
		Antenatal first visit – total		0	50,000	hospital records	Monthly	M&E
		Pregnant women that attended antenatal clinic for 4 visits during the month		0		hospital records	Monthly	M&E
		Number of ANC monitoring visits conducted per month		0		hospital records	Monthly	M&E
		Number of hospital delivery per month		0		hospital records	Monthly	M&E
		Post-natal clinic visits within 1 day of delivery		0		hospital records	Monthly	M&E
		Post-natal clinic visits within 3 days of delivery		0		hospital records	Monthly	M&E

	<b>Skilled personnels and SBAs deployed to PHCs</b>	Number of meeting conducted with stakeholders design capacity building strategies for skilled birth attendant				<b>program record</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of coordination meetings conducted				<b>program record</b>		
		Number of trained personals deployed to PHCs by the government		<b>0</b>		<b>hospital records</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of SBAs trained through community midwifery program		<b>0</b>		<b>hospital records</b>	<b>Monthly</b>	<b>M&amp;E</b>
	<b>Accountability system established to support women to choose Hospital delievries</b>	Number of report submitted to director health on the situations of PHCs (quarterly		<b>0</b>		<b>program record</b>	<b>Quarterly</b>	<b>M&amp;E</b>
		Number of pregnancy related death cases compiled for advocacy		<b>0</b>		<b>hospital records/community record</b>	<b>Quarterly</b>	<b>M&amp;E</b>
	<b>Accountability GBV</b>	Number of reported cases of rape		<b>0</b>		<b>CBOs Network</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of rape cases with the police		<b>0</b>		<b>Police Station</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of rape cases in court		<b>0</b>		<b>FIDA and Magistrate Court</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of prosecuted rape cases in jail		<b>0</b>		<b>Correctional Facility</b>	<b>Monthly</b>	<b>M&amp;E</b>
		Number of discharged rape cases		<b>0</b>		<b>Court (Magistrate and High Court)</b>	<b>Monthly</b>	<b>M&amp;E</b>

