



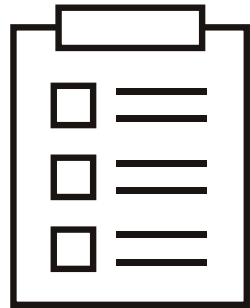
Community Engagement and Sensitization on Residents Digital Identity Registration Project [Dec 2022 – April 2023]

*Kaduna State Residents Identity Management
Agency (KADRIMA)*

Final Project Report

April 2023

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Definition of Terms



KADRIMA: Kaduna State Resident Identity Management Agency

NIMC: National Identity Management Commission

FEPs: Front-end Partners working on NIMC's identity registration process

RPA: Rockefeller Philanthropy Advisors

BMGF: Bill & Melinda Gate Foundation

LGA: Local Government Area

SBCC: Change the Social Behavioral Change Communication

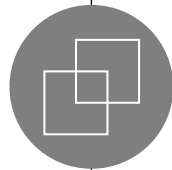
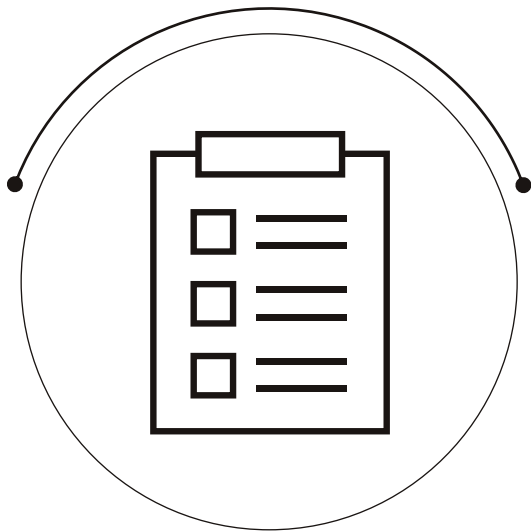
TDF: Theater for Development

CD: Community Dialogue

TC: Town Crier

Direct Enrolment Impact: Resident digital identity enrolments/registrations that occurred and recorded in the 10 hard-to-reach LGAs after the execution of each of the three engagement and sensitization approaches – community dialogue, market storm/roadshow and town crier – between 26 December 2022 and 20th April 2023

Overall Enrolment Impact: Total uplift in residents digital identity enrolments/registrations that occurred across all the local government areas in Kaduna State as a result of the increase in state-wide awareness on digital identity registration from the community engagement and sensitization on resident digital identity registration project between 26 December 2022 and 30th April 2023



Executive Summary

Slides: 5 – 10

A robust Identity management system is a veritable tool to foster good governance, promote economic development, enhance the physical security of citizens

Globally, legal identification is required for essential tasks, including accessing government services and development planning, as well as fostering trust among citizens

Embarking on Community Engagement and Sensitization on Residents Digital Identity Enrollment...

As part of its efforts to articulate robust development policies and programs as well as develop more targeted assistance for its people, Kaduna State requires the right quantity and quality of socio-demographic data

In this regard, the Kaduna State Residents Identity Management Agency (KADRIMA) was mandated to generate an up-to-date database of all residents of Kaduna State to guide planning and governance activities in the state;

To deliver this assignment, the Kaduna State Residents Identity Management Agency (KADRIMA) is leveraging the National Identity Management Commission (NIMC) data infrastructure and enrollment process;

The effort is expected to enable KADRIMA to develop a master database of citizens. The database will be used to guide planning and governance in the State. However, as of June 2022, only about 55% [~5.2 million] of the state's population had been enrolled by KADRIMA.

To drive improved enrollment of citizens on NIMC's system, KADRIMA, in partnership with Rockefeller Philanthropy Advisors (RPA), embarked on the Community Engagement and Sensitization on Residents Digital Identity Registration project in 10 hard-to-reach LGAs

... To Deliver 5 Key Objectives for Kaduna State

Empower people in their communities with Digital Identity Information and create state-wide awareness on the role of the Kaduna State Residents Identity Management Agency (KADRIMA).

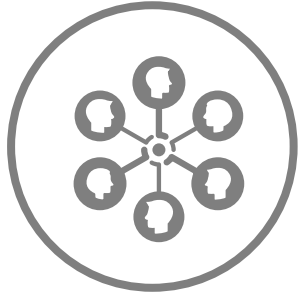
Create awareness on the importance of the National Identity Number, the Kaduna Residents Number, and the processes of being enrolled into the National Identity Database

Sensitize the communities on the importance of the Residents card and the opportunities that come with it including; health insurance scheme, scholarships, tax clearance, subsidies on government services, palliative distribution, financial inclusion, etc.

Foster a spirit of community-based commitment towards achieving the target coverage of Kaduna State Residents Identity Management Agency (KADRIMA).

Change the Social Behavioral Change Communication (SBCC) of people in the communities and build a strong relationship and link between the government and its people.

Four pragmatic and fit-for-purpose sensitization and engagement approaches were executed to deliver on the objectives of the project



Community Dialogue (CD)

Under the community Dialogue approach, a selected group of stakeholder were assembled to discuss engagement and sensitization issues as well as identify and agree resolution points/solutions



Market Storm/Roadshow

Under the Market Storm/Roadshow approach, specific groups of people such as artisans, traders, transporters and others who may not have been reached through other approaches due to the peculiarity of their jobs or means of livelihood



Radio Jingles

This approach was targeted at both the urban and rural dwellers across all the local government areas in Kaduna State. It was implemented to drive awareness of the activities of KADRIMA as well as direct people to enrollment locations

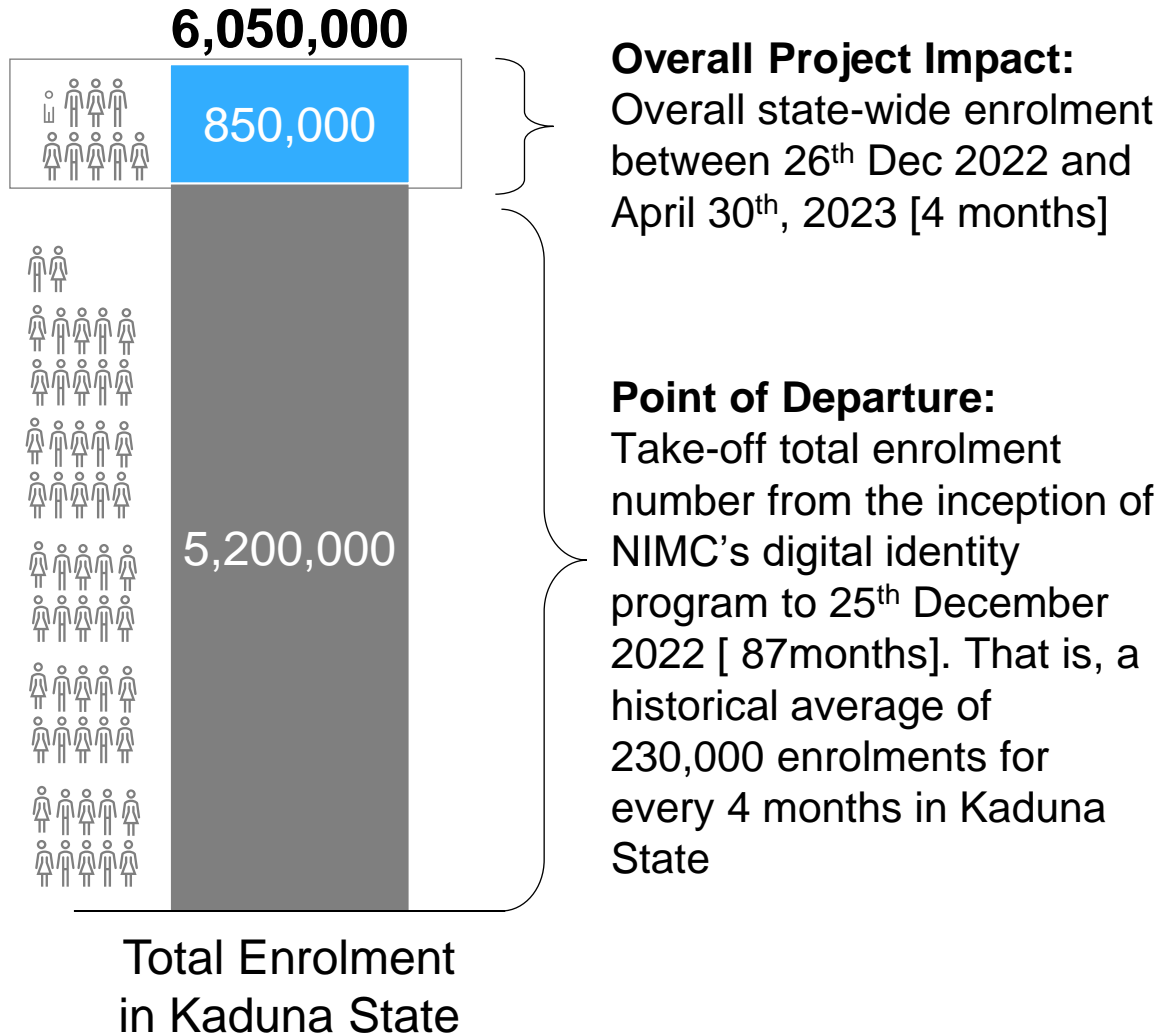


Town Criers

The Town Crier approach was implemented to drive awareness and engagement in the remotest part of the state, especially in communities that have social norms that exclude women from participation. 100 communities were covered using this approach

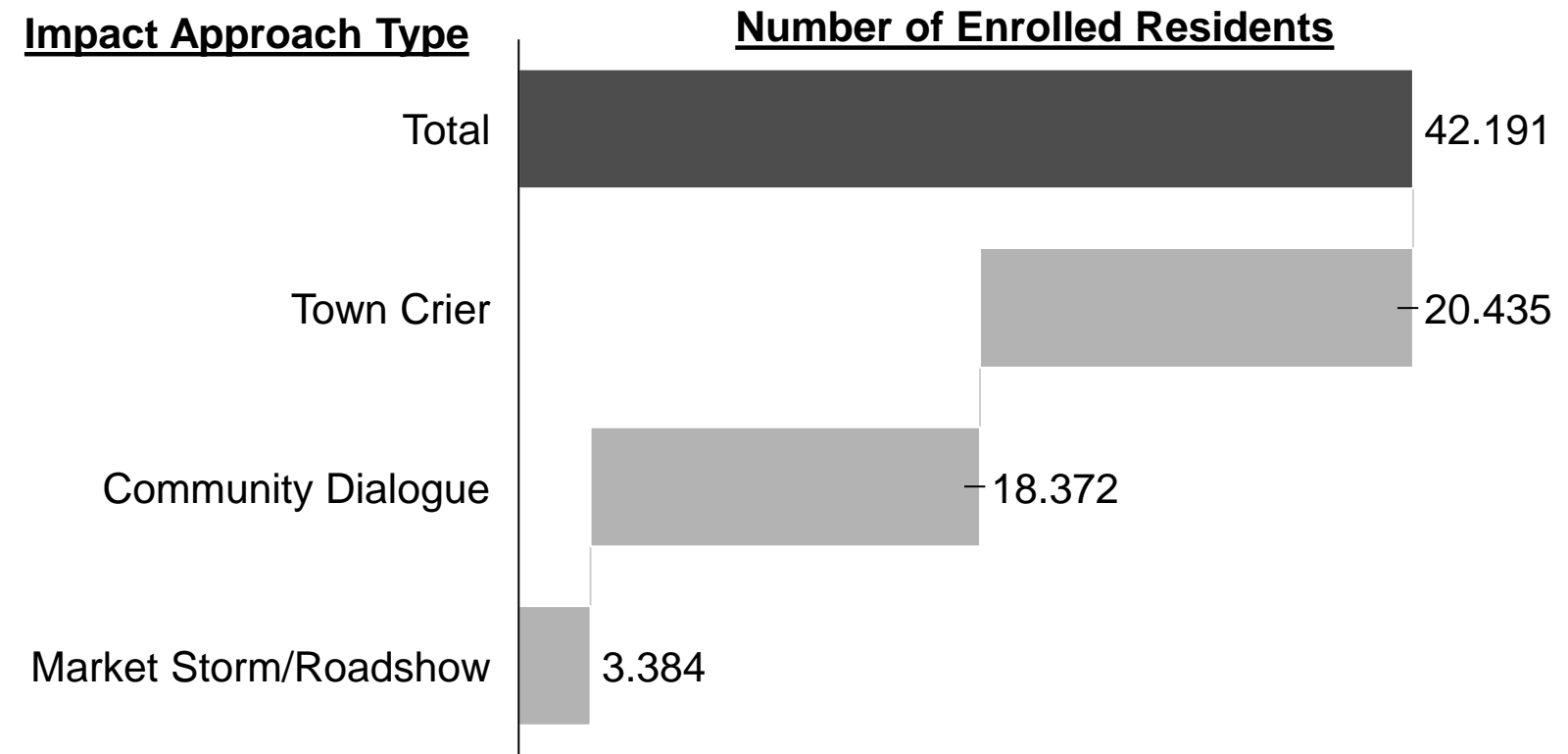
The community engagement & sensitization efforts delivered significant overall impact as total enrolments, across the state, increased by 16% within 4 months

Overall Enrolment Impact Assessment as of April 30th, 2023



- The overall impact of the community engagement and sensitization project delivered a significant uplift in the number of Kaduna State residents registered on the NIMC digital identity database as total number of enrolments increase by 16% to 6.05 million
- The significant overall impact of the community engagement and sensitization project was largely driven by the residents' increased awareness of the benefits of the digital identity through the project's radio jingles that were aired on popular media stations with state-wide coverage as well as other approaches
- It should be noted that in the coming months and years, the state will continue to witness impressive trajectory in the number of residents that enroll on the digital identity database given the huge awareness created by all the community engagement & sensitization approaches – community dialogue, radio jingles, market storm/roadshow and town criers

~42,200 residents across the 10 hard-to-reach LGAs were enrolled for the digital identity program due to the direct impact of the three approaches



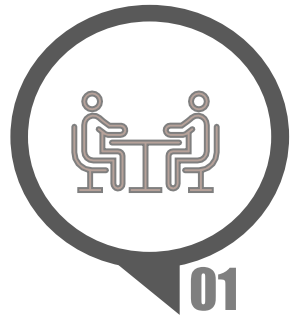
Direct enrolment impact represent registrations done after the execution of each of the three approaches (Town Crier, Community Dialogue and Market Storm/Roadshow) with a cut-off/project closure date of 20th April 2023

- It should be noted that the enrollment impact of the radio jingles was not included as it could not be directly measured at this time of the project
- However, the radio jingles made significant impact in creating increased awareness across the all the LGAs in the state given its wider coverage & reach

Key Insights/Comments

- Overall, the Town Crier community engagement and sensitization approach has the highest direct impact on the numbers of residents that enrolled in the digital identity program
- The outcome may be attributable to the level of credibility and followership enjoyed by the town criers and traditional rulers in their various communities
- The direct impact of the community dialogue approach on enrolment numbers was also highly commendable.
- It should be noted that the impact of community dialogue (CD) approach may surpass that of town crier when the various commitments made by the key stakeholders are fulfilled
- Community dialogues continued, post the project closure by the key stakeholders

The engagement and sensitization on digital identity project was confronted by some challenges



Lack of or Low Commitment from Registration Agents

- There was generally low commitment levels from the registration agents as some of them arrive late to the engagement and sensitization venue
- Enrolment officers were also absent in some of the enrolment centers due to scheduling conflicts thereby denying residents the opportunity to get registered



Frequent Communication Network Downtime

- Frequent communication network downtime and/or poor communication network hampered the smooth execution of the registration/enrolment exercise in some communities after the engagement and sensitization sessions



Low Trust In Government & Its Programs

- There is low trust in government's programs by some members of the target communities leading to low enrolment turnout
- Some residents were dis-satisfied with the failure of some NIMC's FEP enrolment officers to deliver enrolment slips to residents that had previously registered

Despite the challenges that confronted the project, the overall impact on the resident enrolment was decent

The key lessons learnt during the project on digital resident identity in the 10 hard-to-reach areas could be used to enhance future efforts across the state



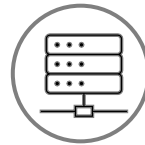
Enhance Engagement & Sensitization Approach

- There needs to be clarity on the delivery timeline and enrolment date and venue for the commitments made by stakeholders during the community dialogue.
- There is need to proactively collaborate with the community leaders to select a date, time and venue that is convenient most of the participating stakeholders for enrollment each area
- There is need to include dancing groups during the roadshow to attract residents to the venue and enable them to participate.



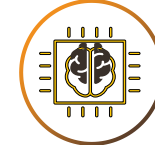
Optimal Tracking Mechanism & Transparency

- There is need to develop an online and automated tracking tool to proactively monitor the progress made by the registration agents, facilitators and secretaries to the project
- The online tracking tool will also enable the project leadership team to administer intervention measures to close any performance gaps when required
- There is need to ensure transparency in the administration of project financial incentives to stakeholders



Identify Networks with Stable Services

- There is need for the project leadership team to collaborate with the registration agents in each location/ community to identify and provide the network with stable services in each location
- There is also need to provide back-up internet/network services to the registration agents to ensure seamless enrolment process after each engagement and sensitization session



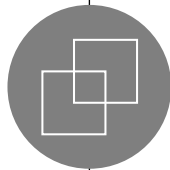
Improve Commitment and Ownership

- There is need to enhance the administration and enforcement reward and sanction measures to ensure that the registration agents are available at their duty post to attend to all intending enrollees after each engagement and sensitization session
- There is need for the project leadership team to provide additional logistics budget to support and fund the increased expenses needs of the secretaries and enrolment officers



Improve Project Timing and Scheduling

- To deliver optimal project impact and benefit, there is need to schedule future community engagement and sensitization efforts outside major religious periods as key stakeholders and participants are usually pre-occupied with the religious activities during those periods
- There is need to proactively consider key national event dates when developing the project workplan

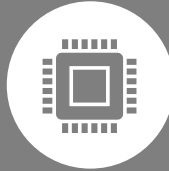


Project Context & Objectives

Slides: 12 – 13

Project Context

Globally, legal identification is required for essential tasks, including accessing government services and development planning



As part of its efforts to articulate robust development policies and programs as well as develop more targeted assistance for its people, Kaduna State requires the right quantity and quality of socio-demographic information



In this regard, the Kaduna State Residents Identity Management Agency (KADRIMA) was mandated to generate an up-to-date database of all residents of Kaduna State to guide planning and governance activities in the state;



To deliver this assignment, the Kaduna State Residents Identity Management Agency (KADRIMA) is leveraging the National Identity Management Commission (NIMC) data infrastructure and enrollment process;



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To drive improved enrollment of citizens on NIMC's system, KADRIMA, in partnership with Rockefeller Philanthropy Advisors (RPA), embarked on the Community Engagement and Sensitization on Residents Digital Identity Registration project in 10 hard-to-reach LGAs

The project was aimed at delivering 5 key objectives that will help to drive significant increase in the enrollment of residents in the 10 hard-to-reach LGAs

1

Empower people in their communities with Digital Identity Information and create state-wide awareness on the role of the Kaduna State Residents Identity Management Agency (KADRIMA).

2

Create awareness on the importance of the National Identity Number, the Kaduna Residents Number, and the processes of being enrolled into the National Identity Database

3

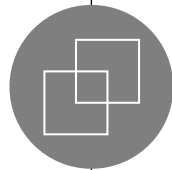
Sensitize the communities on the importance of the Residents card and the opportunities that come with it including; health insurance scheme, scholarships, tax clearance, subsidies on government services, palliative distribution, financial inclusion, etc

4

Foster a spirit of community-based commitment towards achieving the target coverage of Kaduna State Residents Identity Management Agency (KADRIMA).

5

Change the Social Behavioral Change Communication (SBCC) of people in the communities and build a strong relationship and link between the government and its people.



Project Coverage Locations

Slides: 15 – 16

The community engagement and sensitization efforts were focus on 3 selected communities in each of the 10 hard-to-reach LGAs



Birnin-Gwari

- Dogon Dawa
- DadinKowa
- Randagi



Giwa

- Maraban guga
- Tashardundu
- Maraban Yakawada



Jaba

- Daddu
- Duru/bitari
- Fai



Jema'a

- Banuje
- Godogodo
- Kussom



Kachia

- Jabankogo
- Gidanaudi
- Gumel Kachia



Kagarko

- Kubacha
- Kasiri
- KurminJibrin



Kaura

- Agban
- Anturung
- Gizagwai



Sanga

- Abuja mada
- Gbukok
- FadanAyu



Sabo

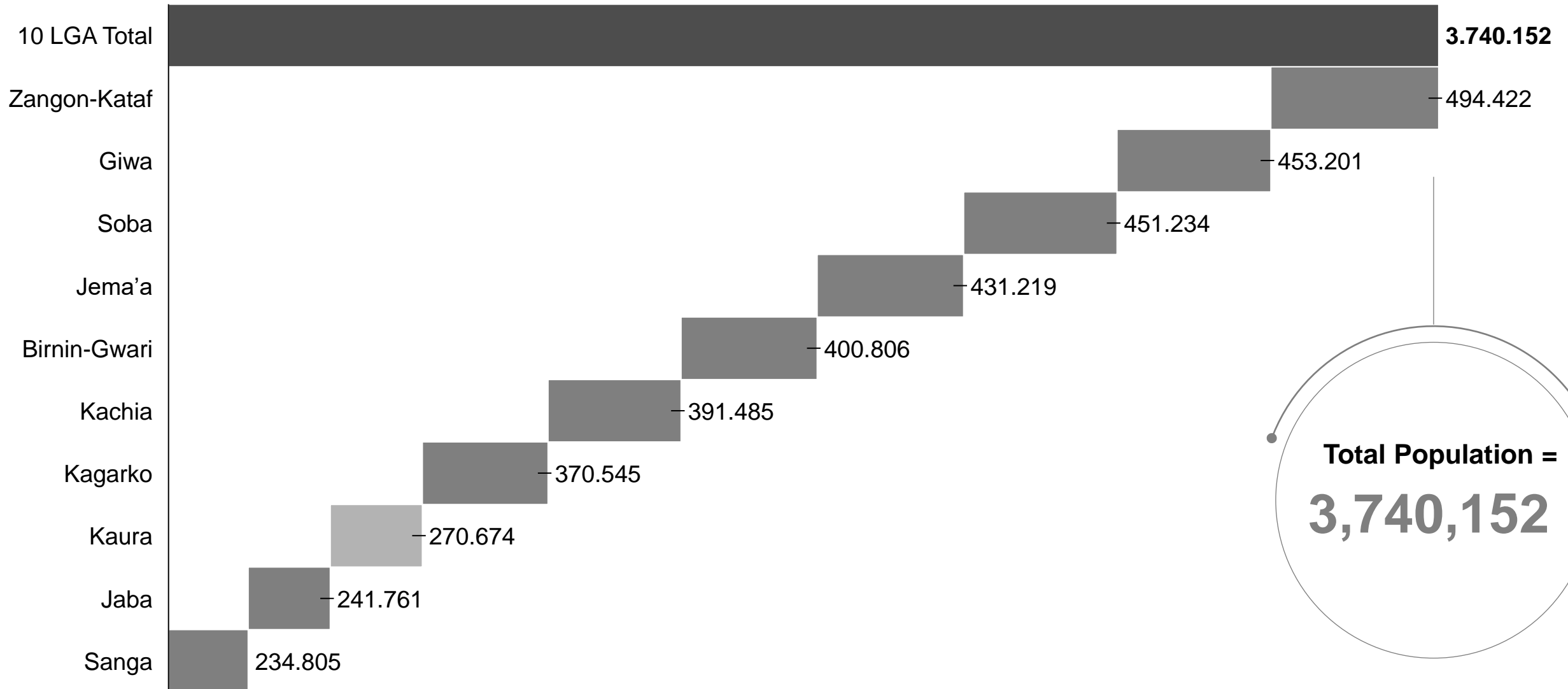
- Rahama
- Kwasollo
- Maigana



Zangon-Kataf

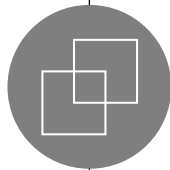
- Kamuru
- Madakiya
- Mashan

The total population of the 10 hard-to-reach LGAs is estimated to be about 3.74 million



**Total Population =
3,740,152**

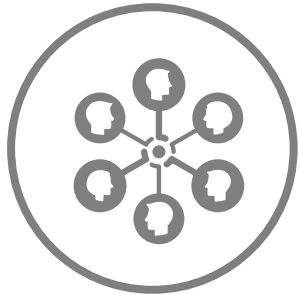
The project was focused on driving digital identity enrollment across the 10 hard-to-reach LGAs



Sensitization & Engagement Approaches

Slides: 18 – 29

Four pragmatic and fit-for-purpose sensitization and engagement approaches were executed to deliver on the objectives of the project



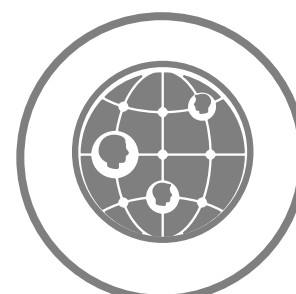
Community Dialogue (CD)

Under the community Dialogue approach, a selected group of stakeholder were assembled to discuss engagement and sensitization issues as well as identify and agree resolution points/solutions



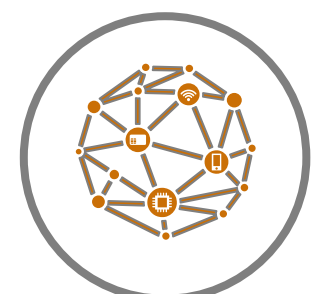
Market Storm/Roadshow

Under the Market Storm/Roadshow approach, specific groups of people such as artisans, traders, transporters and others who may not have been reached through other approaches due to the peculiarity of their jobs or means of livelihood



Radio Jingles

This approach was targeted at both the urban and rural dwellers across all the local government areas in Kaduna State. It was implemented to drive awareness of the activities of KADRIMA as well as direct people to enrollment locations



Town Criers

The Town Crier approach was implemented to drive awareness and engagement in the remotest part of the state, especially in communities that have social norms that exclude women from participation. 100 communities were covered using this approach



Community Dialogue (CD)

Objectives of the Community Dialogue Approach



The Community Dialogue effort was executed to deliver specific objectives

Provide quality and reliable information on digital Identity as well as answer questions from participants

Foster a spirit of community-based commitment towards achieving the target coverage of KADRIMA

Discuss and create a homegrown strategy peculiar to each community on how to enroll, mobilize and convince others to ensure that they register

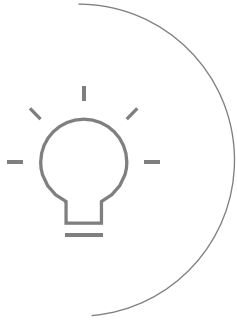
Make residents aware of the importance of digital identity and begin to foster a culture of understanding and trust

Remove all the misunderstandings/misinformation and negative propaganda with respect to or against the digital Identification process



The selection of facilitators for the Community Dialogue activities was based on three predefined criteria

Community Dialogue (CD)



Commitment: Selected facilitators were individuals who exhibit a sense of commitment and the zeal to work towards the achievement of the objectives of the project



Expertise/Professionalism: Facilitators were selected based on experience and the ability to lead community engagement strategies using best practices



Availability: Selected facilitators were individuals whose nature of job or occupation afforded them the opportunity to be available for the community dialogue activities

KADRIMA's ad-hoc staff who reside in the locations for the Community Dialogue activities were selected to serve as the secretaries to ensure commitment and ownership of the process



Community Dialogue (CD)



Participant Coverage

- Community Dialogue participants comprised key community stakeholders (referred to as Gatekeepers) who have reputable background, strong character, and are identified as leaders in the community
- The participants were committed individuals who have large followership or those that represent group of community structures

Participants for the Community Dialogue activity were drawn from core stakeholder groups in each community

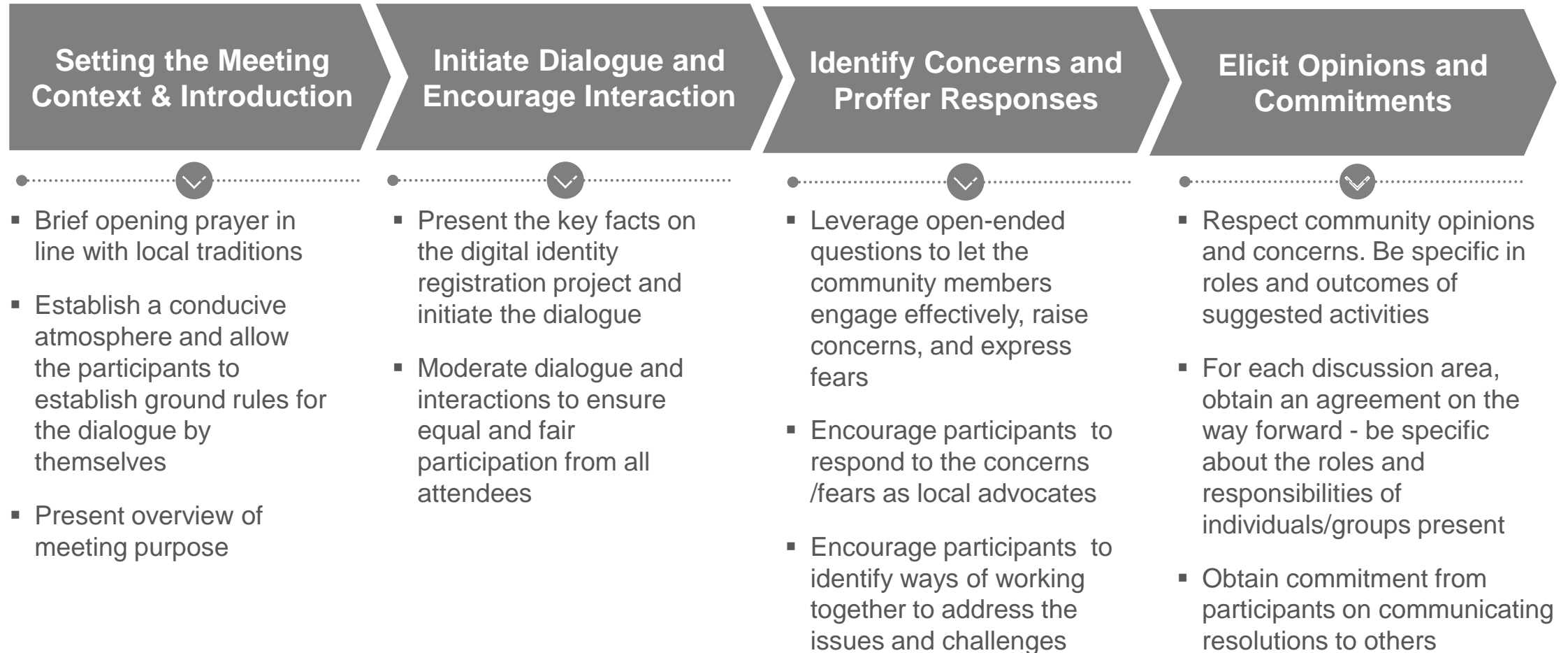


List of Participant Groups include

- ❖ Community Dialogue Facilitator
- ❖ Secretary (KADRIMA Representative/Ad-hoc Staff)
- ❖ Traditional Ruler
- ❖ Religious Leader (Muslim Faith)
- ❖ Religious Leader (Christian Faith)
- ❖ School Principal
- ❖ School Headmaster
- ❖ Women Representative
- ❖ Road Transport Union Leader
- ❖ Market Association Representative/Leader
- ❖ Youth Associations' Representative/Leader
- ❖ Okada Riders' Representative



The community dialogue activities followed a predefined meeting cadence to ensure engagement and outcome standardization



Agree on a follow-up mechanism to ensure effective implementation of resolutions and delivery of commitments



Community
Dialogue (CD)

Training & Capacity Building

Given the critical role of community dialogue facilitators and secretaries, a one-day training and capacity building session was organized for them

- To ensure the success of the community development approach and for uniformity, a one-day training session was organized for facilitators and Secretaries on requirement and guidelines for conducting community dialogue.
- The training session was conducted using PowerPoint presentations, group discussions, and an interactive session. The training approach helped to encourage full participation from all participants



Market Storm/
Roadshow

The market storms/roadshows were targeted at artisans, traders, transport workers and other citizens who use the markets

Market Storm/Roadshow Objective & Methodology



- The market storm/roadshow approach was aimed at changing the perception of people on digital identity by leveraging creative means via drama groups and cultural troupes
- The drama and cultural group displays were used to draw many people who are entertained while trying to influence or change their attitude towards identity registration
- Based on post market storm/roadshow feedback, attendees of market storms/roadshows became veritable avenue to disseminate information on the identity registration in their respective communities and they became ambassadors of change.
- The Theater for Development (TFD) team visited some weekly markets and strategic public places across the 10 hard-to-reach local government areas with the drama groups to deliver live performances in front of the audience.



TFD Director and TFD Teams

- Given that theater for development is a special concept and quite different from that of TV or Radio, the TFD Director led and directed all the market storms/ roadshows
- The TFD Director, with vast experience in several TFD shows at different levels, was selected after interview and selection process.
- Two TFD Teams were set-up to cover the market storm/roadshow activities. One of the TFD teams covered the Northern area while the second team covered the Southern area to reduce travel time, and fatigue
- To ensure standardization and uniformity across the market storm/roadshow locations, the two teams were trained at the same location. Each team was led by experienced Team Lead who is knowledgeable about drama in development strategies.

Other Market Storm/Roadshow Dynamics


- Experienced actors were selected through a rigorous auditioning process. The actors were engaged for the market storms/roadshows and were led by the TFD Team Leads
- The main selection criteria for the actors include understanding the message, ability to deliver the message appropriately, composure, and ability to fit into the role.
- Several rehearsals were held to prepare the actors for the excellent performance witnessed during market storms/ roadshows





Market storms/roadshows were held in 15 selected markets – 5 markets from the North and 10 markets from the Southern part of the state


Market Storm/
Roadshow


Batch 1 Markets

-  > **Tudun Saibu Market**
[Soba LGA]


-  > **Jagindi Market**
[Jema'a LGA]


-  > **Manchock Market**
[Kaura LGA]


-  > **Godogodo Market**
[Jema'a LGA]

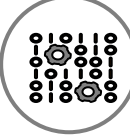
-  > **Samaru Market**
[Zangon Kataf LGA]


Batch 2 Markets

-  > **Soba Town Market**
[Soba LGA]

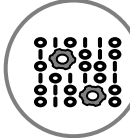
-  > **Giwa Market**
[Giwa LGA]


-  > **Kagarko Market**
[Kagarko LGA]


-  > **Kachia Major Market**
[Kachia LGA]

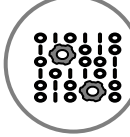
-  > **Zonkwa Market**
[Zangon Kataf LGA]


Batch 3 Markets

-  > **Fadan Karshi**
[Sanga LGA]

-  > **Kwoi Market**
[Jaba LGA]

-  > **Dinya Market**
[SobaLGA]

-  > **Kagoro Market**
[Kaura LGA]

-  > **Giwa Market**
[Giwa LGA]

The Southern part of the state accounts for ~70% of the population in the 10 hard-to-reach LGAs



The Radio Jingles approach was implemented to drive awareness of the activities of KADRIMA as well as direct people to NIMC enrollment locations

Radio Jingles

Elements

Key Considerations and Description



Messaging of the Jingles



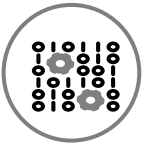
- The radio jingle, in Hausa and Pidgin languages, was produced, reviewed, approved and executed. The jingle was thought-provoking and persuasive as well as used to call residents to action.
- Key messaging include role of KADRIMA, importance of NIN/resident card, enrollment locations, efficiency of the enrolment process as well as information that enrolment was without a charge



Jingle Concepts



- The jingle was used to highlight the importance, benefits, and necessity of digital identity.
- It was also used to highlight the negative effects of not registering for the digital identity program, leveraging a persuasive communication style



Jingle Scripting



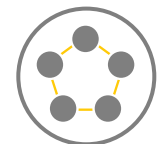
- The scripting of the two jingles was done by a professional script writer who was specifically engaged for the purpose
- To avoid the monotony of voices on the jingles, each of the two jingle was narrated by a different voice



Considerations for Airing of the Jingles



- The jingles were aired during prime times and in between highly patronized programs on popular media stations with wide coverage.
- KSMC AM, Nagarta Radio, FRCN Kaduna, Invicta FM, DITV Alheri Zaria, Queen FM Zaria, Salama FM Kafanchan and Rock FM Kafanchan were engaged to air a total of 1,080 slots



Execution Monitoring



- The airing of the jingles was deliberately monitored via digital logs and online monitoring platform to ensure full compliance with the of number slots and agreed airing schedules
- Periodic review meetings were held with media stations to draw their attention to deviations²⁶ and ensure implementation of remediation actions



Town Criers

The town crier approach was executed in 100 communities across the ten hard-to-reach local government areas

Town Crier Objective & Methodology



- Given the role that traditional media play in most rural communities, the Town Crier approach proved to be a very useful sensitization mechanism during the project
- This was driven by the fact that information from Town Criers is widely believed to come from a reliable and authentic source, which is most often from traditional leaders
- The Town Criers were used to motivate citizens to enroll, it also provided information to the residents on enrollment locations and dates that have been assigned for the enrolment exercise.
- To ensure effective execution of the town crier approach, letters were written to District or Village heads to seek their support in disseminating messages on NIN registration and the resident card.

Town Crier Message Development

- A uniform and standardized message was developed by the project team for use by the town criers
- The developed message was approved by the KADRIMA team prior to dissemination by the town criers across the ten hard-to-reach LGAs.
- The message was standardized to ensure uniformity across the selected 100 communities
- District/Village Heads and Traditional Title Holders were used to instruct the town criers to go round the selected communities with the developed message on digital identity registration

Location Selection Criteria

- The communities considered as hard-to-reach for the deployment of the town crier approach were selected based on pre-defined criteria such as structure of the population demographics, level of access to the location, non-availability of large markets
- The KADRIMA leadership team directed that engagement and sensitization efforts should be focused on rural areas where enrolment levels were believed to be very low
- Letters were written to the traditional leaders of the selected communities seeking their support and cooperation in the implementation of the town crier approach



Town Criers



A standardized script was developed to guide the town criers and ensure uniformity in messaging across all the selected communities

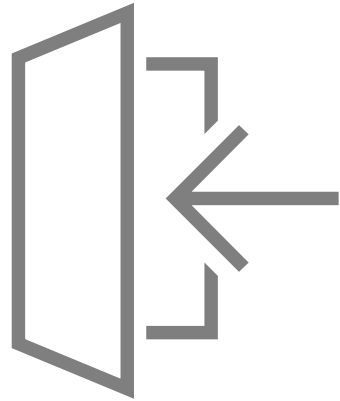
Town Crier Script

Dear people of our great community (Name of Community)

- Our traditional ruler (Title) has sent me to you with very important message from the Kaduna State Residents Identity Management Agency KADRIMA, an important message indeed.
- Kaduna State government is committed to the provision of social welfare and protection for all residents of the state. However, this is only possible if it has a standard and accurate database of all residents. The database will provide government a detailed statistics during budgeting and planning especially in the area of socio-economic development, security and general infrastructure.
- The government and indeed our traditional ruler hereby calls on all and sundry to register with KADRIMA to obtain their NIN immediately and Residents Card in due time.
- When registered by KADRIMA, a resident will get a NIN and have access to improved health care services, quality education, scholarships and many more. One can also register a SIM, open a bank account, open and register a company, register for WAEC and JAMB and enjoy many other benefits using the NIN and the Residents card.
- Registration is free and will only take a few minutes. Just go to any of the registration centers or walk into any of the 255 Model Primary Health Care Centers with any legally accepted form of identification to get registered. If you don't have any, simply go to our traditional ruler (Title) and obtain a letter of introduction
- Be patriotic, register today with KADRIMA and you automatically get your NIN and Resident's card
- You may wish to call 09129972381 for more information

Thank you

Well designed detailed flyers were used to draw the attention of residents to the enrolment activities and benefits



To increase communication intensity as well as ensure message sustainability, flyers containing detailed information on digital identity registration were distributed to attendees during the community dialogue, market storm/roadshow and town crier activities



**Kaduna State
Residents
Identity
Management
Agency**

...Identity for All

Are you registered with the **KADUNA STATE RESIDENTS IDENTITY MANAGEMENT AGENCY (KADRIMA)?**



Over 5.4 million people are registered with KADRIMA and already have the potential of enjoying different services in the state.

GET ENROLLED TODAY AND HAVE ACCESS TO A LOT OF BENEFITS SUCH AS;

- ✓ *Scholarships and free education*
- ✓ *Subsidized healthcare services and health Insurance.*
- ✓ *Social welfare including farmer assistance and cash transfers.*
- ✓ *Basic infrastructure and amenities.*
- ✓ *Register SIM Card*
- ✓ *Open Bank Account*
- ✓ *Process an International Passport*
- ✓ *Open and Register a Company*
- ✓ *Register for WAEC & JAMB*
- ✓ *Residents Card etc*

YOU CAN USE ANY OF THE FOLLOWING TO GET ENROLLED

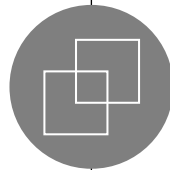
- ✓ *Birth Certificate*
- ✓ *International Passport*
- ✓ *Driver's Licence*
- ✓ *Voters Card*
- ✓ *Indigene Letter*
- ✓ *Immunisation*
- ✓ *Attestation Letter and other legal identification documents*

For inquiries

No 16 Muhammadu Buhari Way (Waff Road) Kaduna
 09129972381, 08163229535.
 Kaduna State Residents Identity Management Agency
 @KADRIMA_KDSG Website: kadrima.kdsg.gov.ng

In addition to other registration centers, you can also walk into any of the 255 Model Primary Health Care Centers nearest to you to get enrolled

Registration is Free!

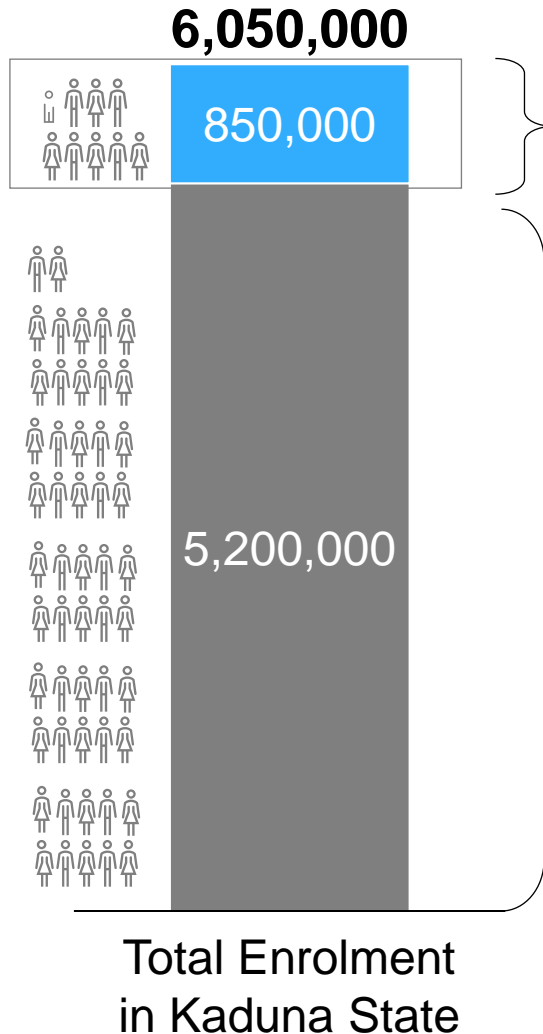


**Sensitization & Engagement
Impact Assessment**

Slides: 31 – 43

The community engagement & sensitization efforts delivered significant overall impact as total enrolments, across the state, increased by 16% within 4 months

Overall Enrolment Impact Assessment as of April 30th, 2023



Overall Project Impact:

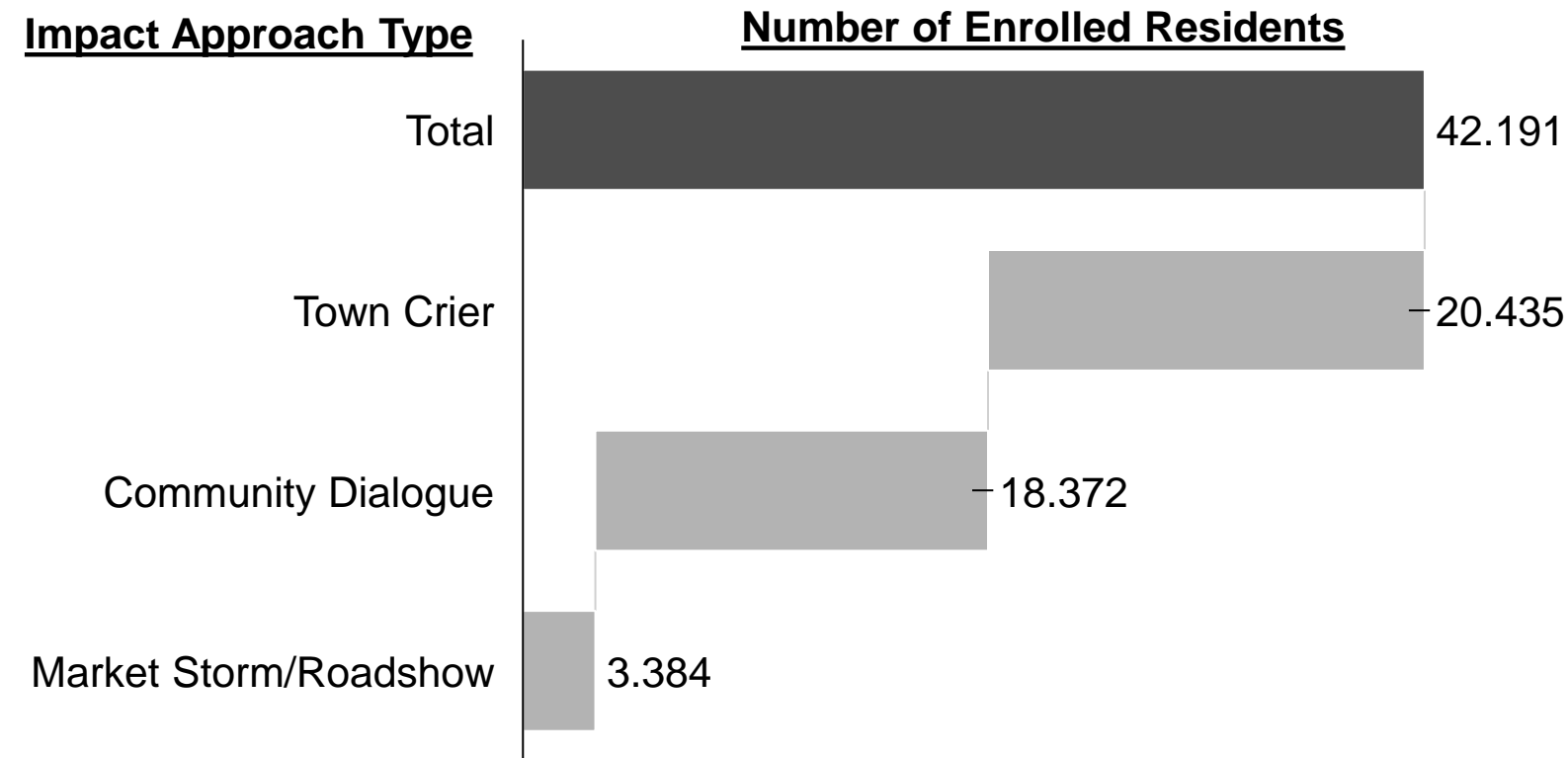
Overall state-wide enrolment between 26th Dec 2022 and April 30th, 2023 [4 months]

Point of Departure:

Take-off total enrolment number from the inception of NIMC's digital identity program to 25th December 2022 [87months]. That is, a historical average of 230,000 enrolments for every 4 months in Kaduna State

- The overall impact of the community engagement and sensitization project delivered a significant uplift in the number of Kaduna State residents registered on the NIMC digital identity database as total number of enrolments increase by 16% to 6.05 million
- The significant overall impact of the community engagement and sensitization project was largely driven by the residents' increased awareness of the benefits of the digital identity through the project's radio jingles that were aired on popular media stations with state-wide coverage as well as other approaches
- It should be noted that in the coming months and years, the state will continue to witness impressive trajectory in the number of residents that enroll on the digital identity database given the huge awareness created by all the community engagement & sensitization approaches – community dialogue, radio jingles, market storm/roadshow and town criers

~42,200 residents across the 10 hard-to-reach LGAs were enrolled for the digital identity program due to the direct impact of the three approaches



Key Insights/Comments

- Overall, the Town Crier community engagement and sensitization approach has the highest direct impact on the numbers of residents that enrolled in the digital identity program
- The outcome may be attributable to the level of credibility and followership enjoyed by the town criers and traditional rulers in their various communities
- The direct impact of the community dialogue approach on enrolment numbers was also highly commendable.
- It should be noted that the impact of community dialogue (CD) approach may surpass that of town crier when the various commitments made by the key stakeholders are fulfilled
- Community dialogues continued, post the project closure by the key stakeholders

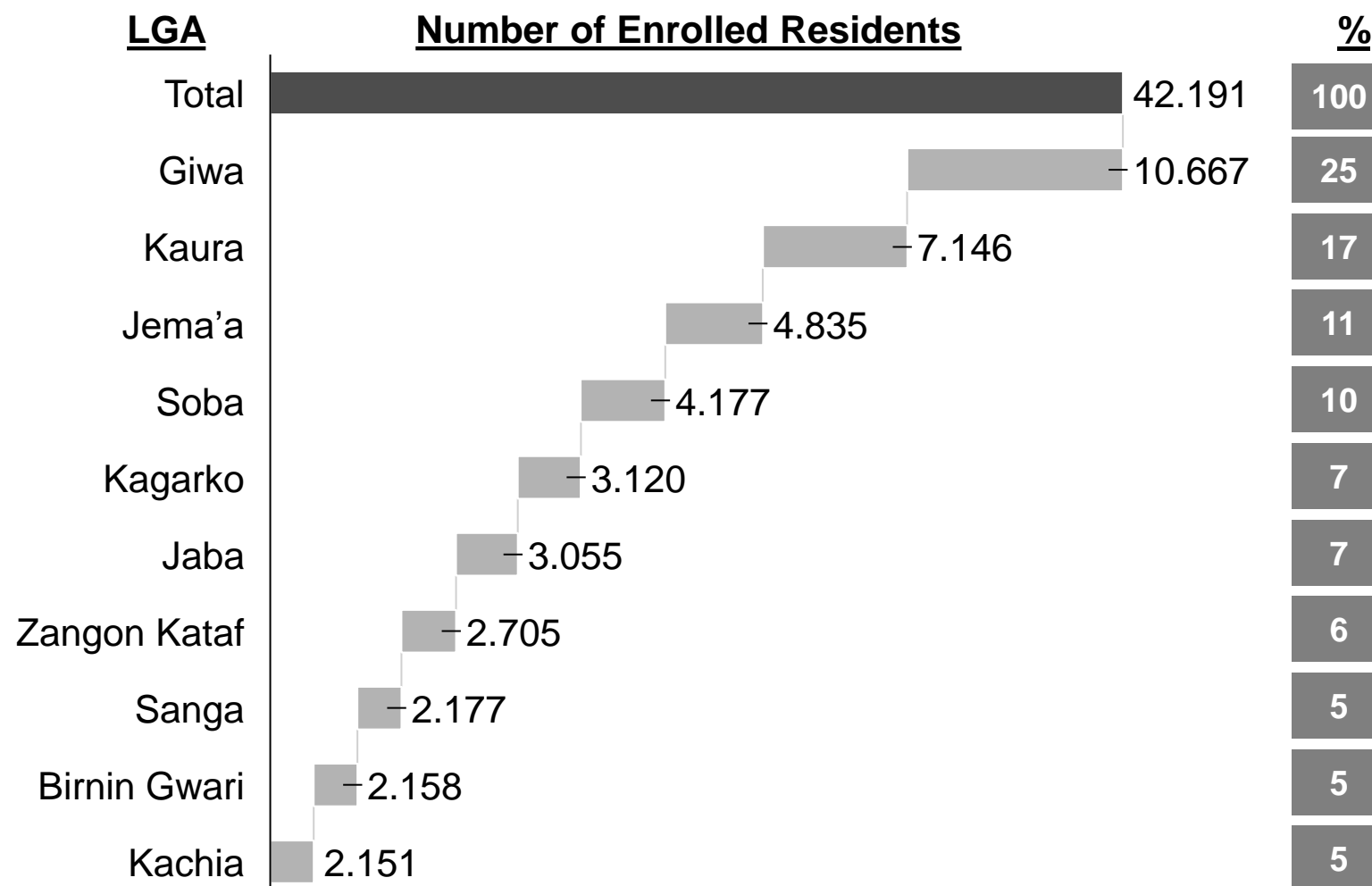
Direct enrolment impact represent registrations done after the execution of each of the three approaches (Town Crier, Community Dialogue and Market Storm/Roadshow) with a cut-off/project closure date of 20th April 2023

- It should be noted that the enrollment impact of the radio jingles was not included as it could not be directly measured at this time of the project
- However, the radio jingles made significant impact in creating increased awareness across the all the LGAs in the state given its wider coverage & reach

Giwa Local Government Area had the highest enrolment direct impact due to the execution of the 3-community engagement and sensitization approaches

Key Insights/Comments

Direct Enrollment Impact by Local Government Area

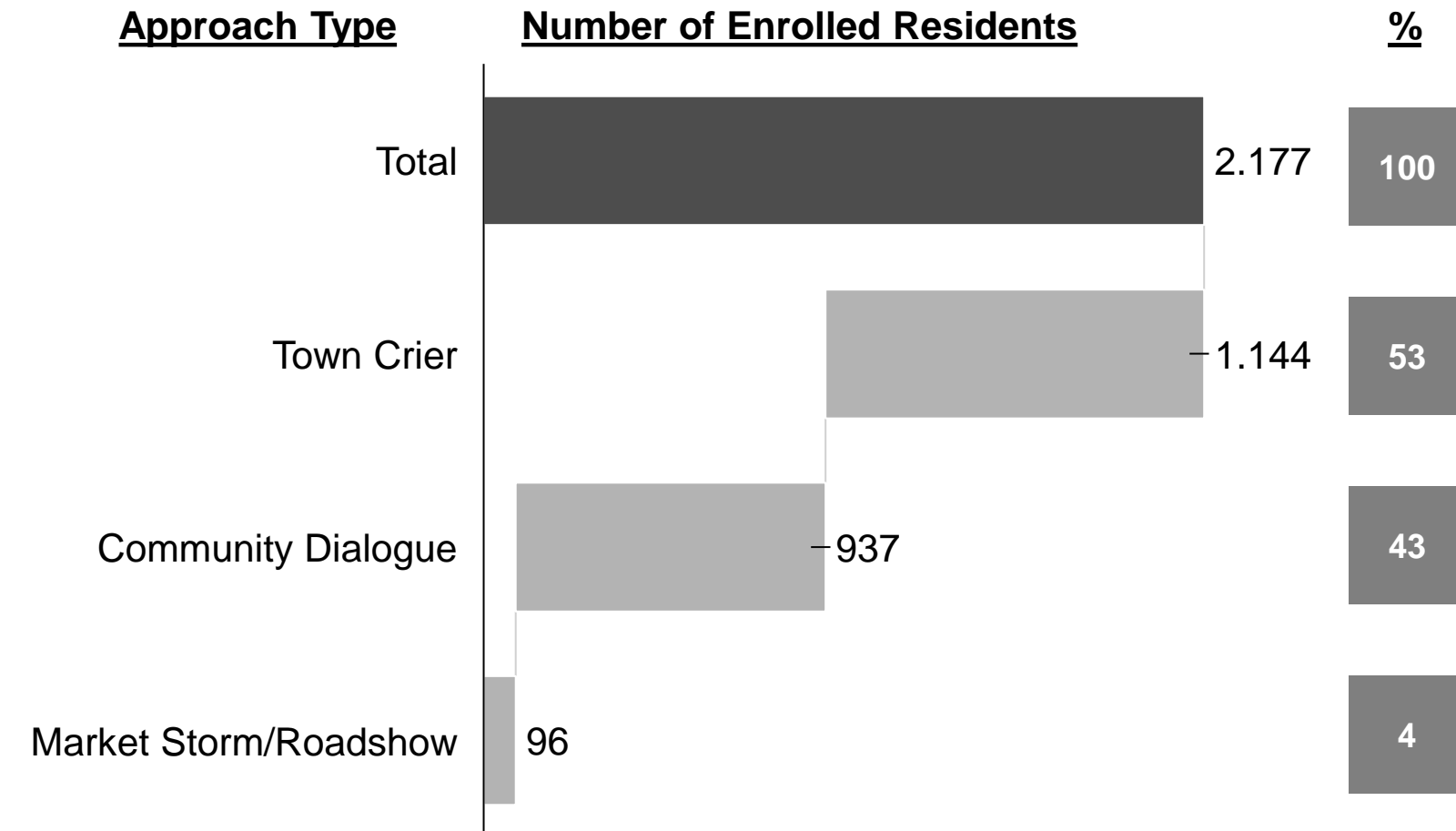


- Giwa Local Government Area made the highest contribution to the total direct enrolment impact – with 25% of the total direct enrolment impact
- Despite accounting for about 13% (the highest) of the total population of the 10 hard-to-reach areas, Zangon Kataf contributed only 6% of direct enrolment impact
- Kaura Local Government Area also made an impressive contribution, at 17% of of the total direct enrolment impact, despite accounting for the third least population (at 7%) of the 10 hard-to-reach areas

In Sanga Local Government Area, the town crier engagement and sensitization approach had the highest direct enrollment impact

Key Insights/Comments

Sanga LGA: Breakdown of Enrollment Impact by Approach Type

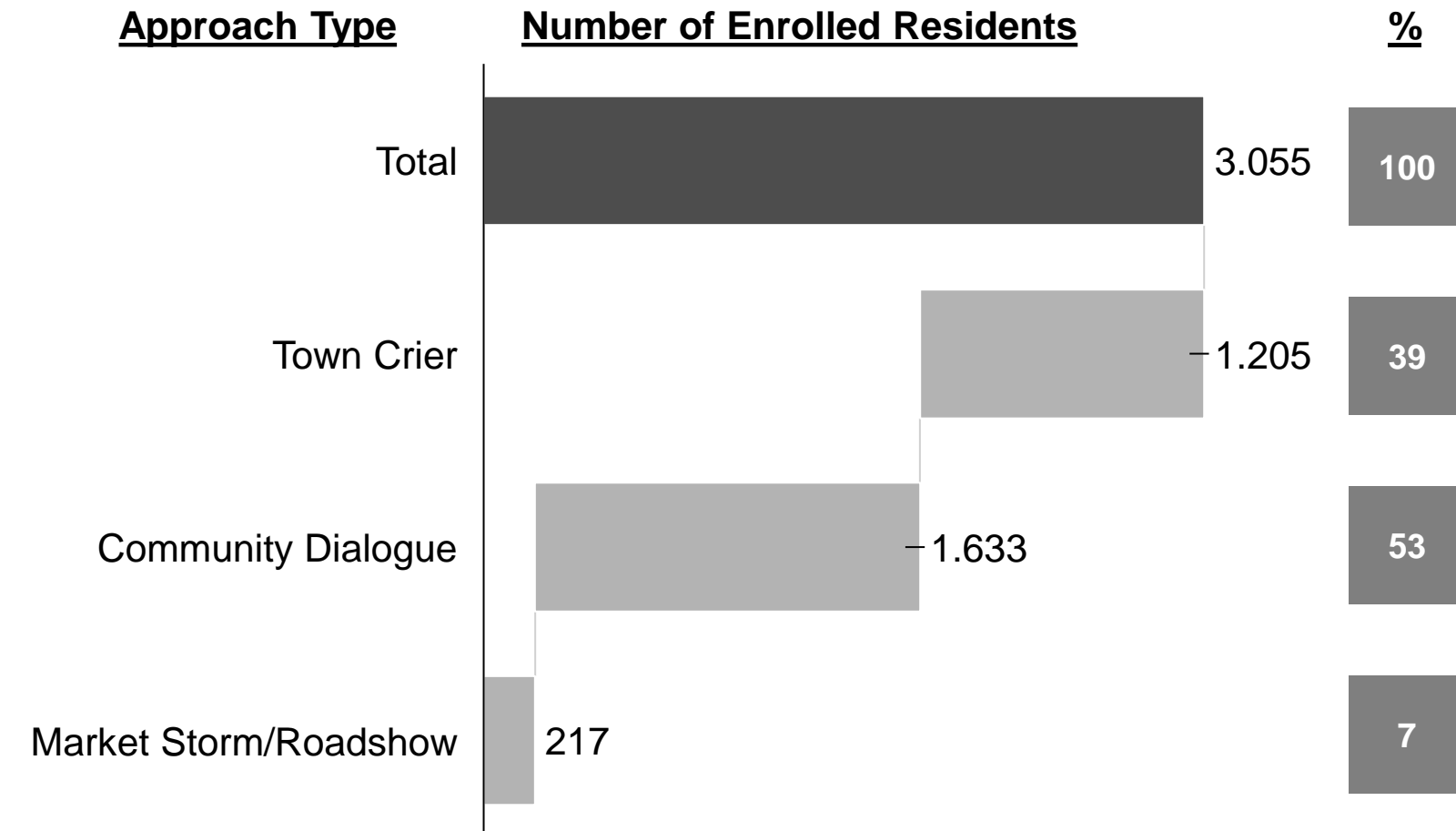


- In Sanga Local Government Area, the Town Crier community engagement and sensitization approach delivered the highest direct enrolment impact with 53% of total enrolments in the selected communities
- Community dialogue was held in Gbukok community. However, there was no resident enrolment recorded in the community as the Secretary responsible for the community reported that his registration device was faulty

In Jaba Local Government Area, the community dialogue engagement and sensitization approach had the highest direct enrollment impact

Key Insights/Comments

Jaba LGA: Breakdown of Enrollment Impact by Approach Type

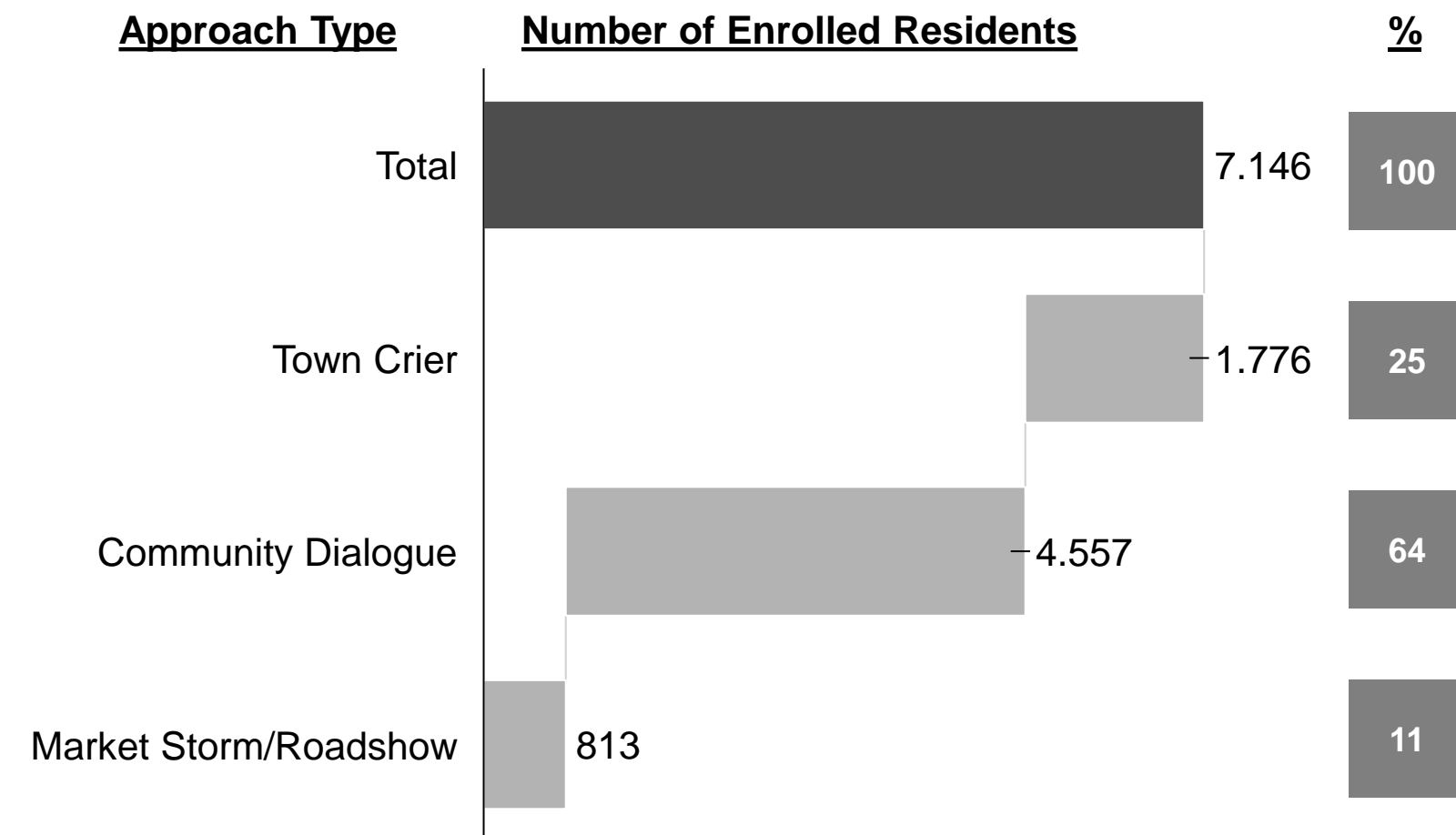


- In Jaba Local Government Area, the community dialogue engagement and sensitization approach delivered the highest direct enrolment impact with 53% of total enrolments in the selected communities
- The town crier approach made a good impact with 39% of the total resident enrolments.

In Kaura Local Government Area, the community dialogue engagement and sensitization approach had the highest direct enrollment impact

Key Insights/Comments

Kaura LGA: Breakdown of Enrollment Impact by Approach Type

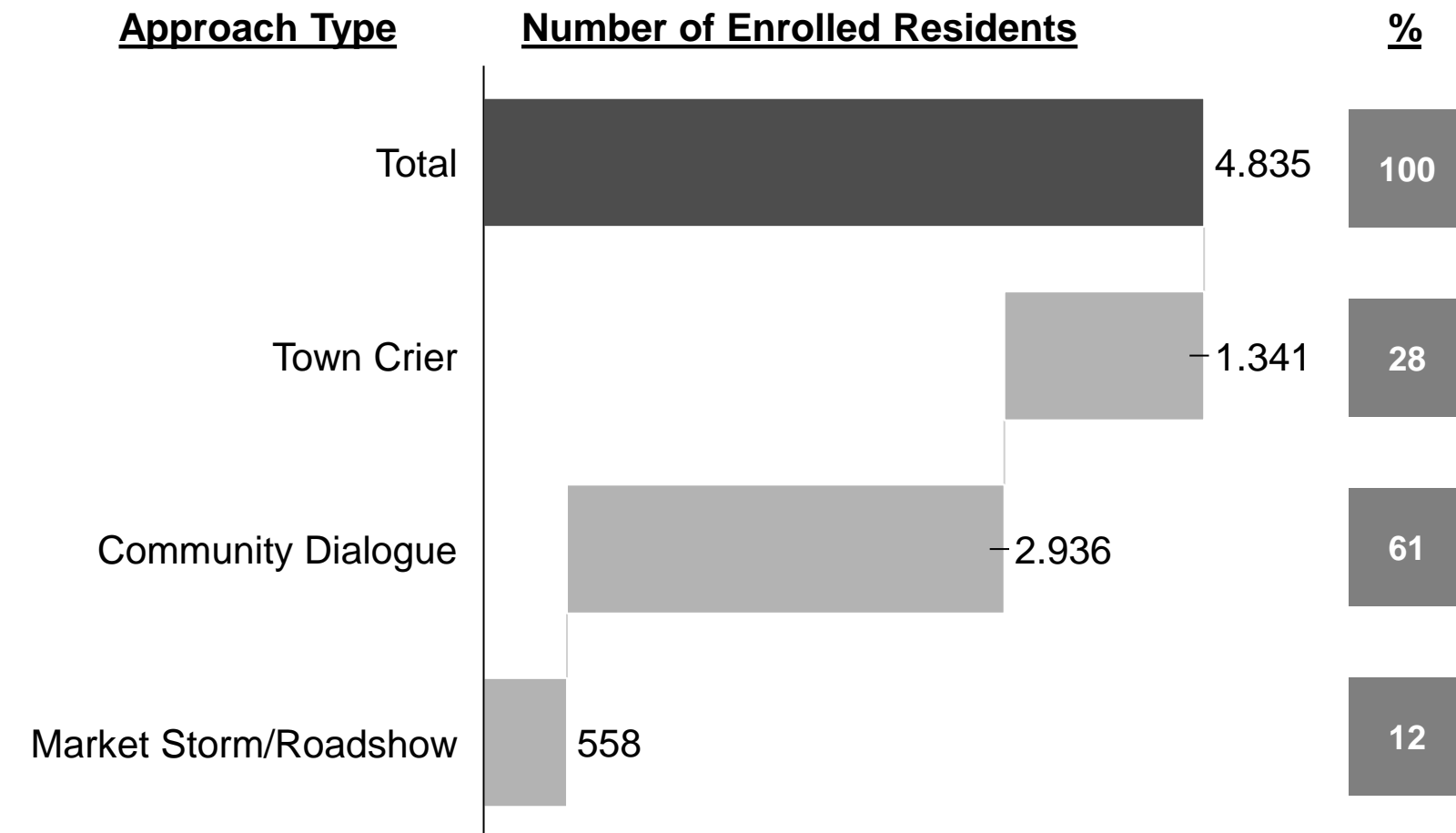


- In Kaura Local Government Area, the community dialogue engagement and sensitization approach delivered the highest direct enrolment impact with 64% of total enrolments in the selected communities
- One of the three selected communities, Gizagwai, contributed over 73% of the total direct enrolment impact recorded in Kaura local government area

In Jema'a Local Government Area, the community dialogue engagement and sensitization approach had the highest direct enrollment impact

Key Insights/Comments

Jema'a LGA: Breakdown of Enrollment Impact by Approach Type

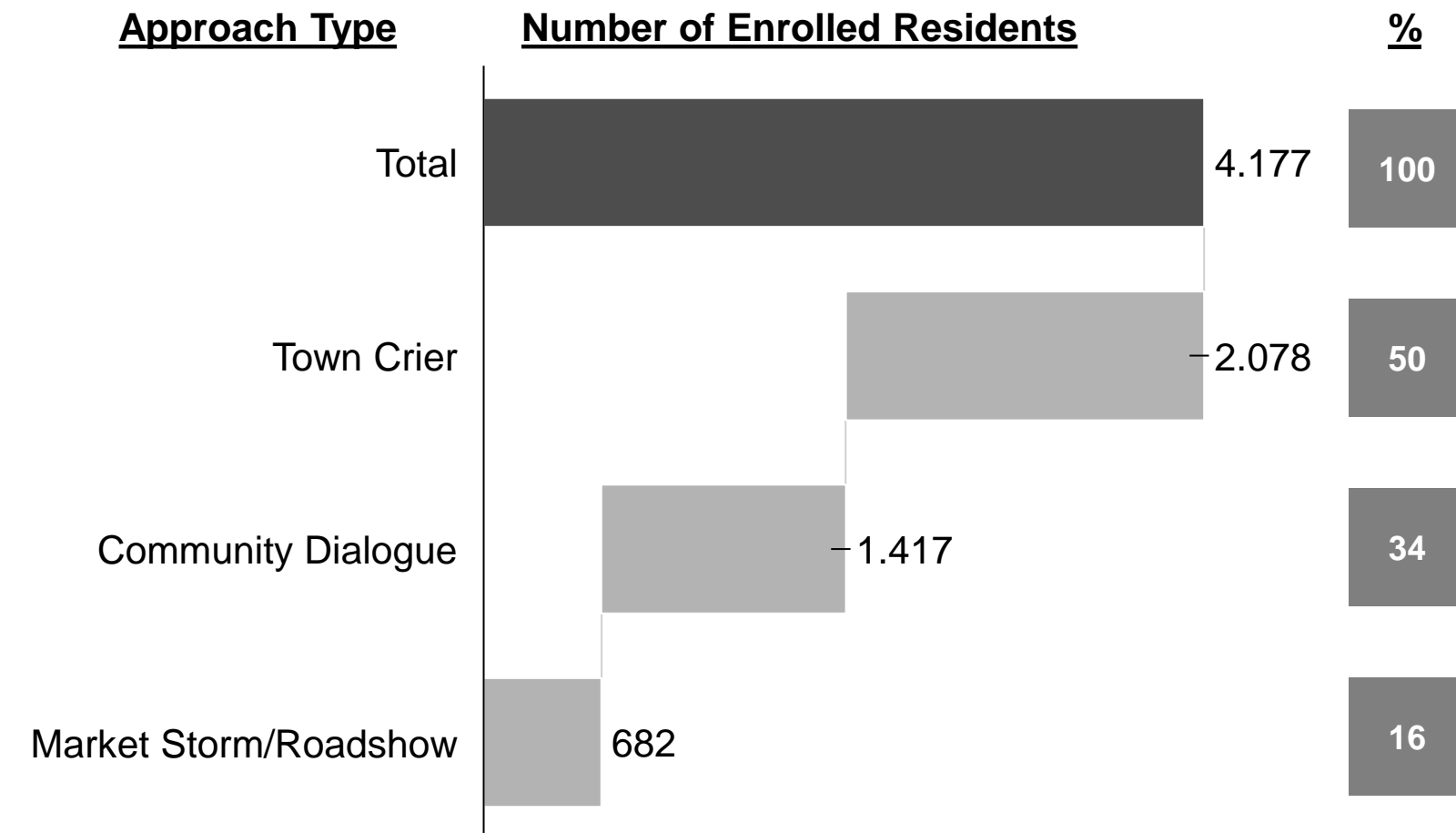


- In Jema'a Local Government Area, the community dialogue engagement and sensitization approach delivered the highest direct enrolment impact with 61% of total enrolments in the selected communities
- One of the three selected communities, Godogodo, contributed over 51% of the total direct enrolment impact recorded in Jema'a local government area

In Soba Local Government Area, the town crier engagement and sensitization approach had the highest direct enrollment impact

Key Insights/Comments

Soba LGA: Breakdown of Enrollment Impact by Approach Type

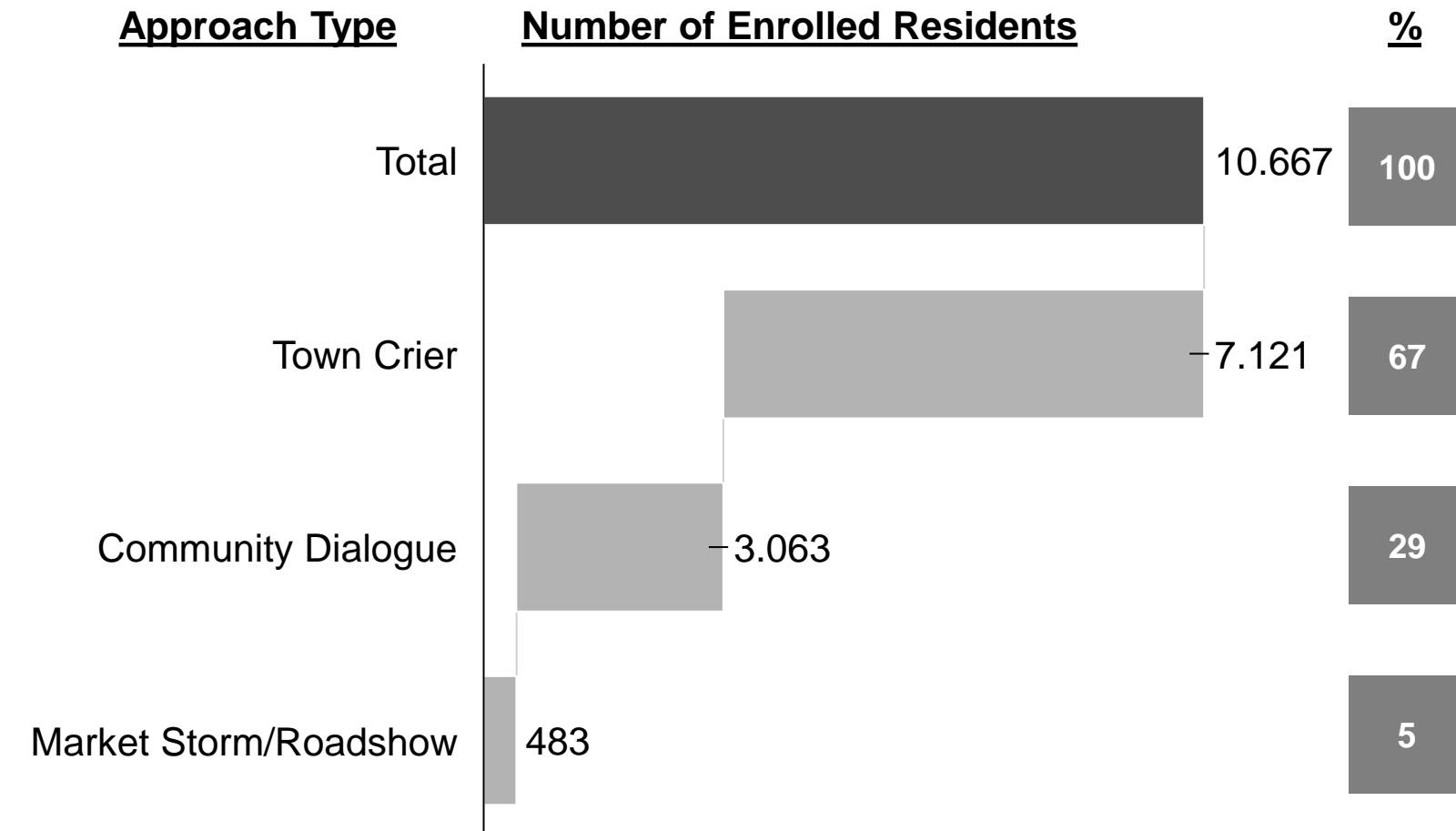


- In Soba Local Government Area, the town crier engagement and sensitization approach delivered the highest direct enrolment impact with 50% of total enrolments in the selected communities
- One of the three selected communities, Rahama, contributed over 57% of the total direct enrolment impact recorded in Soba local government area

In Giwa Local Government Area, the town crier engagement and sensitization approach also had the highest direct enrollment impact

Key Insights/Comments

Giwa LGA: Breakdown of Enrollment Impact by Approach Type

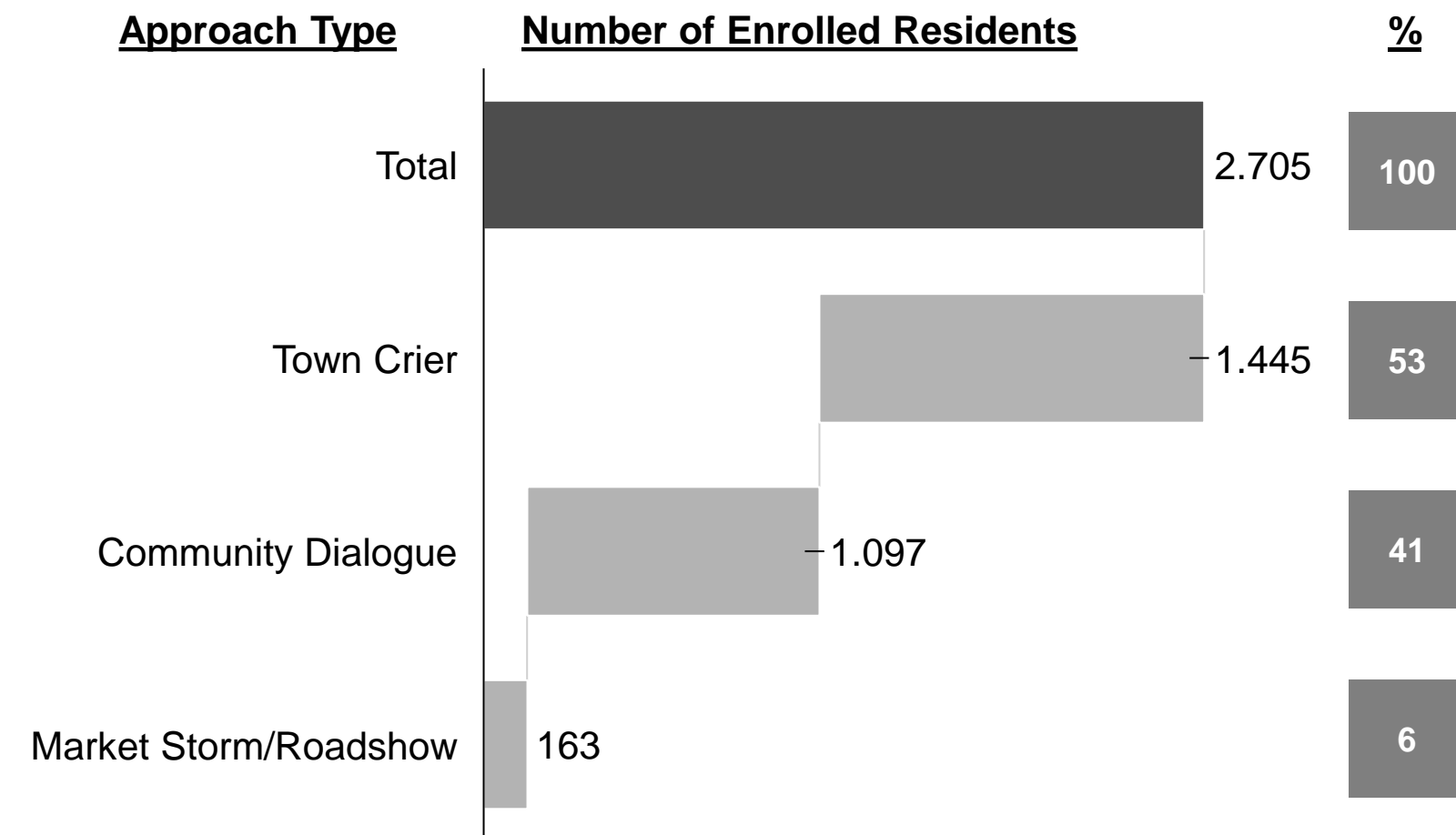


- In Giwa Local Government Area, the town crier engagement and sensitization approach delivered the highest direct enrolment impact with 50% of total enrolments in the selected communities
- The highest direct enrolment impact across all the 10 hard-to-reach was recorded in Giwa local government area with 25% of the total enrolments

In Zango Kataf Local Government Area, the town crier engagement and sensitization approach also had the highest direct enrollment impact

Key Insights/Comments

Zangon Kataf LGA: Breakdown of Enrollment Impact by Approach Type

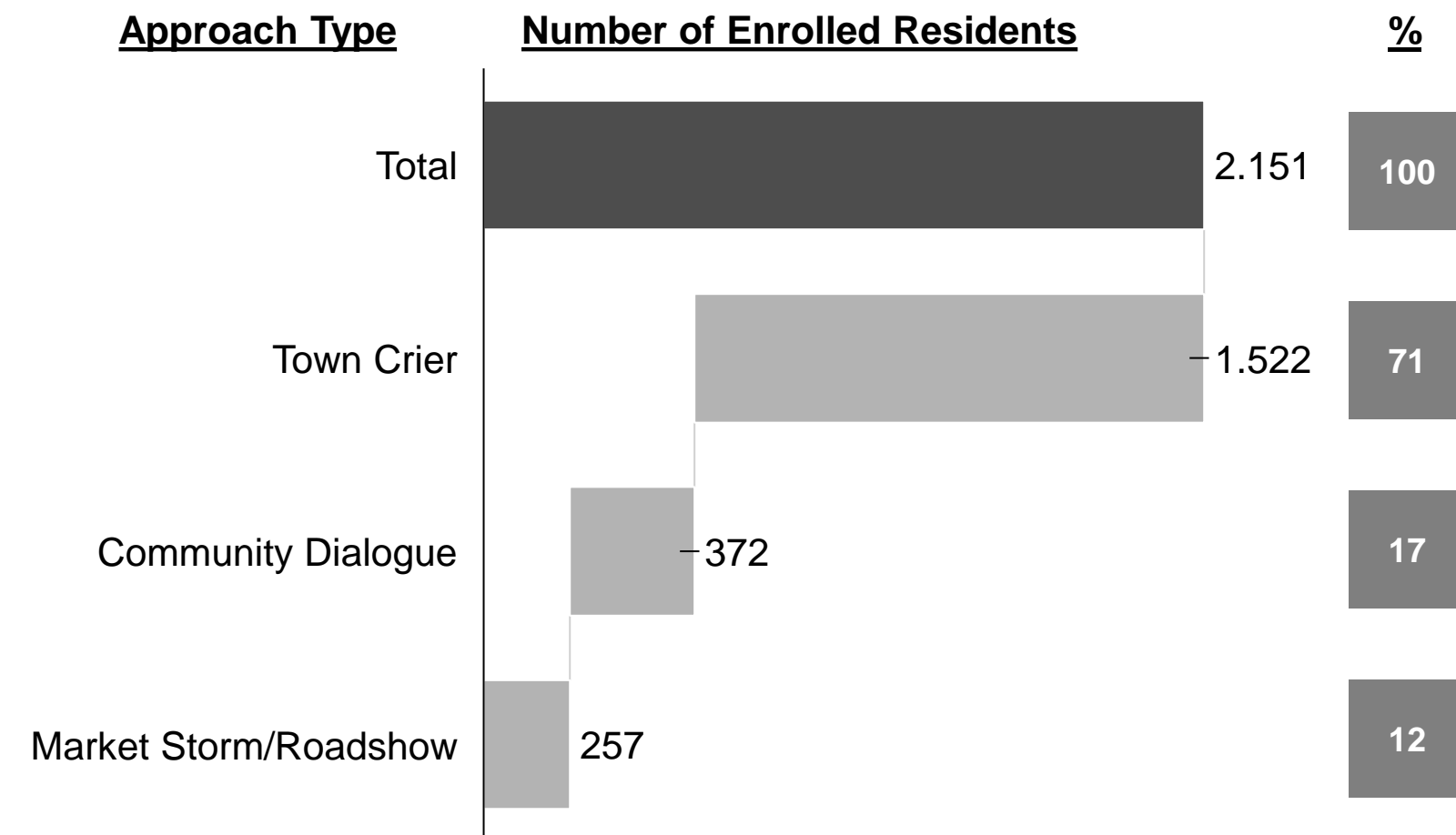


- In Zangon Kataf Local Government Area, the town crier engagement and sensitization approach delivered the highest direct enrolment impact with 53% of total enrolments in the selected communities
- One of the three selected communities, Mashan, contributed over 69% of the total direct enrolment impact recorded in Zangon Kataf local government area

In Kachia Local Government Area, the town crier engagement and sensitization approach also had the highest direct enrollment impact

Key Insights/Comments

Kachia LGA: Breakdown of Enrollment Impact by Approach Type

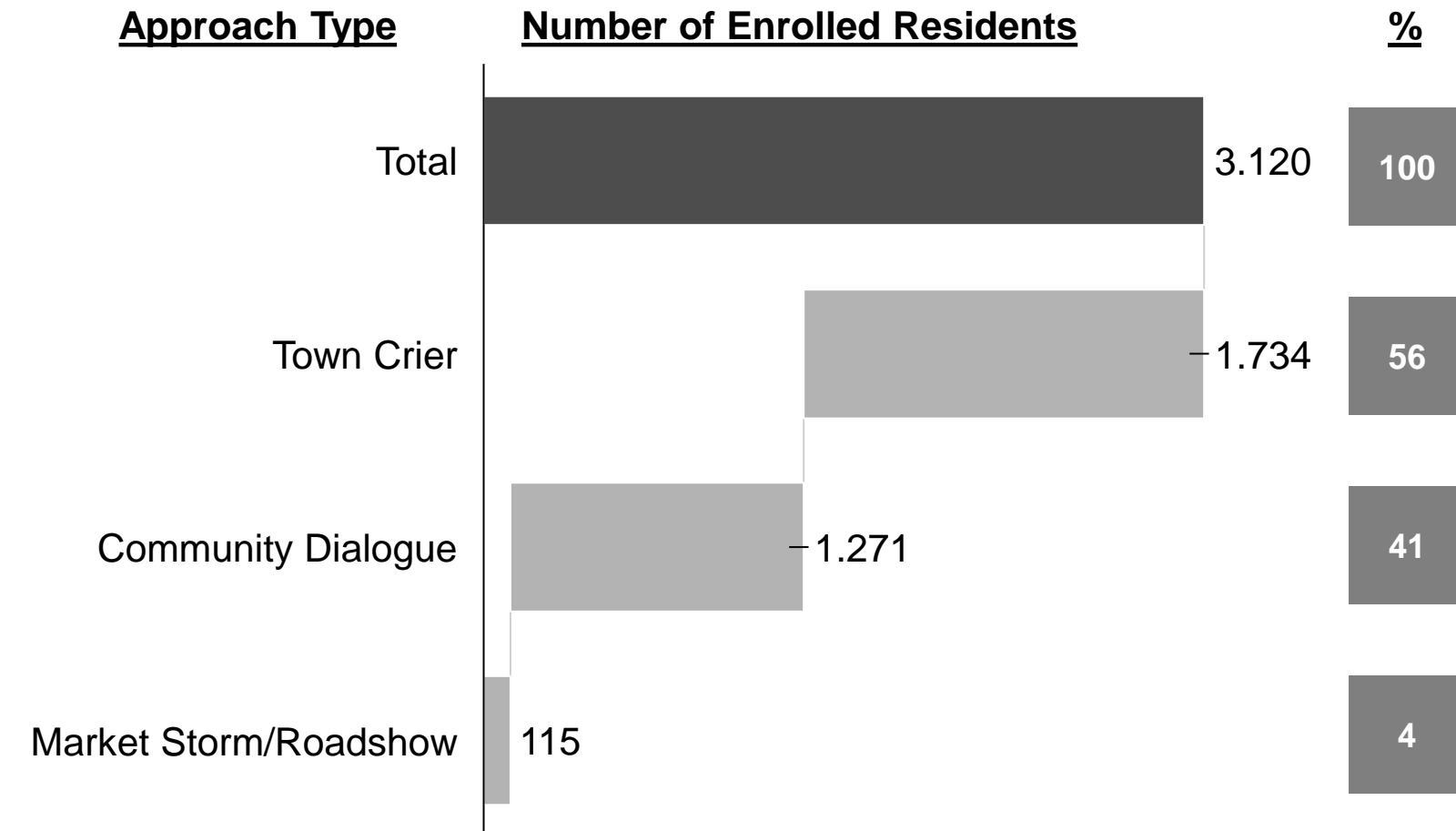


- In Kachia Local Government Area, the town crier engagement and sensitization approach delivered the highest direct enrolment impact with 71% of total enrolments in the selected communities
- One of the three selected communities, Gumel Kachia, contributed over 53% of the total direct enrolment impact recorded in Kachia local government area

In Kagarko Local Government Area, the town crier engagement and sensitization approach also had the highest direct enrollment impact

Key Insights/Comments

Kagarko LGA: Breakdown of Enrollment Impact by Approach Type

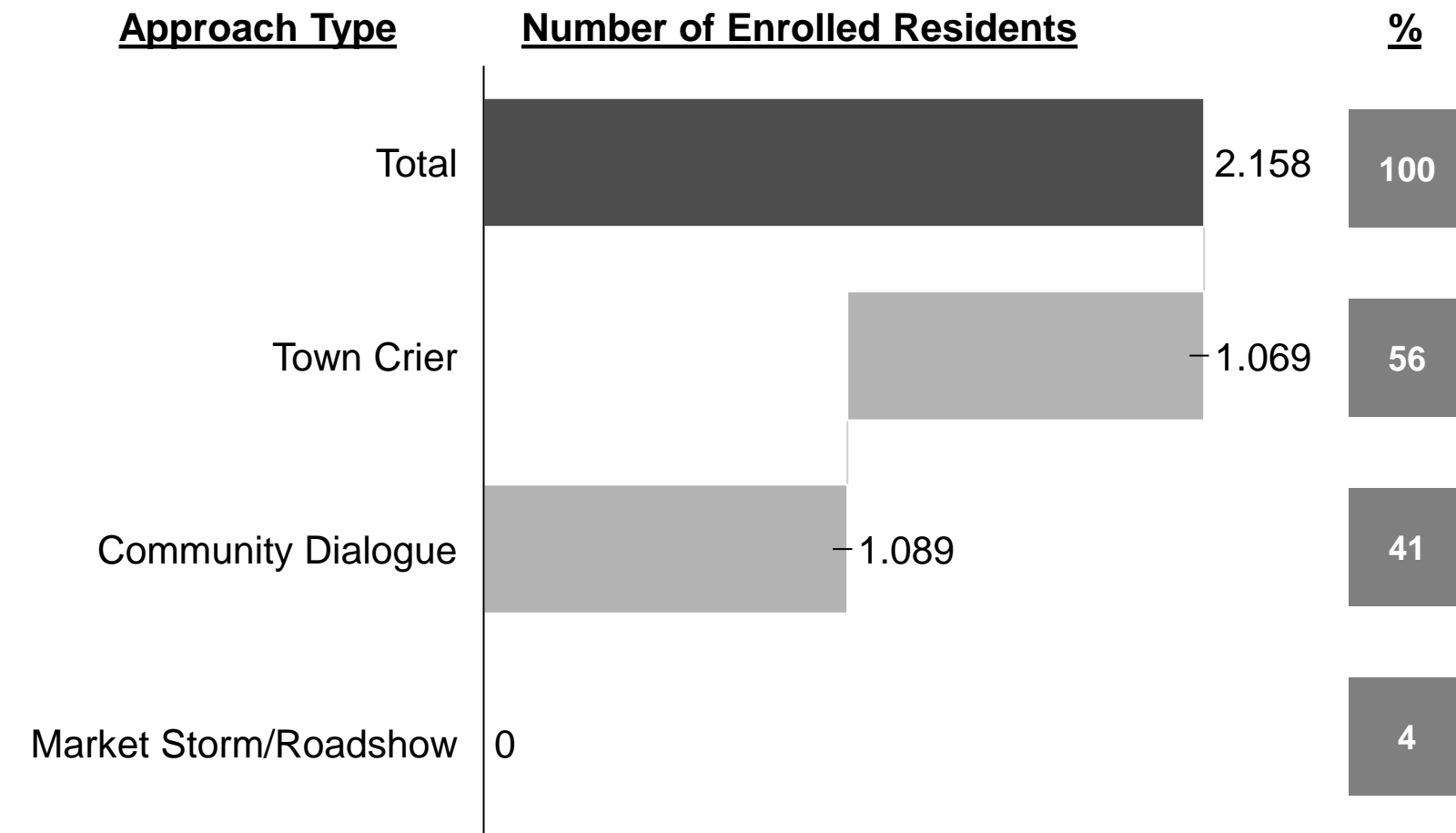


- In Kagarko Local Government Area, the town crier engagement and sensitization approach delivered the highest direct enrolment impact with 56% of total enrolments in the selected communities
- One of the three selected communities, Kasiri, contributed over 56% of the total direct enrolment impact recorded in Kagarko local government area

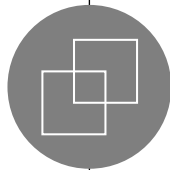
In Birnin Gwari Local Government Area, the combination of town crier and community dialogue approaches accounted for all the direct enrollments recorded

Key Insights/Comments

Birnin Gwari LGA: Breakdown of Enrollment Impact by Approach Type



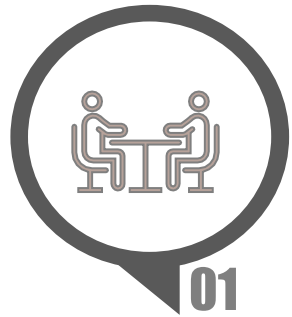
- In Brinin Gwari Local Government Area, the combination of town crier and community dialogue engagement and sensitization approaches accounted for all the direct enrollments recorded in the selected communities
- There was no market storm/roadshow in across all the three selected communities in Birnin Gwari LGA



Project Challenges

Slide 45

The engagement and sensitization on digital identity project was confronted by some challenges



Lack of or Low Commitment from Registration Agents

- There was generally low commitment levels from the registration agents as some of them arrive late to the engagement and sensitization venue
- Enrolment officers were also absent in some of the enrolment centers due to scheduling conflicts thereby denying residents the opportunity to get registered



Frequent Communication Network Downtime

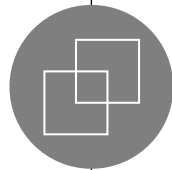
- Frequent communication network downtime and/or poor communication network hampered the smooth execution of the registration/enrolment exercise in some communities after the engagement and sensitization sessions



Low Trust In Government & Its Programs

- There is low trust in government's programs by some members of the target communities leading to low enrolment turnout
- Some residents were dis-satisfied with the failure of some NIMC's FEP enrolment officers to deliver enrolment slips to residents that had previously registered

Despite the challenges that confronted the project, the overall impact on the resident enrolment was decent



Key Lessons Learnt

Slides: 47

The key lessons learnt during the project on digital resident identity in the 10 hard-to-reach areas could be used to enhance future efforts across the state



Enhance Engagement & Sensitization Approach

- There needs to be clarity on the delivery timeline and enrolment date and venue for the commitments made by stakeholders during the community dialogue.
- There is need to proactively collaborate with the community leaders to select a date, time and venue that is convenient most of the participating stakeholders for enrollment each area
- There is need to include dancing groups during the roadshow to attract residents to the venue and enable them to participate.



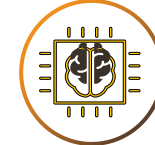
Optimal Tracking Mechanism & Transparency

- There is need to develop an online and automated tracking tool to proactively monitor the progress made by the registration agents, facilitators and secretaries to the project
- The online tracking tool will also enable the project leadership team to administer intervention measures to close any performance gaps when required
- There is need to ensure transparency in the administration of project financial incentives to stakeholders



Identify Networks with Stable Services

- There is need for the project leadership team to collaborate with the registration agents in each location/ community to identify and provide the network with stable services in each location
- There is also need to provide back-up internet/network services to the registration agents to ensure seamless enrolment process after each engagement and sensitization session



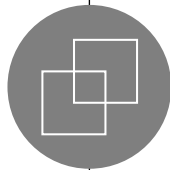
Improve Commitment and Ownership

- There is need to enhance the administration and enforcement reward and sanction measures to ensure that the registration agents are available at their duty post to attend to all intending enrollees after each engagement and sensitization session
- There is need for the project leadership team to provide additional logistics budget to support and fund the increased expenses needs of the secretaries and enrolment officers



Improve Project Timing and Scheduling

- To deliver optimal project impact and benefit, there is need to schedule future community engagement and sensitization efforts outside major religious periods as key stakeholders and participants are usually pre-occupied with the religious activities during those periods
- There is need to proactively consider key national event dates when developing the project workplan



Conclusion

Slides: 49

The community engagement and sensitization on residents' digital identity registration efforts in the 10 hard-to-reach LGAs led to significant enrolment uplift

The community engagement and sensitization on residents' digital identity registration project delivered an overall impact of more than 16% increase in enrolment [>850,000 new enrolments] on NIMC's digital identity database across all the local government in Kaduna State over the 4 months project duration

The project leadership team notes that the direct enrolment impact of ~42,200 new registrations in the 10 hard-to-reach local government areas from the three engagement and sensitization approaches – community dialogue, market storm/roadshow and town crier – within the project duration (26th Dec 2022 to 20th April 2023), represent enrolment data obtained from project secretaries and facilitators only

The >42,000 direct new enrolments recorded within the project duration does not represent the wholistic impact from the four engagement and sensitization approaches in the 10 hard-to-reach LGAs. Significant number of new enrolments were recorded across all the LGAs in the states, and more are being and will continue to be recorded post the project closure date of April 20th.

Overall, given the significant success recorded by the project effort as well as the key lessons learnt, it is believed that the final report will serve as veritable playbook for other states and agencies that may want to embark on community engagement and sensitization program to drive increase in the enrollment of residents on NIMC's digital identity database.

Acknowledgements & Appreciation

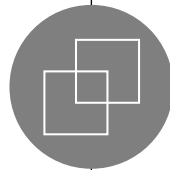
Execution of the Community Engagement & Sensitization on Residents Digital Identity Registration Project was facilitated by Iman Ventures & Communications Nigeria Limited

The contributions and support of Kaduna State Government (KDSG) and Kaduna State Resident Identity Management Agency (KADRIMA) towards the success of the project are highly appreciated

The Project was commissioned by Rockefeller Philanthropy Advisors (RPA), with the support and funding of the Bill and Melinda Gates Foundation (BMGF)

Key Project Stakeholders





Appendixes

- Enrolment Impact Snapshot
- Engagement & Sensitization Activities in Pictures

Slides: 50 - 57

Snapshot of Direct Enrolment Impact by Approach, LGA and Community Location... 1/2

LGA	Location	Town Crier	Community Dialogue	Market Storm/Road Show	Total
Sanga	Abuja Mada	182	23	17	222
Sanga	Fadan Ayu	962	914	79	1955
Sanga	Gbukok	0	0	0	0
	Total	1144	937	96	2177
	<i>Percentage (%)</i>	<i>53%</i>	<i>43%</i>	<i>4%</i>	
Jaba	Daddu	203	553	67	823
Jaba	Fai	654	504	50	1208
Jaba	Dura/Bitri	348	576	100	1024
	Total	1205	1633	217	3055
	<i>Percentage (%)</i>	<i>39%</i>	<i>53%</i>	<i>7%</i>	
Kaura	Anturung	197	300	0	497
Kaura	Gizagwai	1211	3355	646	5212
Kaura	Agban	368	902	167	1437
	Total	1776	4557	813	7146
	<i>Percentage (%)</i>	<i>25%</i>	<i>64%</i>	<i>11%</i>	
Jema'a	Godogodo	799	1394	273	2466
Jema'a	Banuje	146	312	21	479
Jema'a	Kussom	396	1230	264	1890
	Total	1341	2936	558	4835
	<i>Percentage (%)</i>	<i>28%</i>	<i>61%</i>	<i>12%</i>	
Soba	Maigana	802	364	38	1204
Soba	Rahama	1180	787	417	2384
Soba	Kwasollo	96	266	227	589
	Total	2078	1417	682	4177
	<i>Percentage (%)</i>	<i>50%</i>	<i>34%</i>	<i>16%</i>	

Snapshot of Direct Enrolment Impact by Approach, LGA and Community Location ... 2/2

LGA	Location	Town Crier	Community Dialogue	Market Storm/Road Show	Total
Giwa	Maraban Guga	2165	1124	0	3289
Giwa	Maraban Yakawada	3065	1162	0	4227
Giwa	Tashar Dundun	1891	777	483	3151
	Total	7121	3063	483	10667
	<i>Percentage (%)</i>	<i>67%</i>	<i>29%</i>	<i>5%</i>	
Zangon Kataf	Kamuru	0	158	0	158
Zangon Kataf	Madakiya	58	558	70	686
Zangon Kataf	Mashan	1387	381	93	1861
	Total	1445	1097	163	2705
	<i>Percentage (%)</i>	<i>53%</i>	<i>41%</i>	<i>6%</i>	
Kachia	Gumel Kachia	917	0	215	1132
Kachia	Kachia Urban	404	0	42	446
Kachia	Jaban Kogo	201	372	0	573
	Total	1522	372	257	2151
	<i>Percentage (%)</i>	<i>71%</i>	<i>17%</i>	<i>12%</i>	
Kagarko	Kumin Jibrin	774	498	0	1272
Kagarko	Kasiri	885	723	115	1723
Kagarko	Kubacha	75	50	0	125
	Total	1734	1271	115	3120
	<i>Percentage (%)</i>	<i>56%</i>	<i>41%</i>	<i>4%</i>	
Birnin Gwari	Randagi	77	97	0	174
Birnin Gwari	Dogon dawa	434	434	0	868
Birnin Gwari	Dadin Kowa	558	558	0	1116
	Total	1069	1089	0	2158
		<i>50%</i>	<i>50%</i>	<i>0%</i>	53
	Grand Totals	20435	18372	3384	42191

Engagement & Sensitization Activities in Pictures .. 1/6

During the Script Conference to Create the Story for the TFD Drama as Part of Market Storm/Roadshow Approach



TFD Team Performing During the Market Storm/Roadshow at Tundun Saibu Market in Soba LGA



Engagement & Sensitization Activities in Pictures .. 2/6

Participants Registering for Training at One of the Community Dialogues Training Sessions Organized by Facilitators & Secretaries



Community Dialogue Session in Dura/Bitaro in Jaba Local Government Area



Engagement & Sensitization Activities in Pictures .. 3/6

Enrolment During the Market Storm/Roadshow in Kachia Market of Kachia LGA



Enrolment During the Community Dialogue in Fadan Community of Sanga LGA



Engagement & Sensitization Activities in Pictures .. 4/6

An Erdely Man Being Captured During an Enrolment Session at Soba Local Government



Enrolment During the Community Dialogue in Fadan Community of Sanga LGA



Engagement & Sensitization Activities in Pictures .. 5/6

Enrolment During Market Storm/ Roadshow in Tundun Saibu Market



Enrolment at Takanai Community as a Result of the Town Crier Approach



Presentation of Letter to The District Head of Dura , Bitaro Sabu-Zuro in Sabon Gari Ward



Engagement & Sensitization Activities in Pictures... 6/6

Various Engagement and Enrolment Activities Across the Communities in the 10 Hard-to-Reach LGAs



