

# Creative Concept: “Follow Who Know Road”

This is a redemption story about an influential leader who rejects COVID-19 vaccination, falls sick and recovers, and then becomes an advocate for vaccination and testing to protect families, friends, and communities.

The main characters are as follows:

- Mama Naija (a 55-year-old female market leader). Mama Naija is the main character who gets infected with COVID-19 and later becomes an advocate.
- Mama Put (35-year-old female chop shop owner). Mama Put owns a small chop shop in the marketplace and promotes COVID-19 vaccination and testing.
- Fifi (8-year-old girl). Fifi is Mama Put’s daughter, a precocious young girl who appears throughout the marketplace. She has been educated about COVID-19 and advocates to others.
- Big Joe (40-year-old man). Big Joe is a frequent customer at Mama Put’s place. He is a bus driver whose route passes a healthcare facility that offers COVID-19 vaccinations and testing. Mama Put and (later) Mama Naija refer his passengers to these services.

The social and behavior change objectives are as follows:

- Increase key determinants under the 3Cs Model.
  - Increase the number of people who get their first and booster doses of COVID-19 vaccine.
  - Increase awareness of risk of comorbidities.
- Increase determinants under Extended Parallel Process Model.
  - Increase the number of people who get tested for suspected COVID-19.
  - Improve prevention behaviors (e.g., use of face mask, self-isolation) for suspected or confirmed positive cases.

# Story Arc

SBC OBJECTIVE	SYNOPSIS
1. Increase vaccination (3Cs model)	Mama Naija visits Mama Put's restaurant and asks about a vaccine promotion sign. Mama Put's daughter Fifi explains. [It is not revealed whether Mama Naija is convinced, but she is not].
2. Increase vaccination (3Cs model)	Mama Naija is leaving the hospital with her son who is ill. She sees her neighbor with his family, including his pregnant wife, who tells her they came to get the COVID-19 vaccine. She acts surprised, but the health care worker reinforces the importance. [It is not revealed whether Mama Naija is convinced, but she is not].
3. Increase COVID-19 testing (extended parallel process model)	Mama Naija is showing symptoms of COVID-19. Fifi refers her to Big Joe, who takes her for a test on his bus (without other passengers). He asks her to wear a face mask, and he keeps the windows down. [The spot ends before she reaches facility.]
4. Increase COVID-19 testing (extended parallel process model)	Mama Naija is at the hospital with the doctor. She does not look well. The doctor says she needs a COVID test among other things. She is reluctant, and the doctor explains that her symptoms have many possible causes, and the test will determine the correct treatment. [She agrees to take the test, but the results are not revealed]
5. Increase COVID-19 prevention behaviors (extended parallel process model)	Mama Naija is at home recovering from COVID-19 but is not practicing prevention precautions (e.g., self-isolating, wearing a face mask). Someone else at home becomes symptomatic. Everyone at home decides to get tested. [The results are not revealed.]
6. Increase vaccination (3Cs model)	Mama Naija is back at the hospital looking well and speaking to the doctor. She explains that her entire family got infected and is now recovered, and she wants to get the COVID-19 vaccine.
7. Increase vaccination (3Cs model)	Mama Naija has recovered and returns to the marketplace after her first dose of the vaccine. She explains her absence to others there and encourages them to get vaccinated.
8. Increase vaccination among those with comorbidities (3Cs model)	At Mama Put's restaurant, a customer with comorbidities asks for credit. Mama Put asks if he is vaccinated. He says no and that he is worried about getting vaccinated with his co-morbidity. Fifi gives him the correct information.
9. Increase booster doses (3Cs model)	Big Joe the bus driver finishes his lunch at Mama Put's. He offers to take Mama Put and anyone else from the marketplace to the health facility to get their booster doses. One patron is reluctant, but Fifi persuades him to go.



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