

BIG JOE (Oyo, AKS, Benue, Ebonyi, Kebbi > missing Benue Urban (?) and Bauchi)

Concept

Concept is about social distancing on public transport (Oyo, Benue, Ebonyi, Kebbi, Bauchi)

The concept shows that people should take the vaccine in order not to be left behind. (AKS)

Not being vaccinated may lead to being denied accessing many things (Benue)

Liked:

People liked that Big Joe was setting a good example (Oyo, Benue)

Big Joe is not just about money making, he is helping other people (Oyo, Benue, Ebonyi, Bauchi)

Big Joe is concerned about people's health (Ebonyi, Benue, Bauchi)

Public transport is a relatable scene as it is a daily activity (AKS)

Big Joe is a man concerned about his passengers (AKS, Bauchi)

Disliked:

Should not confront people about COVID-19 in public, could be stigmatizing (Oyo, AKS, Benue)

Big Joe was too forceful or harsh about promoting the vaccine (Oyo, Benue, Ebonyi)

It is risky to having a sick person on the bus (AKS, Ebonyi)

Dropping the passenger in the vaccination site is not realistic as other passengers may be on their way to work, school etc. (Benue)

Fifi, Where is the Love? (Oyo, AKS, Benue, Ebonyi, Kebbi)

Concept

It depicts the essence of familial relationship in maintaining sound health especially COVID-19 (Oyo, Ebonyi)

The need for family members to look out for the wellbeing of one another while others (Oyo, AKS, Benue, Kebbi)

Age should not be used as a bias for knowledgeability on COVID-19, there is awareness even among children (Oyo, AKS, Ebonyi, Bauchi)

The concept pushes relatives to take the vaccine to show love and protect one another. (AKS, Benue)

Liked:

Fifi's definition of love is not just in receiving gift but also seeing that her uncle is healthy (Oyo, Benue, Bauchi)

The respondents like the boldness and comeliness depicted by young Fifi (Oyo, Ebonyi)

Majority of the respondents liked the storyline and the knowledgeability of Fifi about the signs and symptoms of COVID-19 (Oyo, Ebonyi, Kebbi)

Fifi being able to talk boldly to her uncle about the vaccination despite she's young (Oyo, Ebonyi, Benue, Kebbi, Bauchi)

The story appeals to their emotions and it is relatable. (AKS)

Participants liked the fact that the child asked the Uncle to get vaccinated. (AKS, Benue, Kebbi)

Disliked:

The tone of presentation by Fifi was rude (Oyo, AKS, Benue,)

Few people said it is culturally inappropriate for young Fifi to advise her Uncle who is older. (Oyo, AKS, Benue, Ebonyi, Bauchi) although in Kebbi and Bauchi they commented that she was respectful.

The last scene where Fifi held her ears was unclear and if adopted could signify a culturally disrespectful gesture (Oyo) although this was seen positively in Ebonyi

Interaction between niece and uncle is uncommon, better to have mother/father (AKS)

Suggestions:

Use an older child or adult

Use local names

Follow Who Know Road

Concept:

No one knows it all; it is good to make amends when one sees his/her wrong; don't be shy/proud to correct your mistakes (Oyo, Ebonyi, Benue, Kebbi, Bauchi)

It is about a market woman leader who refused to be vaccinated and got sick (Oyo, AKS, Benue, Ebonyi)

Experience is the best teacher (AKS, Ebonyi, Benue)

We should not just follow people but think. (Benue, Ebonyi)

Liked:

the evidence of of a leader being sick of COVID-19 showed them it was real; (Oyo)

The fact that the person that prevented others from getting vaccinated later contacted COVID-19. Basically, the regret of the woman is a good thing (Oyo, Benue, Ebonyi, Kebbi)

Majority of the respondents like the storyline in that Sisi Clara realised her mistake and was willing to make redress (Oyo, Benue, Kebbi, Bauchi)

It shows that people's minds can be changed. (AKS)

People believe in what they see; Madam Clara is a living testimony, hence people will be easily convinced. (AKS)

Respected, influential leader is using her influence to get others vaccinated (Bauchi)

Disliked:

The president having the only say about what to do in the market is not realistic (Oyo)

They said she was not a good leader. People should have the opportunity to make their own choices even if the leader is not interested (Ebonyi)

Suggestions:

Use local name, title

Madam Do Well

Concept:

Being vaccinated can make one access some governmental and other benefits (Oyo, AKS, Ebonyi)

Without the vaccine, some people may not be allowed to go to certain places or denied certain privileges in society. (AKS, Ebonyi, Benue, Kebbi)

A community woman who does not want to lose her money because someone who gets sick may not be able to pay their debt (Oyo, Benue, Ebonyi)

It's ok to restrict people from something in order to get them vaccinated. (Benue)

Liked:

People liked the content of the story and others liked Madam do well insistence on selling on credit only with vaccination (Oyo, Kebbi, Bauchi)

She is using the platform of her business to promote COVID vaccination (Oyo, Bauchi)

If every vendor will implement this idea then everyone will because food is a necessity to all. (Oyo)

Some of the respondents like the storyline as it depicts the importance of taking the vaccine and possible consequence of failure to do so (Oyo)

There is no correlation between food seller and covid vaccination. Customers might be lost if practiced unless government imposes this on all food vendor (Oyo)

Likes that madam do well persuade people at her work place. (Benue)

Some liked the way he teased her before presenting the card. (Ebonyi)

Disliked:

Stigmatizing people who are not vaccinated (Oyo)

Food should not be used as a bait for COVID-19 Vaccination because food is essential to life. People may feel exploited. (Oyo, AKS, Benue, Ebonyi, Kebbi, Bauchi)

It shows that people need to be denied something/given an ultimatum before they get the vaccine. (AKS)

The woman embarrassed the man by rejecting to sell food on credit without vaccination. (AKS, Benue)

People who have money can eat at her shop without being vaccinated, but people who do not have money cannot be given credit unless vaccinated (Benue)

Reasons for liking:

Relatable and realistic

Human angle

Personal experiences and testimonies (FWKR)

