

The Arm Our Youths (ArOY) Health Campaign

Capacity Building for NYSC staff ahead of ArOY Campaign introduction into the regular corps members orientation activities

MODULE 1c: Steps/Strategies For Delivering The Sensitization

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OUTLINE

1. *The Strategies*
2. *The Practical Steps*
3. *Trial Quizzes*



Arm Our Youths
(An awareness campaign against breast and cervical cancers in Nigerian Secondary Schools)

... arm them YOUNG!
... arm them ALL!!
... arm them NOW!!!

(A health promotion initiative of the OCI Foundation)

www.ocifoundationng.org

OCI Foundation
Onyebuchi Chris Ifediora

"...we rise, by lifting others"



STRATEGIES 1

- The major essence of the NYSC-NCS-OCI Foundation partnership is to:
 - Include the principles of the ArOY Health Campaign
 - Into the regular 3-week orientation activities
 - In all camps and states of the Nigerian Federation.
- This inclusion will take a number of formats:
 - 1) Inclusion into the NYSC regular handouts (if any)
 - Issued to corps members at the orientation camps
 - 2) Inclusion into the online publications (social media, website, etc.)
 - 3) Verbal presentations during the orientation activities will is very important
 - This presentation is all about preparations for the presentations.



STRATEGIES 2

- There will be TWO identical presentations
- Delivered at weeks 1 and 3 of the 3-week orientation program
- The second presentation is basically a repetition of the first
 - **With a minor addition (the raffle draw; explained below)**
- This repetition is necessary:
 - **Research indicates that repetition is key to sustained habitual changes**
- For each State of Nigeria:
 - **The presentations will be made by one of the certified NYSC officers that is undertook this training course.**
 - **We expect at least 2 officers to be trained in each State, but, given that the Course is free, any interested NYSC can undertake it.**



STRATEGIES 3

- Any NYSC officer with a valid certificate, verifiable through the OCI Foundation:
 - Can deliver the presentation
 - This gives lots of flexibilities
 - In case the originally selected officers are indisposed (for whatever reason)
- Each presentation will last about 1 hour:
 - So, the entire integration into the NYSC program will ADD ONLY hours
 - One hour for each of the 2 days
- As hinted, the 1st presentation will be in the first week of the 3-week orientation
- The 2nd presentation should hold at the last week.
 - The 2nd presentation will be a repetition of the first
 - Except that the 10 winners of the Raffle Draw will be announced
 - Winners should be advised to send in their account details
 - Through the NYSC anchor(s) for their State.



STRATEGIES 4

- There will be 10 winners from the Raffle Draw.
- Every corps member in every State and the FCT is eligible to enrol for the Draw
- Enrolment can be done immediately they download the App
 - **During the 1st presentation in Week 1**
- Ten winners will be picked through an online Raffle Draw
- The winners' names/identities will be verified by the NYSC
 - **Before they are announced**
 - **In the last week of the orientation camp (same day as the final presentation)**
- Each of the 10 winners will get N5,000 (Five thousand Naira) cash
 - **Will be transferred by the OCI Foundation**
 - **directly to their bank accounts**
 - **Within 48 hours of their submitting them.**



STRATEGIES 5



- In view of the foregoing:
 - There will be 10 winners in each of the 4 batches of the service
 - Making it a total of 40 winners every year
- The essence of the Raffle Draw is to improve engagement with the overall project
- Not necessarily to enrich the corps members.
- The raffle contest can be reviewed at any time by the OCI Foundation:
 - Subject to feedback from the NYSC and the corps members
 - And to the main aims of the ArOY Campaign project being met.
 - The corps members will enter the raffle draw:
 - Through the CerviBreast App
 - At no cost to them.



PRACTICAL STEPS: NOTES

- The trained NYSC staff/anchor in each State (those undertaking this course), will handle the presentation in their State
 - **Each State will have a minimum of 2 trained staff**
- The training allows as many NYSC staff as possible in each State to be trained and eligible
 - **Obtaining the post-training certificate confers eligibility**
- The OCI Foundation recommends that any trained staff should self re-train every 3 years
- The program is expected to commence with the Batch A of 2022.
- The following steps **MUST** be covered within the 1 hour allocated to the program
 - We strongly recommend that these steps be adhered to
 - A hand-flyer for the entire steps is available for download
 - **It should be with the program anchor(s) in each orientation camp**
 - **HERE ARE THE STEPS**



PRACTICAL APPROACH: STEPS 1 AND 2 OF 8

- **STEP 1**: Brief introduction of the ArOY Health Campaign:
 - Just a brief mention of the Campaign
 - As it relates to Nigerian senior secondary schools
 - Also as it relates to the youths (NYSC) and the larger populace
 - A mention to the OCI Foundation, the body behind it.
 - ***This will take about 3 minutes.***

- **STEP 2**: Benefits to Corps Members:
 - Quickly mention all the 7 reasons above.
 - ***This will take about 7 minutes (one minute for each point).***



PRACTICAL APPROACH: STEPS 3 AND 4 OF 8

- **STEP 3**: Invite corp members to Download the OCI CerviBreast App:
 - This automatically gives them access to the ArOY Campaign (at their finger tips)
 - Constantly helps them access all the relevant information and services easily
 - Also allows them to compete in the “OCI Foundation’s Raffle Draw” (explained)
 - Also ensures that they get regular reminders for breast & cervical cancer checks
 - ***About 5 minutes should be allowed for this***
- **STEP 4**: Brief Talk on Cervical Cancer:
 - Facts and Preventive Strategies
 - Use flyer
 - ***About 12 minutes should be allowed for this***



PRACTICAL APPROACH: STEPS 5, 6 AND 7 OF 8

- **STEP 5:** Brief Talk on Cervical Cancer:

- Facts and Preventive Strategies
- Use flyer
- ***About 12 minutes should be allowed for this***

- **STEP 6:** Brief Introduction of the “OCI CerviBreast” App.

- ***About 7 minutes should be allowed for this***

- **STEP 7:** Quick Quiz (using the App):

- This helps stimulate interest & increase engagement the program
- Online: So, only corps members that have the App can participate in this Quiz
- ***Will take about 7 minutes.***



"...we rise, by lifting others"



PRACTICAL APPROACH: STEP 8 OF 8

- **STEP 8:** Questions and Answers:
 - Corps members should be advised to direct all questions to the OCI Foundation
 - using the Phone App
 - There is a provision for that
 - However, a few 5 minutes can be allowed to address any questions
 - If the presenter is comfortable to handle (not compulsory)
 - To clarify any issues that might come up
 - ***About 5 minutes should be allowed for this.***
- **STEP 9:** Only applicable to the 2nd presentation (Week 3):
 - Announce the 10 winners of the Raffle Draw will be announced (2 Minutes)
 - ***TOTAL MINUTES FOR OVERALL PRESENTATION = 60 Mins.***



THE END

Let us join hands to **ARM OUR YOUTHS**

... While Young

... All of them

... Right Now

... **Let's do it for our families, our states, and for our Country**

THANK YOU!!!!



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