



SHUJAAZ INC

JAN 2022

LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE

FINAL REPORT

REPORT OUTLINE

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- 3 Campaign performance**
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ONE BACKGROUND

Between August and December 2021, Shujaaz Inc partnered with the London School of Hygiene & Tropical Medicine (LSHTM) for a short-term climate change campaign. This campaign sought to engage young people in Nairobi and Dar es Salaam in conversations on the impact climate change continues to have on their cities, lives and livelihoods – and those of their children.

Children, Cities and Climate, led by the London School of Hygiene & Tropical Medicine, provided new research into the co-benefits to child and adolescent health of improved urban environments, starting with air quality. The campaign aimed to provide a platform for young people to share their views about their cities and communicate their vision for healthy, sustainable cities for the future.

The analysis and survey, which provided the body of knowledge in the new research, focused on sixteen cities globally, including Nairobi and Dar Es Salaam.

Shujaaz Inc’s role in this partnership primarily involved:

1. Translating the online survey from English to Sheng for the East African audience
2. Pre-testing the online survey via the provided links ahead of regional launch
3. Designing, illustrating and executing a social media campaign targeting young people in Nairobi and Dar Es Salaam. The campaign’s goal was to share the research findings and facilitate dialogue relating to Children, Cities and Climate through social media content and an online event.

TWO CONTENT, STRATEGY AND IMPLEMENTATION

The content that was used in the Shujaaz social media channels was based on the preliminary findings from the survey shared by LSHTM. Shujaaz Inc’s media team held several brainstorm sessions to create a strategy that would ensure complex research findings were shared with young people in relatable ways.

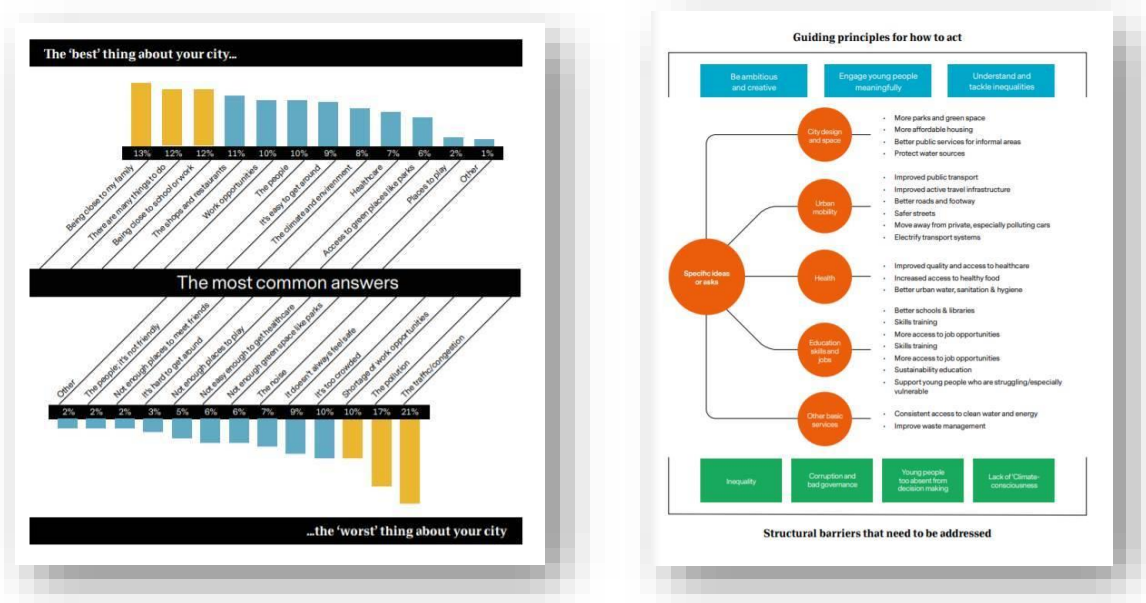




Figure 1 Preliminary findings extracts used to inform the social media campaign

The objective of the strategy was to:

- disseminate the research findings in a creative and engaging manner
- through social media, invite the Shujaaz online audience to share their opinion and solutions on climate change and urban air quality.

The target audience was young people aged 18-24 in Nairobi and Dar es Salaam, including those who are young parents or are expecting to be parents soon.

This was the first campaign of its kind to be featured in Shujaaz media. We adapted the findings of the report to suit the target audience, designing illustrations that conveyed the message accurately while also retaining the signature style of Shujaaz media. We extracted findings from the report from Nairobi and Dar es Salaam as we wanted to ensure the content resonated with the target audience.

The tactical formats used to disseminate the information and engage the young people were:

- 'Did You Know' illustrated graphics
- 'Vox Pops' – word on the street videos about young people's perceptions of climate change. See transcribed videos [here](#)
- Opinion poll posts
- 'Konnnect Live' – a panel event for young people who are passionate about climate change to discuss the topic

DID YOU KNOW?

Mayouth around the world wanablame **factories, motor transport, kazi za ujenzi na kuchoma takataka** kama main reasons za uchafu kwa hewa.

JE, WAJUA?

Vijana duniani wanalumu **viwanda, vyombo vya usafiri, ujenzi na kuchoma takataka** kuwa sababu kuu zinazochangia katika uchafuzi wa hewa.

JE, WAJUA?

Tukipunguza uchafuzi wa hewa tuawenza **kupunguza matatizo ya pumu kwa watoto 20,000.**

DID YOU KNOW?

Unajua tukireduce air pollution tunaeza avoid **43,000 premature birth** na kuavoid **22000 lowbirth-weight births?**

JE, WAJUA?

Tukipunguza uchafuzi wa hewa tunaweza kuepuka kuzaa watoto njiti **43,000** na kuepuka kuzaa watoto **22,000** wenye uzito mdogo.

Figure 2 Illustrated content used in social media campaign

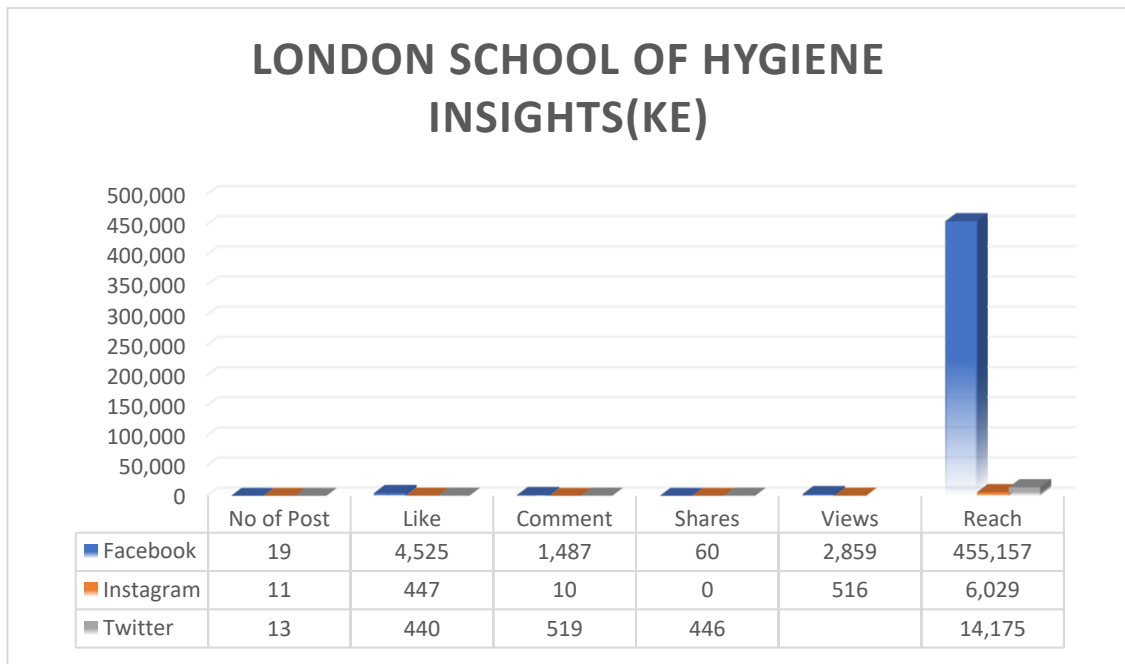
We ran an intense campaign in early December 2021 for two weeks on the four main Shujaaz social media channels i.e., DJ Boyie and Maria Kim for Nairobi and DJ Tee and Pendo for Dar Es Salaam. The campaign was implemented on Facebook, Instagram and Twitter to maximize reach and impact. An intense campaign meant sharing the content with more frequency than we normally do during the campaign period to drive the conversation and boost the posts to reach as many young people as possible in the short time.

THREE CAMPAIGN PERFORMANCE

The campaign performed very well, with all social media posts across the different platforms culminating in the Konnect live event.

A combined total of 842,3k young people were reached by the campaign in Kenya and Tanzania, with over 50,000 deep engagements and reactions (likes, comments, shares) within the 2-week period.

Facebook proved to be the most effective in terms of reach.



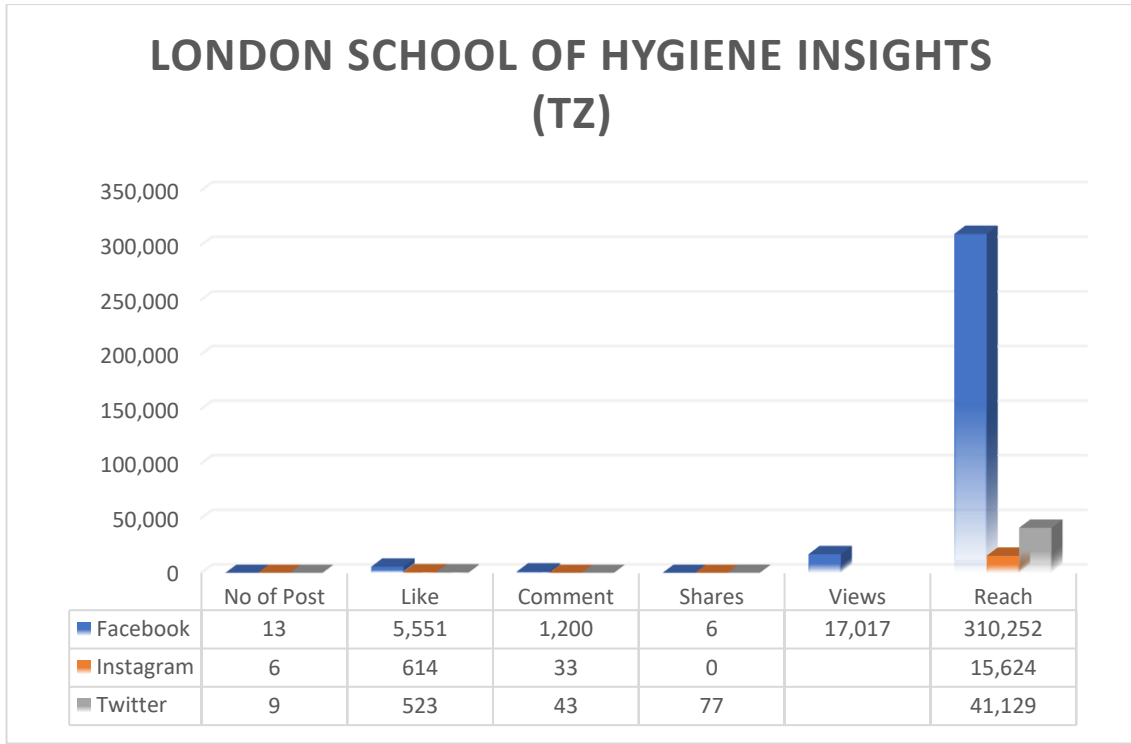


Figure 3 Overall campaign performance against country

The Konnect Live event brought together 5 young people who are passionate about the environment and climate change. Young people in the audience also chimed in via the comments section, resulting in the engagement statistics detailed below, which reflected a highly successful event, given that this is the first of its kind for Shujaaz in terms of the topic of discussion.

Konnect live topic	<u>REACH</u>	<u>VEWS</u>	<u>COMMENTS</u>	<u>REACTIONS</u>	<u>TOTAL ENGAGEMENT</u>	<u>SHARES</u>	<u>LINK</u>
Mayouth na Climate	3.2K	545	49	113	166	4	https://www.facebook.com/DJBoyie/videos/331615242122322



Figure 4 Konnect Live event in session with 5 panellists

Sample posts - Facebook

What do you understand by the term climate change?

"It's when the environment loses its natural habitat due to either global warming, mankind activities like agriculture, industries, mining that may be done inappropriately causing the change in climate negatively"

Please click [here](#) for more comments.



Figure 5 Social media post: Facebook

What else do you think causes air pollution?

"Smoking of cigarettes - it doesn't matter the brand, it contributes to the air pollution, sometimes you may find a person smoking in a crowd of people which is damaging"

"The use of agricultural products like crops remedies, veterinary medicine, mining activities and several other things"

"War machines/equipment also contribute to air pollution for an example the military practices that include blowing up of bombs"

Please click [here](#) for more comments.

What do you think can be done to improve the weather of Dar es Salaam city and other cities?

"Practicing environmental hygiene all over the country and make Saturday of every week a day to do cleaning. Everyone to be keen and make sure everyone in the community is responsible, and for the students to plant trees in their school areas" – Mulani Rajabu, Dar Es Salaam

"First the industries to make sure that they have appropriate sewage infrastructures to avoid water pollution, reducing the consumption of firewood which directly damages the ozone layer, and lastly to reduce the production of plastic material and practice recycling – and not leaving them on the streets which is both environmental pollution and air pollution" -Syebe Gifted Boy, Dar Es Salaam

"For the government to come up with a law that allows a specific area for lumbering and enforce the tree planting all over the country" – Wile Raisi wa Aman, Dar Es Salaam

Please click [here](#) for more comments.

Sample post -Twitter

Nairobi can have extremely hot days, a lot of rain and poor air quality. At this moment, it is raining heavily. What actions can we take to ensure the climate doesn't get worse?

"Effective implementation of environmental policies" – Amina, Nairobi

"Industries should treat toxic fumes before they are released to the environment" – Manoti, Nairobi

"We should plant trees. Trees will reduce global warming" – Manoti, Nairobi

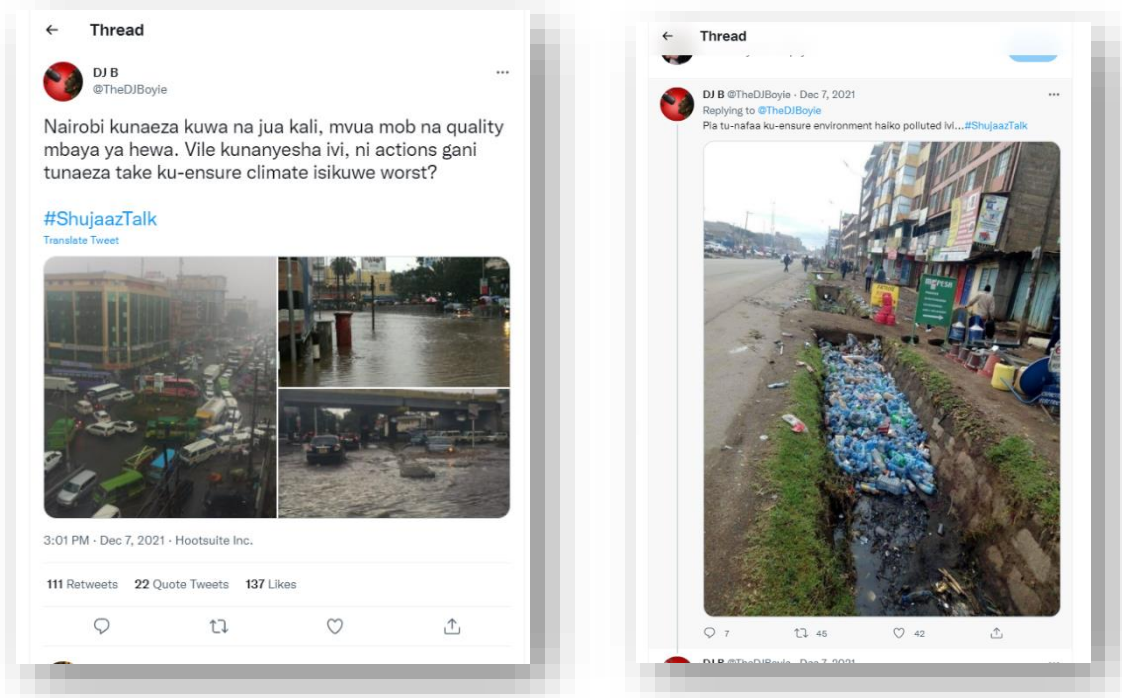


Figure 6 Social media post: Twitter

Please click [here](#) for more comments.

Sample post -Instagram

If you had the ability to change one thing here in Nairobi, what would you change?

"River pollution. I'd make all rivers in Nairobi clean enough for domestic use." - Cp30x, Nairobi

"We should have specific days for all Kenyans to use public means especially on a Monday and Tuesday and Wednesday while Thursday they should use their private cars" – Onchiri97, Nairobi

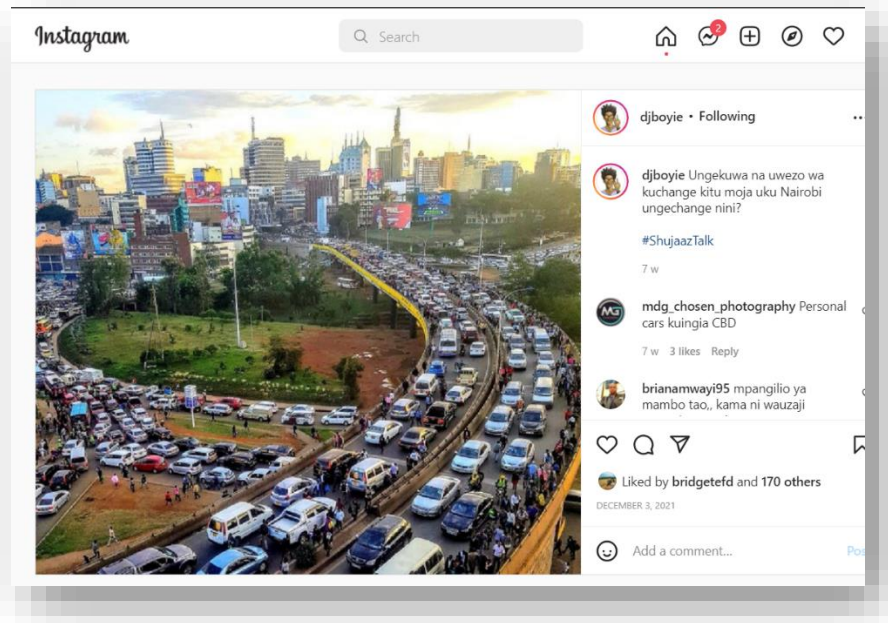


Figure 7 social media post: Instagram

Please click [here](#) for more comments

FOUR KEY TAKEAWAYS

Despite the campaign being short-term, the audience were engaged and seemed passionate about climate change. Opinion questions had high engagement, and this is a clear marker that the topic resonated well.

Most of the Shujaaz fans who engaged with the campaign are aware of climate change – what it is and how it affects the weather and their cities in general.

Additionally, they were able to point out other factors that contribute to what is mainly causing air pollution and how that affects the climate change directly. These were in line with the research findings.

Fans also shared their views on how to reduce the risks that may come as a result of the climate change caused by pollution of any kind. Some fans were able to make the connection between government policies and how proper implementation could result in a healthy environment for all residents.

Most of the comments shared opinions on what can be done by themselves, the government and society to manage climate change

FIVE RECOMMENDATIONS

Based on our assessment after running this campaign, there is room to engage young people further with matters relating to the environment and climate change. With more time and resources, we could design a wraparound campaign, which has touchpoints across the Shujaaz multimedia platforms i.e., social media, comic. Hybrid (online and offline) and purely offline events. This would ensure a wider reach, including both young people who have digital access to information and those who rely on analogue means to stay informed.

Additionally, based on feedback analysis on the engagement, there is room to highlight how other tangential issues such as income and governance are directly related to the campaign and how these issues contribute to the quality of life of a young person.

Finally, based on the success of the campaign, we recommend that engaging young people on this topic follow the same ethos as we Shujaaz did i.e., relatable context and language, use of relevant role models and peer-to-peer led engagement.

Young people need to be at the forefront of this discussion as they have brilliant ideas on what can be done and providing platforms to elevate their voices, will help enable them to take action.