



Making pictures speak louder than voices and saving lives through 'Majigi' in Jigawa state.

"If your child is deformed by a preventable disease, what would you tell him/her when he/she grows up understanding it was your fault?"

Umma Baba (a housewife), Matsaro Ward, Hadejia LGA."

For a cost per head of less than the cost of a single canned soft drink, children are saved from becoming blind, deaf, dumb, crippled/disabled and dying needlessly in Jigawa State.

This feat is attained after critically identifying 'attitude problem' as one among major problems standing between innocent children and 'curative medication' in northern Nigeria states, Jigawa state inclusive.

A change of attitude and ultimately of behavior in people within high risk communities is required if these problems are to be effectively outwitted.

It was understood that the gap created by the jaundiced attitude of parents towards immunization can only be filled up and corrected by effective 'curative education', because the reasons and the underlying emotions which determine why and how people act as they do need to be addressed; and these are notoriously difficult to do, as attitudes are deep-seated and well-established habits die hard.

Equally, educating a community is a challenge, this is why when PRRINN – MNCH introduced the 'Motorcycle Cinema Scheme' or 'Majigi' to empower local communities in the state with preventive and curative education and support behavior change, little is realized that people's

lives will be transformed so quickly and at a very affordable cost.

'Majigi' is the Hausa equivalent of a 'Cinema'.

PRRINN-MNCH has pioneered a very low cost approach to addressing the 'attitude problem' and this is geared towards empowering communities with life-saving education which amounts to unlocking their potential to take charge of their well-being.

The scheme gives the community members voice to articulate their problems and guides them to find solutions to the scourge of vaccine-preventable diseases that sit atop their unwanted visitors list.

As Bala Ismail explains, "this is a wonderful strategy to create awareness; unlike before when I have to keep on talking to convince people, now they generate discussions amongst themselves to explain how polio virus spreads and how to protect their children against vaccine preventable diseases." Bala is the Ward Focal Person of Matsaro Ward of Hadejia LGA.

For the scheme, the Ward Focal Persons (WFPs) facilitated Polio RI Sensitization-DVD viewings in eight communities with two DVD shows per community projected onto a large cloth screen at night, one session for the female viewers and the second for the male viewers.

The Polio RI Sensitization-DVD is a pre-produced 'enter-educate' movie highlighting the surge and scourge of vaccine preventable diseases amongst children and the long term negative effect it has on the victim.

The WFPs uses their motorcycles to transport viewing equipment with a portable power



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generator to the viewing centers. ‘The show targeted everybody, male and female, educated and uneducated, employed and unemployed, married and unmarried, rich and poor’, said Isa Surajo, the PRRINN–MNCH consultant working on the scheme.

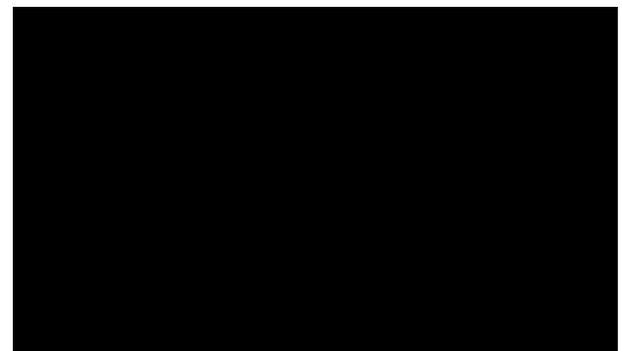
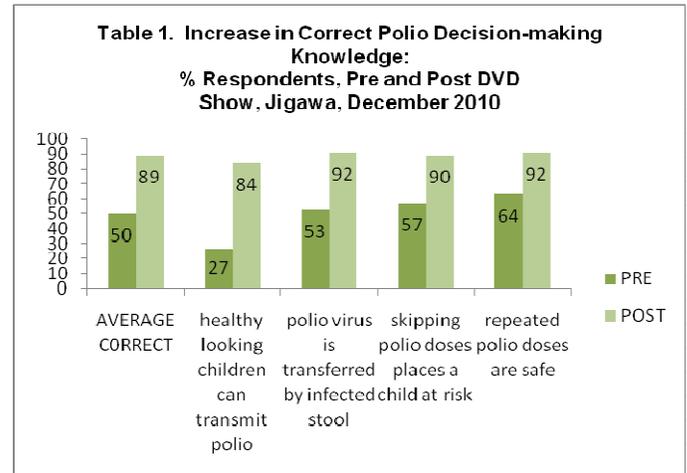
Isa conducted 1-Day training for the WFPs on using the motorcycle cinema approach for facilitating the DVD shows for large audiences in high risk communities in the initial phase of the scheme. The viewing sessions were made to be very interactive and elicited the engagement of the audience.

The motorcycle cinema scheme runs simultaneously and sometimes overlaps PRRINN-MNCH’s ‘Reality Radio’ program and jingles which are aired on radio stations and other available mediums ensuring an appreciable coverage of the state with curative education aimed at increasing uptake in routine immunization.

The media campaign has saturated the Jigawa media so much so that during the holy month of Ramadan it was reported that the State Governor Alhaji Sule Lamido captivated his invited guest by mimicking one of the PRRINN-MNCH produced jingles. **This in itself is clear evidence of ownership and changes in the governance of the health sector and the state at large.**

It was observed that during the viewing sessions, members of the audience were discussing among themselves actions they needed to take on the basis of their new knowledge. It was also found that after viewing, youth and children discussed and role played the mimes they had viewed.

Rapid assessment data provided evidence for substantial increase in immunization knowledge and commitment to prevent polio as a result of viewing the facilitated DVD show.



The scheme is a sustainable, cost-effective motorcycle cinema approach (utilizing motorcycles rather than cars as the transport mode) for dissemination of knowledge and generating consensus building discussions using a pre-recorded Polio-RI sensitization DVD. Equipment involved includes, among others, a multimedia projector, a portable generator, a motorcycle, white plain cloth, a DVD player, clip microphone, high stereo amplifier, extension cable with multiple outlets and fuel. Motorcycles can weave their passengers through to destinations in most hard-to-reach communities in Jigawa state. The distribution method is very cost effective as well.

The sensitization also targets religious and community leaders. An Imam or a clergy is a very revered personality in most communities of Jigawa state and whatever he utters is taken seriously by his followers. This is why educating single Imam amounts to educating a community and the Chief Imam of Jajikura in Malam Madori LGA was a beneficiary of the motorcycle cinema



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scheme and said “I have just understood what polio is all about”.

The new information acquired by the community leaders through the scheme becomes the responsibility of parents and community leaders. The task of spreading the message becomes a priority and their duty.

Through the shows, parents were meant to understand that their hard-earned money, meant for running the house, risks being swallowed unnecessarily by a sick and disabled child through treatment!

The scheme, aimed at adjusting behavior, is re-awakening parents and community leaders from their sleep. It is creating new opportunities for pursuing healthy lifestyles for the good of the community and the state.

Results showed that, prior to the commencement of the mobile cinema scheme, attitudes towards child vaccination were poorly intolerable. Meanwhile, after the commencement of the scheme, the situation improved. Pre-DVD knowledge of the RI schedule averaged 56% and increased by 32 percentage points to a post-DVD average of 88%.

When utilized effectively and on a sustained basis, this revolutionary communication approach provides an excellent medium of RI uptake.