

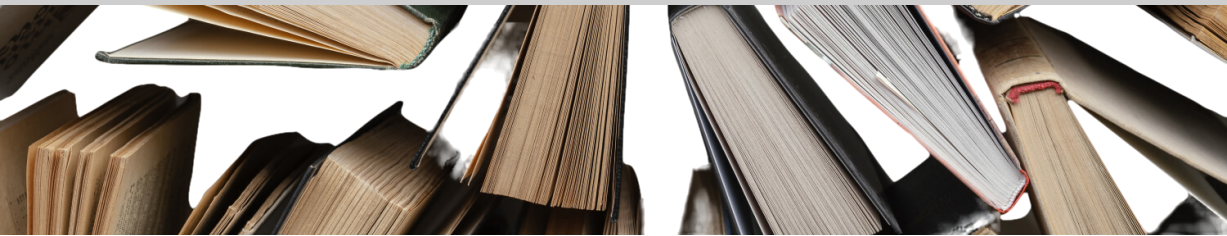


Turn the Page

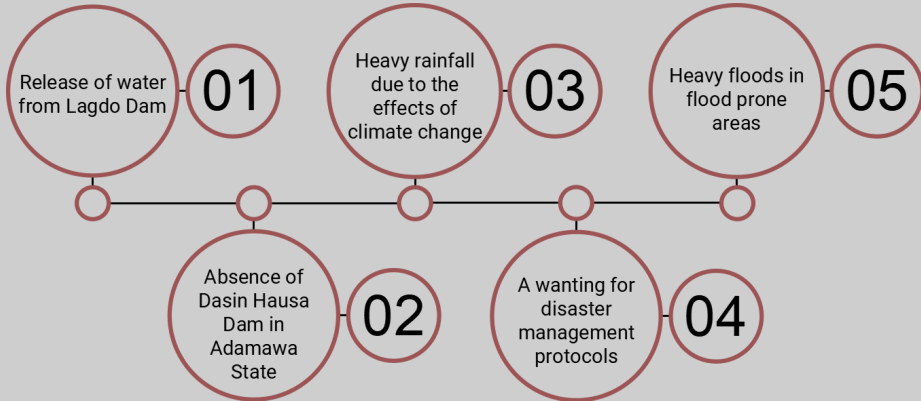
A campaign for flood prone regions in Nigeria

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Creating a Better Africa



The Problem



The flooding of 2022 affected over 1.7 million lives, leaving some people dead or injured, as well as damaged properties and had adverse effects hundreds of thousands of hectares of land

Turn the Page

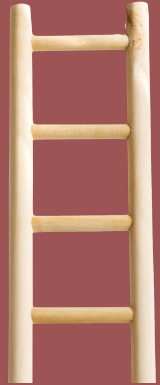
Turn the Page is a call to action, in partnership with popular Nigerian authors, targeted at government agencies and disaster management organizations in order to inspire them to help flood victims and flood prone areas in sustainable ways through **literature**.

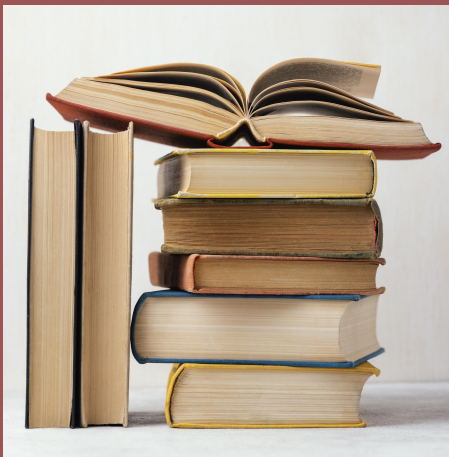
Literature has the power to change the world. **Books** can **provoke thought and inspire action**.

At the heart of literature is **storytelling**. By sharing stories, authors can help readers see the world through the eyes of others and inspire them to take action and **make a difference**.

Objectives

- Public awareness of the adverse effects of flooding on the lives of those affected
- Share the stories of flood victims
- Sensitize the government on the need for proactive and not reactive solutions to flooding
- Advocate for sustainable ways to resist flooding





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Creating a Better Africa

Who is our message for?



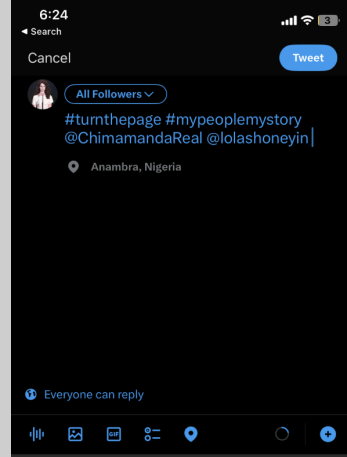
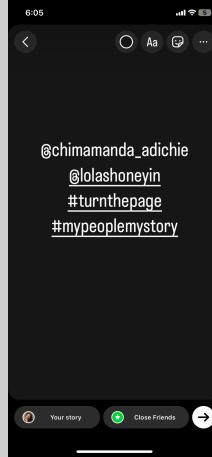
How will we make our voice heard? A three-phased plan



Lola Shoneyin



Chimamanda Ngozi Adichie



1. Author Collaboration and Social Media Hashtags

Using hashtags on Instagram and Twitter, people will send their stories to two popular Nigerian authors to include in a two part collection of short stories

How will we make our voice heard?

A three-phased plan



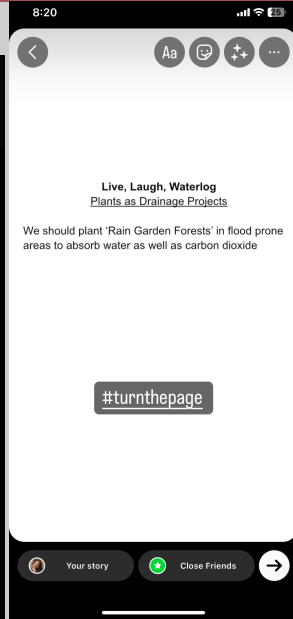
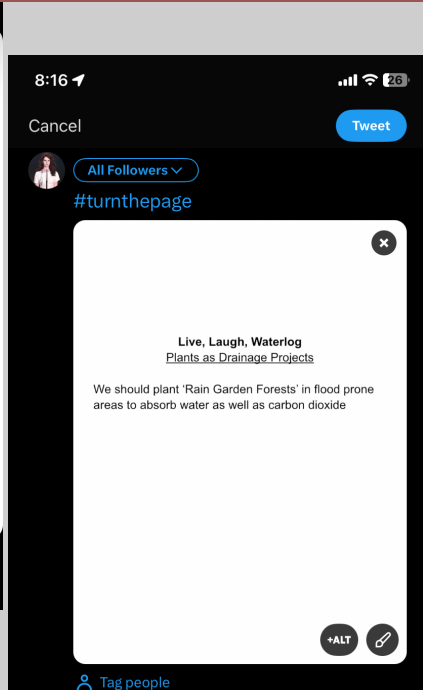
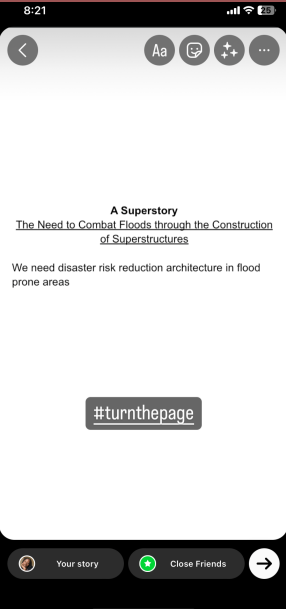
Chimamanda Ngozi Adichie



Lola Shoneyin

Using hashtags on Instagram and Twitter, the authors will release essays about sustainable and climate conscious ways to protect flood prone areas

2. Essays like 'Nostalgia is an Extreme Sport' and 'My Country is in a Fragile Place'



#TURN
THE
PAGE

How will we make our voice heard?

A three-phased plan



Chimamanda Ngozi Adichie



Lola Shoneyin

At the release of their collections of short stories, the authors will do book readings in schools and book stores across the nation, drawing attention to the cause as well as promoting their books

3. Book Readings

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Literature for Change

#turnthepage

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