

# "Cease **FLOW**"

A call to action to remind the Government that a government that governs best, is one that governs least.

# The Problem

The Government has been slow and unresponsive to the ongoing flood disasters, and it's time for them to step up.

# "Cease **FLOW**"

Cease FLOW is a campaign to help build awareness on the Dasin Hausa Dam project. Its' mission is to draw and sustain the Government's attention on the need to build the dam.



# We need your attention!

## Primary: Movers & Shakers

### The Nigerian Government

- Federal Executive Council (FEC)
- Ministers
- Senators

- Disaster Management Agencies
- Multinational Agencies
- NGO's

## Secondary: The Public

- Concerned citizens
- Charities
- Foundations

# Ultimate Goals

## **Call to action**

Publicly call out government on the chosen media platforms to gain their attention.

## **Raise Awareness**

Create awareness amongst all citizens through chosen media platforms. It is not enough for only the government to know.

## **Provide Aid**

Create avenue to give all those concerned an opportunity to help, financial or otherwise.

## **Sustain Attention**

Keep the conversation going locally, nationally and internationally.

# PHASE 1

## Strategy

**Awareness: NEMA, Theatre for Development (TFD) & Instagram**

**Span: 6 months**

Live enactments by flood victims on social media platforms.



**NEMA**



**INSTAGRAM**



**TFD**

### The Flood Is Here. And It's on Social Media.

**NEMA's partners for live stream:**

- The Shaderoom
- Instablog9ja
- YabaLeftOnline
- Krakstv

**Engagement Rate %**

0.23%

2.72%

1.20%

0.40%

---

4.55%

With 1 American based and 3 Nigerian based, these 4 accounts have the ability to reach both international and national audiences respectively.

# Seek Attention!

Live enactments:

- Are 20 - 30 minutes long.
- Has 6 locations; Lagos (It is the central ethnic hub of Nigeria), Adamawa (where dam is to be built) and 4 other primary affected states.

The 4 accounts will tag the following other accounts:

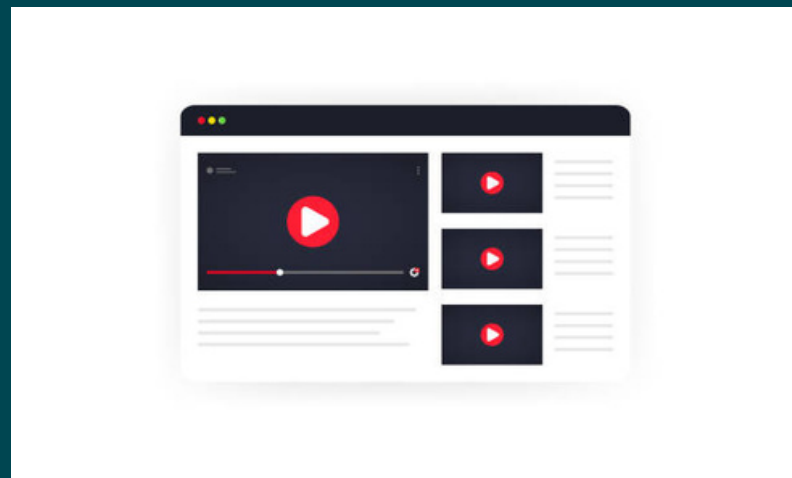
- National Emergency Management Agency (NEMA)
- The President of Nigeria
- Senators & House of Representatives of affected states
- Specific Ministers .e.g. Minister of Works & Housing, Minister of Humanitarian Affairs, Disaster Management & Social Development.



# Sustain, sustain, sustain!



## Documentray Series



NEMA establishes mini YouTube documentary series to run simultaneously with live streams.



Follows effects of flood on victims lives. Each episode covers a different state.

Each episode will be played by NEMA at the Local Government Area (LGA) meetings of Lagos state and the other affected states.



The 4 accounts attach the link to each new episode to their live stream posts.





# Financial Aid

## PHASE 2

- NEMA will go live with Instagram Badges.
- This will allow viewers an opportunity to buy the badges to support the cause.
- The money raised goes to the existing **Flood Emergency Preparedness and Response Fund**, also known as **Flood Fund** to aid flood victims.
- A link to the fund will also be attached to the Youtube series page.



//CABA

Creating a Better Africa

TAKE CONTROL OF THE WATER TODAY.

//CABA  
Creating a Better Africa



# Cease FLOW

IN BAUCHI  
IN KOGI  
IN BENUE  
IN ADAMAWA  
AND BUILD DASIN  
HAUSA DAM

Its not just people and homes that are  
lost, its families.  
Cease FLOW of Ladgo Dam

[www.ceaseflow.africa](http://www.ceaseflow.africa)

//CABA  
Creating a Better Africa

A YOUTUBE ORIGINAL MINI-DOCUMENTARY  
SERIES

# DESTRUCTIONS OF A FLOOD

DAM DASIN HAUSA TODAY



STARTS APRIL 

[www.ceaseflow.africa](http://www.ceaseflow.africa)