



MEDIA PROPOSAL

HIT THE STREETS 2023

5.5.23

The Catalytic Questions

How do we **turbo charge awareness** about the plight of amputees and the societal change required during Feet of Grace's charity walk dubbed 'Hit the street 2023'?

Furthermore, how do we amplify the event's theme: **'Towards a society more comfortable for amputees'** ?

It is evident that there is a dire need for intervention concerning amputees in Nigeria.

The Government, donor partners, Faith Based and Non-governmental organizations are all looking to play their part in solving the problem, however, huge gaps still persist.

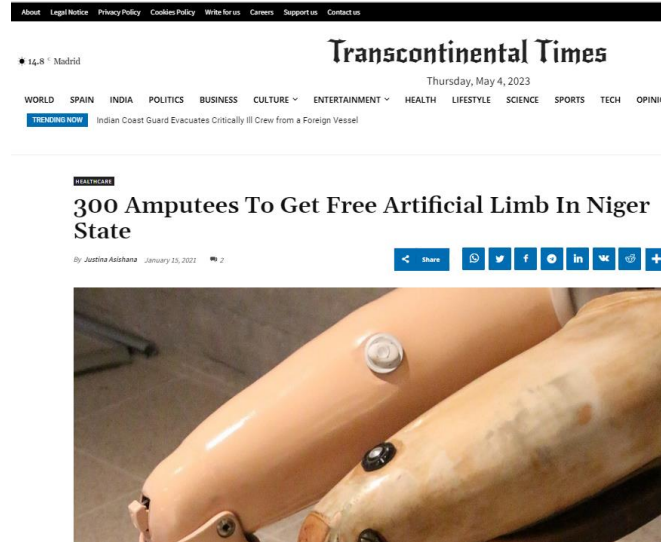
Some factors to be addressed:

- Expensive imports of prosthetic components
- Quacks in the industry
- Stigma within the society
- Poor healthcare & nutritious diets
- Poverty

The role of sports:

Sports is a key passion point that can be leveraged to further enhance awareness

Understanding the Situation on Ground



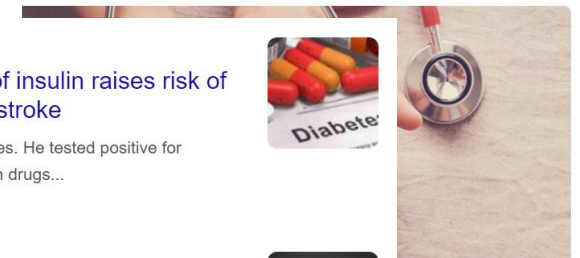
The Sun Nigeria
<https://sunnewsonline.com> > foundation-takes-to-street...
Foundation takes to street for amputees
5 May 2022 — At the “Out On A Limb” campaign individuals to help meet its target of providing ch

The Guardian Nigeria
Diabetes patients groan as high cost of insulin raises risk of blindness, amputation, kidney failure, stroke
Seventy-year-old Obiemeka Azikiwe has type 2 diabetes. He tested positive for diabetes 24 years ago, and since then, he has been on drugs...
22 Nov 2019

Nigeria Abroad
How mosquito bite in Lagos landed Australian woman in 36 surgeries—with both legs amputated
Sydney socialite has opened up about her life-and-death battle after malaria left her so sick she needed both feet amputated.
13 Dec 2021



How Lagos Health Scheme is Enhancing Access to Quality Healthcare Services Among Indigents, PWDs



**We will
have
succeeded
if we
achieve**

- Enhanced awareness around the plight of amputees
- Increased registration for the walk
- Increased funding towards prosthetic care

Long term:

Government response to improve public amenities & access to prosthetic care



Gender split

50.7% male
49.3 % Female
(221.2 Million Nigerians)

Residence

53.4% Urban areas
46.6 % Rural areas

40 Million Amputees
5% access to prosthetic care

Media consumption

55.4% internet penetration
Radio most used news channels



Audience Deep Dive

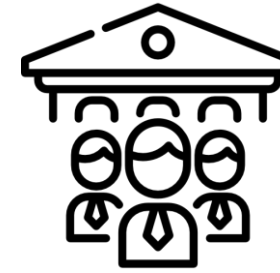


Individuals

Mindset on amputees:
View them with suspicion,
don't know what to do to
help, ignore amputees etc.

**What we need them to
do:**

Drive Advocacy. Fight
stigma. Champion for
action from Gvt. &
Partners



Corporates

Mindset on amputees:
Recognize need but
prioritize other
organizational goals etc.

**What we need them to
do:**

Funding . Lend their voice
to bring more corporates
on board. Employment
opportunities for amputees



Government

Mindset on amputees:
Recognize need but
discouraged by lack of
capacity & funds etc.

**What we need them to
do:**

Funding. Partner
mobilization. Policies that
improve public amenities
with amputees in mind .
Further awareness
through education

The Human Truth

One of the greatest human needs is to be seen for who we truly are

In our quest to seek this recognition, we sometimes forget to extend the same grace to others, an irony in itself.

Our audiences view amputees on a **surface level** based on the outward physical representations they observe.

To truly drive mental availability for the plight of amputees, we need to **add depth** to the view of our audiences.

‘There’s no greater disability than the inability to see a person as more.’

– Robert. M. Hensel

Internal guiding media theme

MEDIA NEEDS TO

CHANGE THE LENS

The essence of this theme is a call to change fact in the way we represent the plight of amputees and the lens with which the world views them. Instead, we need to shift perspective and approach intervention not from everyone else's POV but from theirs. Where the 'world' sees advanced malls with escalators, media needs to get them to see the inability of one to access a basic service because a building was not built with them in mind. Where the 'world' sees a limited amputee, media needs to get them to see a limitless contributing member of society.

Unpacking the media theme

The guiding theme speaks to shifting audience mindsets by **changing the point of view**. This will be by:

1. Encouraging our audiences to ‘**see more to amputees**’ by leveraging storytelling that shifts focus from the amputees to the way in which the world around has been built without a large portion of citizens in mind
2. When people give, many times they want to know how their funds are utilized. To encourage fundraising, we need to deploy a **microsite with compelling stories** of amputees that need prosthetic care. Web visitors are then able to donate towards the care of amputees they choose and get seasonal updates of their progress. The site should regularly be updated as more people get the care they need.
3. The approach on media needs to be **multichannel but digital led** responding to media consumption habits.

Application to media



1. Media messaging should speak to the limitless ability of amputees rather than their perceived limitations
2. To #changethelens on media, we need to deploy tactics that are not commonly used in order to stand out i.e. use of regional media in addition to national, use of local dialects etc.
3. The story told on different media channels should take on different angles but all culminate in one narrative that highlights our theme.
4. We need to change tact & deploy a disruptive media idea that will lend more mileage to media efforts in order to enhance further awareness.
5. Media tactics elicit an interactive response as opposed to a passive one from our audience i.e. ‘Click here for more of Jane’s story vs a testimonial with no CTA’

Disruptive Media Big Idea

The truth is, we don't understand exclusion until we face it personally.

The idea is to **simulate 'exclusionary experiences'** for our able bodied audiences on the day of the walk to capture audience attention and spark conversation during and post the walk as part of our sustenance plan.

We can partner with notable brands especially those that have high footfall such as eateries, supermarkets and retail stores as well as the transport sector during their peak hours to place obstacles to entry as well as access of items. i.e.

- Large blocks that would require customers to jump over
- Low entry points that require customers to crouch or squeeze through
- Placement of items on high shelves etc.

The idea is to highlight some of the struggles that amputees may face as part of their day to day routines.

Naturally, this will likely cause an uproar after which, we can run messaging dubbed **#Changeyourlens** that gives visibility to our campaign messaging and calls on our audiences not only to donate but to begin to advocate for a society more comfortable for amputees.

Campaign architecture

Overarching Role of Media:

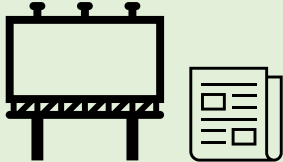
Awareness of **Hit the Street 2023** while digging deeper into the plight of amputees through a changed lens. Media to amplify the registration phase for the walk, story telling and drive advocacy.

Media Channels:

Lead Channels:



Support channels:



Channel Roles:

Video + Stills
on digital to drive registration including a CTA to sign up for the walk + sustenance comms unpacking the plight of amputees in a different lens + takes of the media big idea

Radio
Awareness and engagement medium, opportunity to drive mass reach highlighting the upcoming walk + run campaign messaging expounding the big idea

TV
Key for awareness, reach and landing the need to support amputees through the walk, community impact & CTA.

OOH
Awareness leading up to the walk on the key routes for the walk, ministry of health

PRINT
Big announcement to incite registration for the walk. Editorials on improving of public amenities, limitless potential of amputees etc.

Awareness + Education

Web Traffic (owned channel)

Awareness + Engagement

Credibility and story-telling

CALL FOR REGISTRATION

HIT THE STREET 2023

SUSTENANCE

LET'S DISCUSS

