



Glow Initiative For Economic Empowerment (GLEE)



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RURAL WOMEN CORONA-VIRUS

A W A R E N E S S I N I T I A T I V E

END OF PROJECT REPORT

JUNE 2020

BACKGROUND

The corona virus which was first discovered in Wuhan China in December 2019 has continued to spread exponentially across all parts of the globe. The impacts of the pandemic has had huge cost in almost every sphere of human endeavor. As the virus continues to spread, many countries have already taken actions to limit the spread, through social isolation policies, such as shutting down economic activities, social activities and restricting the mobility of people. These preventive actions have significant impacts on virtually all sectors of the economy and has adversely affected the livelihood of most people. Generally, the covid-19 pandemic has further worsened an already existing poverty crises in the Nigeria. The Nigerian Bureau of Statistics (NBS) reported in 2019 that 40% of the people in Nigeria live below the poverty line of (\$381.75) a year. This percentage represents about 82.9million people. With the covid-19 pandemic disrupting virtually all economic activities, it is expected that these poverty figures will rise exponentially. Another issue of concern is that the containment of the spread of the corona-virus in the country is threatened by high level of illiteracy especially amongst rural community dwellers. There is also a poor culture of water and sanitation hygiene which makes these people very susceptible to infection by the virus. It is based on the foregoing that the Rural Women Corona-Virus Awareness Initiative seeks to sensitize rural women on ways to curb the spread of the corona-virus and also provide relief packs to help cushion the hunger effects of the pandemic.

GOAL OF THE INITIATIVE

The goal of this initiative is to raise awareness on the Coronavirus amongst women in rural areas and provide support for these women to take action to stay safe. The specific objectives are as follows:

- To conduct awareness campaigns in rural communities in the spoken dialect of these communities.
- Reach women through text messages in local dialects from our database of over 2,000 rural women.
- Provide essential food items to 100 rural women.
- Provide hygiene commodities for 100 rural women to help them stay safe.



Sensitization of rural women at Ndi-Eke Agu

COMMUNITY SENSITIZATION OUTREACHES FOR RURAL WOMEN

The Rural Women Corona-Virus Awareness Initiative visited four locations in Enugu state for sensitization. The locations are Amechi Uwani community, Ndi-Eke-Agu community, Ndiagu-Amechi and Ikirike community for rural women sensitization outreach. Across the locations visited, there was an unprecedented turn out of rural women. The sensitization helped rural women understand how they can curb the spread of the corona-virus by adhering to safety guidelines. The sensitization was done with the aid of oral presentations, flyers and placards produced both in English language and their local languages. Participants at the sensitization outreaches were also made to understand that containing the spread of the corona virus is not the responsibility of government or health officials alone, but the collective responsibility of everyone.



Sensitization of rural women at Eke-otu market square

From interactions with rural women across the locations visited, it was observed that although most women have heard about the corona-virus, a vast majority of them still believe the pandemic is a hoax. It was also noticed that the level of observance of safety protocols in these locations was very poor. This is as most people still stay in crowded places without wearing face masks or observing social distancing. It was noticed that markets arenas were crowded and no form of handwashing facilities were provided at these markets.



A rural woman receiving a relief park at Ikirike Village



A volunteer sensitizing a woman on containing the spread of the corona virus

Description of Outreach Methodology

1. Methods

- Oral Presentations

The outreach featured oral presentation on methods of containing the spread of the corona virus and safe practices. The presentations were delivered in both English language and the local dialects of the community.

- Question and Answers

The participating women were given the opportunity to ask questions on areas where they had issues on the subject. Volunteers were on ground to enlightenment the women on areas where they didn't understand properly.

- Simulation Exercise

The outreach also featured simulation exercises on coughing control mechanism in crowded areas, use of hand sanitizers and proper handwashing.

2. Materials

- Awareness flyers
- Placards

Distribution of Relief Packs

In order to cushion the hunger effects of the pandemic The Rural Women Corona Virus Awareness Initiative distributed relief packs containing food items and condiments to over 100 rural women across all the locations visited. The relief packs also contained face masks.



Women pose with relief packs @ Ndiagu Amechi



Contents of the Relief Pack

Challenges and Lessons Learnt

- Community participation/Involvement

Across the four locations visited, the projected witnessed satisfactory participation of rural women in the sensitization activities. Also, the level of contribution and involvement of participants in the interactive discussions was very impressive.

- Distribution of Relief packs.

Across all the locations visited, the recipients of the relief packs were very excited about the intervention. However, the Rural Women Corona Virus Awareness Initiative team experienced a major challenge in distributing relief packs at Eke-Otu market square. After a successful sensitization session at the location, the women present were organized into lines in

order to pave way for a hitch free and orderly distribution of the relief packs. Unfortunately, passer byes who sighted the relief packs clustered the area in quick succession. The volunteer Team on ground were unable to control the surging crowd of people who clustered the area in order to get the packs. Things went messier, as people began to scramble for the packs while some tried to forcefully collect the relief packs and this practically led to stampede. It took the efforts of some community security officials to whisk away the volunteers unhurt. Thankfully, no life was lost, however, some people sustained minor injuries during the fracas. The situation at Eke-Otu brings to bare the level of poverty of majority of Nigerians.



People scrambling for relief packs at Eke-Otu Market square

RURAL WOMEN CORONA VIRUS AWARENESS INITIATIVE MONITORING AND EVALUATION FRAMEWORK/LOGIC MODEL

OBJECTIVES	INPUTS	MAJOR ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
To conduct awareness campaigns in rural communities in the spoken dialect of these communities	Human resources, time, materials and relief packs for rural women	Community sensitization outreach for rural women	Posters, SMSs, and placards.	Increased knowledge and engagement of students in wildlife protection and conservation activities	Many more women have become aware of ways of preventing the spread of the corona virus.

RECOMMENDATIONS

Based on the observations and experiences garnered through the implementation of this project, the following is recommended:

1. There is for the rural women corona-virus awareness initiative to be implemented in more communities in Enugu state especially as the spread of the corona virus continues to spread.
2. There is need to develop a tailored strategic awareness raising for women with special needs such as people living with disabilities.
3. The government and other concerned stakeholders should do more in providing palliatives and relief incentives to help rural community dwellers deal with the hunger effects of the pandemic.

4. Hand washing facilities should be provided across all rural markets and other places of large gatherings. No mask No entry policy should be put in place at these places.
5. Since no organization or institution can solely address the issues surrounding the covid-19 pandemic, there is need for more collaboration between government and relevant stakeholders in addressing the challenges posed by the pandemic.
6. Adequate security and protocol measures should be put in place in distributing palliative items in rural communities.

PICTORIAL EXCERPTS



A cross section of participants during a community sensitization @ Ndi-Eke Agu



A relief pack beneficiary poses for photograph @ Ndi-Eke-Agu



Relief pack beneficiaries pose with relief packs @ Ndi-Agu Amechi

PICTORIAL EXCERPTS



A cross section of participants during a community sensitization @ Ndi-Eke Agu



A volunteer sensitizing some women on safe practices in preventing covid-19



Distribution of relief packs to women in Ndi-Agu Amechi

PICTORIAL EXCERPTS



Jubilant women cluster to receive relief packs at Eke-Out market square



A volunteer handing over a relief pack to a women in Ikirike village



A woman poses with a relief pack @ Ndiagu Amechi

IECs & AWARENESS MATERIALS (PROJECT BANNER)

GEE
Glow Initiative for Economic Empowerment (GLEE)

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RURAL WOMEN CORONA-VIRUS

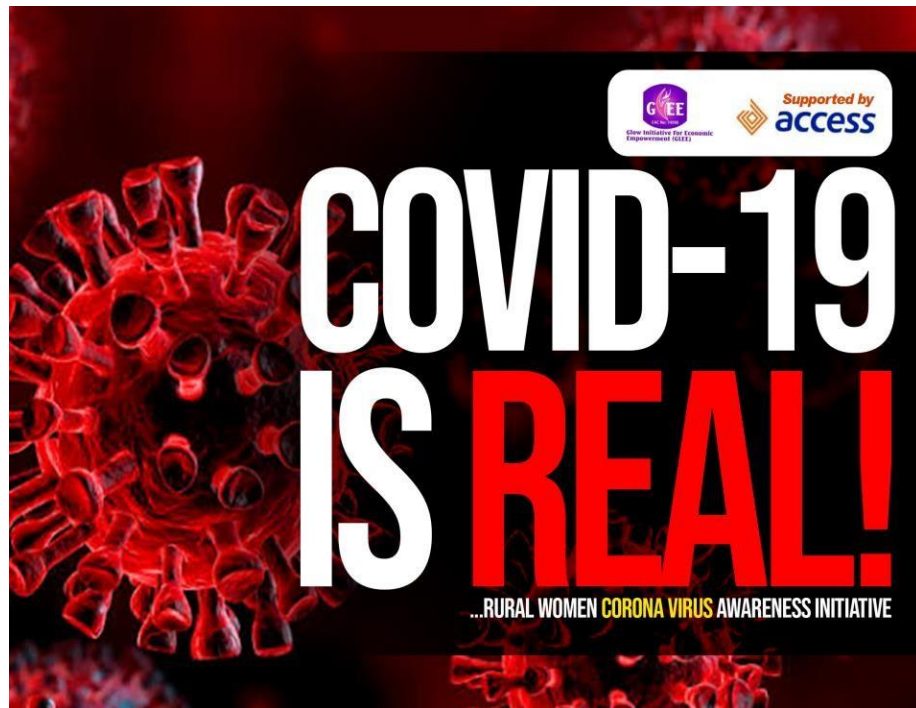
A W A R E N E S S I N I T I A T I V E

HIGHLIGHTS

- COMMUNITY SENSITIZATION OUTREACHES
- DISTRIBUTION OF PALLIATIVES TO RURAL WOMEN
- MARKET SENSITIZATION OUTREACHES

And more...

PLACARDS IN ENGLISH LANGAUGE



PLACARDS IN IGBO LANGAUGE



**Jiri ncha na
mmiri sachaa aka
gi mgbe nile.**

...RURAL WOMEN CORONA VIRUS AWARENESS INITIATIVE




**kpuchie ihu
gi mgbe i na-apu
n'ihu oha.**

...RURAL WOMEN CORONA VIRUS AWARENESS INITIATIVE


PUBLICITY FLYERS (PRINTED IN ENGLISH AND IGBO LANGUAGES)

**RURAL WOMEN
CORONA VIRUS AWARENESS INITIATIVE**


HELP PREVENT THE SPREAD OF COVID-19




Wash your hands regularly with soap and water for 20 seconds.



Use an alcoholic based hand sanitizer to clean your hands.




Avoid touching your eyes, nose and mouth with unwashed hands.




Avoid close contact with people who are sick.




Wear a face mask when going out.



Cover your mouth with a tissue or sleeve when coughing or sneezing



Clean and disinfect frequently touched objects and surfaces



**RURAL WOMEN
CORONA VIRUS AWARENESS INITIATIVE**

OTU ESI AKWUSI MGBASA NKE COVID-19



Jiri ncha na mmiri sachaa aka gi mgbe nile.



Jiri sanitizer nke aka ficha aka gi mgbe nile.



Zere iji aka ruru unyi metu anya gi, imi na onu gi



Zere iso ndi na-aria oria noro.



kpuchie ihu gi mgbe i na-apu n'ihu oha.



kpuchie onu gi mgbe i na-kwa ukwara.



Hichaa ihe ndi ahu aka na emetu ugboro ugboro.



RURAL WOMEN CORONA-VIRUS AWARENESS INITIATIVE VOLUNTEERS



GODWIN EDEANI



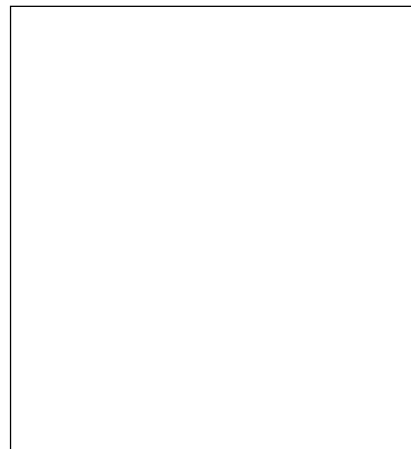
DANIEL NWAFOR



WILFRED OKEKE



FREEDOM SYLVESTER



BLESSING OKEKE



Access Bank Support

- Access Bank support enabled us to hold awareness campaigns in four rural locations. The locations are Amechi Uwani community, Ndi-Eke-Agu community, Ndiagu-Amechi and Ikirike community for rural women sensitization outreach communities in the spoken dialect of these communities reaching 500 women with important information about Coronavirus.
- The support enabled us reach up to 2000 women through text messages in local dialects from our database of over 3000 rural women.
- The support helped us to provide essential food items to 100 rural women.
- It also supported us to provide hygiene commodities for 100 rural women to help them stay safe during the coronavirus period.
- The support helped us produce a highly engaging video documentary / report of the initiative.
- The support covered expert designs for our IECs and publicity materials.
- It enabled us to publish and promote the progress of the Rural Women Coronavirus Initiative in the local newspaper, traditional news sources and social media.



Glow Initiative For Economic Empowerment (GLEE)

“a reasonable service to reduce economic problems”

About Glow Initiative for Economic Empowerment and Climate Smart Nigeria

Glow Initiative for Economic Empowerment is a non-governmental organization set up to harness the economic potentials of communities by tackling problems like unemployment, poor electricity access and climate change through education and investments in renewable energy. We are focused on reducing unemployment and creating a sustainable society by supporting women and young people to become renewable energy entrepreneurs by helping them acquire solar technology, business and financial management skills to create and deploy solar solutions for individuals and companies in rural and urban areas. Our goal is to birth 10,000 renewable energy entrepreneurs in the next 5 years.

Climate Smart Nigeria is the arm Of Glow Initiative which is set up to combat environmental problems like Climate change to improve the nation’s power sector by spreading the awareness of Climate Change to curb climate illiteracy and promoting the intervention of renewable energy. Through CSN, we use the tool of education to curb climate illiteracy. Our goal is to boost the economic development of Nigeria and attain a Climate Smart nation come 2026 through pioneering investments in renewable energy, Climate education and agriculture.