Health

Emergency

Initiative for

Indigent Patients

**PROJECT**

Healt

h Emergency Initiative for Indigent Patients

Substance Abuse;

Youth against Substance

Abuse in Nigeria.

HEI

The Teenagers and Youth are the major

influencer of every community.



*Health Emergency Initiative for Indigent patients*

# TABLE OF CONTENTS

1. PROJECT SUMMARY
2. PROJECT CONTEXTUAL ANALYSIS
3. PROJECT GOAL AND RESULTS
   * *Project Goal*
   * *Project Objectives*
   * *Intended Results*
   * *Target Group*
4. PROJECT DESCRIPTION
5. PROJECT ACTIVITIES
6. PROJECT IMPLEMENTATION TIMELINE
7. SUSTAINABILITY
8. MONITORING & EVALUATION PLAN AND INDICATORS
9. PROJECT BUDGET

## 1.Project Summary

Name of Organisation: Health Emergency Initiative for Indigent Patients

Title of Project: Youth against Substance Abuse in Nigeria

Location: Lagos State

Duration: Three Months

Direct beneficiaries: Youth leaders in Nigeria

Indirect beneficiaries: Teenagers and Youths

Project Cost: N3,510,375.00 (Three Million Five Hundred and

Ten Thousand Three Hundred and Seventy Five Naira)

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## 1. Project Contextual Analysis

The investigative report released by the BBC highlighted the extent of substance abuse by youths in Nigeria, which has been stated as is widespread and even on the rise.

There are different kinds of drugs that are commonly abused in Nigeria including (NAFDAC):

* Stimulants: Especially those found in substances containing caffeine
* Hallucinogens: Marijuana (popularly called Igbo)
* Narcotics such as those found in Codeine, heroine
* Sedatives: Such as valium, alcohol, opium
* Other sources: Examples include glues, perfumes, spot removers, etc.

According to WHO, roughly 450,000 people died as a result of drug abuse in 2015. About 275 million people worldwide, which is roughly 5.6 percent of the global population aged 15–64 years abuse drugs daily in 2016. Some 31 million people who use drugs suffer from drug abuse disorders. Opioids continue to cause the most harm, accounting for 76 percent of deaths where drug abuse disorders were implicated.

The major group of people as cited by the BBC (BBC, 2018) are youths, defined in Nigeria to be between the ages of 18 and 35. This poses a major problem for an already struggling economy as this age group form part of the productive part of the population. The long-term effects are enormous, with every sector of the economy affected.

The government’s response to the epidemic is shutting down pharmacies and banning imports and sales of specific products that are commonly abused. However, a more strategic approach is necessary to ensure a lasting solution to this negative phenomenon.

It is in response to this that HEI is launching the initiative "Youth against Substance Abuse in Nigeria”, which seeks to address the issue of substance abuse. Teenage and youth leaders are targeted because of their strategic roles in influencing their peers. HEI believes that when this target group are empowered, they will influence their peers positively.

## 2.Project Goal and Objectives and Results

*Project goal*: The goal of the project is to significantly reduce substance abuse among youths in Nigeria.

*Project objectives*:

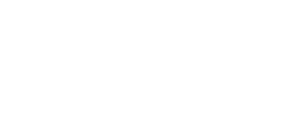
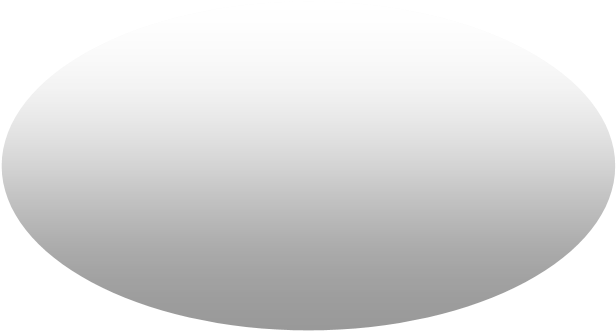
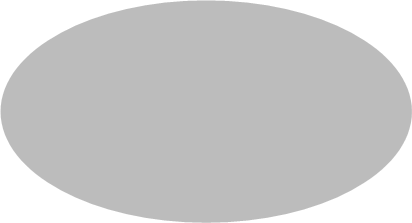
1. To empower 100 teenage and youth leaders with critical skills required to stem the abuse of drugs
2. To determine the prevalence of substance abuse among the target group iii. To create nationwide awareness about the dangers and prevention of substance abuse

iv. To gather key and relevant data on knowledge and prevalence of drugs for advocacy to both the local and international stakeholders.

*Project Intended Results*

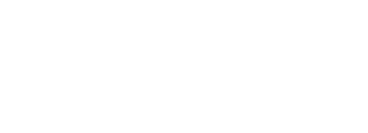
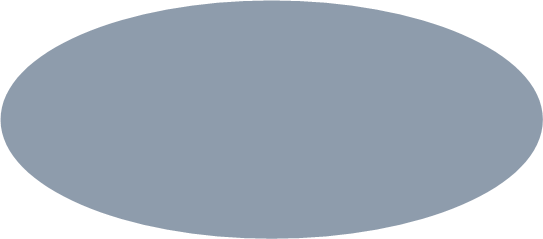
The expected results of the initiative have been summarized as follows:

1. Youth leaders will become more aware of the dangers of substance abuse and their role in decreasing this negative trend.
2. 100 youth leaders are trained and empowered with skills and knowledge on the subject matter.
3. Over 20,000 teenagers and youths are reached with the social media campaign. iv. Data on the knowledge and use of drugs will be gathered.



**TARGET**

**GROUP**

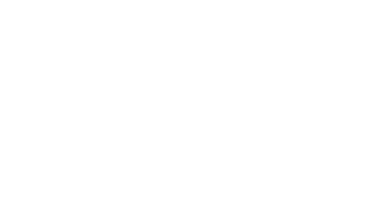
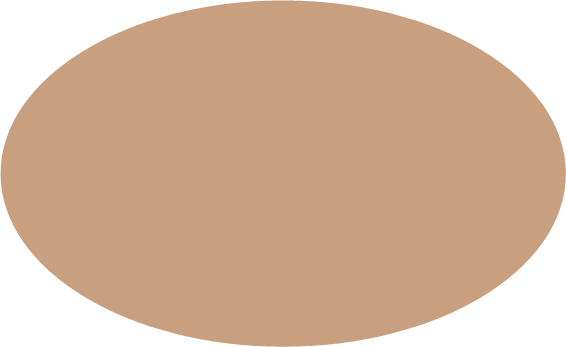


Youth Leaders

in

churches and

mosques



Class Representatives

Student

Union

and

all

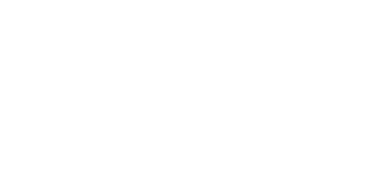
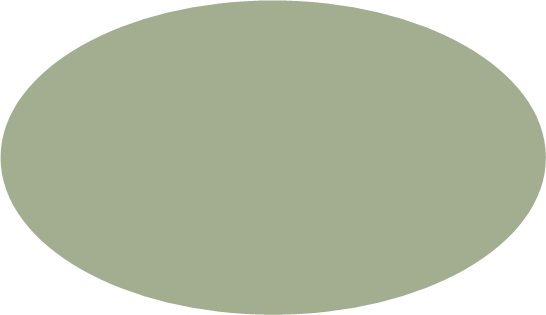
the

of

Leaders

higher institutions in

Lagos State



of

Prefects

Senior

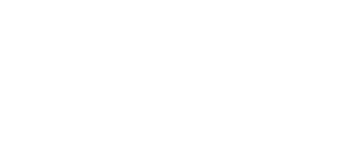
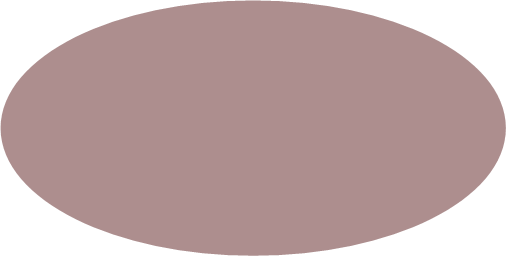
and

private

public

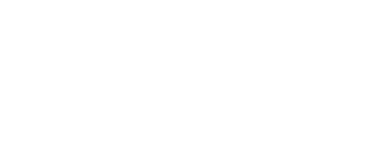
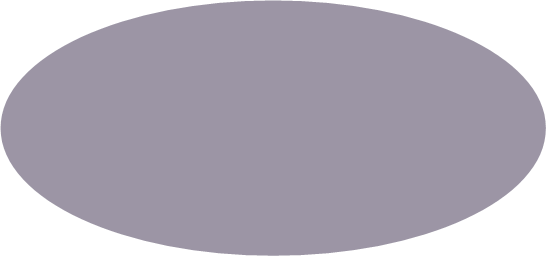
secondary schools in

Lagos State



Youth Leaders in

Political parties



Representatives

of

youth

-

led

organizations

## 3.Project Description

In line with HEI strategy to address health emergencies and the SDG 4 (Good Health and Well Being), the initiative ‘Youth against Substance Abuse in Nigeria’ HEI has designed this proposal to implement this pilot project to help curb the incidence of substance abuse amongst teenagers and youths in Nigeria, starting from Lagos State where operations of the organization are domiciled.

The project will, through a mass sensitization campaign and a workshop, address issues on substance abuse.

HEI will roll out a massive social and traditional media campaign on substance abuse. This will be followed by a press conference where HEI, together with supporting partners will engage the media, followed by a full page column on the subject matter in 3 national dailies. The third event will be a workshop for the target group. The target group will be told to submit an essay and a proposal (on an impactful initiative) on the subject matter prior to the workshop; the winner of the essay competition will be presented with an award. The various ideas will be submitted to the government as suggestions from youths on ways to curb substance abuse.

## 4.Project Activities

The following are the activities that will be carried out to achieve the objectives and attain the goal:

1. Planning and preparation: This process will involve holding meetings with the project team to assign roles and responsibilities; preparing workshop materials and other logistics. This is on-going presently.
2. Engage stakeholders: HEI will reach out to schools, higher institutions, the ministries of Health and Education, NAFDAC, MDs of hospitals, media, etc. This is to inform them of the initiative and secure their support. This has already begun.
3. Conduct a mass sensitization campaign: This will involve putting out content that addresses substance abuse on the major social media platforms; boosting posts, adverts, radio and TV programs, and on the websites of HEI and partners.
4. Hold a press release and talk about the initiative, which will be followed by a full centre page report of the subject matter.
5. Organize a workshop for teens and youth leaders: To sensitize and equip them with the skills required to impact on their peers; to get the perspectives of participants on the subject matter via a questionnaire. The youths will be asked to submit essays on the prevention of substance abuse, which can be implemented as a socially viable project. The essays and proposals will be collected and reviewed by selected judges and the winning essay will be selected and given an award.

## 5.Project Implementation Timeline

X – To be completed

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| TASK |  | Month 1 | |  |  | Month 2 | |  |  | Month 3 | |  |
|  | Wk  1 | Wk  2 | Wk  3 | Wk  4 | Wk  1 | Wk  2 | Wk  3 | Wk  4 | Wk  1 | Wk  2 | Wk  3 | Wk  4 |
| Activity 1: Planning and preparation |  |  | X | X | X | X |  |  |  |  |  |  |
| Activity 2: Stakeholders engagement |  |  |  | X | X | X |  |  |  |  |  |  |
| Activity 3: Mass sensitization campaign |  |  |  |  | X | X | X |  |  |  |  |  |
| Activity 4: Press release |  |  |  |  |  |  | X |  |  |  |  |  |
| Activity 5: Workshop |  |  |  |  |  |  |  | X |  |  |  |  |
| Monitoring and Evaluation |  |  | X | X | X | X | X | X | X | X | X | X |

## 6.Sustainability/Replication

The development of initiatives that curb widespread use of substance abuse is a sustainable measure especially if supported by the participants’ institutions.

HEI will continue to keep track of the activities of the various initiatives and offer support where needed.

The participants will form a community where they become ambassadors and HEI will encourage periodic meetings to strengthen this community of youths that are committed to ending substance abuse.

HEI seeks to replicate this initiative across several states in Nigeria.

## 7.Monitoring and Evaluation

HEI will monitor activities throughout the project. Regular reports will be sent to all donors.

The project will be monitored on four levels:

i. Media campaign: To ensure that it is effective ii. Participant selection: To ensure that there is no bias or discrimination

iii. Essay/Proposal process: To ensure that the process is fair. Followers on social media will also be asked to vote for the favourite candidate. iv. The workshop: Participants will be interviewed randomly to assess the impact of the programme; trainers and other stakeholders will also be assessed to determine the quality of the sessions.

Likewise, there will be an end of project evaluation. Various indicators will be used to track performance as shown below:

|  |  |  |  |
| --- | --- | --- | --- |
| Project goal: **The goal of the project is to significantly reduce substance abuse among youths in Nigeria.** | | | |
| **Activities** | | **Indicators** | **Means of Verification** |
| 1 | Planning and preparation | - No. of planning meetings | * Meeting reports * Attendance sheets |
| 2 | Stakeholders engagement | -No. of stakeholders who agree to support the project | * Communication letters * Meeting reports |
| 3 | Mass sensitization campaign | - No. of posts, and other content on social and traditional media - No. of responses to campaign | * Social media posts * Newspaper adverts * Followers’ comments, posts retweets and sharing |
| 4 | Press release | - No. Of publications - No. of responses received | * Newspaper publication * Responses received |
| 5 | Workshop | * No. of people who attended * No. of interviews conducted - No of essays/proposals submitted | * Attendance lists * Workshop materials * Interviews   \*Questionnaires   * Essays/proposals * Report * Press release |

8.Budget:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Empowering Youth Leaders to Curb Substance Abuse in Nigeria** | | | | | |
|  |  |  |  | |  |
| **ITEM** | **NUMBER** | **UNIT COST** | **DURATION (DAYS)** | | **Total** |
| **Planning** |  |  |  | |  |
| Communication | 5 | 500 | 5 | | 12500 |
| Logistics | 1 | 10000 | 1 | | 10000 |
| Public relations | 2 | 10000 | 1 | | 20000 |
| **Sub -Total** |  |  |  | | **42500** |
|  |  |  |  | |  |
| **Stakeholders engagement** |  |  |  | |  |
| Logistics | 1 | 20000 | 1 | | 20000 |
| Prints | 1 | 20000 | 1 | | 20000 |
| **Sub -Total** |  |  |  | | **40000** |
|  |  |  |  | |  |
|  |  |  |  | |  |
| **Mass sensitization campaign** |  |  |  | |  |
| Promotional materials (design & print) | 1 | 100000 | 1 | | 100000 |
| Social media boosts | 10 | 5000 | 1 | | 50000 |
| Social media adverts | 2 | 35000 | 1 | | 70000 |
| Newspaper campaign | 2 | 40000 | 1 | | 80000 |
| **Sub -Total** |  |  |  | | **300000** |
|  |  |  |  | |  |
|  |  |  |  | |  |
| **Press release** |  |  |  | |  |
| Newspaper Publication | 1 | 200,000 | 1 | | 200000 |
| **Sub -Total** |  |  |  | | **200000** |
|  |  |  |  | |  |
| **Workshop** |  |  |  | |  |
| Hall | 1 | 150000 | 1 | | 150000 |
| Refreshments | 120 | 1000 | 1 | | 120000 |
| Workshop materials | 100 | 300 | 1 | | 30000 |
| Evaluation questionnaires | 200 | 50 | 1 | | 10000 |
| Certificate of participation | 100 | 500 | 1 | | 50000 |
| Writing pads/pens | 110 | 200 | 1 | | 22000 |
| Equipment | 1 | 25000 | 2 | | 50000 |
| Logistics | 1 | 20000 | 1 | | 20000 |
| **Sub -Total** |  |  |  | | **452000** |
|  |  |  |  | |  |
|  |  |  |  |  |  |
| **Fringe benefits** |  |  |  |  |  |
| Project Staff | 3 | 20000 |  | 1 | 50000 |
| Volunteers | 5 | 5000 |  | 1 | 25000 |
| Speakers | 5 | 20000 |  | 1 | 100000 |
| **Sub -Total** |  |  |  |  | **175000** |
|  |  |  |  |  |  |
| **Award presentation** | 5 | 10000 |  | 1 | **50000** |
|  |  |  |  |  |  |
| **Contractual services** |  |  |  |  |  |
| Videographer | 1 | 15000 |  | 1 | 15000 |
| Photographer | 1 | 15000 |  | 1 | 15000 |
| **Sub -Total** |  |  |  |  | **30000** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Post-event report** | 1 | 50000 |  | 1 | **50000** |
|  |  |  |  |  |  |
| **Monitoring and Evaluation** |  |  |  |  |  |
| Evaluation of questionnaires | 1 | 23000 |  | 1 | **23000** |
| Evaluation | 1 | 50000 |  | 1 | **50000** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Total** |  |  |  |  | **1,412,500** |
|  |  |  |  |  |  |
| **Contingency** | 1 |  | 10% of Total |  | **141,250** |
|  |  |  |  |  |  |
| **Grand Total** |  |  |  |  | **1,553,750** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **\*\*All prices are in Naira** |  |  |  |  |  |