


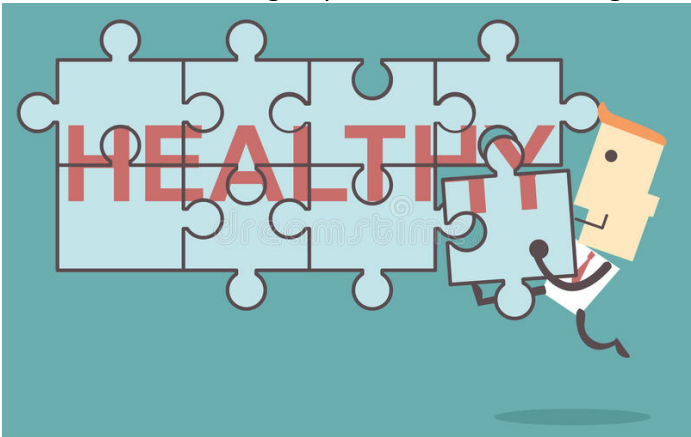



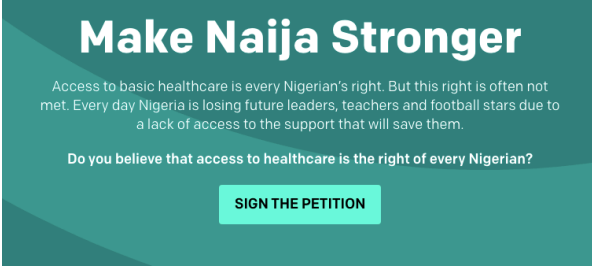














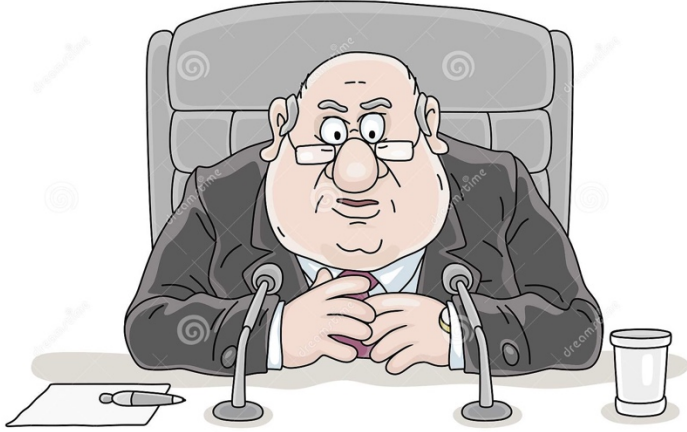


**Make Naija Stronger**



Title: How to make Huwe work  
 Duration: 1'30"  
 Objective: Understanding of how to ensure strong implementation of Huwe  
 Format: Animated PSA

Scene	AUDIO	VIDEO [Description]
1.	So, the basic primary healthcare provision fund is here.  SFX Music	Animation of characters depicting various demographics. 
2.	That's Huwe  SFX Music	Animated Huwe logo.  
3.	Try keep up.  SFX Music	Animation of character nodding fervently with a broad smile. 



Scene	AUDIO	VIDEO [Description]
4.	<p>But how do we ensure it works and we all enjoy benefits of free healthcare?</p> <p>SFX Music</p>	<p>Animation of characters such as engineers, doctors, teachers etc, working to put letters in Huwe together.</p> 
5.	<p>It starts with YOU!</p> <p>SFX Music</p>	<p>Animation of character gearing up like preparing to go to war, armed with pens, placards, petitions etc.</p> 
6.	<p>Please pay attention.</p> <p>SFX Music</p>	

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7.	One, visit one dot org slash make Naija stronger	Graphic typewriting of one.org/makenaijastronger 																																																																													
8.	Two, sign the pledge to ensure every Nigerian's right to basic healthcare.  SFX Music	Animation of character signing a pledge. 																																																																													
9.	You can also track what your government has done or not done.	Animation showing tracking of state activities and completion levels. <table border="1" data-bbox="643 951 1390 1400"> <thead> <tr> <th data-bbox="643 951 756 1087">State</th> <th data-bbox="756 951 870 1087">             1 - State meets government requirements         </th> <th data-bbox="870 951 984 1087">             2 - PHCs pass quality checks         </th> <th data-bbox="984 951 1097 1087">             3 - Huwe training delivered         </th> <th data-bbox="1097 951 1211 1087">             4 - PHCs prepare financial plans         </th> <th data-bbox="1211 951 1325 1087">             5 - PHCs receive funds         </th> <th data-bbox="1325 951 1390 1087">             6 - Access to Huwe care begins         </th> </tr> </thead> <tbody> <tr> <td>Abia</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>not started</td> </tr> <tr> <td>Adamawa</td> <td>complete</td> <td>in progress</td> <td>not started</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Akwa-Ibom</td> <td>complete</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Anambra</td> <td>complete</td> <td>complete</td> <td>in progress</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Bauchi</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Bayelsa</td> <td>complete</td> <td>in progress</td> <td>not started</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Benue</td> <td>complete</td> <td>in progress</td> <td>not started</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Borno</td> <td>complete</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Cross River</td> <td>complete</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> <td>not started</td> </tr> <tr> <td>Delta</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>complete</td> <td>not started</td> <td>not started</td> </tr> </tbody> </table>	State	 1 - State meets government requirements	 2 - PHCs pass quality checks	 3 - Huwe training delivered	 4 - PHCs prepare financial plans	 5 - PHCs receive funds	 6 - Access to Huwe care begins	Abia	complete	complete	complete	complete	complete	not started	Adamawa	complete	in progress	not started	complete	not started	not started	Akwa-Ibom	complete	not started	not started	not started	not started	not started	Anambra	complete	complete	in progress	complete	not started	not started	Bauchi	complete	complete	complete	complete	not started	not started	Bayelsa	complete	in progress	not started	complete	not started	not started	Benue	complete	in progress	not started	complete	not started	not started	Borno	complete	not started	not started	not started	not started	not started	Cross River	complete	not started	not started	not started	not started	not started	Delta	complete	complete	complete	complete	not started	not started
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10.	<p>Three, meet and talk to your local, state and federal representatives</p> <p>SFX Music</p>	<p>Animation of characters in government official's office having a conversation.</p> 
11.	<p>To ensure they make Huwe available and working at a PHC near you.</p>	<p>Animation of happy and healthy-looking characters.</p> 
12.	<p>Four, tell someone about Huwe.</p> <p>SFX Music</p>	<p>Animation of character whispering to someone, then another, then another, then another until multiple characters fill the screen.</p> 

Scene	AUDIO	VIDEO [Description]
13.	<p>Five, join a pressure group to constantly demand the implementation of Huwe in your local area council.</p> <p>SFX Music</p>	<p>Animation of several characters sitting in circle and discussing.</p> 
14.	<p>Because we are driven to Make Naija Better.</p> <p>SFX Music</p>	<p>Animation of a collage of scenarios – new parents holding a newborn, child getting oral immunization, an elderly person running tests in a clinic lab etc.</p> 



Scene	AUDIO	VIDEO [Description]
15.	<p>So what are you waiting for?</p> <p>SFX Music</p>	<p>Animation of text “what are you waiting for”</p> 
16.	<p>Together and with Huwe, we can...</p> <p>SFX Music</p>	<p>Animation of characters shaking and hugging each other, with Huwe logo in the background.</p> 

Scene	AUDIO	VIDEO [Description]
17.	<p data-bbox="313 241 589 275">Make Naija Stronger.</p> <p data-bbox="313 317 391 388">SFX Music</p> <p data-bbox="313 512 378 541">END.</p>	<p data-bbox="638 241 1219 275">End board of Make Naija Stronger campaign.</p> 