**ADVOCACY AND PUBLICITY/STAKEHOLDERS’ ENGAGEMENT**

As the Commission prepares to conduct the 2023 Population and Housing Census, the Commission has embarked on a nationwide advocacy and publicity drive for the success of the first digital and green census in Nigeria. This is necessary, to create enough public awareness and elicit the cooperation and support of key stakeholders. The objectives are to create awareness and educate the public on the next census and more importantly geared towards addressing some concerns that have been raised on the desirability for the conduct of the next census. The approach is to engage the stakeholders with a view to explaining possible misperceptions of the census process.

Census being the biggest peacetime activity in terms of mobilisation of resources, getting the whole Nigerians informed and involved to support and present themselves to be counted in the upcoming Census is the biggest publicity campaign in Nigeria. Nevertheless, the Commission is embarking on a nationwide advocacy and publicity drive through a variety of channels, including radio, television, print media, social media and traditional media as well as advocacy visits to critical stakeholders across the country. The following activities have been carried out;

1. **PRODUCTION AND DISSEMINATION OF PUBLICITY MATERIALS:** The Commission produced and disseminated many publications to create awareness and educate the public on the importance of the 2023 Population and Housing Census. The following publications have been produced; 2 editions of NPC News Magazines, Imperatives for the conduct of the 2023 Census (a collection of articles and opinions), a Collection of Speeches, Census offenses, a Media Guide, Frequently Asked Questions on the 2023 Census (All you need to know), posters, flyers, handbills and stickers in different languages on key information about the 2023 Census, T-shirts and fez caps, mufflers, lapels, branded exercise books, wrist bands, cups and other publicity souvenirs.
2. **MEDIA CAMPAIGN:** The 2023 Census as a major national event required the services of the media to ensure that the census issue is placed at the centre of national discourse and the people are adequately mobilized. The Commission implemented the following activities to mobilize Nigerians to get ready to be counted in the 2023 Census; production and broadcast of jingles at national and state levels, production and broadcast of weekly documentary programmes on radio and television at national and state levels, participation in media programmes on radio and television at national and state levels, scheduled press conferences at national and state levels, media coverage of the census activities at the national and state levels and newspaper advertisement as well as placement of billboard advertisement. To further engage the media to ensure effective positive reportage of the 2023 Census activities, the Commission has trained the Population Correspondents and organized media luncheon and breakfast meetings with media executives at national and state levels.
3. **ADVOCACY VISITS:** The Chairman of the National Population Commission and his team have commenced advocacy visits to stakeholders across the country. States already visited are Enugu, Nasarawa, Ekiti, Kaduna, Borno, Niger, Anambra, Katsina, Kano, Ogun, Lagos, Benue, Rivers and Kwara during which the State Governors, traditional institutions, local government Chairmen, security agencies and the media were engaged. The Federal Commissioners are also undertaking similar engagements in their respective states. The Commission intends to visit all States of the Federation and the 774 Local Government Areas before the conduct of the next census. The Chairman of the Commission and his team have visited President Bola Ahmed Tinubu and all the former Presidents of Nigeria as well as prominent and influential Nigerians. In addition, engagement with national-level actors such as the National Assembly members, Chief Justice of Nigeria, Chief of Defence Staff, Service Chiefs and other heads of security agencies, development partners, Civil Society Organisations, relevant government agencies and professional associations are being undertaken.
4. **PUBLICITY INTERVENTIONS IN SUPPORT OF KEY EVENTS IN THE CENSUS CALENDAR:** The Commission has carried out publicity activities around the key events in the census calendar. These events include; the National and State Stakeholders Summit on the 2023 Census, Donors Conference and High-level Partners Engagement for the 2023 Census, Enumeration Area Demarcation (EAD), 1st and 2nd Census Pretest, Trial Census, Trial Post Enumeration Survey, recruitment of 2023 Census ad-hoc staff, training of the census functionaries, launching of the 2023 Census Call Center, commissioning of the 2023 Census Situation Room, roadshows and sensitization campaigns on 2023 Census at national and state levels, a compilation of historical events, and the identification and mapping of special population groups.
5. **DEPLOYMENT OF SOCIAL MEDIA:** In order to achieve substantial mileage in the dissemination of 2023 Census messages on social media, especially the engagement of the youthful population, the Commission has activated the operation of the NPC’s social media platforms (Facebook, Twitter, Instagram and YouTube) and the website for the next census. These online platforms are being used to publicize the activities of the Commission and educate the public on 2023 Census key information. Through consistent posting of activities of the Commission and engagement of the public, followers on these platforms have increased tremendously. The Commission also engaged and organized a sensitization workshop for microbloggers and social media influencers to educate them on their mobilization roles for the census.
6. **GRASSROOTS SENSITIZATION:** Since the vast majority of the people live in rural areas and will need to be sensitised on the census through the street-to-street campaign, town Hall meetings, market rallies and town announcements, the Commission collaborated with the National Orientation Agency (NOA) to create awareness and sensitize every community within the 774 LGAs in Nigeria for the 2023 Census.
7. **COLLABORATION WITH PARTNERS:** NPC is working in close collaboration and partnership with development partners, international agencies and several organizations towards successful implementation of the 2023 Population and Housing Census. The Population Reference Bureau supported the Commission in developing an effective communication strategy for the 2023 Census. The Commission organized a capacity-building workshop on the 2023 Census process and methodology for the staff of the National Orientation Agency at the national and state levels. This was to equip them with the right information to effectively help sensitize and mobilize Nigerians for the 2023 Census.
8. **CENSUS PUBLICITY COMMITTEE:** The Commission set up and inaugurated the Census Publicity Committee at the national and State levels as well as organized workshops on 2023 Census processes and methodology for the members of the committee at the national and state levels. The Census Publicity Committees also embarked on advocacy visits to the critical stakeholders in different States.
9. **TRADE FAIRS AND EXHIBITIONS:** The Commission participated at the trade fairs in Lagos and Kano States as well as participated at the 2022 Calabar Carnival.
10. **CONDUCT ATTITUDE AND AWARENESS SURVEY:** The Commission conducted Rapid Research Results on Census Attitudes and Awareness to generate appropriate indicators on Attitudes and Awareness on the 2023 Census. This was carried out in the selected States in the 6 geo-political zones of Nigeria.