



# **NATIONAL ORIENTATION AGENCY**

## **STRATEGIC PROGRAM PLAN II (SPP II)**

**2021- 2026**

**June 2021**

# Contents

List of Tables	3
Acronyms and Abbreviations	4
Foreword	<b>Error! Bookmark not defined.</b>
Acknowledgement	<b>Error! Bookmark not defined.</b>
Executive Summary	5
Chapter 1: Introduction	6
1.1 Background	6
1.1.1 International Context	7
1.1.2 National Context	7
1.1.3 Economic Context	7
1.2 Purpose of the Current 5 Year Strategic Programme Plan	8
Chapter 2: Strategic Program Plan Guiding Principle and framework	9
2.1 Vision, Mission, and Guiding Values	9
2.1.1 Vision	9
2.1.2 Mission	9
2.1.3 Guiding Values	9
2.2 Objectives	10
2.3 NOA Organogram	11
2.4 Strategic plan Framework	17
Chapter 3: NOA Five-Year Strategic Program Plan	18
3.1 Strategic Pillar 1	18
3.1.1 Institutional strengthening	18
3.1.2 Human Resources Management	18
3.1.3 Capacity building	19
3.1.4 Branding and visibility	19
3.2 Strategic Pillar 2	20
3.2.1 Strengthening Partnership for Peace	20
3.2.2 Advocacy and sensitization	21
3.2.3 Early warning and response mechanism	21

3.3 Strategic Pillar 3	22
3.3.1 Citizen engagement	22
3.3.2 Public Enlightenment	24
3.3.3 Civic Responsibility	26
3.4 Strategic Pillar 4	28
3.4.1 Data demand and Use	28
Chapter 4: Implementation Plan and Road Map	29
4.1 NOA implementation arrangement	29
4.2 Partnership to implement the SPP II	33
Chapter 5: Financial Cost of the Strategic Program Plan	34
5.1 Financing NOA SPP II	34
5.2 Costing Methodology	34
Chapter 6: Monitoring and Evaluation Framework	36

## List of Tables

Table 1: Implementation plan.....	29
Table 2: The list of potential players in implementation of the plan .....	33
Table 3:Summary Cost of the SPP II in Million N .....	34

## Acronyms and Abbreviations

Acronym/Abbreviation	Meaning
CSO	Civil Society Organizations
DGO	Director General's Office
DHRM	Department of Human Resources Management
DOBM	Department of Orientation & Behaviour Modification
DPCEV	Department of Political, Civic Ethics & Values
DPEMM	Department of Public Education and Mass Mobilization
DPRS	Department of Planning, Research and Strategy
DRCSI	Department of Reforms, Coordination and Service Improvement
DSDSO	Department of Special Duties / State Operation
EFCC	Economic and Financial Crime Commission
FEC	Federal Executive Council
HMIC	Honourable Minister of Communication
HQ	Headquarters
ICPC	Independent Corrupt Practices and Other Related Offences Commission
IPE	Intelligence Preparation of the Environment
MAMSER	Social Mobilisation, Self-Reliance, and Economic Recovery
MDAs	Ministry, Department and Agency
NASS	National Assembly of the Federal Republic of Nigeria
NGOs	Non-Governmental Organization
NIPSI	National Initiative on Peace, Social Harmony, and Integration
NOA	National Orientation Agency
NURTW	National Union of Road Transport Worker
SPP	Strategic Program Plan
SPP II	Strategic Program Plan II

## Executive Summary

The National Orientation Agency (NOA), (which is the successor of the Directorate for Social Mobilization – MAMSER), was established by Decree 100 of 1993 now an Act of the National Assembly Caps 64 Laws of the Federation. To establish the Agency, the Decree merged three significant organs of government, namely: The Public Enlightenment Department and the National Orientation Movement of the then Federal Ministry of Information & Culture with the Directorate for Social Mobilisation, Self-Reliance, and Economic Recovery (MAMSER). The reason for the merger was to consolidate efforts and resources of these organs of government in the field of public enlightenment, social mobilization, and value re-orientation.

Since its establishment, the NOA has been implementing programmes and activities to achieve its mandate. Despite its achievements, there is increasing challenge with public enlightenment, citizen engagement, social mobilization, and value re-orientation.

Building upon its past success and lessons of the 2017-2021 strategic plan and the reappointment of the Director General, the Agency developed this Strategic Program Plan II (SPP II) to provide the direction for the next 5 years 2021-2026.

The formulation of this SPP II is therefore intended to re-energise and reposition the Agency as a veritable melting pot between the government and the people in the task of nation building. Our conviction is that by fostering the desired understanding and effective partnership between the government and the people, Nigerians of all ages would work together to stimulate the process of rapid and integrated national development.

The SPP II will therefor give an indication of actions to be taken to achieve the mandate of NOA within the environment that it is operating. The plan will also provide a framework for implementation; focus and guidance for improvement, monitoring and evaluation of operations and results within the NOA.

# Chapter 1: Introduction

## 1.1 Background

All through history, social mobilization and societal engagement for social resilience have remained critical tools for harnessing the potentials and collective will of the people for national development.

The National Orientation Agency (NOA) is the powerhouse of Government that drives attitudinal change, which in turn is the foundation for national change. The agency is endowed with great potentials that can be fully exploited by government, NGOs, Multilateral and Civil Society Organizations to meet the socio-political challenges of development and bring about the desired change in our country.

The agency has elaborate grassroots structure and national footprint which provides an extensive reach to majority of Nigerians; it has a robust platform for synergy, and mechanisms for expanding the political space for Citizens Engagement. It is in recognition of this fact and the proven capacity of the agency, that it has been given the following positions:

- a. Lead position on Commitment 12, in the Open Government Partnership,
- b. Alternate Chair at the Risk Communication and Community Engagement Pillar of the Presidential Task Force on COVID19 and
- c. Deputy Chair at the National Committee on Campaign against Covid19 Vaccine hesitancy.

Today, more than ever before, given the backdrop of our national challenges of insecurity, insurgency and terrorism, Farmer/ Herder clashes leading to food crisis, secessionist narratives, dwindling revenues, distrust, and loss of confidence in government, the current leadership of the NOA is fully aware of its responsibilities and is rising to the occasion even in the face of human and material resource challenges. The NOA is fully aware of the fact that there is a need for an elaborate and sustained programme of social mobilization which is critical in creating the necessary public awareness for mobilising Nigerians to be part of the various efforts at nation building embarked upon by government.

It is against this backdrop and our mandate as a social engineering organization saddled with the responsibility of engendering citizens buy-in on government policies, programmes, and activities that we present this strategic document titled Strategic Program Plan II (SPP II). The document spans for five years (2021 -2026) and centres on plans for to improve the operational effectiveness of the NOA, drive peace building for national development, and increase public awareness and citizens engagement to address the various thematic areas of our national challenges and regain citizens trust in government policies and activities.

As was elucidated in our earlier 5-year strategic plan (2017-2021) spearheaded by the current Director General-Dr Garba Abari when he was appointed in 2016, the National Orientation Agency shall retain its internal guiding core values put in place by Decree 100 of 1993 now an Act of the National Assembly Caps 64 Laws of the Federation.

### 1.1.1 International Context

The world is witnessing increasing citizen's restiveness occasioned by the socio-economic challenges thrown up by COVID19. The social tensions generated by the consequences of lockdowns and various restrictions are in some cases leading to security challenges. Similarly, the world is grappling with varying shades of insecurity and economic hardship. There is also the challenge of dwindling citizen's confidence in government.

### 1.1.2 National Context

Nigeria is a large multi-religious country with two main religious groups, (Christianity and Islam) with over 250 ethnic groups and several hundred dialects and languages. The country has been besieged with the Boko Haram/ISWAP terrorist and insurgent groups killing, kidnapping, and driving out people from their homes and communities. There is also the dire challenge of farmer/herdsman clashes, high increase in incidences of kidnap for ransom and banditry. In addition, virulent political rhetoric is heightening in the build up to the 2023 general elections. Furthermore, there is a rise in the agitations for secession accompanied by threats and actions of violence. Even most recently, offices of state institutions are being attacked and destroyed and security personnel are also being attacked and killed. More than ever, there are growing cases of loss of values; the sanctity of life and religious institutions and leaders are regularly defiled, even as we are still living in the aftermath of the #End SARS protest inspired by Nigerian youths. Indeed, Nigeria is not spared of her fair share of national security and social challenges. Citizen's participation in finding solutions to these challenges are therefore fundamental, and pivotal to driving peace, social harmony, and national integration.

### 1.1.3 Economic Context

Although the international price of crude continues to rise, Nigeria is faced today with an unbearable cost of subsidising petrol. There is the looming possibility of removal of the present subsidy on petrol which will trigger several other negative economic trends that may likely increase the economic burden on citizens and lead to increased social tensions. Many states are faced with the reality of a rising need to either downsize or right size their work force. Either way, there is a looming possibility of loss of jobs. The Farmer/ Herder clashes is heightening food crisis, while banditry incidences have led to some farming communities abandoning their ancestral homes for safety. Growing unemployment on the other hand is triggering youth involvement in negative vices.

In line with the mandate of the National Orientation Agency, we will in the next 5 years be embarking on programmes, projects, and campaigns to respond to issues of the moment while also embarking on programmes and activities designed to address the challenges of insecurity, loss of confidence in government, negative attitudes, and values as well as building citizen's resilience.

## 1.2 Purpose of the Current 5 Year Strategic Programme Plan

Since the establishment of the National Orientation Agency in 1993 because of the merger of three significant organs of government viz.

- The Public Enlightenment Department of the then Ministry of Information
- The National Orientation Movement
- The Directorate of Social Mobilization, Self-Reliance, and Economic Recovery MAMSER

The agency has been implementing programmes and activities to achieve its mandate. Despite its achievements, there is an ever-growing need for public enlightenment, citizen's engagement, social mobilization, and value re-orientation.

Upon the DG's first appointment in 2016, he discovered that the agency did not have a documented strategic plan to provide a strategic direction for the agency. This gave impetus to our efforts to come up with a 5-year strategic plan to guide our activities for the first 5 years of his leadership at the agency. Consistent with the vision of the Agency, "...to develop a Nigerian Society that is orderly, responsible and disciplined; where citizens demonstrate core values of honesty, hard work and patriotism; where democratic principles and ideals are upheld and where peace and social harmony reign" we formulated programmes and strategies to re-energise and re-position the agency as an efficacious melting pot between the government and the people in the task of nation building.

Building upon the success and lessons of the 2017-2021 strategic plan even in the face of human and material resource challenge, and the reappointment of the Director General, we are proposing the Strategic Program Plan II (SPP II) for the next five years 2021-2026, which shows an overview of highly strategic programme interventions, some of which will be in collaboration with various stakeholders. These programmes will be implemented in the coming 5 years and will provide a framework and strategic guidance for improvement in the way NOA delivers on its all-encompassing mandate. The aim is to encourage citizen's participation and stimulate the process of inclusion in our quest for peace and integrated national development.



## Chapter 2: Strategic Program Plan Guiding Principle and framework

### 2.1 Vision, Mission, and Guiding Values

#### 2.1.1 Vision

The vision of the NOA is stated as follows:

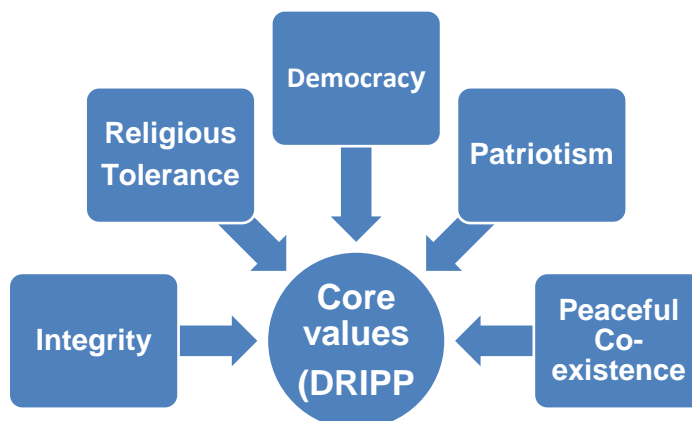


#### 2.1.2 Mission

The mission statement is as follows:



#### 2.1.3 Guiding Values



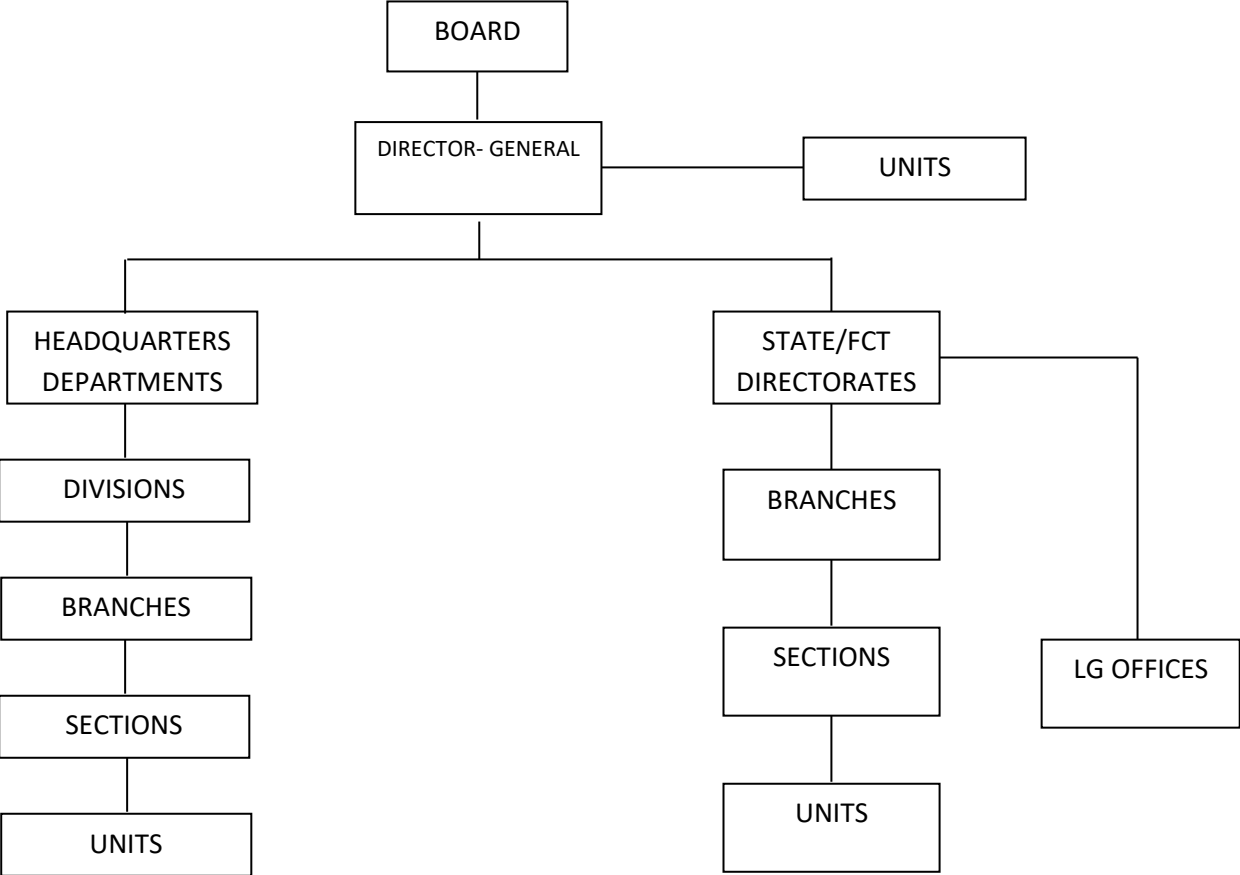
## 2.2 Objectives

The main objectives of the Agency, as provided in Decree 100 of 1993, are to ensure that Government programmes and policies are better understood by the public and:

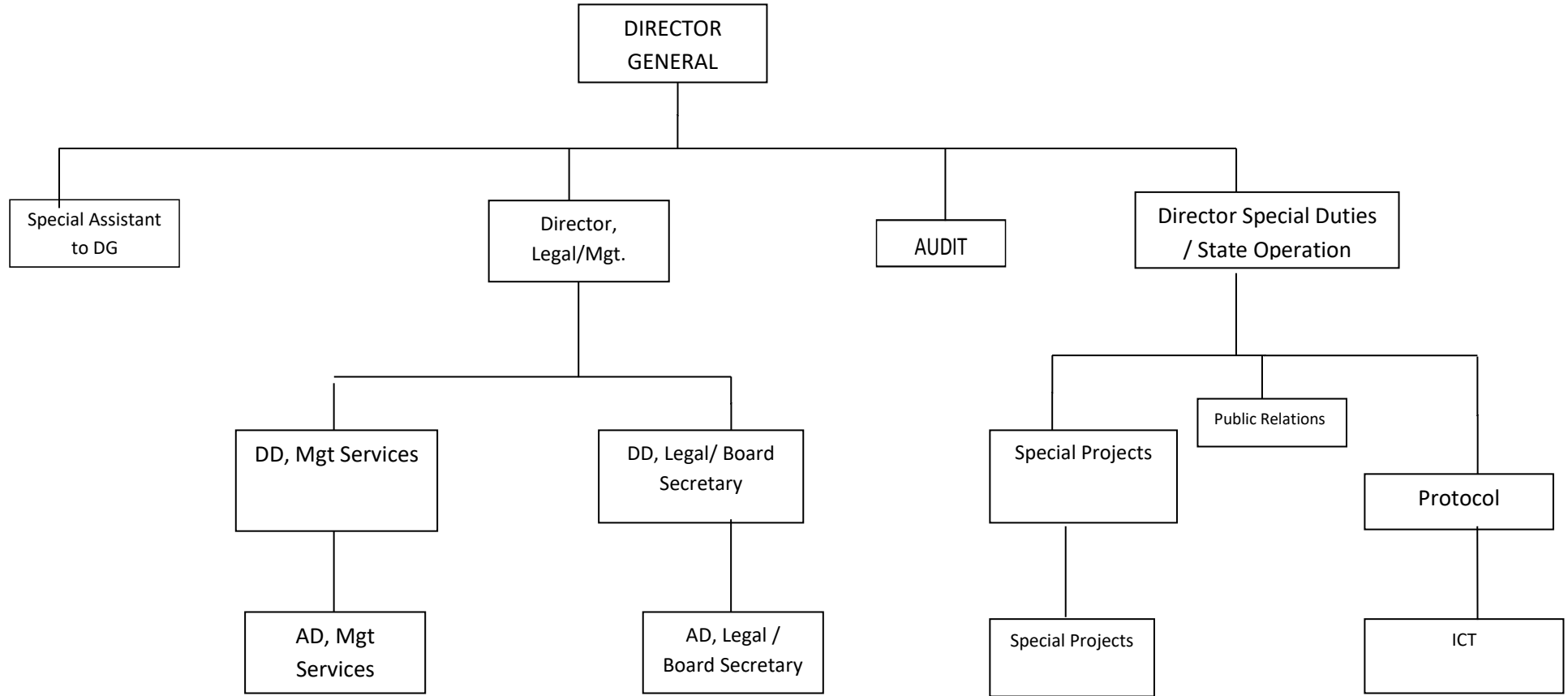
- Mobilize favourable public opinion for such programmes and policies.
- Encourage informal education through public enlightenment activities and publications.
- Establish feedback channels to Government on all aspects of Nigerian national life.
- Foster respect for constituted authority; and instil in the citizens a sense of loyalty to the fatherland.
- Establish appropriate national framework for educating, orientating, and indoctrinating Nigerians towards attitudes, values, and culture which project individual's national pride and positive national image for Nigeria.
- Awaken the consciousness of Nigerians to their responsibilities to the promotion of national unity, citizens' commitment to their human rights to build a free, just, and progressive society.
- Ensure and uphold leadership by example.
- Develop among Nigerians of all ages and sex, social and cultural values and awareness which will inculcate the spirit of patriotism, nationalism, self-discipline, and self-reliance.
- Encourage the people to participate in discussions and decisions actively and freely on matters affecting their general welfare.
- Promote new sets of attitudes and culture for the attainment of the goals and objectives of a united Nigeria State.

2.3 NOA Organogram

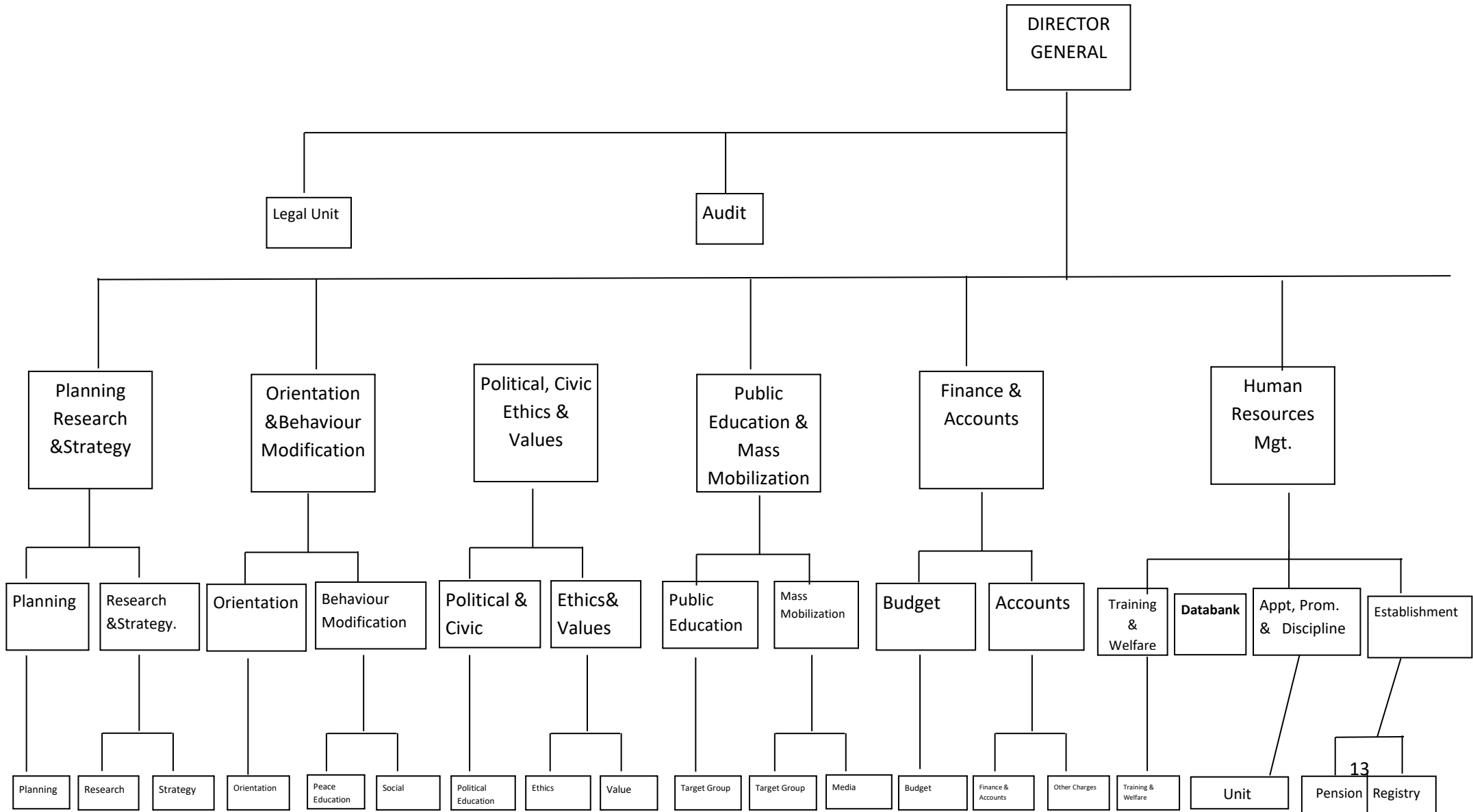
### GENERAL ORGANOGRAM



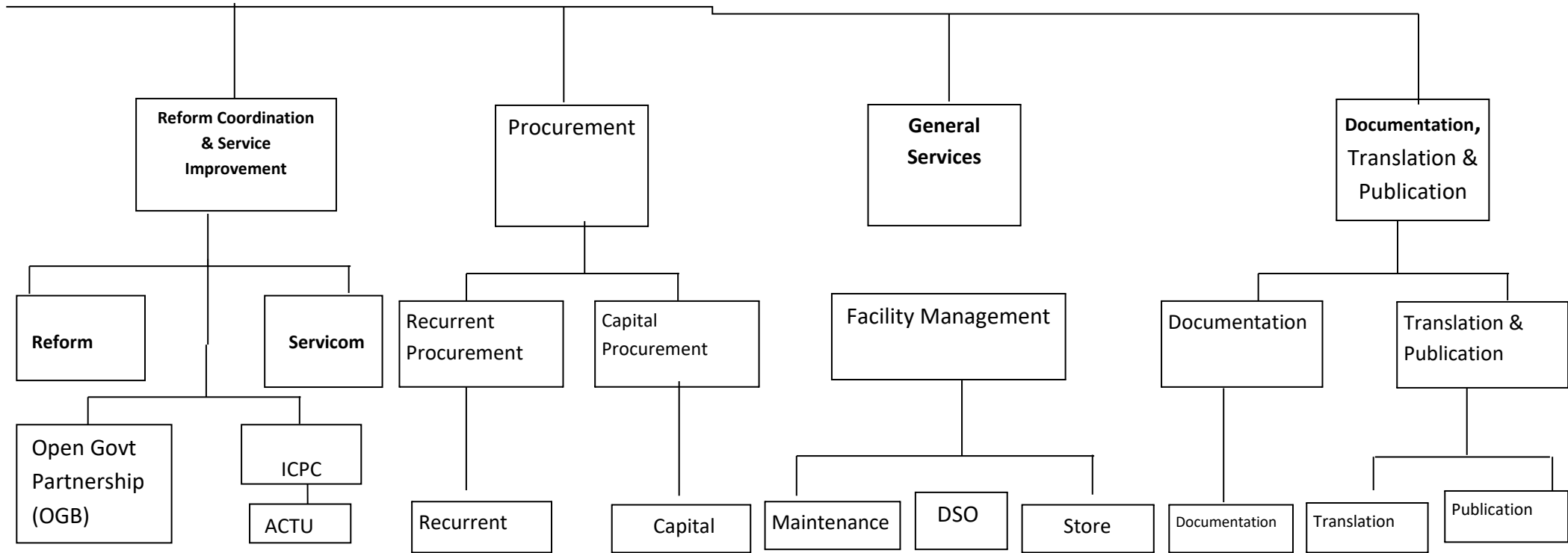
# DIRECTOR-GENERAL'S OFFICE ORGANOGRAM



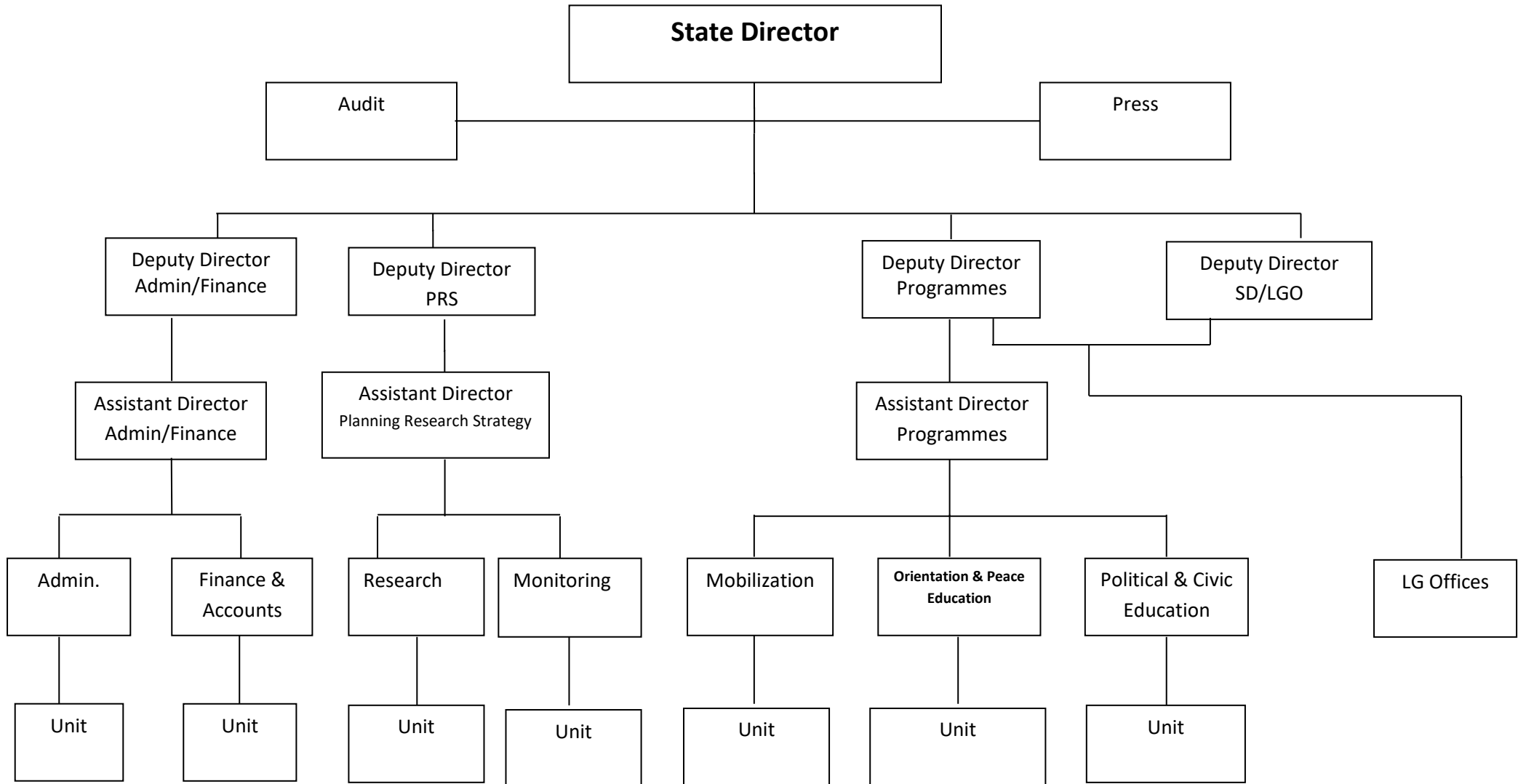
# NATIONAL HEADQUARTERS ORGANOGRAM



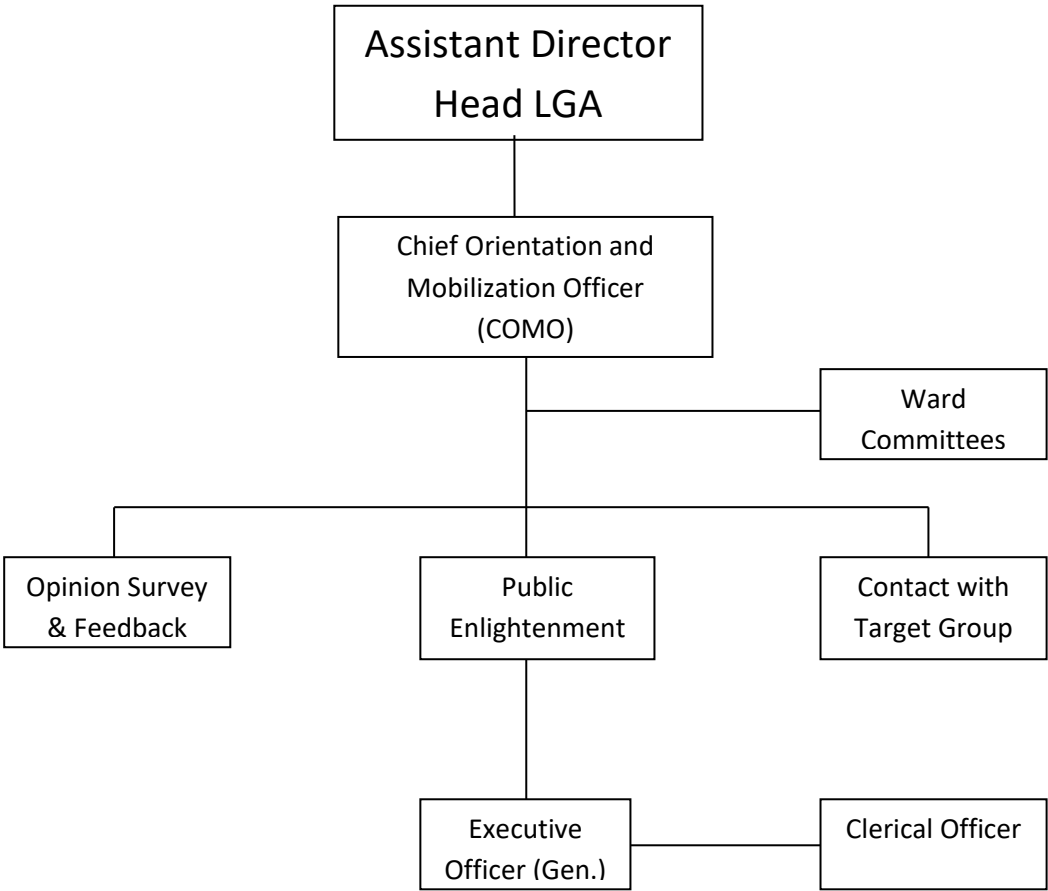
# NATIONAL HEADQUARTERS ORGANOGRAM Contd.



# STATE DIRECTORATE ORGANOGRAM



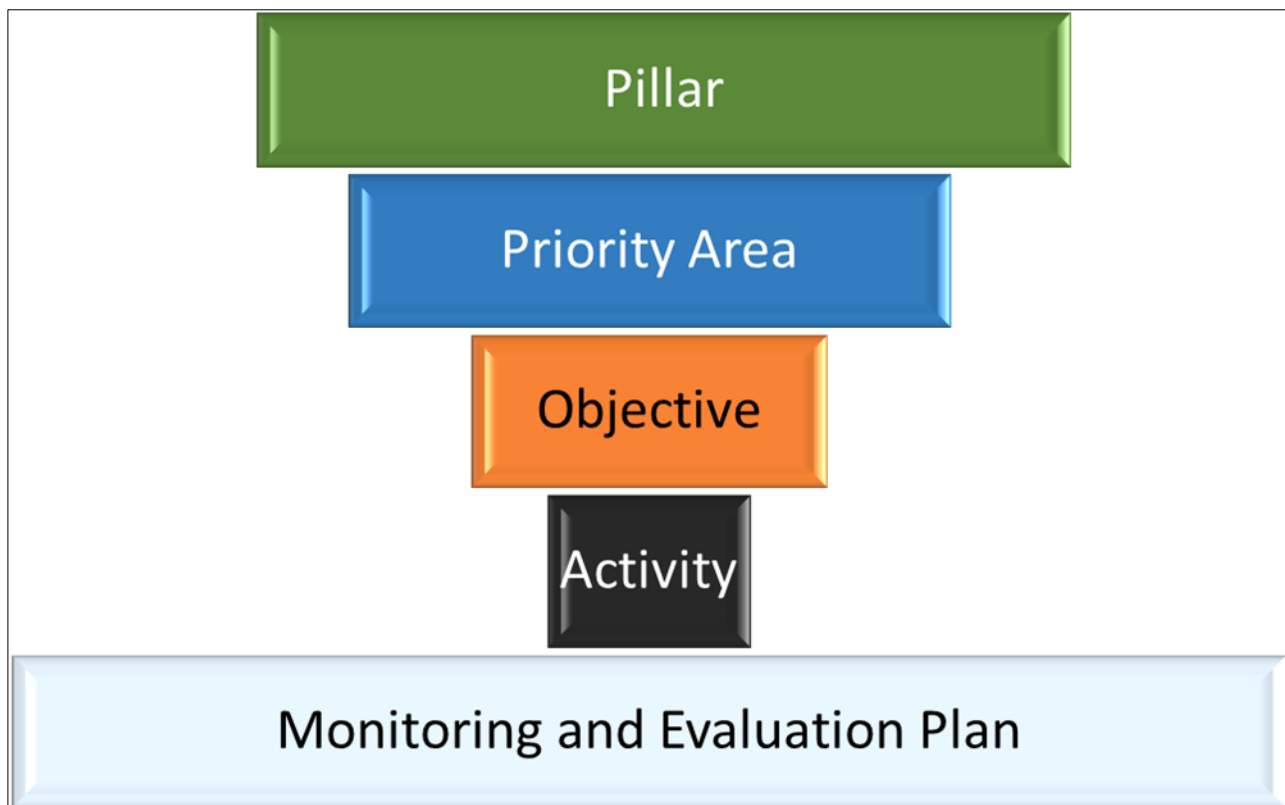
# LOCAL GOVERNMENT OFFICE ORGANOGRAM





## 2.4 Strategic plan Framework

The 5- Year Strategic Program Plan II 2021-2026 (SPP II) will follow the structure shown in the figure below.



## Chapter 3: NOA Five-Year Strategic Program Plan

The SPP II framework sets the broad strategic directions upon which it was developed. The SPP has 4 strategic pillars, 11 priority areas distributed under the four pillars, with each of the priority areas having one objective/strategic objective.

### 3.1 Strategic Pillar 1

#### **Strategic Pillar One: Governance and Leadership**

Goal: To improve operational capacity of the NOA

##### Priority Areas

- 1.1- Institutional strengthening
- 1.2- Human Resources Management
- 1.3- Capacity building
- 1.4- Branding and visibility

##### 3.1.1 Institutional strengthening

Strategic Objective: To improve NOA's systems and processes.

##### Activities

The activities planned under this priority area include:

1. Acquire and maintain a workable ICT system (enterprise management system& hardware)
2. Develop operational documents such as operational guidelines, Reporting strategy, Human Resources policy (Job descriptions, & individual staff objective setting, Rewards and penalty mechanism, Performance appraisal), annual workplan
3. Develop a staff handbook (core values, rewards and penalty mechanism, dress code, staff expectations, performance appraisal)
4. Create/strengthen peer review platforms for lesson learning at both state and HQ.
5. Advocacy and other initiatives to amend the act establishing the NOA.
6. Identify and collate knowledge products from MDAs to inform NOA's programs.

##### 3.1.2 Human Resources Management

Strategic Objective: To recruit and deploy NOA human resources efficiently.

##### Activities

The activities planned under this priority area include:

1. To recruit additional staff to meet the current staffing gap.

### 3.1.3 Capacity building

Strategic Objective: To enhance service delivery and institutional capacity.

#### Activities

The activities planned under this priority area include:

1. In line with agency policies, support staff training and development initiatives
2. Identify/mobilize resources for identified capacity gaps.
3. Identify alternative (online) training options for NOA staff.

### 3.1.4 Branding and visibility

Strategic Objective: To highly increase awareness of the NOA and its activities among Nigerians.

#### Activities

1. Review current NOA awardees and identify awardees with high profiles that can improve NOA branding and visibility.
2. Identify and engage high profile government individuals (power brokers) who can serve as NOA champions.
3. Define organizational core values (for staff) that improve NOA image.
4. Identify and develop partnerships with TV, radio stations, new media, artist's association/individuals to share NOA's work and improve visibility.
5. Develop at least 3 knowledge products quarterly (feature stories, fact sheets) on key government and NOA achievements and disseminate to the government and public.
6. Create and drive followership and engagement on NOA social media pages and website (Facebook, Instagram, YouTube, Twitter)
7. Establish interMDA platform for information sharing on government policies and programs.

## 3.2 Strategic Pillar 2

### **Strategic Pillar Two: Peace building and Inclusive Security**

Goal: Creating a peaceful environment for national development

#### Priority Areas

- 2.1-Strengthening Partnerships for Peace
- 2.2-Advocacy and sensitization
- 2.3-Early warning and response mechanism

#### 3.2.1 Strengthening Partnership for Peace

Strategic Objective: Creating synergy for high impact peace interventions.

#### Activities

The activities planned under this priority area include:

1. **The National Initiative on Peace, Social Harmony, and Integration (NIPSI)**; the National Orientation Agency has collaborated with the Defence Intelligence Agency to invite stakeholders across the intelligence community, Security Agencies, Civil Society Organizations and Citizens Groups to deploy soft power interventions in areas of security challenges. This platform will activate the “**all of society approach**” as prescribed in the revised national security strategy document. Activities planned under this platform include:
  - ✓ Intelligence Preparation of the Environment (**IPE**)
  - ✓ Target Audience Analysis/Engagement
  - ✓ Crafting and promotion of appropriate narratives
  - ✓ Meetings with Gate Keepers
  - ✓ Distribution of crafted narratives through various channels
  - ✓ Town Hall Meetings
  - ✓ Acquisition and deployment of Social Media Influencers
  - ✓ Acquisition and deployment of TV and Radio Airtime
  - ✓ Acquisition and deployment of critical voices for national unity and cohesion
2. As part of the initiative we will shape, develop the following strategy frameworks- Theory of Change and implementation plan.
3. Develop strategic communication plan and policy engagement strategy to drive the implementation of the NOA 5-year strategic plan.

### 3.2.2 Advocacy and sensitization

Strategic Objective: Acquiring high level buy-in and creating widespread awareness of government policies and programs.

#### Activities

The activities planned under this priority area include:

1. Peace Education: Develop and deploy peace education modules in primary and secondary schools that addresses current drivers of violence.
2. Community Dialogue for peace and social Harmony. Under our overarching campaign theme “**Building a People of Peace**” the NOA will continue to engage stakeholders in community dialogues for peace and social harmony
3. Identify and conduct advocacy initiatives to both state and non-state actors targeted at identified challenges to peace and social harmony. Develop an issue logbook to inform advocacy initiatives at state and HQ.
4. Explore and create partnerships that mobilize and deploy interventions that address the economic needs of youth at risk.
5. Community engagement to facilitate and encourage reintegration of rehabilitee combatants.
6. Conduct evidence -based high level engagements and community-based interventions that enable and facilitate reconciliation.

### 3.2.3 Early warning and response mechanism

Strategic Objective: Identify drivers of violence and pre-empt incidences for early response.

#### Activities

The activities planned under this priority area include:

1. Identify and engage sources of support to strengthen NOA’s existing Early warning and response mechanism.

### 3.3 Strategic Pillar 3

#### **Strategic Pillar Three: Behavioural Change**

Goal: Positively change attitudes, values and behaviours that promote peace, harmony; and national development

##### Priority Areas

- 3.1-Citizen engagement
- 3.2-Public enlightenment
- 3.3- Civic responsibility

##### 3.3.1 Citizen engagement

Strategic Objective: Build trust in government and obtain citizen perspective to inform Government policies.

##### Activities

The activities planned under this priority area includes:

1. **Restoring Public Confidence in Government;** The NOA has developed a strategic plan to bridge the gap between Citizens and Government and restore public confidence in government. This plan has already been presented to the National Economic Council. We kick started this project with a Virtual National Youth Summit and several virtual Youth Summits across states. The Agency held a Youth Engagement Social Media Campaign tagged #4abetternigeria. This campaign will be sustained as a platform for youths to engage with government and create better understanding of the efforts of government. Other activities planned for implementation under this platform include.
  - ✓ **Establishing a gauging parameter for public confidence in different levels of governments;** this is imperative especially in the light of the fact that the Federal government currently gets the blame for failure at all levels. This will enable contentious issues to be addressed by responsible officers at various levels of government. NOA will work with Stakeholders to establish dialogue platforms to create acceptable gauging parameters.
  - ✓ **Feedback Mechanisms:** Citizen's engagement needs to be further strengthened. There must be on-going consistent citizens engagement at all levels of government. This factor has been stressed in commitment 12 of the Open Government Partnership and the NOA has been given lead position on this. Happily, the NOA is structured to adequately play this role if properly

supported, equipped, and kitted. We will be expanding the conversation space by creating more programme platforms for citizens engagement by deployment of our programme platform “Local Government Assembly.

- ✓ **Responsiveness to public opinion by government.** How are the proceeds of feedback utilized by various levels of government? Does feedback form part of our considerations for policy fine tuning? Do the public have a reasonable say in how policies, programs and activities are formulated? Platforms for Virtual Citizens Engagement with various Responsible High Officers of government will be established and sustained. The success of this platform will require support from the Secretary to Government of the Federation in mobilizing high level government officials to prioritize attendance at these virtual citizens engagement sessions.
  - ✓ **Expanding the scope of economic opportunities;** This is targeted at the youth and the vulnerable, while creating platforms for accountability of public officials. This will be done through our collaborations with MDAs, Social Safety Investment programmes implementation and the office of the Vice President.
  - ✓ **Expansion of the public conversation space and accommodation of dissenting opinions and constructive criticisms;** We will create robust platforms for healthy debates with people who have dissenting opinions by bringing various officials of government on platforms for virtual meetings with stakeholders.
  - ✓ **Community Theatre Intervention:** This is aimed at demonstrating how government is working for the good of the people.
  - ✓ **Robust Communication of government Policies, Programmes and Activities.**
  - ✓ **Development and regular deployment of TV and Radio jingles.**
  - ✓ **Workshops on improving the quality-of-service delivery by MDAs.**
  - ✓ **Workshops on improving synergy among MDAs.**
2. Facilitation of Annual Bloggers Conference to facilitate accurate reporting and self-censorship. The process of facilitating Bloggers Conference by the NOA will be re-invigorated to stimulate self -censoring by the Bloggers Community and raise

integrity standards among Bloggers. This will be done via Bloggers Conferences in the 6 geo-political zones in the first instance.

3. Periodic Ministerial Town Hall Meetings: In the spirit of creating platforms for citizen's engagement with government officials, the NOA will continue to work with the Federal Ministry of Information to organize periodic Town Hall Meetings to enlighten stakeholders on government policies programmes and activities and offer interactive opportunities for feedback and constructive criticisms for improved service delivery.
4. Campaigns to encourage community ownership and protection of public infrastructure. NOA regularly carries out sensitization campaigns geared towards protection of public property. The wanton destruction of public properties across the country in the aftermath of the #EndSARS protests is a wake-up call to up-scale sensitization efforts on protection of public property. NOA shall do this via stakeholders' engagement, focused group discussions with Community Leaders, Traditional and Religious Leaders, while deployment of posters, flyers, TV, and Radio jingles will be effectively utilized.
5. Identify and engage potential partners (NASS, state, and non- state actors) to drive citizen engagement.

### 3.3.2 Public Enlightenment

Strategic Objective: Sufficiently keep the public informed about government programs and policies.

#### Activities

The activities planned under this priority area includes:

1. My Constituency-My Project: Also include the ICPC constituency website link as a quick link on NOA website. In our on-going partnership with the ICPC on the collective fight against corruption, the NOA will sustain its sensitization and stakeholder's engagement on the "My Constituency-My Project" national campaign designed to raise citizens consciousness on the need for them to take ownership of constituency projects, insist on value for money and protect such projects located in their communities.
2. Awareness Campaigns Promoting National Symbols. As a result of advocacy by the National Orientation Agency, September 16th was approved by the Federal Executive Council in 2013 as a day to celebrate our national symbols. NOA is the Custodian of



the Flag, the Coat of Arms, The National Anthem, and Pledge. Alongside the Central Bank of Nigeria and Nigeria Immigration Service who are also custodians of various national symbols, NOA will up-scale awareness creation on the proper handling and use of our various national symbols.

- ✓ NOA along with NGOs and other partners will organize a National Unity Flag Tour. Already, an ICONIC National Unity Flag has been designed and is ready for virtual presidential unveiling to flag off the National Unity Flag Tour during which, 100 million national unity flags are projected for distribution free of charge with support from government and the corporate sector.
  - ✓ The goal of the National Unity Flag Tour is to carry the national Unity Flag to all the 774 Local governments in Nigeria with a message of national unity from the President Buhari. Symbolic presentations would be made to critical stakeholders including State Governors, Speakers of States Houses of Assembly, Traditional Rulers, Religious Leaders, notable Statesmen, Youth Groups, Women Groups, NURTW, Market Men and Women Associations etc.
3. Mobilization of citizens Against Corruption and other Economic Crimes: The Agency will organize sensitization and Mobilization campaigns against corruption and other economic crimes. In this regard, the Agency will strengthen existing collaborations with, EFCC, ICPC, Nigerian Financial Intelligence Unit and Code of Conduct Bureau and avail them the use of the Agency's platform in sensitizing Nigerians on the ills of corruption and the need to avoid economic and financial crimes.
  4. Campaign Against Open Defecation: NOA is working with Federal Ministry of Water Resources to promote safe and hygienic toilet practices. This is against the backdrop of the revelation that Nigeria ranked extremely high on the scale of countries where open defecation is still a big challenge.
  5. Campaign Against Rape and Violence Against Persons: The NOA has secured large scale stakeholder buy-in on the fight against rape and violence against persons. We have gotten several State Governors, Chief Justices, and Police Commissioners amongst many others to publicly endorse the fight and express their support for it. This effort will be sustained until incidences of rape and gender violence are reduced to the barest minimum.

In collaboration with the National Agency for the Prohibition of Trafficking in Persons, NOA will carry out country wide campaigns to popularize the national register for perpetrators of sexual violence as a deterrent against sexual offences.

#### **6. Campaigns communicating government policies, programs, and activities.**

##### **3.3.3 Civic Responsibility**

Strategic Objective: To promote citizen's understanding and participation in nation building.

##### Activities

The activities planned under this priority area includes:

1. Campaigns for promoting the National Policy on Ethics and Integrity. The National Policy on Ethics and Integrity is a joint effort of the OSGF, ICPC and NOA and presented by the NOA and ICPC for approval by the Federal Executive Council. Since its approval by FEC, the NOA alongside the ICPC have organized Zonal Town Hall sensitization Meetings to get stakeholder buy-in for effective compliance. The policy has also been presented to the National Council of Traditional Rulers in Nigeria. Over the next 5 years, NOA in partnership with ICPC and other stakeholders will take the policy to the grass roots through “**Focus Group**” discussions, outdoor orientation and sensitization in the markets, motor parks, schools, town and ethnic unions, virtual engagements with Youths and engagement with professional associations etc.
2. Training of 36,000 NOA Social Media Fact Checking Ambassadors across the 36 states of the federation. The Agency is planning multi-pronged approaches to tackle the menace of misinformation, dis-information, fake news, and general information disorder which are impacting negatively on nearly every aspect of our national life. NOA staff are currently receiving training on “Fact Checking” from PREMIUM TIMES. The plan is to cascade this training to local governments across the country and capacitate staff of the agency with fact checking skills. NOA will partner with NGOs to train and capacitate not less than 1000 youths per state in the 36 states and the FCT (a target of 37,000 youths). NOA Volunteer Youth Fact Checking Ambassadors will be created with the aim of limiting the capacity of peddlers of fake news and those inciting security threats and public fear in our country.

3. National Voter Education Campaigns. National Voter Education Campaigns will be organized in the build-up to the 2023 general elections to ensure eligible voters are well informed on their civic responsibilities, voting procedures, INEC election guidelines as well as ensuring active participation in the electoral process. NOA will also organise Political Parties Summit to stimulate conversations around internal party democracy which is crucial to electoral integrity. This was done during the 2019 general elections. NOA will also carry out campaigns to ensure fewer invalid votes, peaceful elections, less incidence of vote buying and selling.
4. Annual National Legislative Conference. The NOA is partnering with HALOWMACE, an NGO, in organizing annual National Legislative Conference to spotlight the activities of the Legislative arm of government at Federal, State and Local Government levels. The 2020 edition was well attended and received commendation from the Leadership of the National Assembly. This will be strengthened and sustained as the National Assembly's buy-in and willingness to support it annually.

### 3.4 Strategic Pillar 4

#### **Strategic Pillar Four: Agenda setting and policy engagement.**

Goal: Utilize NOA's generated citizen perspective and feedback to inform government policy making process

#### Priority Areas

- 4.1- Data demand and Use

#### 3.4.1 Data demand and Use

Strategic Objective: To encourage the relevant state actors to utilize NOA information for decision making.

#### Activities

The activities planned under this priority area includes:

1. Advocacy and stakeholder engagement to drive data demand and use.

## Chapter 4: Implementation Plan and Road Map

### 4.1 NOA implementation arrangement

The NOA shall take lead role in the management of implementation of the SPP II under the oversight of the Director General. The SPP II shall guide annual operational plans for all planning entities in the NOA at both state and HQ, and for development partners who seek to support the Agency. Table below shows implementation roadmap of the strategic plan and the responsible departments within the NOA.

**Table 1: Implementation plan**

Strategic pillar and priority areas	Activity	Responsibility	Timeframe
<b>Pillar 1: Governance and Leadership</b>			
1.1: Institutional strengthening	Acquire and maintain a workable ICT system (enterprise management system& hardware)	ICT Team under DSDSO	Growing over a period of 5 years
	Develop operational documents such as operational guidelines, Reporting strategy, Human Resources policy (Job descriptions, & individual staff objective setting, Rewards and penalty mechanism, Performance appraisal), annual workplan	DHRM	December 2021
	Develop a staff handbook (core values, rewards and penalty mechanism, dress code, staff expectations, performance appraisal)	DHRM	December 2021
	Create/strengthen peer review platforms for lesson learning at both state and HQ.	DSDSO	December 2021 and sustained over 5years
	Advocacy and other initiatives to amend the act establishing the NOA	DG/LEGAL	December 2021 and sustained
	Identify and collate knowledge products from MDAs to inform NOA's programs	DPRS	December 2021 and sustained over 5years
1.2: Human Resources Management	To recruit additional staff to meet the current staffing gap	DHRM	2022
1.3: Capacity building	In line with agency policies, support staff training and development initiatives	DHRM	December 2021 and

			sustained over 5 years
	Identify/mobilize resources for identified capacity gaps	DHRM	December 2021
	Identify alternative (online) training options for NOA staff.	DHRM	December 2021
1.4 Branding and visibility	Review current NOA awardees and identify awardees with high profiles that can improve NOA branding and visibility	DSDSO	December 2021 and sustained over 5 years
	Identify and engage high profile government individuals (power brokers) who can serve as NOA champions	DG	December 2021 and sustained over 5 years
	Define organizational core values (for staff) that improve NOA image	DSDSO	December 2021, training on this to be sustained
	Identify and develop partnerships with TV, radio stations, new media, artist's association/individuals to share NOA's work and improve visibility	AD PRESS Under DSDSO	December 2021 and sustained over 5 years
	Develop at least 3 knowledge products quarterly (feature stories, fact sheets) on key NOA achievements and disseminate to the government and public	AD PRESS Under DSDSO	December 2021 and sustained over 5 years
	Create and drive followership and engagement on NOA social media pages and website (Facebook, Instagram, YouTube, Twitter)	NOA ICT Team Under DSDSO	2021 to 2026
	Establish interMDA platform for information sharing on government policies and programs	DPRS	December 2021 and sustained
<b>Pillar 2. Peace building and Inclusive Security</b>			
2.1: Strengthening Partnership for Peace	<b>The National Initiative on Peace, Social Harmony, and Integration (NIPSI);</b> the National Orientation Agency has collaborated with the Defence Intelligence Agency to invite stakeholders across the intelligence community, Security Agencies, Civil Society Organizations and Citizens	DG/DSDSO	2021 to 2026

	Groups to deploy soft power interventions in areas of security challenges.		
	As part of the initiative shaping, develop the following strategy frameworks- Theory of Change.	DG/DSDSO	2022
	Develop strategic communication plan and policy engagement strategy to drive the implementation of the NOA 5-year strategic plan	DSDSO	December 2021
2.2: Advocacy and sensitization	Peace Education: Develop and deploy peace education modules that addresses current drivers of violence	DOBM	2022
	Community Dialogue for peace and social Harmony. Under our overarching campaign theme “ <b>Building a People of Peace</b> ” the NOA will continue to engage stakeholders in community dialogues for peace and social harmony	DSDSO	2021 to 2026
	Identify and conduct advocacy initiatives to both state and non-state actors targeted at identified challenges to peace and social harmony. Develop an issue logbook to inform advocacy initiatives at state and HQ.	DSDSO	2021 to 2026
	Explore and create partnerships that mobilize and deploy interventions that address the economic needs of youth at risk	DSDSO	2021 to 2026
	Community engagement to facilitate and encourage reintegration of rehabilitee combatants.	DOBM	2021 to 2026
	Conduct evidence -based high level engagements and community-based interventions that enable and facilitate reconciliation	DOBM	2021 to 2026
2.3: Early warning and response mechanism	Identify and engage sources of support to strengthen NOA’s existing Early warning and response mechanism.	DPRS	December 2021
<b>Pillar 3: Behavioural change</b>			

3.1: Citizen engagement	Design and deploy interventions that restore Public Confidence in Government	DG/DSDSO	2021 to 2026
	Facilitation of Annual Bloggers Conference to facilitate accurate reporting and self-censorship	DSDSO/ICT	2021 to 2026
	Periodic Ministerial Town Hall Meetings	DG/HMIC	2021 to 2026
	Campaigns to encourage community ownership and protection of public infrastructure	DPEMM	2021 to 2026
	Identify and engage potential partners (NASS, state, and non-state actors) to drive citizen engagement	DRCSI	2021 to 2026
3.2: Public enlightenment	My Constituency-My Project: Also include the ICPC constituency website link as a quick link on NOA website.	DSDSO	2021 to 2026
	Awareness Campaigns Promoting National Symbols	DPCEV	2021 to 2026
	Mobilization of citizens Against Corruption and other Economic Crimes	DSDSO	2021 to 2026
	Campaign Against Open Defecation	DPEMM	2021 to 2026
	Campaign Against Rape and Violence Against Persons	DOBM	2021 to 2026
	Campaigns communicating government policies, programs, and activities	DSDSO	2021 to 2026
3.3: Civic responsibility	Campaigns for promoting the National Policy on Ethics and Integrity	DSDSO	2021 to 2026
	Training of 36,000 NOA Social Media Fact Checking Ambassadors across the 36 states of the federation	DG/DSDSO	2021 to 2026
	National Voter Education Campaigns	DPCEV	2021 to 2026
	Annual National Legislative Conference	DG/DSDSO	2021 to 2026
<b>Pillar 4: Agenda setting and policy engagement</b>			
4.1: Data demand and Use	Advocacy and stakeholder engagement to drive data demand and use	DPRS	2021 to 2026



## 4.2 Partnership to implement the SPP II

NOA partners will include MDAs, private sector actors, development actors/donors, and CSOs. Willing partners will provide technical support to the Agency within the scope of the SPP II. Table below shows the list of the potential players the Agency has identified in the implementation of the SPP II. This list is not exhaustive.

**Table 2: The list of potential players in implementation of the plan**

Government	Private sector/ Development Partners/Implementing Partners/NGOs Network
• <b>MDAs</b>	• Foreign, Commonwealth, and Development Office (Formerly DFID)
• <b>NASS</b>	• United States Agency for International Development (USAID)
	• MacArthur Foundation
	• Open Society Initiative for West Africa (OSIWA)
	• UNDP
	• European Union
	• Ford Foundation
	• Konrad-Adenauer Foundation
	• Friedrich-Ebert-Stiftung
	• Action Aid
	• Christian Aid
	• Civil Society Legislative Advocacy Centre (CISLAC)
	• Centre for Social Justice (CSJ)
	• African Centre for Leadership, Strategy and Development (Centre LSD)
	• Centre for Democracy & Development
	• Policy and Legal Advocacy Centre (PLAC)
	• Civil Society Action Coalition on Education for All (CSACEFA)
	• Nigeria Labour Congress (NLC)
	• Trades Union Congress (TUC)
	• Nigerian Bar Association (NBA)
	• National Union of Journalists (NUJ)
	• Nigeria Association of Women Journalists (NAWOJ)
	• Christian Association of Nigeria (CAN)
	• Jama'atu Nasril Islam (JNI)
	• Federation of Muslim Women's Associations of Nigeria (FOMWAN)
	• Catalyst for Peace and Social Justice
	• FOSTER
	• Public and Private Development Centre (PPDC)
	• Citizens Advocacy for Social & Economic Rights (CASER)
	• Secretariat, Open Alliance,
	• Partnership to Engage, Reform and learn (PERL)

## Chapter 5: Financial Cost of the Strategic Program Plan

### 5.1 Financing NOA SPP II

Efforts will be made to increase budgetary allocation to NOA given its overarching mandate and strategic position to the accomplishment of the objectives of government. The Agency will also make consistent efforts to diversify its funding through partnerships with Civil Society Organizations, Non -Governmental Organizations, Donor Agencies and Sister MDAs. In addition, NOA will work with stakeholders to conduct Donor Mapping and develop fund raising strategies. All extant Federal government financial regulations will be adhered to.

### 5.2 Costing Methodology

The SPP II was costed using a custom excel based costing tool. The table below shows the summary budget of the 4 pillars and 11 priority areas over the 5 implementation years. The costing tool is also embedded in this section.

**Table 3: Summary Cost of the SPP II in Million N**

S/ N	Pillar/Priority Areas	2021 (NGN)	2022 (NGN)	2023 (NGN)	2024 (NGN)	2025 (NGN)	2026 (NGN)	Total (NGN)
1	<b>Leadership and governance</b>							
P1	1.1: Institutional strengthening	68.9M	68.9M	68.9M	68.9M	68.9M	68.9M	<b>344.5M</b>
P2	1.2: Human Resources Management	10M	10M	10M	10M	10M	10M	<b>50M</b>
P3	1.3: Capacity building	29M	29M	29M	29M	29M	29M	<b>145M</b>
P4	1.4 Branding and visibility	48M	48M	48M	48M	48M	48M	<b>240M</b>
2	<b>Peace building and Inclusive Security</b>							
P1	Strengthening Partnership for Peace	505M	505M	505M	505M	505M	505M	<b>2525M</b>
P2	Advocacy and sensitization	153M	153M	153M	153M	153M	153M	<b>765M</b>
P3	Early warning and response mechanism	8M	8M	8M	8M	8M	8M	<b>40M</b>
3	<b>Behavioural Change</b>							
P1	Citizen engagement	218M	218M	218M	218M	218M	218M	<b>1090M</b>
P2	Public enlightenment	141.8M	141.8M	141.8M	141.8M	141.8M	141.8M	<b>709M</b>
P3	Civic responsibility	94.4M	94.4M	94.4M	94.4M	94.4M	94.4M	<b>472M</b>
4	Agenda setting and policy engagement							

<b>P1</b>	Data Demand and Use	20M	20M	20M	20M	20M	20M	<b>100M</b>
<b>GRAND TOTAL</b>								<b>6481M</b>



Costing tool\_NOA  
Strategic program pla

## Chapter 6: Monitoring and Evaluation Framework

The approach of managing results at all levels will remain the priority of the Agency. We will improve on monitoring and evaluation with a view to reflect lessons learnt under the previous 5-year strategic plan. The aim is to institute Monitoring and Evaluation (M&E) as one of the critical tasks carried out by the Agency. Going forward, M&E will include performance indicators at every level, milestones, risk analysis and risk management matrix. Staff capacity will be enhanced for efficient delivery of services and for carrying out frontline M&E functions. M&E at the Agency will be integrated with all departments/directorates playing a lead role in the collection and submission of required data to the PRS Department. The PRS Department will be responsible for providing guidance on M&E processes, tools, and activities within the agency. They will also house and oversee the implementation and review of the M&E framework.

The M&E framework outlines all activities of the SPP II, intended output and indicators, baseline where available and target for assessing progress and results.

The Agency will upscale opinion surveys, rapid reviews or evaluations, performance audits, cost benefit analysis, rigorous in-depth impact evaluations and value for money monitoring.

The Agency will conduct annual reviews of its SPP II to assess progress, challenges, success, and lessons learnt with the aim to improve its operations and target setting for the coming years.

**Table 4: M&E Framework/Logframe**

NOA Strategic Program Plan		Output	NOA Indicators	Type of Indicator	Baseline 2021	Target						Total Target	Remark
Goals (Priority Areas)	NOA SPP II Strategic Activities					2021	2022	2023	2024	2025	2026		
<b>Pillar 1: Leadership and governance</b>													
1.1: Institutional strengthening	To acquire and maintain a workable ICT system (enterprise management system& hardware)	Real time collation and reporting between state, & HQ.	Availability of a workable ICT system at state and HQ level	Output	0	1						1	
		Improved data management within NOA	Proportion of real time reports sent to HQ from state	Outcome	0	10%	20%	25%	30%	40%	50%	50%	This is a cumulative target which means that 50% is the target for the 5 years
	Develop operational documents such as operational guidelines, Reporting strategy, Human Resources policy (Job descriptions, & individual staff objective setting, Rewards and penalty mechanism, Performance appraisal), annual workplan	Existence of operational documents such as operational guidelines, Reporting strategy, Human Resources policy (Job descriptions & individual staff objective setting, Rewards, and penalty	Copy of developed operational documents such as operational guidelines, Reporting strategy, Human Resources policy (Job descriptions & individual staff objective setting, Rewards, and penalty	Output	0	1						1	

	Develop a staff handbook (core values, rewards and penalty mechanism, dress code, staff expectations, performance appraisal)	Staff handbook that includes sections on core value etc. developed	Copy of Staff handbook that includes sections on core value etc. developed	Output	0	1						1	
	Create/strengthen peer review platforms for lesson learning at both state and HQ.	Peer review platforms created or strengthened at both state and HQ.	Instances of peer review platforms created/strengthened that generated lessons learnt through for the NOA	Output	-	3	3	3	3	3	3	18	
	Advocacy and other initiatives to amend the act establishing the NOA	Advocacy carried out towards NOA act amendment.	Number of advocacy initiatives conducted towards the amendment of the NOA ACT	Output	0	10	10	10	10	10	10	60	
		Amended NOA Act	Copy of amended NOA Act	Outcome	0	1						1	
	Identify and collate knowledge products from MDAs to inform NOA's programs	Repository of knowledge products from MDAs	Number of knowledge products collated from MDAs	Output	0	12	12	12	12	12	12	72	
		Utilization of knowledge products by NOA to inform and plan their programs	Instances of use of knowledge products by NOA to inform its programs	Outcome	0	4	4	4	4	4	4	24	
1.2: Human Resources Management	To recruit additional staff to meet the current staffing gap	Staff recruited to meet NOA's needs.	Number of staff recruited to meet NOA's needs disaggregated by gender and location	Output	0	15	20	20	20	25	20	120	

1.3: Capacity building	In line with agency policies, support staff training and development initiatives	Identification and sharing of capacity building opportunities, paid and non-paid.	Number of paid and non-paid capacity building opportunities, identified.	Output	0	12	12	12	12	12	12	72		
			Proportion of identified paid and non-paid capacity building opportunities shared to staff.	Output	0	100%	100%	100%	100%	100%	100%	100%		
			Proportion of shared paid and non-paid capacity building opportunities that were taken up by staff	Outcome	0	90%	90%	90%	90%	90%	90%	90%		
	Identify/mobilize resources for identified capacity gaps	Resources mobilized for capacity building.	Value of financial resources mobilized for capacity building	Output	0	5M	5M	6M	6M	7M	7M	36M		
			Percentage of mobilized resources utilized for capacity building	Outcome	0	100%	100%	100%	100%	100%	100%	100%		
		Staff exchange/short term exchange program established.	Staff exchange program established.	Output	0	1						1		
			Number of NOA staff that participated in the program	Outcome	0	5	7	10	10	12	15	59		
	Identify alternative (online) training options for NOA staff.	An excel sheet showing current capacity gap by thematic areas and online training options.	Number of online trainings identified and included on the excel training sheet.	Output	0	12	16	20	15	15	20	98		

			Number of staff that underwent online trainings identified.	Outcome	0	100	150	250	300	350	400	1550	
1.4 Branding and visibility	Review current NOA awardees and identify awardees with high profiles that can improve NOA branding and visibility	List of previous NOA awardees with categorization of profile type	Number of previous NOA awardees with categorization of profile type (high, medium, low)	Output	0	10	12	14	16	18	20	90	
	Identify and engage high profile government individuals (power brokers) who can serve as NOA champions	List of champions identified and strategy for engaging them. Note, each engagement with a champion must have an ask/request/prayer	Number of champions identified	Output	0	5	4	5	5	8	5	32	
			Proportion of identified champions engaged with request/ask/prayer	Output	0	80%	100%	100%	100%	80%	80%	90%	
			Instances of engaged champions with successful results for the NOA	Outcome	0	3	3	3	3	3	4	19	
	Define organizational core values (for staff) that improve NOA image	Organizational values for staff defined in the handbook	Organization values defined and included in the staff handbook	Output	0	1						1	
	Identify and develop partnerships with TV, radio stations, new media, artist's association/individuals to share NOA's work and improve visibility	List of identified partners and steps to engage them to share NOA's work and improve visibility	Number of partnerships created with TV, radio stations, new media, artist's association/individuals to share NOA's work and improve visibility	Output	0	5	5	5	5	5	5	30	
			Instances of partners sharing NOA's work and driving visibility	Outcome	0	3	3	5	5	6	6	28	



	Develop at least 3 knowledge products quarterly (feature stories, fact sheets) on key NOA achievements and disseminate to the government and public	3 knowledge products developed by NOA every quarter and disseminated via NOA media channels, and NOA media partners	Number of knowledge products developed by NOA and disseminated via NOA media channels, and NOA media partners	Output	0	12	12	12	12	12	12	72	
	Create and drive followership and engagement on NOA social media pages and website (Facebook, Instagram, YouTube, Twitter)	Visibility and branding improved	Number of followers on all social media pages	Output		1M	1.5M	2M	2.5	3M	3.5M	3.5M	This is a cumulative target which means that 3.5M is the target for the 5 years
	Establish interMDA platform for information sharing on government policies and programs	InterMDA established with clear information sharing mechanism	Number of InterMDA platform established for information sharing on government policies and programs	Output	0	1	0	1	0	1	1	3	
			Instances of established platform sharing information on government policies and programs	Output	0	2	2	3	3	4	4	18	
<b>Pillar 2: Peace building and Inclusive Security</b>													

2.1: Strengthening Partnership for Peace	The National Initiative on Peace, Social Harmony, and Integration (NIPSI); the National Orientation Agency has collaborated with the Defence Intelligence Agency to invite stakeholders across the intelligence community, Security Agencies, Civil Society Organizations and Citizens Groups to deploy soft power interventions in areas of security challenges.	The initiative designs and deploys successful soft power interventions across the country in areas of security challenges.	Number of soft power interventions deployed by the Initiative	Output	0	1	1	
			Instances of successes achieved by deployed interventions	Outcome	0	10	10	
	As part of the initiative shaping, develop the following strategy frameworks- Theory of Change and implementation plan	Theory of Change and implementation plan developed.	Copy of Theory of Change and implementation plan developed.	Output	0	1	1	
	Develop strategic communication plan and policy engagement strategy to drive the implementation of the NOA 5-year strategic plan	Strategic communication plan and policy engagement strategy developed and used in the implementation of the SPP II	Copy of communication plan developed and used in the implementation of the SPP II	Output	0	1	1	
			Copy of policy engagement strategy developed and used in the implementation of the SPP II	Output		1	1	

2.2 Advocacy and sensitization	Peace Education: Develop and deploy peace education modules that addresses current drivers of violence.	Peace education modules developed and deployed	Copy of developed peace education module.	Output	0	1						1	
			Number of schools/locations where the developed peace education module is deployed	Output	0	370	370	370	740	740	740	3330	
	Community Dialogue for peace and social Harmony.  Under our overarching campaign theme "Building a People of Peace" the NOA will continue to engage stakeholders in community dialogues for peace and social harmony	Community Dialogue conducted for peace and social Harmony.	Number of community dialogues conducted	Output	0	3	3	3	3	3	3	18	
			Number of participants present at the community dialogues	Output	0	100	100	100	150	150	150	650	
			Proportion of participants who are women	Output	0	50%	50%	50%	50%	50%	50%	50%	
			Proportion of participants who are youths (18-40years)	Output	0	30%	30%	30%	30%	30%	30%	30%	
	Identify and conduct advocacy initiatives to both state and non-state actors targeted at identified challenges to peace and social harmony. Develop an issue logbook to inform	Advocacy initiatives to both state and non-state actors on identified challenges to peace and social harmony.	Number of advocacy initiatives to both state and non-state actors on identified challenges to peace and social harmony.	Output	0	3	3	3	3	3	3	18	
			Instances of advocacy recipient responding to issue raised	Outcome	0	1	1	1	1	1	1	1	

	advocacy initiatives at state and HQ.	An issue logbook developed in each state office and HQ to inform advocacy initiatives	Issue logbook developed in each state office and HQ	Output	0	38						38	One issue logbook for each state office, FCT and HQ.
	Explore and create partnerships that mobilize and deploy interventions that address the economic needs of youth at risk	Partnerships created that mobilize and deploy interventions that address the economic needs of youth at risk	Number of interventions deployed to address economic needs of youth at risk	Output	0	2	2	2	2	2	2	12	
			Number of youths at risk whose economic needs were met by interventions deployed	Outcome	0	2000	2000	3000	3000	3000	2000	18000	
			Instances of successes achieved by deployed interventions	Outcome	0	2	3	3	3	3	3	17	
	Community engagement to facilitate and encourage reintegration of rehabilitee combatants.	Engagements with the community that facilitate and encourage reintegration of rehabilitee combatants.	Number of community engagements held	Output	0	3	3	3	13	3	3	18	
			Community mechanisms developed to facilitate and encourage reintegration	Output	0	1	1	1	1	1	1	6	
			Number of rehabilitee combatants reintegrated	Outcome	0	5	5	5	5	5	5	30	
	Conduct evidence - based high level engagements and community-based interventions that enable and facilitate reconciliation	Engagements with the community that facilitate and enable reconciliation.	Number of community engagements held	Output	0	4	4	4	4	4	4	24	

2.3 Early warning and response mechanism	Identify and engage sources of support to strengthen NOA's existing Early warning and response mechanism.	Sources of support to NOA's early warning response mechanism identified and engaged	Instances of NOA providing early warning and response using its Early warning and response mechanism	Output/come	0	1	2	2	2	3	3	11	
<b>Pillar 3: Behavioural Change</b>													
Citizen engagement	Design and deploy interventions that restore Public Confidence in Government	Interventions conducted that restore Public Confidence in Government	Number of interventions deployed to restore public confidence in government.	Output	1	6	6	6	6	6	6	72	
		Increased public confidence in government	Instances of successes achieved by deployed interventions.	Outcome	0	4	4	4	4	4	4	24	
			% Of intervention beneficiaries with confidence in government	Outcome	0	70%	70%	70%	80%	80%	80%	75%	
	Facilitation of Annual Bloggers Conference to facilitate accurate reporting and self-censorship	Annual Bloggers Conference conducted	Number of Annual Bloggers Conference conducted	Output	1	1	1	1	1	1	1	6	
			Number of bloggers present at the annual bloggers conference.	Output	0	50	50	60	70	70	70	370	
			Proportion of bloggers who are female	Output		50%						50%	

	Periodic Ministerial Town Hall Meetings	Ministerial Town Hall Meetings conducted	Number of Ministerial Town Hall Meetings conducted	Output	1	1	1	1	1	1	1	6	
			Number of Ministers present as facilitators at the town hall meetings	Output	4	4	4	6	6	6	6	32	
			Number of participants at the town hall meetings	Output	100	100	150	150	200	200	250	1050	
			Proportion of participants who are female.	Output	25%	50%						50%	
			Proportion of participants who are youths (18-40years)	Output	25%	60%						60%	
	Campaigns to encourage community ownership and protection of public infrastructure	Campaigns carried out that encourage community ownership and protection of public infrastructure	Number of campaigns conducted.	Output	1	1	1	1	1	1	6		
			Number of Nigerians reached	Output	0	1000	1000	1000	2000	2000	2000	9000	
			Proportion of participants reached who are female	Output	0	50%						50%	
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%	
	Identify and engage potential partners (NASS, state, and non- state actors) to	List of identified partners and steps to	Number of partners identified.	Output	0	10	10	10	10	10	10	60	

	drive citizen engagement	engage them to drive citizen engagement	Proportion of identified partners engaged to drive citizen engagement.	Output	0	80%						80%	
			Instances of successful collaborations between NOA and engaged partners to drive citizen engagement	Outcome	0	3	3	3	4	4	4	21	
Public enlightenment	My Constituency-My Project: Also include the ICPC constituency website link as a quick link on NOA website.	Increase citizens awareness on their constituency projects, and the need for them to take ownership, protect such projects and insist on value for money	Number of awareness campaigns conducted	Output	0	1	1	1	1	1	1	6	
			Number of Nigerians reached	Output	0	5000	5000	5000	5000	5000	5000	30000	
			Proportion of participants who are female.	Output	0	50%						50%	
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%	
	Awareness Campaigns Promoting National Symbols	Increase citizens awareness on national symbols, their significance, proper handling, and use	Number of awareness campaigns conducted.	Output	0	1	1	1	1	1	1	6	
			Number of LGAs visited	Output	0	774						774	
			Number of Nigerians reached	Output	0	5000	5000	5000	5000	5000	5000	30000	
			Proportion of participants who are female.	Output	0	50%						50%	
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%	

	Mobilization of citizens Against Corruption and other Economic Crimes	Sensitize Nigerians on the ills of corruption and the need to avoid economic and financial crimes.	Number of awareness campaigns conducted.	Output	0	1	1	1	1	1	1	6		
			Number of Nigerians reached	Output	0	1000	1000	1000	1000	1000	1000	0	6000	
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%		
	Campaign Against Open Defecation	Increase citizens awareness on dangers of open defecation; promote safe and hygienic toilet practices.	Number of awareness campaigns conducted	Output	0	1	1	1	1	1	1	1		
			Number of Nigerians reached	Output	0	3000	3000	3000	3000	3000	3000	18000		
			Proportion of Nigerians reached who are female	Output	0	50%						50%		
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%		
	Campaign Against Rape and Violence Against Persons	Increase citizens awareness on rape and violence against persons; and popularize the national register for perpetrators of sexual violence as a deterrent against sexual offences.	Number of awareness campaigns conducted	Output	0	1	1	1	1	1	1	6		
			Number of Nigerians reached	Output	0	5000	5000	5000	5000	5000	5000	30000		
			Proportion of Nigerians reached who are female.	Output	0	50%						50%		
			Proportion of participants who are youths (18-40years)	Output	0	60%						60%		



			Number of states who acknowledge and use the national register for perpetrators of sexual violence	Outcome	0	<b>36 states and the FCT</b>						<b>All</b>	
	Campaigns communicating government policies, programs, and activities	Increase citizens awareness on government policies, programs, and activities	Number of awareness campaigns conducted.	Output	0	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>6</b>	
			Number of Nigerians reached disaggregated by gender, and locations.	Output	0	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>18000</b>	
			Proportion of Nigerians reached who are youths (18-40years)	Output	0	<b>60%</b>						<b>60%</b>	
Civic responsibility	Campaigns for promoting the National Policy on Ethics and Integrity	Citizens understand the National Policy on Ethics and Integrity and their role in its implementation.	Number of awareness campaigns conducted.	Output	0	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>6</b>	
			Number of Nigerians reached	Output	0	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>3000</b>	<b>18000</b>	
			Proportion of participants who are female.	Output	0	<b>50%</b>						<b>50%</b>	
			Proportion of participants who are youths (18-40years)	Output	0	<b>60%</b>						<b>60%</b>	
	Training of 36,000 NOA Social Media Fact Checking Ambassadors across	Social Media Fact Checking Ambassadors trained across the 36 states of the federation	Number of Social Media Fact Checking Ambassadors trained across the 36 states of the federation.	Output	0	<b>37,000 fact check Ambassadors trained.</b>							

	the 36 states of the federation		Proportion of Social media ambassadors who are female.	Output	0	50%						50%	
			Instances of accurate fact checking done by social media ambassadors	Outcome	0	5	5	5	10	10	10	45	
	National Voter Education Campaigns	Eligible voters are well informed on their civic responsibilities, voting procedures, INEC election guidelines as well as active participation in the electoral process	Number of voter education campaigns conducted.	Output	0	1	1	1	1	1	1	1	
			Number of eligible voters reached.	Output	0	1000	1000	1000	1000	1000	1000	60000	
			Proportion of Nigerians reached who are female.	Output	0	50%						50%	
			Proportion of Nigerians reached who are youths (18-40years)	Output	0	60%						60%	
	Annual National Legislative Conference	Increase citizens awareness and understanding of the activities of the Legislative arm of government at Federal, State and Local Government levels	Number of national legislative conference conducted annually	Output	0	1	1	1	1	1	1	6	
			Number of Nigerians reached	Output	0	5000	5000	5000	5000	5000	5000	30000	
			Proportion of Nigerians reached who are female.	Output	0	50%						50%	
			Proportion of Nigerians reached who are youths (18-40years)	Output	0	60%						60%	
<b>Pillar 4: Agenda</b>													

setting and policy engagement													
4.1: Data demand and Use	Advocacy and stakeholder engagement to drive data demand and use	Advocacy initiatives and stakeholders' engagements conducted that promotes and drives data demand and use	Number of advocacy initiatives and stakeholders' engagements conducted that promotes and drives data demand and use	Output	0	4	4	4	4	4	4	24	
			Instances of advocacy recipient demanding and using data	Outcome	0	2	2	2	2	2	2	12	