Get It Together
Music Video
Multimedia Video Showcase
Background

• For Family Planning messaging has been successful, working with highly celebrated Nigeria music industry and popular artistes.

• In 1989, CCP's Nigeria Music Project featured popular singers; Onyeka Onwenu and King Sunny Ade in videos and concerts.

• "Wait for Me" and "Choices" two top ten hit songs encouraged wise choices and sexual responsibility.
1990
married women use a modern contraceptive method
4%

1999
married women use a modern contraceptive method
9%

‘Wait for me’ Era
Rationale

- Data according to the Nigeria Demographic Health Survey (NDHS, 2013)
- The decades of neglect led to a degeneration of knowledge of men, women, and service providers
- Many contraceptive methods are seen as dangerous and harmful, not just among the general public but among nurses and midwives as well.
The Bill and Melinda Gates Foundation funded Nigerian Urban Reproductive Health initiative project (NURHI) was a consortium led by the Johns Hopkins Center for Communication Programs (CCP) Baltimore, USA.

The other core partners are the Centre for Communication and Social Impact (CCSI) and Association for Reproductive and Family Health (ARFH).
The Get It Together campaign of the NURHI project was aimed at improving Family Planning visibility and making it a social norm.

It strategically addressed low use of modern methods through demand creation efforts such as community mobilization and radio, the campaign developed a family planning song “Get it Together”.
The Get It Together song positions someone who uses FP as a “Person wey sabi”, who understands that modern family planning methods are safe, available and effective, and is willing to share the correct facts about FP.
Objectives

Listeners of the music video would learn and know the following things:

• Know the family planning slogan: “Get it together.”
• Where to go for family planning
• That FP is a normal life decision everyone makes
• There is a method that suits you
Objectives contd

Listeners of the music video would feel:

• Positive about FP

• They can spur discussions among partners and friends about family planning

• Their friends, family and community around them will support them to use modern family planning

• That using family planning will increase the quality of their lives and that of their family.

• That family planning methods are safe, effective and easy to get
Methodology

Steps in developing the Get It Together song:
• Develop a creative brief
• Contract and work closely with an agency
• Contract national and regional ambassadors
• Develop song
• Pretest music and lyrics
• Develop and pretest video
• Finalize song and video based on pretest findings
• Launch and dissemination.
Impact

• The Get it Together Song has been a big hit, reaching almost 4 million views on YouTube in less than 2 years of its release.

• As at April 6th 2018, views of the song was at 4,290,784.

• The song continues to enjoy airplay on TV and radio stations across the country.

• Surveys were conducted on the effect and exposure to the Get it Together song in the three NURHI2 project states (Kaduna, Lagos and Oyo)
more likely to have intention to use FP

more likely to reject the myth that FP is dangerous to health

more likely to recommend FP to a friend compared to women who were not exposed to the song.
82% more likely to discuss FP with spouse

62% have increased self efficacy
230+ COUNTRIES

2:40 AVERAGE WATCH TIME (MINUTES)

Top Geographies by watch time

17% United States
9.8% Nigeria
9.3% United Kingdom
6.5% Germany
6.1% Italy
Some Comments

Kelly Telombila 2 years ago
Finally A positive song, we need more of this in this.

Nkiruka Ogoebulam 2 years ago

Moreno Mo 1 year ago
I am glued to this one. more than 60 times in 24 hrs. the background sound got me!! for us who watch naija movies are used to this background sound esp the comedies. thumbs up. message is simple; family planning. 👍👍
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Acknowlegdement

The NURHI 2 project, funded by BMGF is implemented by Johns Hopkins Center for Communication Programs; Centre for Communication and Social Impact; AND the Association for Reproductive and Family Health.
Quick ASK

• If you just heard this song for the first time what do you like about the song?
• How many of you have heard this song before???.

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