

PLAY it DREAM it

Monthly Report

February 2022



Follow-up from last month

1. Social media campaign with Super Eagles advocating against child marriage
2. Weekly Twitter Space on Sports for Development

Media Update

- **PIDI Campaign with Super Falcons**
 - FAME recorded, edited, and published a video campaign with the Super Falcons to raise awareness on the dangers of child marriage and the importance of education for girls.

https://www.instagram.com/tv/CaPohEjqBop/?utm_source=ig_web_copy_link

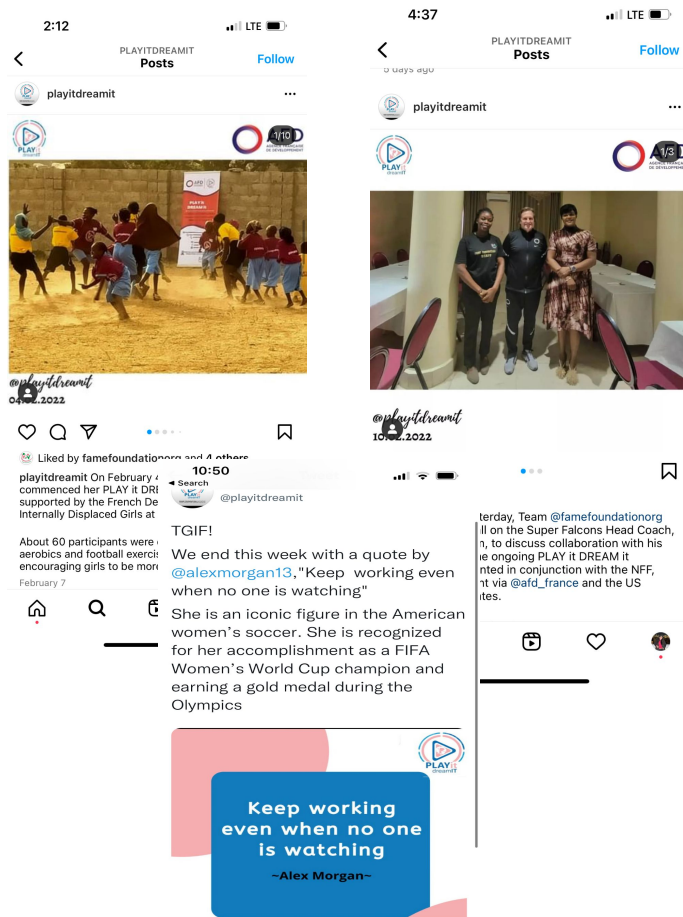


#PLAYitDREAMit



Media Update

- Social media content on Facebook, Instagram and Twitter
 - FAME curated and shared media content (graphics, flyers, videos, write-ups) across social media platforms to garner support and awareness for the campaign. Specific information on recent happenings, such as activities at the IDP camp were also shared.



Media Update

- **Weekly Twitter spaces with FAME team**
 - FAME organized weekly Twitter spaces for discourse on sports as a tool for empowerment & development. FAME staff participated in these Spaces to increase engagement and mobilize support for the campaign.



The graphic is a promotional poster for a weekly Twitter space. At the top left is the 'PLAY it DREAM it' logo. To its right, the text 'S4D with PLAY it DREAM it' is displayed. Below this is a blue button with a white Twitter bird icon and the text 'JOIN OUR #TWITTER SPACES'. Underneath the button, it says 'Weekly Twitter space for Sport4Dev experts and enthusiasts'. A green banner follows with the text 'Follow the conversation using #PLAYitDREAMitTuesday #Sport4DevTuesday'. Below the banner are three hexagonal profile pictures of the participants: Anna Mambula, Oyinlade Adeola, and Chinenye Chukwuma, each with their name and role listed below. To the right of the photos is a calendar icon showing 'Tuesday, Feb. 01, 2022' and a clock icon showing '2:00PM (WAT)'. At the bottom left is a blue bar with social media icons and the handle '@playitdreamit'. At the bottom right are logos for 'AFD' (Agence Française de Développement) and 'SPORTS MENTORING'.

PLAY it DREAM it

S4D with **PLAY it DREAM it**

JOIN OUR #TWITTER SPACES

Weekly Twitter space for Sport4Dev experts and enthusiasts

Follow the conversation using
#PLAYitDREAMitTuesday #Sport4DevTuesday

Anna Mambula
Programme Manager

Oyinlade Adeola
Gender Advocate

Chinenye Chukwuma
Sport Enthusiast

Tuesday, Feb. 01, 2022 | 2:00PM (WAT)

@playitdreamit

AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT

SPORTS MENTORING

Media Update

- **Website**
 - Curated articles and reports were published on FAME Foundation's official website.
 - A call for price quotation for the PLAY it DREAM it project was also announced to the general public through a press release on the website.



www.famefoundationwg.org

Media Update Summary

- **27** digital contents published
- **4** Twitter Space discussions held
- **280** new people reached on social media platforms
- **1.5k+** impressions

Project Update

PIDI Football Session with IDP Girls: On the 4th of February, FAME hosted a football and physical activity session for Internally Displaced Girls. The weekly football activities with the 200 beneficiaries were conducted concurrently across 4 IDP Camps within the FCT. About 60 girls participated in the football session held at Durumi IDP Camp.

The session commenced with a 10 minutes aerobic exercise and then a 20 minutes football practice conducted by PLAY it DREAM it coaches.

Afterwards, a mentoring session was conducted with the attendees. Issues discussed were;

- Girls' enthusiasm towards sports
- Challenges faced by girls interested in sports
- Gender inequality faced at home and in their communities
- Personal Hygiene

Project Update

Courtesy Visit with Mr. Randy Waldrum, Super Falcons

Head Coach: On the 10th of February, FAME team met with the Super Falcons Head Coach to discuss further collaboration with his team on the PIDI campaign.

Weekly Twitter Spaces with FAME team: FAME organized weekly Twitter Spaces for discourse on sports as a tool for empowerment & development. FAME staff participated in these Spaces to increase engagement and mobilize support for the campaign.

Project Update

Rural Community Outreach Visit with Grassroots Women and Girls: On the 26th of February, FAME hosted an advocacy session addressing issues of child marriage, gender-based violence, FGM, and the potential of women as change agents.

The rural community outreach held at Durumi 1 Chief palace, had in attendance, 53 community women and 6 young girls, which includes, women and female youth leaders. Issues discussed were the dangers of early marriage, supporting the girl-child to realize her potential, and addressing GBV.

Project Update

Questions asked by attendees and answered by speakers and volunteers were;

- If my girl-child wants to get married, how do I go against her will?
- Is it wrong to marry off my girl-child in the situation where she gets pregnant out of wedlock?
- How can I identify and support the interest of my girl-child?
- How do I identify cases of GBV in my home and community or an abused person?

Attendees were receptive and open to the discussions. A Hausa translator was engaged due to the language barrier. We hope to get even better responses in our subsequent community outreach.

Project Update



Football session on Feb 4, 2022

Project Update



Courtesy visit with Super Falcons Head Coach, Mr. Randy Waldrum

Project Update



Rural community outreach at

Successes and Challenges

1. Feb 4 football session with IDP girls was a great success.
2. The rural community outreach program was a success.
3. Weekly Twitter Spaces were conducted successfully.
4. PIDI Facebook account saw a 32.3% increase in reach, but Instagram account reach declined by 50%.
5. PIDI Twitter account is currently performing quite poorly; finding ways to increase engagement is important next month.

Next steps with timelines: March

1. In March, PIDI will organize and conduct weekly football sessions for the girls in the IDP in designated locations near and around the IDP Camp.
2. Weekly Twitter Spaces will continue.



Thank you!