

Global Media Campaign (GMC)

Endline Study
Nigeria



“I have learnt the difficulties and medical risks associated with FGM through the media and I have come to realize that FGM is a pain that must not be inflicted on girls. This has made me take a stand against FGM in my household.”

- Female, 42

Welcome To Your 60dB Results

We enjoyed hearing from 259 decision makers on FGM in communities in Nigeria – they had a lot to say!

Contents

Headlines

04 / Project Overview

05 / Top Insights

Detailed Results

06 / Deep Dive Into Key Questions

Appendix

21 / Methodology

Project Overview

An endline study on media influence on Female Genital Mutilation (FGM) decision makers in Nigeria.

GMC & 60 Decibels

- Since 2016, GMC has worked with UNFPA on a national media campaign to end FGM in Nigeria.
- UNFPA has funded GMC to partner with 60 Decibels (60dB) to better understand the impact of national media campaigns on household decision makers on FGM.
- This report presents the findings of an endline study from data collected directly from these community members via short phone interviews in October 2021.
- We surveyed 67% of the original 387 baseline respondents from February 2021.



respondents



of those who previously said "they would carry out FGM on their daughter" have since changed their mind and will no longer carry out FGM on their daughter



changed their mind as a result of being influenced by the media

Top Insights

Endline respondents mentioned healthcare providers and the government as important media influencers. Finding ways to collaborate further with these groups could help raise awareness on FGM's negative effects.

Topic

Detail & Suggested Action



Personal beliefs on FGM

Most respondents do not believe that FGM is necessary. We found that of those who previously said they would carry out FGM on their daughters, 14% have since changed their mind. While the media played an important role in influencing respondents during the baseline, we found that relatives' influence has increased most between baseline and endline. This group also is also more likely to better understand the negative medical risks associated with FGM.



Medical risks

Awareness of medical risks associated with FGM increased since the baseline by 4%. Endline respondents were more likely to understand the range of medical risks. They also got their information via word of mouth and their parents compared to media, which was the most common source of information during the baseline.



Media Influence

Media influencers were far more prevalent during the endline. Nearly three quarters of endline respondents had heard of influencers speak of FGM compared to just over half for the baseline. One of the primary differences we found was with the content being more focused on reproductive and sexual health compared to what was heard prior to the baseline.

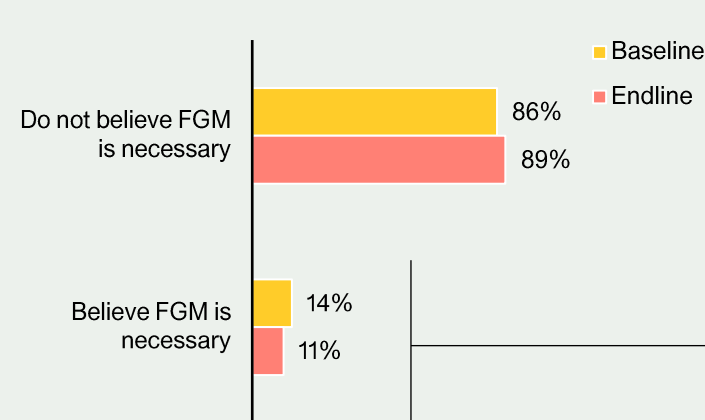
Respondent Profile

Respondents we spoke with during the baseline study are slightly more likely to agree that FGM is not necessary.

Across both rounds, cultural requirements are still the overwhelming reason as to why respondents believe FGM is necessary.

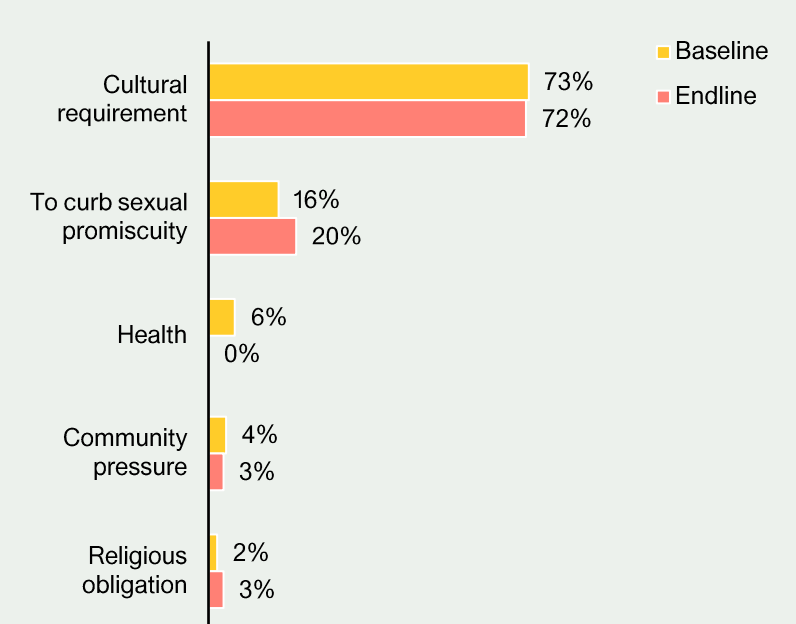
Personal Beliefs on FGM

Q: Do you believe that FGM is necessary?
(n = 387 baseline, 259 endline)



Views on Need for FGM

Q: Why do you believe FGM is necessary?
(n = 55 baseline, 29 endline)

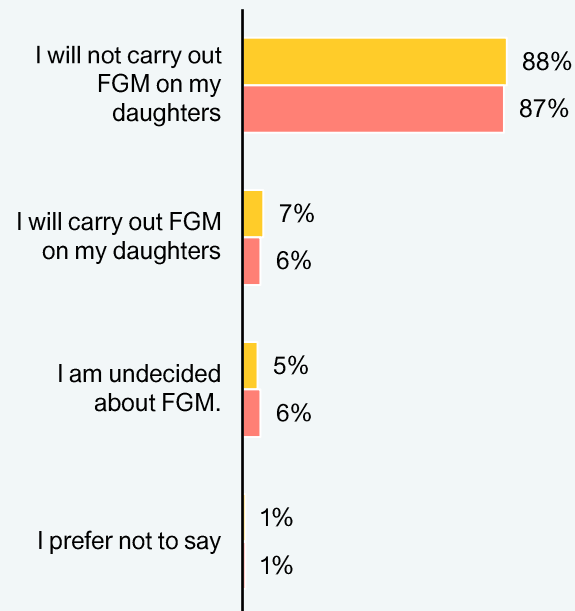


Personal Position on FGM

Those who would carry out FGM on their daughters has dropped by 14%.

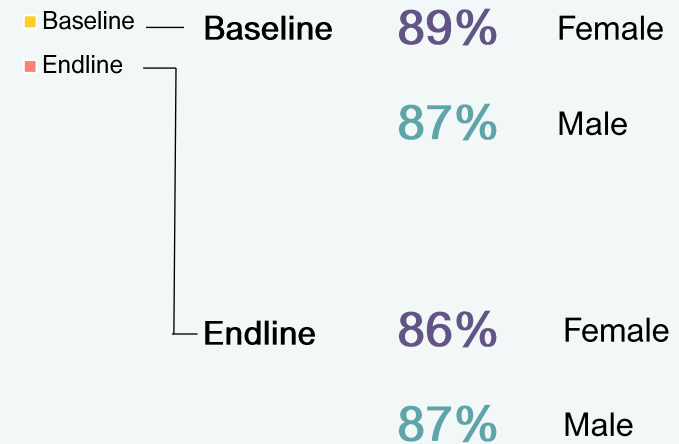
Personal Position

Q: What is your position on FGM for your daughters?
(n = 387 baseline, 259 endline)



Personal Position by Gender

(n = 366 baseline, 225 endline)



Influence on FGM Position

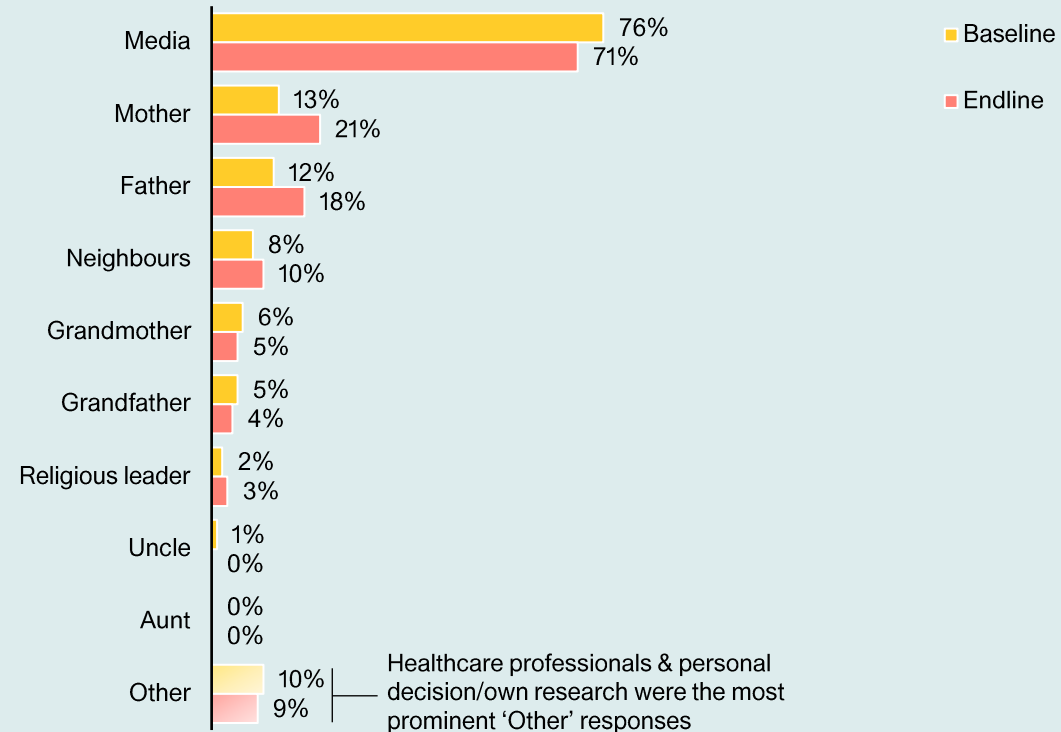
When it comes to external influences, we found that endline respondents are more likely to be influenced by their family members.

Among endline respondents who said 'other', healthcare professionals were mentioned several times. One new factor that came up in the endline was how respondents reported coming to a decision after their own research and not relying on any external influences.

Respondents still overwhelmingly say that the media influenced their position on FGM.

Influence

Q: What has influenced your position on FGM for your daughter(s)? Select all that apply.
(n = 387 baseline, 259 endline)



“I used to believe that FGM is a cultural practice that must be done for females. However, after hearing from people about its possible dangers and how it can affect girls, I have determined that no one in my family will have to go through that again.”

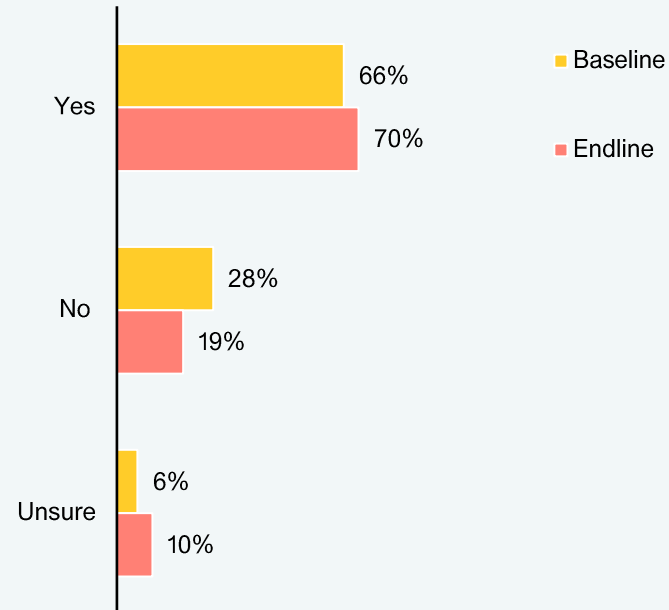
- Female, 32

Medical Risks: Awareness

Respondents in the endline are slightly more aware of the medical risks associated with FGM.

Awareness of Medical Risks

Q: Does FGM have negative medical risks? (n = 387 baseline, 259 endline)



Medical Risks: Types

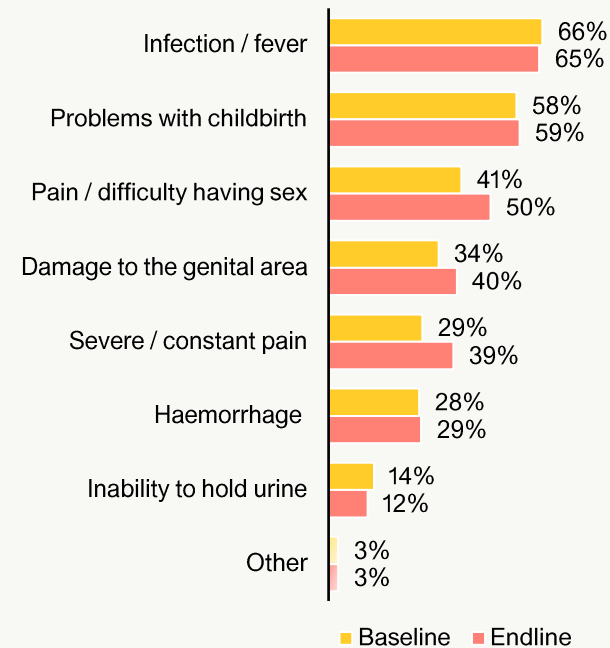
The largest differences in endline respondents mentioning the medical risks of FGM were for:

- Pain / difficulty having sex
- Damage to the genital area
- Severe/constant pain

Endline respondents were nearly twice as likely to learn of the medical risks associated with FGM through word of mouth and the TV.

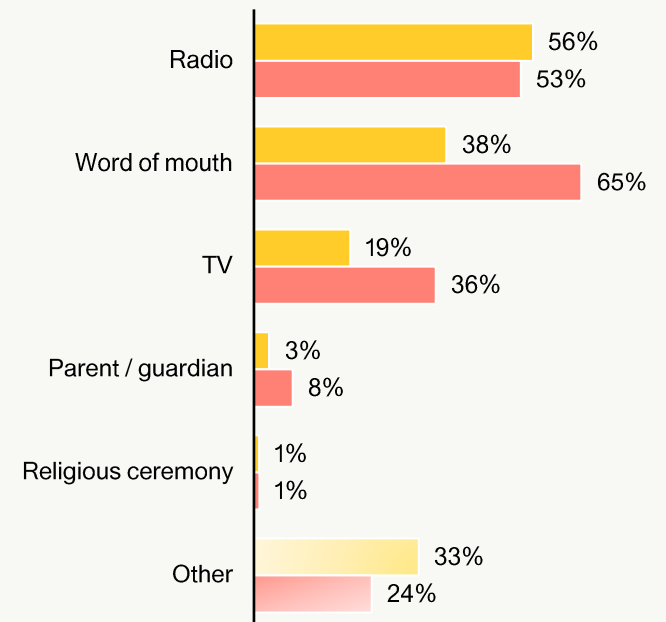
Types of Medical Risks

Q: Which of the following are the medical risks of FGM? Select all that apply. (n = 255, 182 endline)



Sources of Information

Q: How did you learn about the medical risks of FGM? (n = 255, 182 endline)

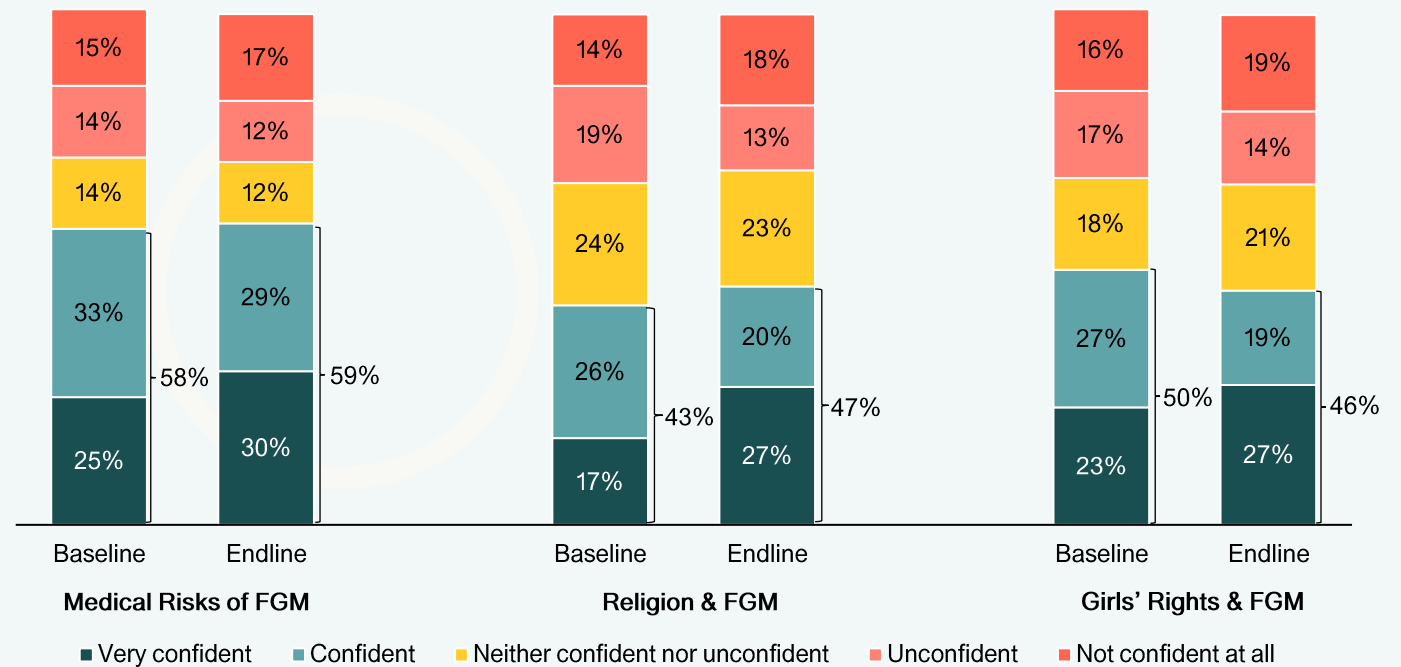


Confidence on FGM

There were no significant changes in levels of confidence since the baseline study.

Confidence in Discussing Aspects of FGM

Q: How confident are you talking about...? (n = 387 baseline, 259 endline)



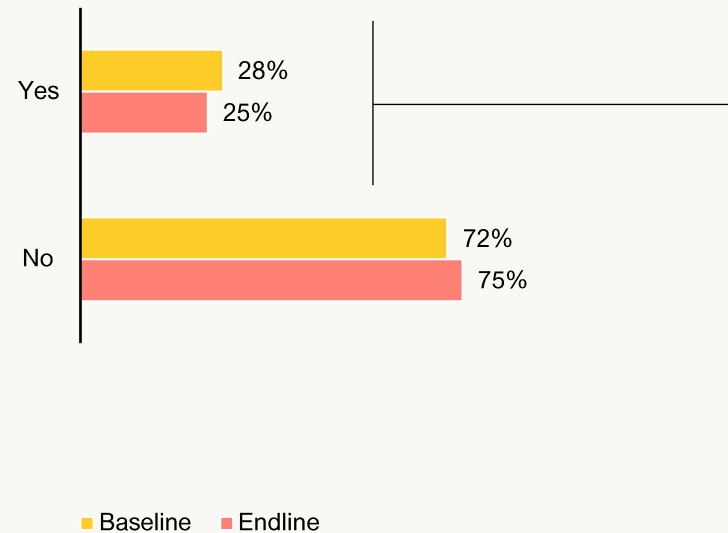
Household Discussions

Household discussions on FGM and their frequency have remained consistent through both rounds of data collection.

Household Discussions on FGM

Baseline Q: In the past one year, have you had discussions on FGM in your household? (n = 387)

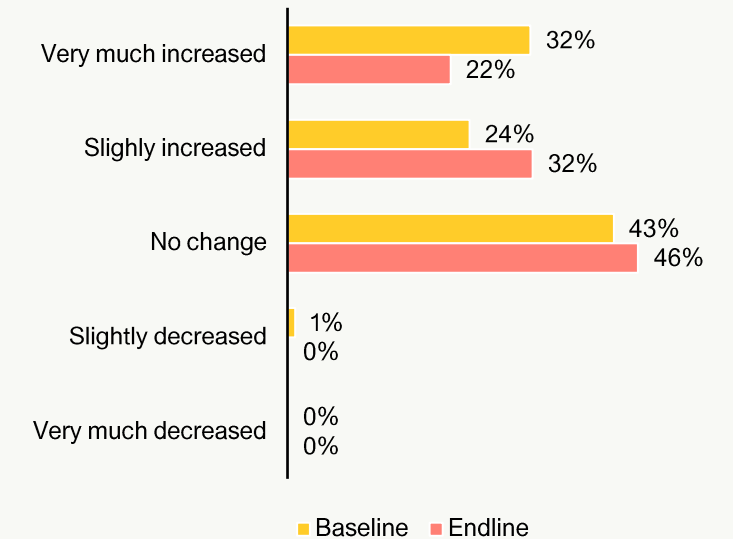
Endline Q: Since we last spoke in February, have you had discussions on FGM in your household? (n = 259)



Changing Household Discussions

Baseline Q: In the past one year, have discussions on FGM in your household changed? (n = 108)

Endline Q: Since we last spoke in February, have discussions on FGM in your household changed? (n = 65)



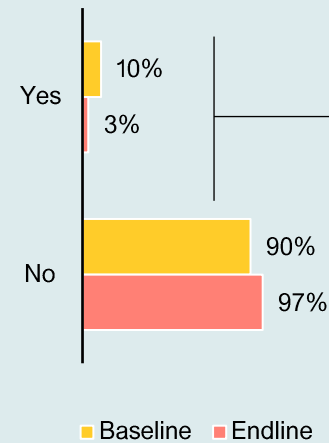
Discussion & Views

Less than one in 10 respondents changed their mind on FGM since we last spoke to them in February.

Personal Changes

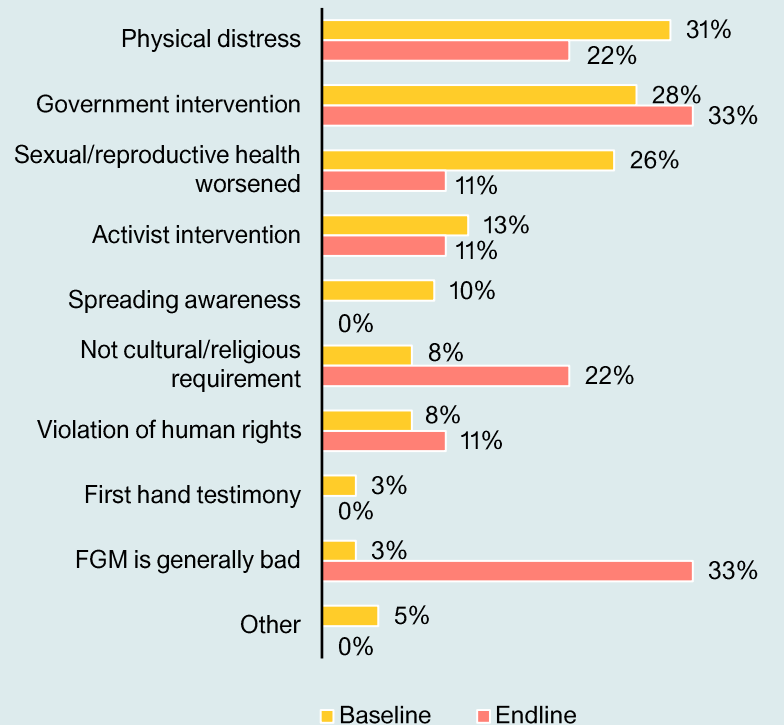
Baseline Q: In the past one year, have you changed your mind on FGM? (n = 387)

Endline Q: Since we last spoke in February, have you changed your mind on FGM? (n = 259)



How Views Have Changed

Q: Explain how your views have changed. (n = baseline 39, ending 9)
Open-ended, coded by 60 Decibels.



“Influencer talked about the negative effects of FGM. They said it could be very painful, could lead to problems with child-birth and could lead to diseases. We were told that it's not good and should be stopped.”

- Female, 45

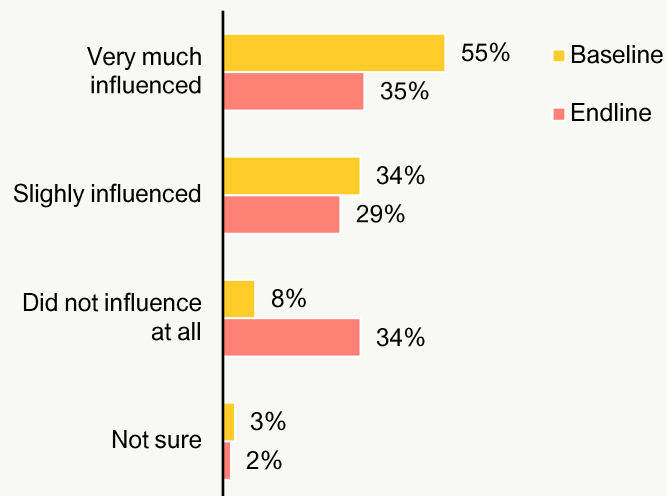
Media Influence

Media influenced almost half the respondents who had discussions around FGM. However, media influence has decreased across rounds.

Media Influence on Household

Baseline Q: Did the media influence discussions on FGM in your household? (n = 108)

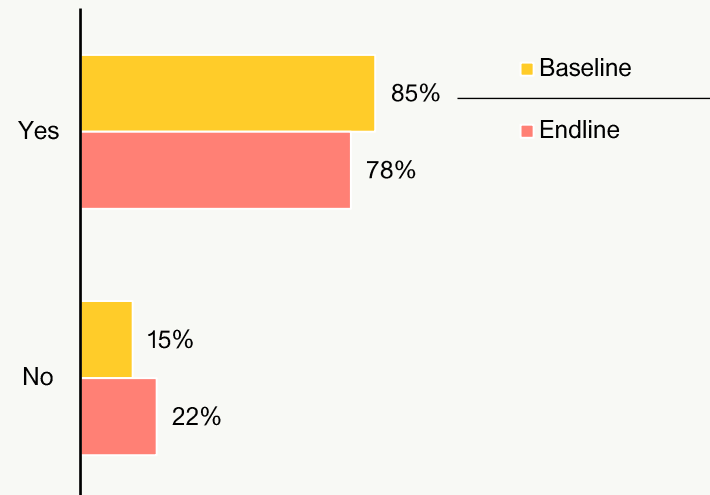
Endline Q: Since we last spoke in February, did the media influence discussions on FGM in your household? (n = 65)



Media Influence on Individual

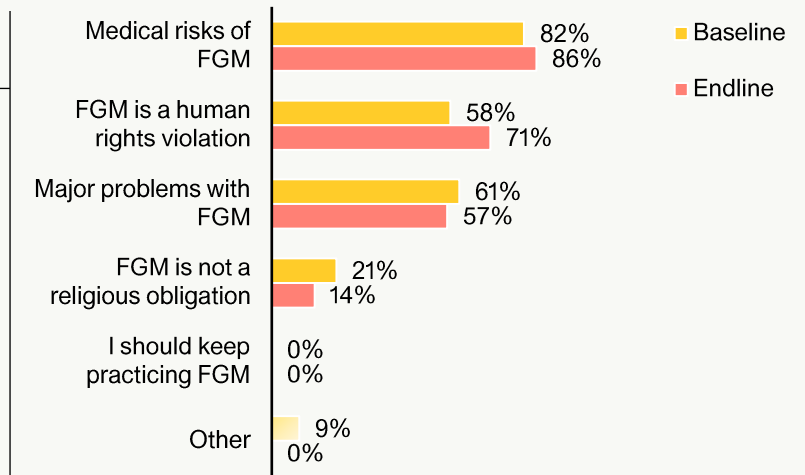
Baseline Q: Did the media contribute to your changing your views on FGM? (n = 39)

Endline Q: Since we last spoke in February, did the media contribute to you changing your views on FGM? (n = 9)



Ways Media Influenced

Q: How did the media contribute to changing your views on FGM. Select all that apply. (n = baseline 33, endline 7)

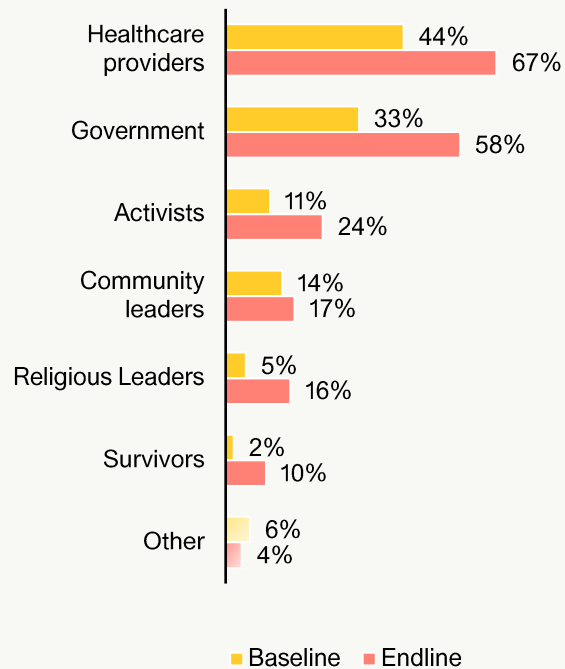


Media Influencers

Respondents consider healthcare providers and government officials as the most important influencers. The topic they most discussed was impact to health.

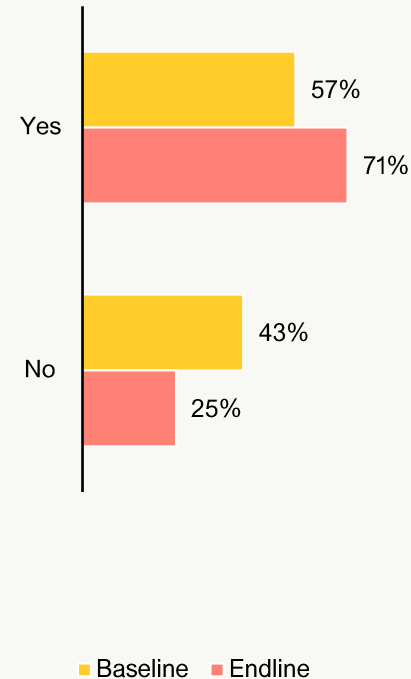
Media Influencers

Q: Who are the most important influencers of FGM in the media? (n = baseline 387, endline 259)



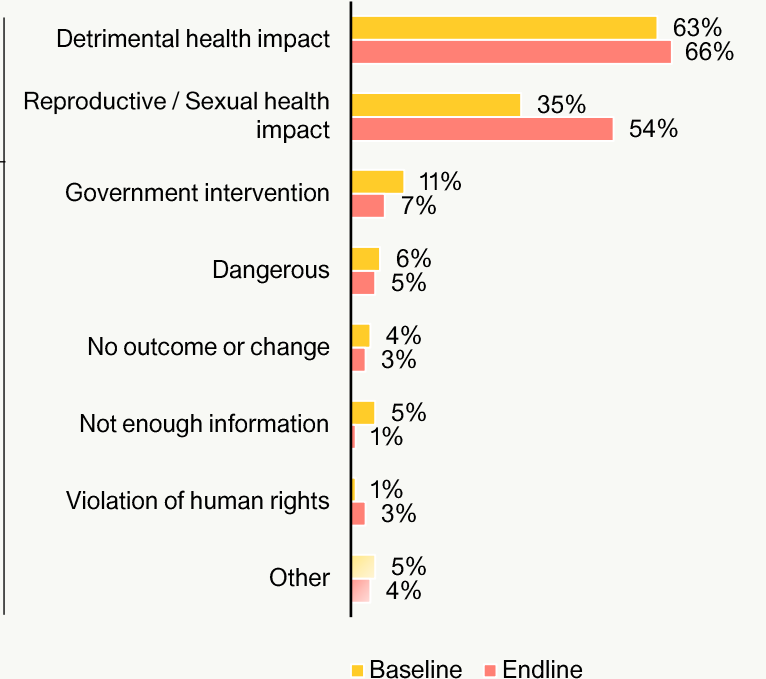
Respondents & Influencers

Q: Have you heard of influencers speak about FGM in the media? (n = baseline 387, endline 259)



What Influencers Said

Q: Please explain what influencers said. (n = baseline 219, endline 184)
Open-ended, coded by 60 Decibels.



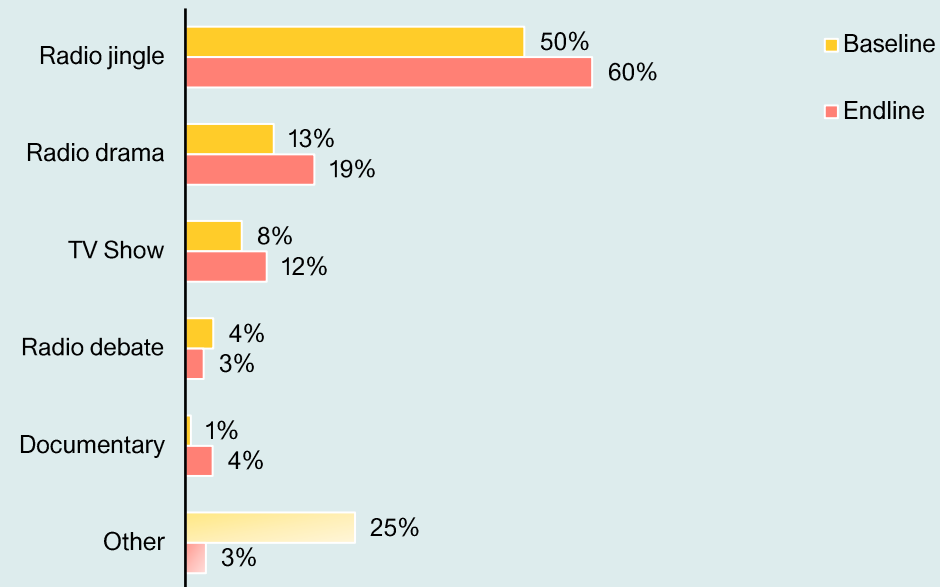
Media Platforms

The most commonly reported 'Other' platform is social media.

Respondents report radio jingles as the most effective way to deliver FGM related messages in their communities.

Media Platforms to Deliver Messages

Q: What media platform / media is the best way to deliver messages to people in your community (n = baseline 387, endline 259)



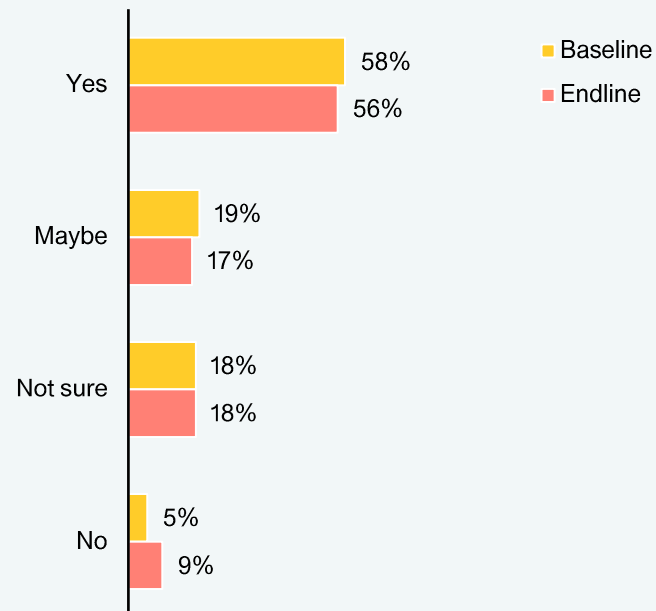
FGM in Communities

Endline respondents were far more likely to say that FGM will not be abandoned compared to those in from the baseline.

When comparing data for respondents who were interviewed in both rounds, in baseline, only 5% said that FGM would not be abandoned whereas in endline that proportion shot up to 31%.

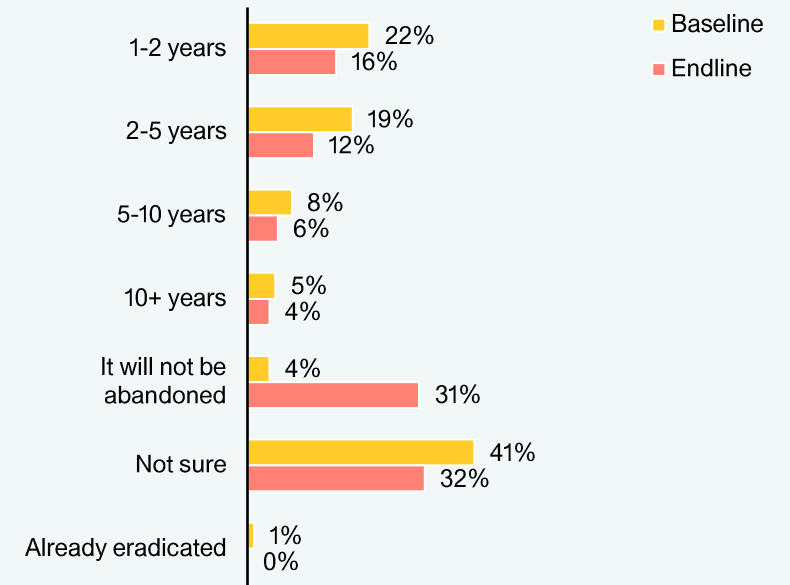
Ending FGM

Q: Is FGM ending in your community? (n = baseline 387, endline 259)



Years to End FGM

Q: How many years do you think it will take FGM to be abandoned in your community? (n = baseline 387, endline 259)



Appendix

Summary Of Data Collected

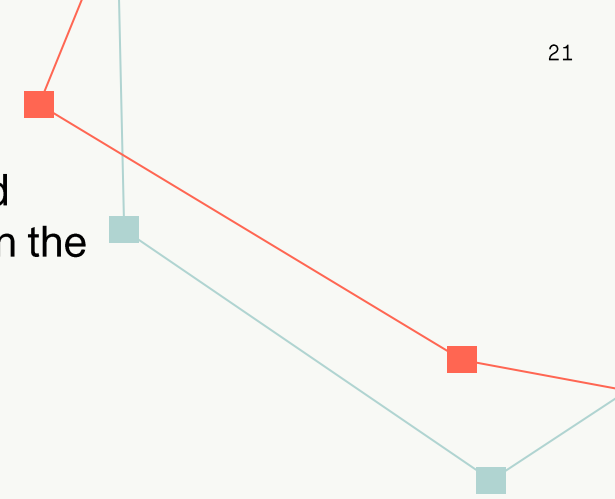
Lean Data Methodology

Lean Data is an approach that puts the beneficiary voice at the heart of impact measurement whilst focusing on simple, high-speed and highly repeatable data collection.

We train phone-based enumerators all over the world in our techniques; offer a menu of standardised, modular sector and thematic surveys; and have built a proprietary back-end and database software which allows us to maintain data quality, abide by current data laws, and most importantly of all offer genuine benchmarks of social performance.

A typical Lean Data project involves a number of structured, repeatable steps: goal setting, survey design, data collection and checking, analysis, and finally presentation.

646 phone interviews were conducted in February and October 2021 across 387 unique respondents between the baseline and endline studies.



Methodology

Survey mode	Phone Interviews
Country	Nigeria
Language	Yoruba, English
Dates	February 2021 (Baseline) October 2021 (Endline)

Sampling

Selected randomly from 847 contacts provided by GMC Nigeria

Response rate (baseline / endline) 73% / 85%

Responses Collected

Male respondents (baseline / endline)	241 / 167
Female respondents (baseline / endline)	146 / 92
Total respondents (baseline / endline)	387 / 259

Sampling

% female (baseline / endline) 38% / 36%

% male (baseline / endline) 62% / 64%

% sample % population

Accuracy*

Confidence Level c. 90%

Margin of error c. 4%

Thank You For Working With Us!


Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 790+ trained Lean Data researchers in 60+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

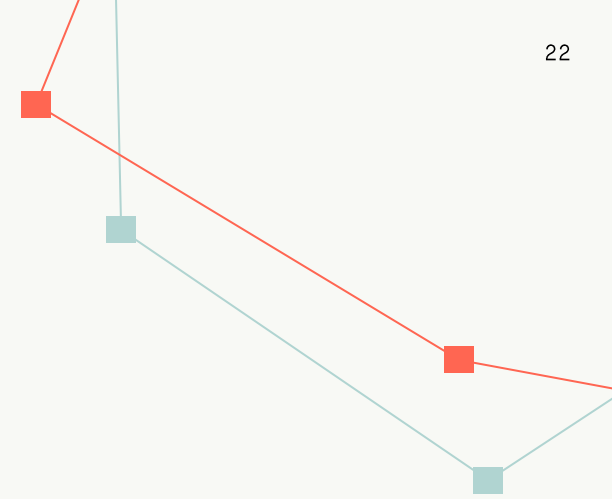
We are proud to be a Climate Positive company. 

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)

Acknowledgements

Thank you to Ayo Bello, Mano Manoharan, Maggie O'Kane and Alice Roques for their support throughout the project. This work was generously sponsored by the Global Media Campaign.



I changed my views from FGM being necessary
to FGM being a bad practice because it is
illegal and dangerous to the woman's health.

Influencers were saying

- > it is not good to practice FGM
- > because it causes infection
- > and can lead to other disease.

Nilah Mitchell
nilah@60decibels.com

Nate Thadani
nathan@60decibels.com

Riya Yadav
riya@60decibels.com