



NATIONAL ORIENTATION AGENCY

2021 ANNUAL REPORT

Do The Right Thing: Change Begins with Me

Vision

A Nigeria governed properly with active citizen participation.

Mission Statement

To mobilise, enlighten and re- orient citizens to participate in governance and development with positive values.

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PART 1

- **Board of Directors**
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BOARD MEMBERS



**Alh. Aminu Liman
Bodinga**
Member



Alh. Khaleel Bolaji mni
Chairman



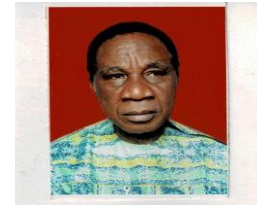
DR. GARBA ABA
DIRECTOR - GENERAL
NATIONAL ORIENTATION AGENCY



**Chief Adebayo Kadiri
Jimoh**



**Dr. (Mrs.) Gloria Laraba
Shoda mni**
Member
(NCWS)



Barr. Agbo A. Ugochukwu
Member



Mr. Eriomala O. Louis
Member



**Mr. Ibidapo Okunnu
Emmanuel**
Member
(FMIC)



Mr. Olumuyiwa Adegoke Coker
Member



Alh. Usman Salisu Zuru
Member



Mrs. Modupe
Oyekunle
Member (NECA)



Mrs. Uwem Asomugha
Member (FME)



Prof. Gambo Laraba
Abdullahi
Member



Hon Tajuddeen
Mustapha Asunnara
Member



Barr. Ibrahim Aliyu
Nasarawa Esq.
Member (NBA)



Amina Elelu-Ahmed
Director Legal
(2017-Date)
Board Secretary



Barr. Buhari A. Disina
Member

Management Team



Ngozi E. Ekeoba
Director, Political,
Civic,
Ethics & Values (PCEV)
2017-Date



Samuel Z. Soughul
Director, General Services
2017-2019
Director, Planning,
Research & Strategy (PRS)



Jibril Salihu
Director, RC&SI 2018-2019
Finance & Accounts
(F&A) 2020-Date



Mette Edekobi
Director, Special Duties &
State Operations (SDSO)
2017-Date



Remi Afolabi
Director, Procurement
2017-Date



Kehinde Ogunkuade
Director, Human Resources
Management (HRM) 2018-Date



Ruth Ogun
Director, Public
Education/Mass
Mobilization (PEMM) 2018-
Date



Aminu Davidson
Director, Documentation,
Translation & Publication (DTP)
2017-Date



Mope Hameed
Director, General Services
(GS)
(2019-Date)



Amina Elelu-Ahmed
Director, Legal
(2017-Date)



Theresa Nnalue
Orientation and Behaviour
Modification
(2020 - to Date)

NOA STATE DIRECTORS

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1	Ayo Tamuno Young	Rivers	yomiayotams@yahoo.com ; noarivers@yahoo.com	08035536896
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DIRECTOR-GENERAL'S REMARKS

The task of value re-orientation and attitudinal change is perhaps one of the most intriguing challenges of a developing society like Nigeria. No nation can achieve the goal of development without a conscious effort at integrating its people and mobilizing them to understand, appreciate and identify with the ideals of development.

For a multi-ethnic and culturally diverse nation like Nigeria, the challenges of attitudinal change and value re-orientation, public enlightenment and advocacy are imperative if Nigeria must carve a niche for herself in a fast moving and ever competitive world.

The government has made conscious efforts through its programmes and policies, to address these problems and challenges, most of which are characteristic features of a complex developing nation and emerging democracy.

In order to actualize this goal, the Agency embarked on a number of programmes and activities in the year covered by this report through the effective use of its three- tier structure, namely; The Headquarters, The State Directorates and its offices in the 774 Local Government Areas and Area Councils of the Federal Capital Territory. These well-articulated and strategically implemented programmes have had colossal impacts on the populace, especially at the grassroots.

Worthy of mention is the Agency's sensitization and mobilization drive in response to the COVID-19 pandemic. Its robust sensitization campaign in Schools, Churches, Mosques and the Communities, with emphasis on observance of preventive protocols and use of vaccine was a success and the content of this report from various States and Local Government Offices of the Agency on COVID-19 campaign is a testimony to that effect.

Since Peace remains the only conducive atmosphere for growth and development, this informed the Agency's nation-wide Peace Advocacy campaign in the light of recent developments in the security situation of the nation. The Agency is exploring the Use of Non-Kinetic Approaches to Insecurity as one of its campaign strategies.

As part of NOA's continued drive for promoting positive value re-orientation in Nigeria as well as addressing the myriads of vices existing in tertiary institutions, the Agency commenced a revamped version of its campaign on "Nation-wide Attitudinal Re-orientation for students in tertiary institutions/Secondary Schools "Campus Focus". This campaign provides an interactive platform, where students are sensitized and encouraged to shun all forms of social vices and imbibe desirable attitudes necessary for national development.

Core programmes like #4Abetter Nigeria Video Contest, commenced in 2021 to upscale advocacy on patriotism and national unity; it is a social media campaign that concluded with awards to winners whose video met our criteria. Other core programmes introduced in 2021 were: campaign on suicide prevention in Nigeria; Mobilization of citizens on Blood Donation and Programme on Fact Checking to bring to the barest minimum misinformation, fake news and hate speech.

Pursuant to its Change Begins with Me charge, the Agency has introduced a number of programmes such as “Change Begins with Me: Patronize Made in Nigeria Products and Services” and Change Begins with Me: Nationwide Sensitization Campaign Against Open Defecation in Nigeria”.

It must be mentioned that for the year covered by this report, finance was and still remains a huge challenge for the Agency. Budgetary allocation has continued to dwindle.

As can be imagined, this constrained financial situation has greatly impacted the agency’s ability to fulfil its mandate. Still as a corporate organization, the Agency has had to think outside the box and get creative in order to do what needed to be done.

The Strategic Programme Plan II (SPPII) which is in four thematic areas namely: Institutional strengthening, Human resources management, Capacity building and Branding and visibility; is to build upon the past success and lessons of the 2017 – 2021 strategic plan and also provide direction for the next five years 2021 – 2026.

The formulation of the SPPII is intended to reenergise and reposition the agency as a veritable melting point between the government and the people in the task of nation building. The SPPII therefore gives 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 operation and result within the NOA.

The agency which is the power house of government that drives attitudinal change has elaborate grassroots structure and national footprint which provides intensive reach to majority of Nigerians. It has robust platform for synergy and mechanisms for expanding the political space for citizens’ engagement. It is in recognition of the fact and the proven capacity of the agency, that it has been given the following positions:

- Lead position on commitment 12, in the Open Government Partnership.
- Alternate Chair at the Risk Communication and Community Engagement pillar of the Presidential Task Force on COVID 19.

- Deputy Chair at the National committee on Campaign against COVID 19 Vaccine hesitancy and
- Joint Intelligence Board (JIB).

Distinguished readers, it is my honour therefore, to present the National Orientation Agency's Annual report for the year 2021.

PART 2

THE NATIONAL ORIENTATION AGENCY (NOA)

ESTABLISHMENT OF THE AGENCY

Enabling Instrument

The National Orientation Agency (NOA) was established by the National Orientation Agency Decree 100 of 1993, now an Act of Parliament Cap. N64 of 2004. To establish the Agency, the Decree merged three significant organs of Government namely: The Public Enlightenment (PE), War Against Indiscipline (WAI), and National Orientation Movement (NOM) Divisions of the then Federal Ministry of Information and Culture with the Directorate for Social Mobilisation otherwise known as Mass Mobilization for Social Justice, Self-Reliance and Economic Recovery (MAMSER). The rationale for the merger was to harmonize and consolidate efforts and resources of the Government in the fields of public enlightenment, social mobilization and value re-orientation.

Vision

A Nigeria governed properly with active citizen participation.

Mission Statement

To mobilise, enlighten and reorient citizens to participate in governance and development with positive values.

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 general public.
- ✓ 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.
- ✓ 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.
- ✓ 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 actively and freely participate in discussions and decisions 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.
- ✓ Ensure and uphold leadership by example.
- ✓ Foster respect for constituted authority; and
- ✓ Instil in the citizens a sense of loyalty to the fatherland.

Functions

Specifically, the Agency performs the following functions:

- ✓ Enlightenment of the general public on Government policies, programmes and activities.
- ✓ Mobilization of favourable public opinion and support for Government policies, programmes and activities.
- ✓ Collection, collation, analysis and provision of feedback from the public to Government on its policies, programmes and activities.
- ✓ Establish social institutions and framework for deliberate exposure of Nigerians to democratic norms and values for a virile, peaceful, united, progressive and disciplined society.
- ✓ Arouse the consciousness of all categories of Nigerians to their rights and privileges, responsibilities and obligations as citizens of Nigeria.
- ✓ Propagate and promote the spirit of dignity of labour, honesty and commitment to qualitative production, promotion and consumption of home produced commodities and services.
- ✓ Re-orientate the populace about power, its use and proper role of Government in serving the collective interest of Nigerians.
- ✓ Propagate the need to eschew all vices in public life including corruption, dishonesty, electoral and census malpractice, ethnic parochial and religious bigotry.
- ✓ Mobilize Nigerians for positive patriotic participation in and identification with national affairs and issues.
- ✓ Sensitize, induct and equip all Nigerians to fight against all forms of internal and external domination of resources by a few individuals or groups.

Structure

The Agency is a Three-tier Organization aligned to the Federal set-up of the country. It consists of:

- i. The National Headquarters.
- ii. State Directorates.
- iii. Local Government Offices.

National Headquarters

The National Headquarters of the Agency formulates policies and strategies for implementation. It also monitors and evaluates the activities of the Agency throughout the country.

There are seven service Departments, namely: Human Resource Management (HRM); Planning, Research and Strategy (PRS); General Services (GS); Finance and Accounts (F&A); Reform Coordination and Service Improvement (RCSI); Procurement; and Legal, while there are four (4) programme departments, namely: Orientation and Behaviour Modification (OBM); Special Duties and

State Operations (SDSO); Political, Civics, Ethics and Values (PCEV) and Public Enlightenment and Mass Mobilization (PEMM).

State Directorates

State Directorates are mainly responsible for implementing the Agency's programmes at the State level. They also supervise and monitor programmes implementation by the Local Government Offices. It is important to note that because of diversity in languages, cultures and other practices, the State Directorates adopt programmes where necessary, to conform with their local peculiarities but without losing the substance and intended message(s). This has ensured optimal results. There are three (3) Departments in the State Directorates, namely: Programmes; Administration and Finance; and Research, Monitoring and Evaluation.

Local Government Offices

The Local Government Areas/Area Council Offices are the arrow heads of the Agency's activities at the grassroots. They enhance popular participation in the socio-economic and political affairs of the society at the grassroots level through consultation with relevant groups in the communities.