

# The Tell Person and I GO Report Am campaign

A participatory evaluation | ACSAI, Nigeria

## About ACSAI

Action Against Child Sexual Abuse Initiative (ACSAI), based in Abuja, Nigeria is a women-led NGO focused on the use of communication technology to drive change through its activities to combat sexual violence across the country.

ACSAI considers the prevalence of sexual violence worldwide to be rooted in systemic gender inequalities that disempower women, children, and other minorities. It sees a cycle of violence that is perpetuated by an absence of justice, information and economic opportunities. In this context, ACSAI delivers programmes which span the areas of education, advocacy, sensitisation and empowerment.

## Project evaluated: The “Tell Person and I GO Report Am” campaign

The “Tell Person” campaign, part of a national strategy to address Online Child Sexual Exploitation and Abuse (OCSEA) and strengthen youth reporting of Child Sexual Abuse Material (CSAM) is rooted in Nigerian Pidgin, and aims to empower youth and raise awareness about child sexual abuse and exploitation. With a particular focus upon young people, the initiative reaches across social classes, using Pidgin English, through training sessions, interactive discussions, educational outreach, a user-friendly hotline for anonymous reporting and media-driven content.

In a collaboration with government bodies, NGOs, and law enforcement agencies, the campaign aims to:

- Raise awareness of online child sexual exploitation and abuse (OCSEA) among young Nigerians.
- Increase the reporting and removal of child sexual abuse material (CSAM) via a dedicated hotline.
- Educate youth on how to identify and report online sexual exploitation.



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ACSAI's campaign takes place in the wider context of the national Online Child Sexual Abuse and Crime campaign which aims to combat OCSEA by educating young Nigerians, enhancing public awareness, and strengthening reporting mechanisms. Launched in November 2022, the national campaign has increased hotline reports, empowering young people aged 16-24 to identify and report online exploitation. The campaign has partnered with NGOs, law enforcement, and other stakeholders, training over 500 young people and achieving substantial public engagement. By December 2027, the campaign aims to equip 5,000 young individuals with the knowledge to counter online-facilitated crimes, demonstrating its commitment to safeguarding Nigeria's youth.

## Participatory evaluation plan

This was designed, using participatory approaches, to involve key stakeholders, including:

- Government officials and law enforcement representatives, to assess response effectiveness.
- Youth, for insights on training effectiveness and campaign impact.
- Community members, to gather diverse perspectives through focus group discussions.

The evaluation took place between July and September 2024.

## Tools selected

- Key informant interviews (KIIs): for qualitative stakeholder insights.
- Focus group discussions (FGDs): for evaluating youth knowledge of CSAM and the hotline.
- Social media metrics: for tracking views, shares, and interactions to gauge public awareness.
- Surveys: to capture stakeholder feedback on campaign effectiveness.



## Evaluation outcomes

- **Increased levels of reporting to the hotline:** reports rose from two pre-campaign to 55, though challenges with incomplete reports persisted.
- **Efficient and timely removal of Child Sexual Abuse Material from the web:** four instances were promptly removed, while six were escalated to law enforcement.
- **Enhanced public awareness:** awareness of online child sexual exploitation and abuse grew by over 50%, especially among youth in tertiary institutions.
- **Increased levels of youth engagement and sensitisation:** over 500 youth were trained, many becoming online safety advocates.
- **Stakeholder collaboration improved partnerships:** however limited participation in the surveys hindered comprehensive analysis.



## Lessons learnt

- Public education and awareness-raising must be a continuous effort: this is essential for increasing engagement and reporting.
- Collaboration with law enforcement bodies is critical: this can enable timely investigation and prosecution.
- Involving youth throughout the evaluation process empowers them: it fosters ownership and proactive reporting.
- Efforts must be made to expand outreach in rural areas: this can help to fill awareness gaps.
- Reporting processes should be streamlined: this will reduce the amount of incomplete reports and improve the efficiency of online CSAM content removal.

## Conclusion

The “Tell Person” campaign has had a significant impact on efforts to combat OCSEA in Nigeria. While progress is evident in youth engagement and public awareness, challenges in rural outreach, law enforcement response, and report validation remain. ACSAI plans to expand outreach, strengthen collaborations, and enhance reporting mechanisms to safeguard children in Nigeria’s digital landscape. With continued commitment, the campaign can serve as a model for combating online exploitation in other regions.

**Awareness of online child sexual exploitation and abuse grew by over 50%, especially among youth in tertiary institutions during the course of the campaign.**

### CONTACT DETAILS

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