



Climate and health public engagement Leadership program

Topic area: Public Engagement

Session title: Deep Dive - Public engagement in policy making

Funded by

Dalberg



Agenda

- | | |
|----------------------------|----------|
| 01 Case study | (15 min) |
| 02 Changemaker experiences | (15 min) |
| 03 Break | (10 min) |
| 04 Role play | (40 min) |
| 05 Plenary discussion | (10 min) |

We are here



Date	April 28	Week of May 8 & 15	May 25	May 26	Week of June 5 & 12	June 22	June 23
Session	Introduction to PE	Coaching & optional responsive hours	Principles and mindsets for engaging equitably in communities we work	Practice of equitable PE in communities	Coaching & optional responsive hours	Principles of engaging with policymakers	Deep dive on engaging policy-makers

Date	Week of July 10 & 17	July 27	July 28	Week of Aug 7 & 14	Aug 25	Week of Aug 28 & Sept 4	Sept 22
Session	Coaching & optional responsive hours	Principles of public engagement in fundraising	Deep dive on PE for fundraising	Coaching & optional responsive hours	Deep dive on collaboration strategies for PE	Coaching & optional responsive hours	Program closing ceremony

1 Case study

My Story



My Great Grandfather, Pa Samson Wikina served as an interpreter for the colonial masters



In January 2020, I applied for a business program at Nexford University and I was asked to submit an IELTS result



NG PEOPLE NEWS

Nigerian man 'forces' US university to change its English proficiency policy

After arguing with the university's admission team via email, I brought the conversation to Twitter asking why English-speaking Africans are made to write IELTS. It trended for 2 days and the university was forced to change their policy



Replying to @EbenezarWikina and @SallyO7

We hear you! Since then, we've changed our admissions policy to make it simpler. As a next-generation university, we don't believe in rules for the sake of rules, and if you speak English well enough to pass your first course, then you are well-equipped to succeed at Nexford.

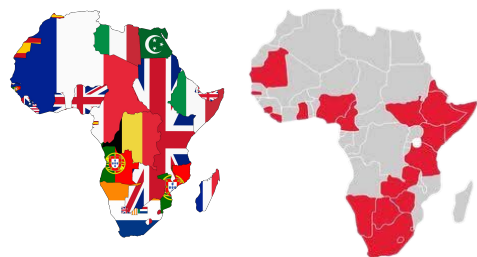


Policy Shapers

In August 2020, Policy Shapers was founded and we launched the campaign officially

1 Case study

The Problem

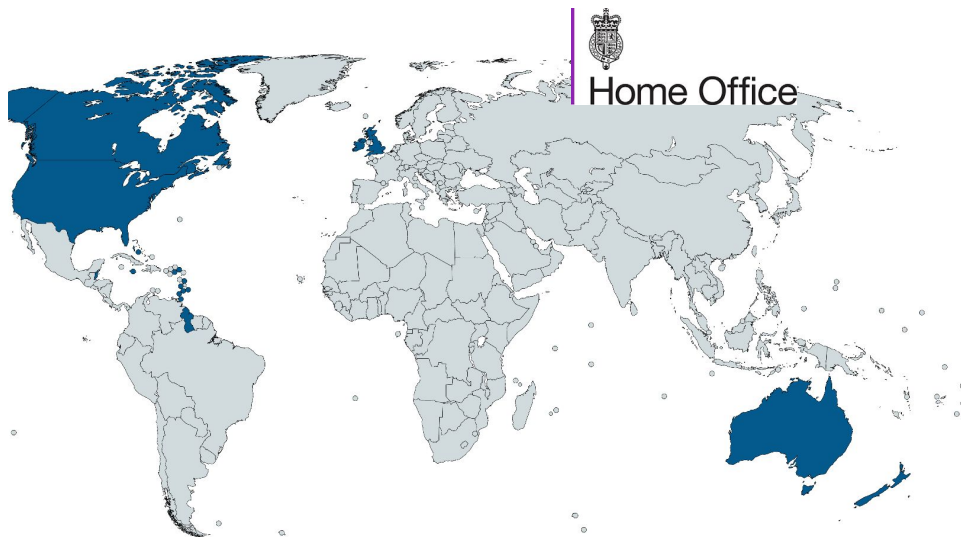


SINCE 1980

\$90,720,000

2021 IELTS revenue from Africa
 420,000 people at \$216/exam
 (Source: Education First)

STORY OF US



Countries shaded blue are listed on the Home Office

[Majority English Speaking Country List](#)

This became the policy entry point for our campaign

STORY OF NOW

1

Case study

Our Approach & Tools

OUR GOALS

1. Scrap the English test for Anglo-Africans and include Nigeria and other English-speaking countries in Africa on the Majority English Speaking Country List

OR

1. Reduce the cost of the IELTS test and let it be valid for life like the DELF/DALF test.

OR

1. Influence universities and other educational institutions to change their admissions policy and exempt Anglo-African students from English tests

OUR APPROACH

We constituted an **Advocacy Taskforce** with over 100 volunteer campaigners on WhatsApp from across Africa, and empowered them to speak up on this issue alongside us.

Stop asking Nigerians to write IELTS



82,696
Signatures

150,000
Next Goal

- Sunday James Audu signed this petition
- Victoria Paul signed this petition

Thanks to your support this petition has a chance at winning! We only need 67,304 more signatures to reach the next goal - can you help?

Take the next step!

1. Petition to get their attention

POLICY BRIEF - 001



The Simplification of the Rules Taskforce (SORT), Migration and Borders Group, House Office, United Kingdom
From: Policy Shapers and 72,000 supporters
Date: February 14, 2022
Subject: Making a case for Nigeria's inclusion in the Majority English Speaking Country (MESCC) List

Executive Summary

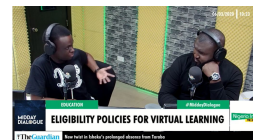
There is public evidence to support Nigeria's demand for inclusion in the Majority English Speaking Country (MESCC) List. Scores of these include a top 'Digital ranking' and a top 'Africa ranking' on the annual Education First English Proficiency Index¹ over the past five years; the United Nations projection² that 42% of Nigeria's population is under 25 years, a noteworthy generation with 75% literacy in English³ and a 62.5% pass rate⁴ in the West African Senior Secondary Certificate Examination (WASSCE)⁵ with nearly 7 million English credits recorded between 2018 and 2021. Although the response from the Home Office to our enquiry on its MESCC list inclusion was ambiguous, recent data proves beyond reasonable doubt that Nigeria should make the list in line with the UK's simplification of immigration rules project.

Context & Analysis



Fig. 1: Mapping countries on the Home Office's MESCC list on Google Maps

¹Education First English Proficiency Index (EFPI)
²United Nations Population Projection (UNPP)
³Education First English Proficiency Index (EFPI)
⁴West African Senior Secondary Certificate Examination (WASSCE)
⁵West African Senior Secondary Certificate Examination (WASSCE)

2. Policy Brief to present our argument3. Media to drive the conversation and pressure

Case study

On a Lighter Note: What the pressure can do



Simplification Of the Rules Taskforce SORT@homeoffice.gov.uk [via homeoffice.gov.uk](mailto:homeoffice.gov.uk)

to yusufafolabi74@gmail.com, me ▾

Wed, Jan 26, 4:33 PM



Dear Yusuf and Ebenezar,

Apologies for the delaying in replying to you, and thank you very much for your correspondence on this matter. To be included on the Majority English Speaking Country (MESC) list, we must have evidence that most people in the country (more than half) speak English as a first language. We rely on publicly available evidence such as official censuses to make this determination along with other academic sources. We may also consult the

The UK government hurriedly sent us a reply that had typos...

1 Case study

Using New Media for Public Engagement

Trends for you

Trending in Nigeria

The Prophet

22K Tweets

Trending in Nigeria

Dear UK Home Office

4,163 Tweets

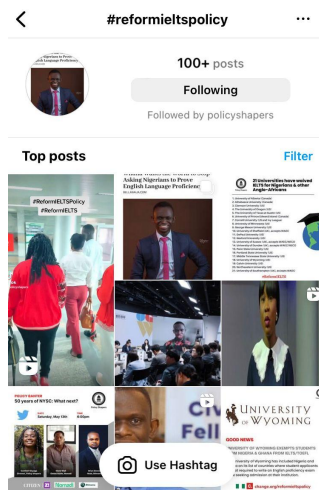
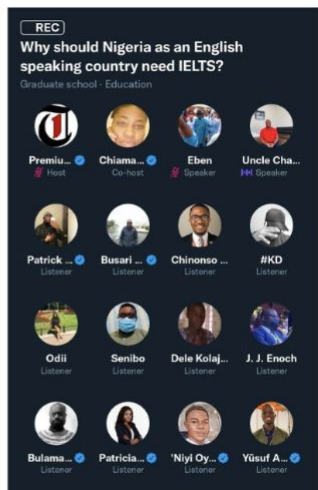
Trending in Nigeria

Bisi Kolawole

Travel · Trending

IELTS

31.2K Tweets



- Choose a memorable and easy hashtag to document your campaign - #NotTooYoungToRun, #FridaysForOurFuture
- Leverage tools like Canva to represent data and drive conversation
- Find ways to get people talking (privately & publicly) - memes, videos, skits, etc

IELTS™

VS



1 English Proficiency Test

2 Costs 89,500 Naira

3 Result expires in 2 years

1 French Proficiency Test



2 Costs 16,000 Naira

3 Result is valid for life

Sign Our Petition: change.org/reformieltspolicy

1 Case study

Our Allies

	GAINS <ul style="list-style-type: none">- Signatures and traffic to website- Publicity for Change.org brand	CONTRIBUTION <ul style="list-style-type: none">- Helped with Campaign team to engage the Foreign Ministry- Supported with digital campaigning
	GAINS <ul style="list-style-type: none">- More students able to apply for scholarship programs- Association with a good cause	CONTRIBUTION <ul style="list-style-type: none">- Led process of engaging universities abroad- Social media publicity support

1 Case study

The Decision Makers

Virtual Engagement
with the Vice
President of Nigeria



Physical Engagement with Ministry of Foreign
Affairs, Abuja, Nigeria

Virtual Engagement
with Ghanaian MP,
Rockson Dafeamekpor



Engagement with British Council through
Youth Advisory Board; Engagement with
Commonwealth through QCEC Jury



Email conversation
with the Home
Office

nmc
**Nursing &
Midwifery
Council**

Email conversation
with NMC



Email engagements with Admissions
offices of UK, US & Canada universities
advocating for DEI

Case study

Note: The DMs will try to co-opt you



Dr. Dipo Awójidé ✓
@OgbeniDipo

Just like JAMB, I still don't understand why people have to pay N75K for International English Language Testing System (IELTS) and the result expires in 2 years. That's a lot of money. They make billion of Naira in profit from Nigeria 🇳🇮. Reduce the fee by half or even 30%!

8:24 AM · May 5, 2020 · Twitter for iPhone

3,367 Retweets **240** Quote Tweets **9,696** Likes



May 2020



Meet Our
BRAND AMBASSADOR.

DR. DIPO

AWOJIDE

@ (@OgbeniDipo)



January 2021

1 Case study

The Results

- The UK government officially recorded our policy brief as a working document, and has requested for an official census from Nigeria to verify our data in order to include Nigeria in the MESIC list
- So far 27 universities around the world have publicly announced English test exemptions for students from Nigeria, Ghana, Kenya, South Africa, etc
- Our campaign has mobilized over 82,000 supporters, and has been featured on over 530 media platforms globally



Active campaigns in Nigeria, Ghana, Kenya, Malawi, and Mauritius



21 Universities have waived IELTS for Nigerians & other Anglo-Africans

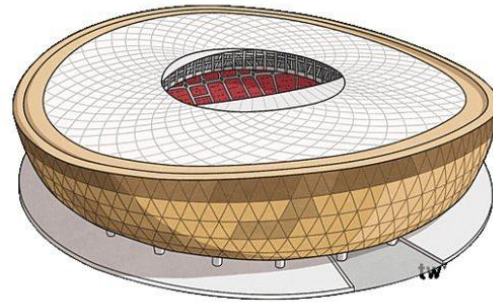
1. University of Alberta (Canada)
2. Athabasca University (Canada)
3. Clemson University (US)
4. The University of Oregon (US)
5. The University of Texas at Austin (US)
6. University of Prince Edward Island (Canada)
7. Cornell University (US and Ivy League)
8. University of Minnesota (US)
9. George Mason University (US)
10. University of Sheffield (UK), accepts WAEC
11. DePaul University (US)
12. Nexford University (US)
13. University of Sussex (UK), accepts WAEC/NECO
14. University of Dundee (UK), accepts WAEC/NECO
15. Penn State University (US)
16. Portland State University (US)
17. Middle Tennessee State University (US)
18. University of Wyoming (US)
19. Calvin University (US)
20. Northeastern University (US)
21. University of Southampton (UK), accepts WAEC



#ReformIELTS

1 Case study

The Results



80,000
SIGNATURES

Thanks to you, the number of people who have now signed our petition can fill the Lusail Stadium in Qatar where the 2022 World Cup Final was held.

We utilized imagery and creative writing to help people visualize the change we were making

1 Case study

The Results



Old Monk 🇮🇳🇨🇦 @MonkFromToronto · Feb 15, 2022

It's a money earning machine for them !!! for canada, first you apply for IELTS for study.. then for PR.. For study 1 attempt, for PR 2-3 attempts are normal. So you are paying them almost \$1000 for IELTS.

)10 lakh applicants x \$1000) + PR fee is yearly budget for them.



1



5



...



Shafiq Ahmad @shafiqobg · Feb 15, 2022

I am working as a doctor in the UK after IELTS etc in 2008. Now Ireland medical council is asking me for IELTS again if I want to register there. So it's nothing but money.



2



...



Sneha @FlirtingKaapi · Feb 15, 2022

Nigeria is doing something about it. twitter.com/EbenezarWikina...

We should support them and do something similar.

...



Eben @EbenezarWikina · Feb 15, 2022

Replying to @FlirtingKaapi

Really lovely that folks are waking up to this issue. Using #ReformIELTSPolicy we've been building a movement across Anglophone Africa, starting with #Nigeria 🇳🇮

We are already in talks with the @ukhomeoffice and here's a policy brief we sent to them - policyshapers.com/2022/02/13/ref...



1



106



545



Young people in India and Pakistan joined the conversation and it went viral on 'Subtle Curry Traits'

1 Case study

The Results



Nursing and Midwifery Council

@nmcnews



[@PolicyShapers](#) Thanks for getting in touch - our team have received your documents and are looking through them carefully, and will be in contact in due course.

10 Jun 2022 • 13:49



NMC Nursing & Midwifery Council



NMC launches consultation on English language requirements

17.06.22

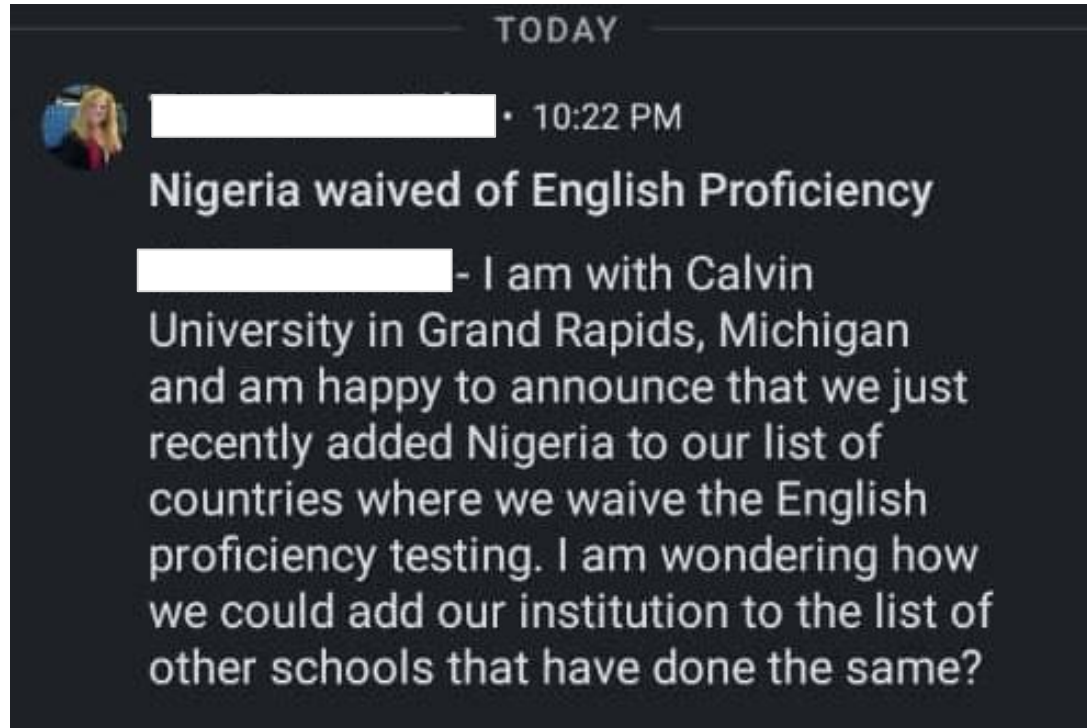
We've launched a new consultation giving people the chance to have their say on proposed changes to our English language requirements. The consultation will run for eight weeks from today (17 June 2022).

The NMC launched a review of its English language requirements and has introduced the SIFE policy

1 Case study

The Results

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Universities around the world are now writing to us to inform us of their policy changes

1 Case study

The Results



Hon. Tolulope Akande-Sadipe, MHR
CHAIRMAN HOUSE COMMITTEE ON DIASPORA

31st May, 2023



To Whom It May Concern:

Dear Sir/Madam

RE: Request for Contribution to A Bill for An Act to Amend the Joint Admission and Matriculation Board (Establishment, Etc.) Act, 2021 and other Related Matters (JAMB BILL)

I hope this letter finds you in good health and high spirits. I am writing to request your valuable contribution to the JAMB Bill, which is currently undergoing legislative amendments. The purpose of this bill is to extend the date validity of the JAMB Examination, an important examination within the Nigerian educational system.

We have now been invited by the Nigerian government to make contribution to national education policy

1 Case study

The Lessons

→ You need **people**

→ You need **data**

→ You need **time**

02 Changemaker Experiences

Cohort 1

Dr Calae

Guide for presentation

- What was the problem?
- What was the policy problem?
- What were your goals?
- How did you go about addressing those issues?
- Who were your allies, collaborators, enemies, champions etc.?
- What were some of the tools you used?
- How did you know you had achieved your goal?
- Where are we now?
- What was surprising?
- If you were to do it again how would you approach it?

Reflection

- What would have been the opportunities for community engagement?

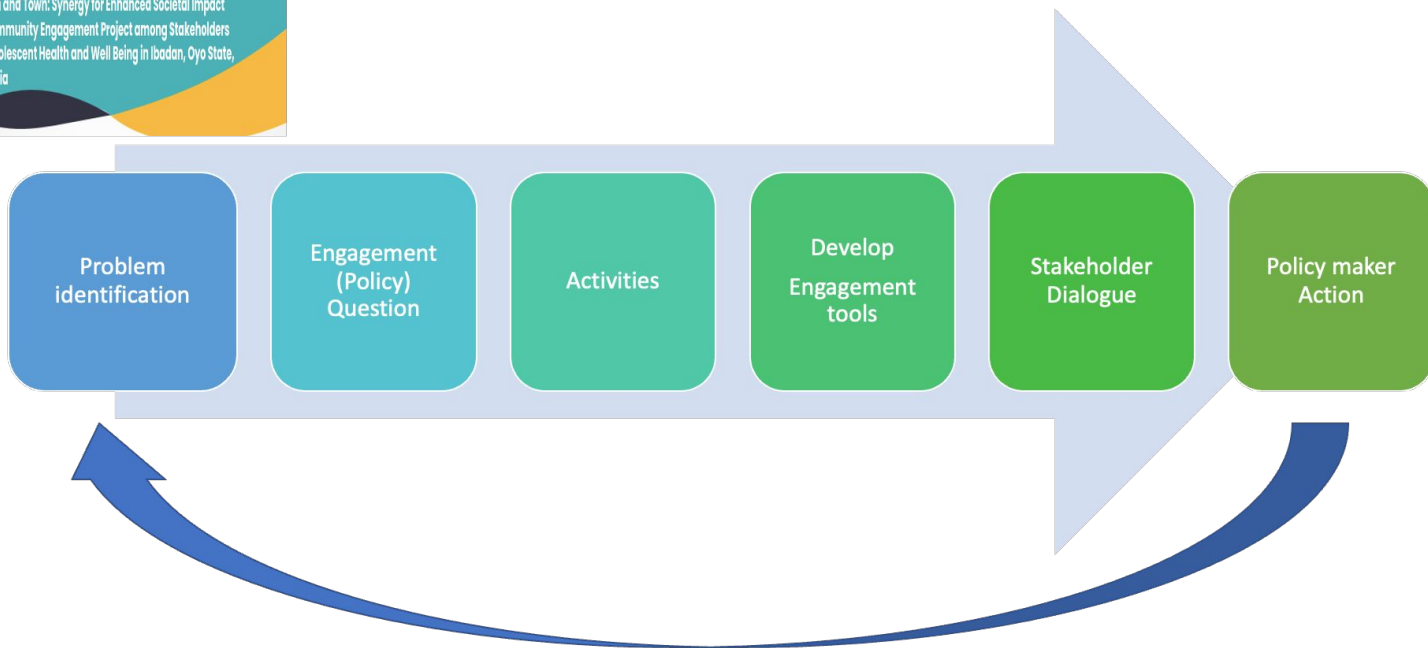
Adesola

Guide for presentation

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Reflection

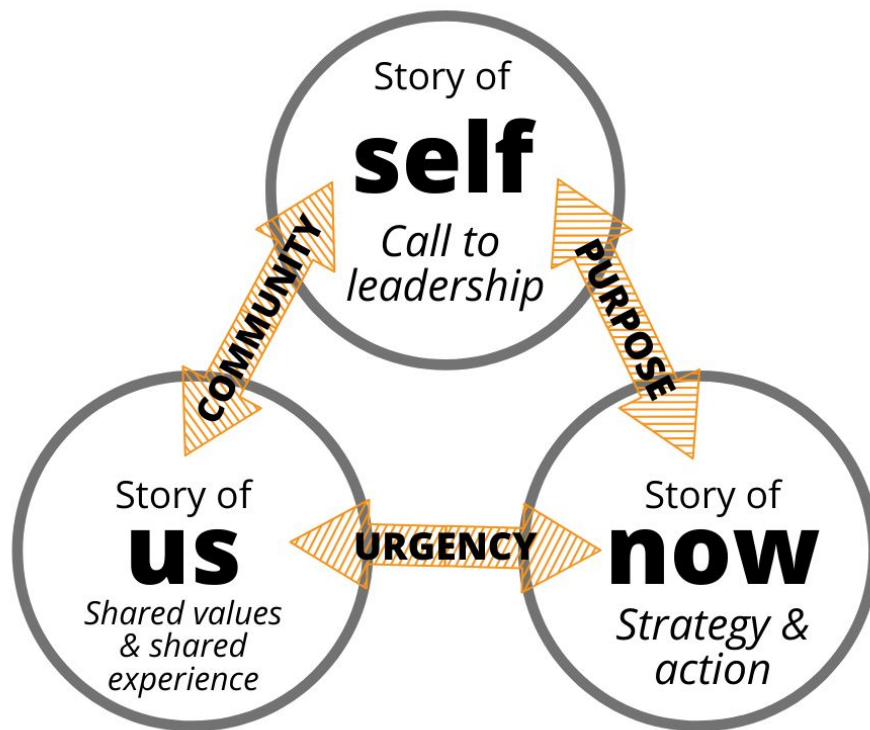
- What would have been the opportunities for community engagement?



03 Break

04 **Role Play - Uganda's Oil Pipeline**

Uganda's East Africa Oil Pipeline



1 A story of self: Why were you called to motivate others to join you in this action? What stories can you share that will enable others to “get you.” How can you enable others to experience sources the values that move you not only to act, but to lead? *Focus on this section, trying to identify key choice points that set you on your path.*

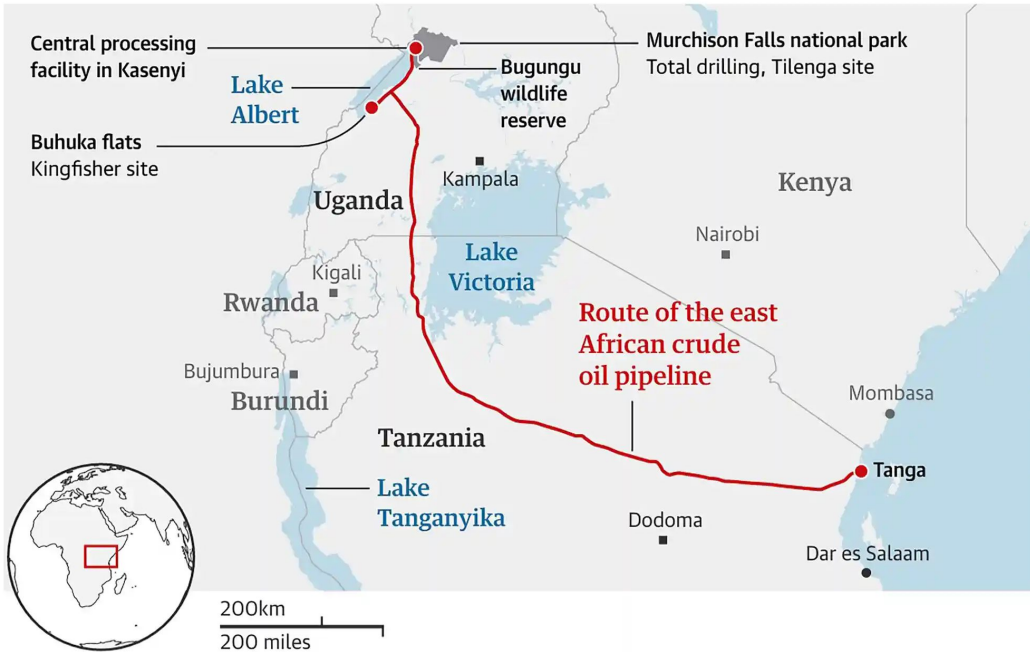
2. A story of us: To what values, experiences, or aspirations of your community – in this case your cohort at the very least – will you appeal to when you call on them to join you in action? What stories do you share that can express these values? *Describe this “us” in two or three sentences.*

3. A story of now: What urgent challenge do you hope to inspire others to take action on? What is your vision of successful action? What choice will you call on members of your community – in this case, your cohort – to make if they are to meet this challenge successfully? How can they act together to achieve this outcome? And how can they begin now, at this moment? *Describe this “now” in two or three sentences.*

Read [here](#)

4 Role Play

Uganda's East Africa Oil Pipeline



Oil companies plan to pump crude oil from Lake Albert, Uganda to the coast of neighbouring Tanzania, with the goal of producing 1.4bn barrels over the next two decades. After years of discussions between the Ugandan government and international oil companies, Total Energies of France won the largest deposit. It has since drilled 400 oil wells, including 100 in the middle of the Murchison Falls national park, a haven of biodiversity vital for Uganda's tourism industry. The Chinese oil company CNOOC won the exploitation rights to a smaller field south of the lake. This oil represents a huge opportunity, it will be decisive for the development of Uganda. Uganda will be able to achieve energy independence, increase the export capacity of our agriculture and use the trade surplus to strengthen the Ugandan currency. The Ugandan GDP could increase by almost 20%. Farmers and local residents have had to be relocated. The Ugandan government has put in place measures to compensate farmers and residents that have had to relocate. Inhabitants have all been rehoused, compensated and trained in new jobs when they want them.

Read

<https://www.theguardian.com/global-development/gallery/2023/feb/24/counting-the-cost-of-ugandas-east-africa-oil-pipeline>

4 Role Play

Uganda's East Africa Oil Pipeline

P.28



As a changemaker you have the opportunity for a brief meeting with a Policy Maker.

Before having the meeting, you must decide where you stand on the development of this pipeline.

Who are you speaking for/on behalf of and what are you seeking to gain from this meeting?

Read

<https://www.theguardian.com/global-development/gallery/2023/feb/24/counting-the-cost-of-ugandas-east-africa-oil-pipeline>

04 Role Play

Scenario 1: The Health Minister

As a changemaker you have the opportunity for a brief meeting with the Uganda Minister of Health.

The Health Minister is a former doctor and clinician. She/He attended medical school in Uganda before attending prestigious hospitals and universities across the world. She/He is a recognised expert in their field and has worked at the WHO at both the African region and HQ in Geneva. They are committed to health of Ugandans including the wider determinants of health.

Guiding questions:

- What are the motivations for or against this development?
- Who seeks to benefit from this development?
- What is the health case for or against this?
- What are the short and long term health implications?
- What can be done to mitigate the health consequences of this?

Role Play: Health Minister	Role Play: Change Maker



Switch after 10 mins

Scenario 2: The Finance Minister

As a changemaker you have the opportunity for a brief meeting with the Uganda Minister of Finance.

The Finance Minister grew up in the region in question. She/He worked the land in that region with their grandparents. They gained education in university both in Uganda and in the West and ultimately decided to become a politician to help develop their country on the international stage. They believe they are acting on behalf of the people that elected them.

Guiding questions:

- What are the motivations for or against this development?
- Who seeks to benefit from this development?
- What is the health case for or against this?
- What is the economic case for this?
- What is the social development case for this?

Role Play: Finance Minister	Role Play: Change Maker



Switch after 10 mins

Reflections

- What have we learnt?
- What was surprising?
- Did we seek to influence or come to understanding?
- Who were we speaking on behalf of?