

# AENN Partnership with Viamo and Airtel for 3-2-1 Infoline to Provide Accessible Messaging on Education Resources across Nigeria

## About the 3-2-1 Service

Airtel's 3-2-1 service is a free phone-based information service that provides on-demand audio information about key community development topics through interactive voice response (IVR). Accessible for free to all 35 million Airtel users across Nigeria, the service provides information on topics including: Agriculture, Climate Action, Education, Financial Services, Good Health and Well-being, Working in Crisis & Humanitarian Contexts. Designed to be accessible to users regardless of their location, socio-economic status, literacy level, or language, the service can be accessed by simply dialing 3-2-1 from any Airtel-connected phone. Users can select their preferred topic and listen in any of five of Nigeria's most common languages (English, Hausa, Pidgin, Yoruba and Igbo).

In 2020, AENN Activity worked through Viamo to identify education key messages and adapted them for distribution on the Education section of the IVR system. The Activity selected themes relevant to parents or caregivers, educators, and other education stakeholder including:

- Information on government provisions for schools, such as the different levels of formal education, Nigerian education law, and education management structure at the national, local, and state levels
- Guidance for parents and caregivers on their children's schooling, including enrollment, importance of education, keeping students motivated, and
- Instructions for school hygiene, such as disease prevention and WASH (water, sanitation, and hygiene)



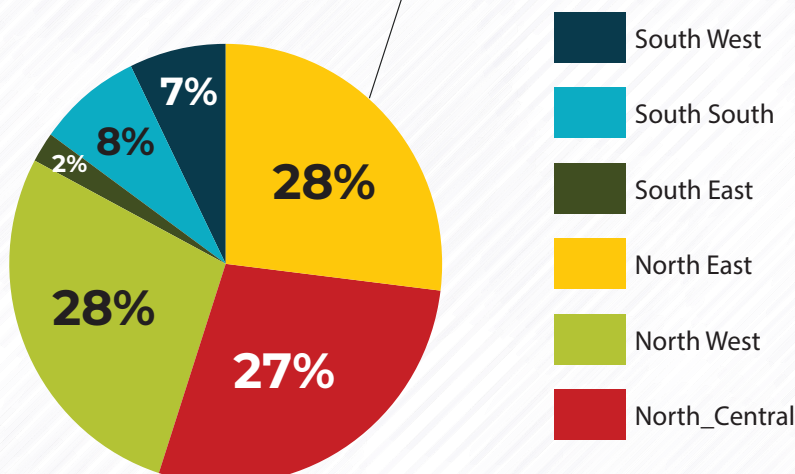
## Gender disaggregation



There is almost gender balance of the unique registered callers who accessed the content and also a high percentage of females interacting with the AENN IVR content.

**121,453**  
recorded calls from **88,559** unique callers who accessed and listened to the AENN IVR education key messages across Nigeria, mostly in Hausa language, between April and November 2020.

**18,336 (28%)**  
of the registered callers who accessed and listened to the IVR education key messages are from Northeastern part of Nigeria, including AENN intervention states. There were more callers from this region than any other region of the country.



Unique callers by regions: April - November 2020

## Private-Public Partnership with Airtel

Viamo, a partner in the AENN Activity, maintains a private-public partnership with Airtel which enables Viamo to host the 3-2-1 service on the Airtel network and also provides the Airtel subscribers with free calls to access the system.

Airtel also sends Below the Line (BTL) text messages to their subscribers with instructions to call the 3-2-1 service to listen to useful information. This has increased the number of calls made on the 3-2-1 service, as well as the number of users accessing AENN education content.

Viamo is currently monitoring the service on the impact of the BTL on the AENN education content and will continue to engage with Airtel to continue sending out the BTL to its subscribers.

Viamo is also working with Airtel to make the 3-2-1 service accessible to other network subscribers at minimal cost. This will enhance the accessibility of the service by allowing non-Airtel users to access the 3-2-1 content.

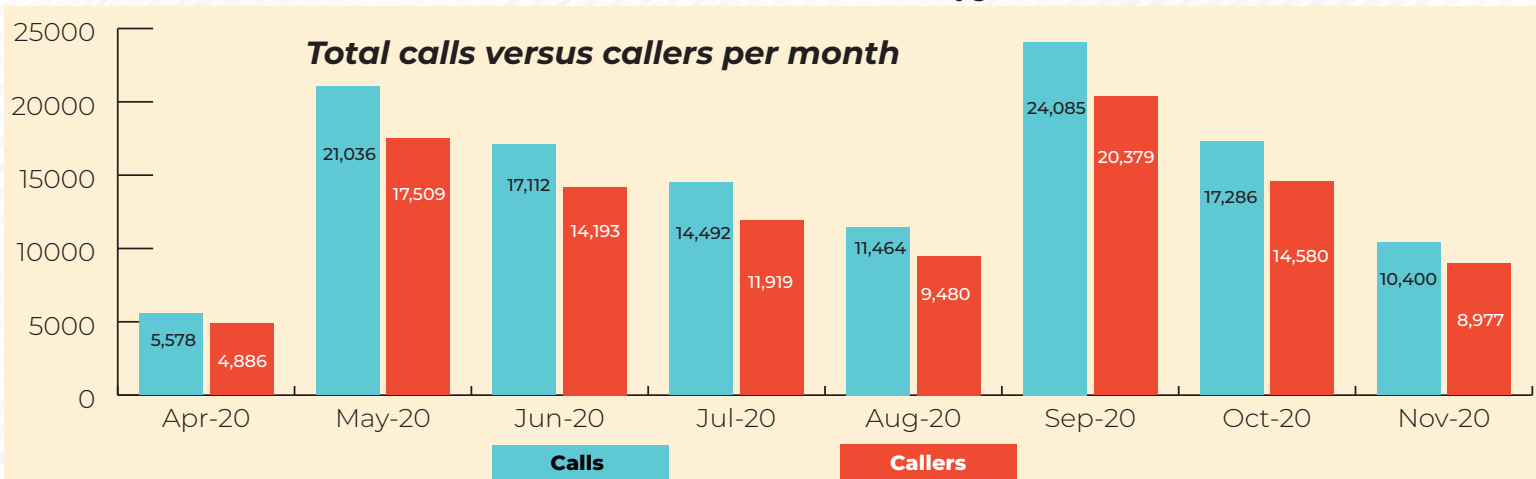
This partnership will enhance the sustainability of the AENN Activity because the AENN education content will remain accessible through the 3-2-1 service at no cost after the close of the project.



## Interaction with AENN Education Content on 3-2-1

The AENN education content was launched on the 3-2-1 service on April 24th, 2020. Viamo provides monthly and cumulative reporting on the number of listeners who interact with the education content, their demographic information, and the content they selected, which AENN uses to inform outreach efforts and content development.

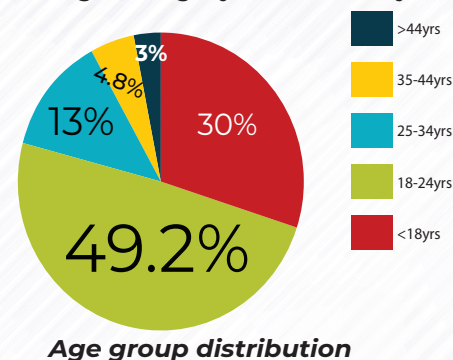
From April to November 2020, the education section of the IVR system has recorded a total of 121,453 calls from 88,559 unique callers across Nigeria with the Northeastern part of Nigeria having the highest number (18,336) of registered callers who accessed the content and listened to the education key messages, mostly in Hausa language. Calls increased in months users received BTL messages. Content on government provisions for schools was most popular, followed by children's schooling and school hygiene.



## Key observations

- Result shows that 28% of the registered callers who accessed the AENN education content are from the North Eastern part of Nigeria which includes the AENN implementing states. This shows that content marketing by AENN in the North Eastern part of Nigeria increased the number of reach. Callers from the North Eastern part of Nigeria mainly accessed the content in Hausa language. 27% of the total unique callers who accessed the content did not indicate their location.
- Gender disaggregation shows that 54% of unique registered callers who listened to the education content are males. While 46% of the registered callers are females. This shows that there is almost gender balance of the registered callers who accessed the content and also a high percentage of females interacting with the content as the difference from that of male callers is only 8%. 24% of total number of unique callers who accessed the content did not indicate their gender.
- As seen in the chart below, the content has been accessed by all age categories. The age disaggregation shows that 49.2% of the registered callers are between the age category of 18-24 years old. This is followed by 30% of the registered callers

who are between the age category of under 18 years old. 13% of registered callers are between the age category of 25-34 years old. 25% of the total number of callers did not indicate their age at the time they accessed the content.



- The education content is being used as a tool to reach a larger audience at the same time to complement classroom learning with the use of most basic phones and irrespective of the callers' locations. It enhances digital literacy and helps the 3-2-1 users to learn beyond the limitation of physical classroom, thus enabling the 3-2-1 callers to learn comfortably at their own pace using the navigation menu to access the different education content topic.
- This also calls for the need to dynamically update the education content on a bi-annual basis with quality and inclusive education content to improve not only callers' literacy level but also their interest to continue engaging with the education concepts.