

A Review by
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AGENCY:
Image Merchants Promotion

CLIENT:
Kano State Government

PARTNER:
*Network for Advocates of Digital
Reporting (NADIR)
(NGO)*

TITLE:
*Emergency Response to Education
Crisis in Kano*

Video:
<https://www.youtube.com/watch?v=ZDXiWqwyZR8>

SUMMARY

In June 2024, a year after his election, Governor Abba Kabir Yusuf declared a state of emergency in Kano State's education sector, prompted by the alarming rate of out-of-school pupils mainly due to poor school conditions and the recognition that lack of education exacerbates unemployment and insecurity. The campaign, executed through strategic public relations approaches, garnered significant public support, stakeholder collaboration, and community engagement. This led to substantial infrastructure development and improvements in school enrollment.

This bold intervention was rooted in the belief that education is the cornerstone of societal development and a powerful tool to combat social vices.

This comprehensive campaign demonstrated the transformative power of PR in driving societal change, positioning Kano State as a model for leveraging education to tackle insecurity and unemployment.



BACKGROUND

- ***Governor Yusuf's Inheritance: A Grim Reality:*** Upon assuming office, Governor Abba Kabir Yusuf was confronted with a dire situation in Kano State's education sector. Schools were plagued by widespread infrastructural decay, leaving students to learn in unsafe and unsanitary conditions. Boarding schools lacked basic amenities, forcing students to sleep on bare floors. This grim reality necessitated urgent intervention.
- **The Pre-Emergency Educational Crisis:** The education sector in Kano State faced numerous challenges, including overcrowded classrooms, dilapidated buildings, and poor hygiene facilities. Learning outcomes were significantly below the national average, contributing to low literacy and numeracy levels. The lack of learning materials and inadequate teacher training exacerbated the situation, leaving many youths idle and vulnerable to negative influences.
- **The Link to Insecurity:** The deteriorating education system fueled youth unemployment, fostering social unrest and leading to an increase in thuggery, banditry, and petty crimes. Idle youth, lacking skills and formal education, were drawn to criminal activities, undermining community stability and security.
- **A New Era: Governor Yusuf's State of Emergency Declaration:** In response to these challenges, Governor Yusuf declared a state of emergency in the education sector on June 8, 2024. This decision marked the beginning of comprehensive reforms aimed at revitalizing the education system, fostering youth empowerment, and addressing the root causes of insecurity.



PROBLEMS AND CHALLENGES



1. **Cultural beliefs:** In some communities, Western education is seen as conflicting with religious values or traditional practices.
2. **Early marriage:** Many girls are married off early, leading to a high dropout rate and limited access to education.
3. **Socioeconomic status:** Many families struggle to afford basic necessities, let alone education.
4. **Limited resources and funding:** Inadequate budgets leading to a lack of infrastructure, materials and qualified teachers.
5. **Lack of economic opportunities:** Without job prospects, many young people see little value in pursuing education.
6. **Security concerns:** Insecurity and conflict in some regions have led to the destruction of schools and displacement of students.

APPROACHES FOR THE CAMPAIGN

To ensure well-coordinated PR strategies, following approaches were practical:

Stakeholder Engagement: Key stakeholders, including traditional rulers, religious leaders, parents, and educators, actively shaped and implemented the campaign. Their buy-in ensured broad-based support and helped bridge the trust gap between the government and communities.

Event Management and Facility Tours: Facility tours and public events highlighted the challenges within the education sector, fostering empathy and prompting collective action. Town hall meetings allowed for direct feedback.

Media Relations: A robust media strategy amplified the campaign's reach, by disseminating information and success stories. Journalists were given firsthand access to affected schools, ensuring transparent reporting.

Crisis Communication: Opposition narratives were addressed through proactive engagement rather than confrontational rejoinders.

Infrastructure Development: Teacher training programs, provision of educational materials, and infrastructure development like building or repairing schools.



OPPORTUNITY:

- **New Administration's Commitment:** Governor Yusuf's campaign promise of "Education for All" laid the groundwork for bold reforms, demonstrating strong political will and securing public goodwill.
- **Community Support:** Communities, recognising education as a pathway to progress, rallied behind the initiative, contributing local resources and volunteer labor to school renovation projects.
- **Public-Private Partnerships:** Collaborations with local businesses and NGOs enhanced resource mobilisation, ensuring sustainable interventions and expanded project scope.



OBJECTIVES OF THE PR CAMPAIGN

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1. **Change Perceptions About Education:** The campaign challenged misconceptions that undervalued education, reinforcing its role as a vital tool for societal advancement.
2. **Increase School Enrollment:** The campaign sought to attract more children and youths to formal education, emphasising girl-child education and reducing out-of-school children.
3. **Empowerment and Job Creation:** Vocational training and skill acquisition programs were integrated to prepare students for self-reliance, addressing unemployment and fostering economic growth.
4. **Address Insecurity Through Education:** The campaign aimed to divert youth from vices by reinvigorating the education sector, fostering a generation equipped with knowledge and skills.



Kano State Governor Alhaji. Abba Kabir Yusuf, distributes 789,000 school uniforms to pupils across the state.

LOCATION AND ENDORSEMENTS

Location: Kano State, Nigeria

Target Audience:

- Education Stakeholders
- Parents and youth
- Community leaders
- Religious leaders
- Media
- Policy Makers

Sponsor:

Kano State Government

Supported

Network for Advocates of Digital Reporting (NADIR), an NGO

Communications Tactics:

- Stakeholder Engagement
- Media Relations
- Event Management
- Crisis Communication

STAGES OF EXECUTION

1. **Orientation Stage:** The state executive council deliberated on the need for an education emergency, aligning interventions with broader development goals.
2. **Brainstorming Stage:** Stakeholders, including community and religious leaders, participated in consultative meetings, shaping the policy framework and intervention strategies.
3. **Implementation Stage:** The formal declaration of a state of emergency marked the launch of infrastructure projects, teacher recruitment drives, and mass sensitisation campaigns through PR tools.
4. **Feedback Stage:** Continuous monitoring and community feedback ensured adaptive implementation, addressing emerging challenges and refining approaches.



Creative Solution:

A large-scale, visually engaging campaign attracted children to schools, offering free uniforms, books, and meals. Introducing girl-child shuttle buses and incentives like conditional cash transfers boosted enrollment and retention.

Difficulty Eliminated

Despite opposition and divisive narratives, the campaign focused on positive engagement without combative rejoinders through influencers and skit makers for compelling third-party narratives.



OUTCOMES

1. Massive School Enrolment and Gender Inclusion: Apart from the surge in school attendance, more girls attend school, reducing gender disparity in education.

Source: “After Emergency Declaration, Kano’s School Enrolment Rises by 7%, Gender Inclusivity Improves <https://economicconfidential.com/2024/12/kano-school-enrollment/>

2. Improved Public Perception of Education: Change in cultural and societal attitudes that discourage formal education,

Source: Kano promotes 20,542 teaching staff; repairs vandalised digital park <https://punchng.com/kano-promotes-20542-teaching-staff-to-repair-vandalised-digital-park/>

3. Stakeholder Engagement/Participation: Greater involvement of international and local organisations, including traditional rulers and religious leaders, in supporting education initiatives.

Source: UK Reaffirms Commitment To Education At Kano Conference <https://leadership.ng/uk-reaffirms-commitment-to-education-at-kano-conference/>

4. Community Partnerships: Local leaders and organisations contributed to the campaign's success, fostering ownership and sustainability.

Source: Lawan Hussaini donates uniform to 1,000 out-of-school children in Dala LG: <https://kanofocus.com/2025/01/17/lawan-hussaini-donates-uniform-to-1000-out-of-school-children-in-dala-clg/>



OUTCOMES

5. Policy Advocacy and Government Commitment: Increased government investment in educational infrastructure, teacher training, and curriculum development.

Source: Kano Gov Allots 31% To Education In N549bn 2025 Budget Expenditure <https://www.channelstv.com/2024/11/08/appropriation-bill-kano-gov-allots-13-to-education-in-n549bn-2025-budget-expenditure/>

6. Economic and Social Development: Improved literacy and numeracy rates leading to better employment opportunities.

Source: PHOTOS: Kano State, FCDO Host Education Recovery Conference: <https://arewaagenda.com/photos-kano-fcdo-host/>

7. Award and Recognition: For the positive impact on the education campaign, the Kano State Governor was honored with multiple awards by media organisations and teachers' unions, among others

Source: World Teachers' Day 2024: Gov Yusuf honoured for education reform: <https://thenationonlineng.net/world-teachers-day-2024-gov-yusuf-honoured-for-education-reform/>

Source: Leadership Governor Of The Year 2024: Alhaji Abba Kabir Yusuf <https://leadership.ng/leadership-governor-of-the-year-2024-alhaji-abba-kabir-yusuf/>

Source: NANS lauds Kano gov for advancing state's education standards <https://tribuneonlineng.com/nans-lauds-kano-gov-for-advancing-states-education-standards/>



REFERENCE ON POOR STATE OF EDUCATION

INVESTIGATION: Inside Kano Schools Where Pupils Learn in Poor Conditions

<https://fij.ng/article/investigation-inside-kano-schools-where-pupils-learn-in-poor-conditions/>

Over 4.7 Million Pupils Sit On Bare Floor To Learn In Kano – Gov Yusuf (PHOTO)

<https://thewhistler.ng/over-4-7-million-pupils-sit-on-bare-floor-to-learn-in-kano-gov-yusuf/>

Over 500 Pupils Reportedly Forced To Share Learning Space With Animals In Kano School Over Dilapidated Classrooms

<https://saharareporters.com/2024/08/26/over-500-pupils-reportedly-forced-share-learning-space-animals-kano-school-over>

Primary 1,2,3 takes lessons at a time in one class, 4,5,6 in another in Kano community school

<https://solacebase.com/primary-123-takes-lessons-at-a-time-in-one-class-456-in-another-in-kano-community-school/>

INVESTIGATION: Inside Kano Schools Where Pupils Learn in Poor Conditions

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Criminals Take Over Public Schools in Sabon Gari – Investigation

<https://nigeriantracker.com/2024/10/18/criminals-take-over-public-schools-in-sabon-gari-investigation/>

Stakeholders Decry Poor State of Public Schools in Kano

https://www.pressreader.com/nigeria/the-guardian-nigeria/20220421/281921661599284?srsId=AfmBOopOhiUvMUwA5-agBQ7yiFJfbmzdKisrc51apB-MnfE3PGRV1I_W

Lack of water threatens children's education in Kano community

<https://dailytrust.com/lack-of-water-threatens-childrens-education-in-kano-community/>

Students suffer as contractors abandon Kano school projects after receiving over N70m

<https://www.ripplesnigeria.com/students-suffer-as-contractors-abandon-kano-school-projects-after-receiving-over-n70m/>

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Kano govt. laments poor sanitation in schools

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Yusuf commits to Kano educational devt

<https://thenationonlineng.net/yusuf-commits-to-kano-educational-devt/>

Kano holds education recovery conference

<https://kanofocus.com/2024/07/10/kano-holds-education-recovery-conference/>

Kano Education Summit 2024 Focuses on Strengthening Girls' Education

<https://nigeriantracker.com/2024/02/21/kano-education-summit-2024-focuses-on-strengthening-girls-education-completion/>

COMMUNIQUÉ: KANO EDUCATION 2024 SUMMIT

<https://spokespersonsdigest.com/2024/02/communique-kano-education/>

Kano Declares Laments over 989,234 Out-of-School Children

<https://www.arise.tv/kano-declares-state-of-emergency-on-education-over-989234-out-of-school-children/>

KNSG Employs 5,000 Teachers after Declaring Emergency on Education

<https://dailyasset.ng/knsg-employs-5000-teachers-declares-state-of-emergency-on-education/>

Kano seeks partnership with Qatar Charity to tackle social challenges

<https://businessday.ng/life/article/governor-yusuf-seeks-partnership-with-qatar-charity-to-tackle-social-challenges-in-kano/>

Kano promotes 20,542 teaching staff, repairs vandalised digital park

<https://punchng.com/kano-promotes-20542-teaching-staff-to-repair-vandalised-digital-park/>

Kano Gov't returns 15 girls' secondary schools to boarding status

<https://dailytrust.com/kano-govt-returns-15-girls-secondary-schools-to-boarding-status/>

Governor Abba distributed 73,800 Three-Seat Desks to Kano Schools

<https://kanostate.gov.ng/2024/09/20/governor-abba-kabir-yusuf-distributed-73800-three-seat-desks-to-schools-across-the-44-lgas-of-the-state/>

Kano Constructs 1,000 Classrooms to Address Congestion

<https://www.arise.tv/kano-begins-construction-of-1000-classrooms-to-address-congestion-improve-education-infrastructure/>

Yusuf launches 50,000 desk distribution to primary schools

<https://guardian.ng/features/education/yusuf-launches-50000-desk-distribution-to-primary-schools/>

Appropriation Bill: Kano Gov Allots 31% To Education In 2025 Budget

<https://www.channelstv.com/2024/11/08/appropriation-bill-kano-gov-allots-13-to-education-in-n549bn-2025-budget-expenditure/>

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<https://arewaagenda.com/photos-kano-fcdo-host/>

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Kano's Education State of Emergency: The Successes, The Challenges

<https://kanofocus.com/2024/11/30/kanos-education-state-of-emergency-the-successes-the-challenges/>

Education Renaissance: Governor Yusuf Boosts Learning and Safety in Kano's Public Schools

<https://fmino.gov.ng/education-renaissance-governor-yusuf-boosts-learning-and-safety-in-kanos-public-schools/>

Kano Education Under Gov. Abba Kabir Yusuf

<https://dailytrust.com/kano-education-under-gov-abba-kabir-yusuf/>

Kano State Education Gains Momentum Under Governor Yusuf's Recovery Agenda

<https://fmino.gov.ng/kano-state-education-gains-momentum-under-governor-yusufs-recovery-agenda/>

Abba Kabir Yusuf: Garlands for education reformer

<https://blueprint.ng/abba-kabir-yusuf-garlands-for-education-reformer/>

Source: Leadership Governor Of The Year 2024: Alhaji Abba Kabir Yusuf

<https://leadership.ng/leadership-governor-of-the-year-2024-alhaji-abba-kabir-yusuf/>

After Emergency Declaration, Kano's School Enrollment Rises by 7%, Gender Inclusivity Improves

<https://economicconfidential.com/2024/12/kano-school-enrollment/>

Kano's School Enrollment Rates Soar, Gender Gap Narrows Following Emergency Declaration

<https://arewaagenda.com/kano-school-enrollment-rates/>

NANS lauds Kano gov for advancing state's education standards

<https://tribuneonlineng.com/nans-lauds-kano-gov-for-advancing-states-education-standards/>

World Teachers' Day 2024: NUT Honors Gov. Yusuf for Outstanding Performance in Education Reform

<https://kanofocus.com/2024/10/05/world-teachers-day-2024-nut-honors-gov-yusuf-for-outstanding-performance-in-education-reform/>