

# ENTRY NOMINATION

**AGENCY:**

Image Merchants Promotion Ltd



**CLIENT:**

Nigeria Communication  
Commission



**TITLE:**

Leveraging on Emergency  
Communication Centre for  
National Security

# Summary

*After officially announcing the activation of a universal toll-free emergency telephone short code 112 at a special event in Abuja, the newly activated Emergency Communication Centres (ECCs) received and responded to large distressed call from members of the public seeking for help during emergency*

*Established by the Nigerian Communications Commission (NCC), the ECCs were activated as a one-stop shop for receiving distress calls from the public and dispatching same to appropriate Response Agencies (“First Responders”), who acted timely in resolving thousands of distress calls.*

*The projects had been in limbo until a new management under the Leadership of Professor Garba Danbatta, the Chief Executive Officer embarked on the construction and operationalization of the ECCs in 18 States of Nigeria.*



## Waiting for NCC's emergency communication centres

by Akintunde1 — 2 months ago



# Problems/Challenges

With the establishment of ECCs, the public were not fully aware of its operation and benefits.

When it became operational there were little reports or news to prove the functionalities and alert the public

There were no clear-cut mandates of the responders to manage and respond to the distress and emergency calls.

Agencies charged with response to security/safety issues established stand-alone emergency call systems with difficult to memorise telephone numbers.

There was existing and confusing multiplicity of emergency numbers by various organisations and operators compounded the public dilemma resulting to avoidable loss of lives and property



# Opportunity/Objectives

## Opportunity:

At the Security and Emergency Management Award (SAEMA), hosted by Image Merchants Promotion Limited, the Chief Executive Officer of NCC, Professor Umar Danbatta, used the event, a gathering security officers and media practitioners to officially announced the establishment of ECCs as a measure towards tackling the emerging security challenges as an initiative in ensuring a safer and secure Nigeria.

He also announced that there are only three numbers to remember in an emergency 1-1-2, which he noted would eliminate the need to determine which of the emergency agencies to call during distress. He said the centre will enhance inter-agency collaboration in emergency management.



# Geographic Location/Targeted Organisations

## Geographic Location:

The activated operational offices is currently in 18 States which will soon spread to other states in Nigeria

## Target Organisations

**CCC:** Centre for Crisis Communication being the Secretariat of the Forum of Spokespersons of Security and Response Agencies (FOSSRA) provides professional and advisory services as well as third-party endorsement on the project.

**ECC:** Liaising with the Emergency Communication Centres for effective information management and dissemination

**Media:** The print, electronic and online media to publish the reports on the activities of ECCs



# Tactics/ Endorsement

**Event Management:** Hosting of special events involving the stakeholders for better understanding of the new project and the functionalities

**Stakeholders Engagement:** Since NCC merely provide the structure and the facilities, the stakeholders, especially the responders must be carried along for their supports in the operation of the Centres.

**Media relations:** The press plays a strategic role in the sensitization and education of the public on the existence and operationalization of the Centres and the 112 toll free number



# Executions of the Campaign Programme:

**Orientation Stage:** There is a concern that with the establishment of Emergency Communication Centres (ECCs), the citizens were not adequately informed on the existence and its operation.

**Brainstorming Stage:** The management of NCC examined the best communication strategies to announce and promote the existence and functionalities of the ECCs

**Decisive Stage:** NCC Decided to talk as Keynote Speaker at the inaugural Security and Emergency Management Award (SAEMA) and also host the Forum of Spokespersons of Security and Response Agencies (FOSSRA) to announce the commencement of the Centres. The follow-up strategies would include Advocacy, Media Relations and Stakeholder's Engagement in achieving the objectives

**Implementation Stage:** CEO NCC participated in SAEMA event and hosted FOSSRA meeting where the announcement on the activation of 18 ECCs the toll-free 112 code were announced. The event were fully covered by the media while press releases were also issued and on the stakeholders engagements.

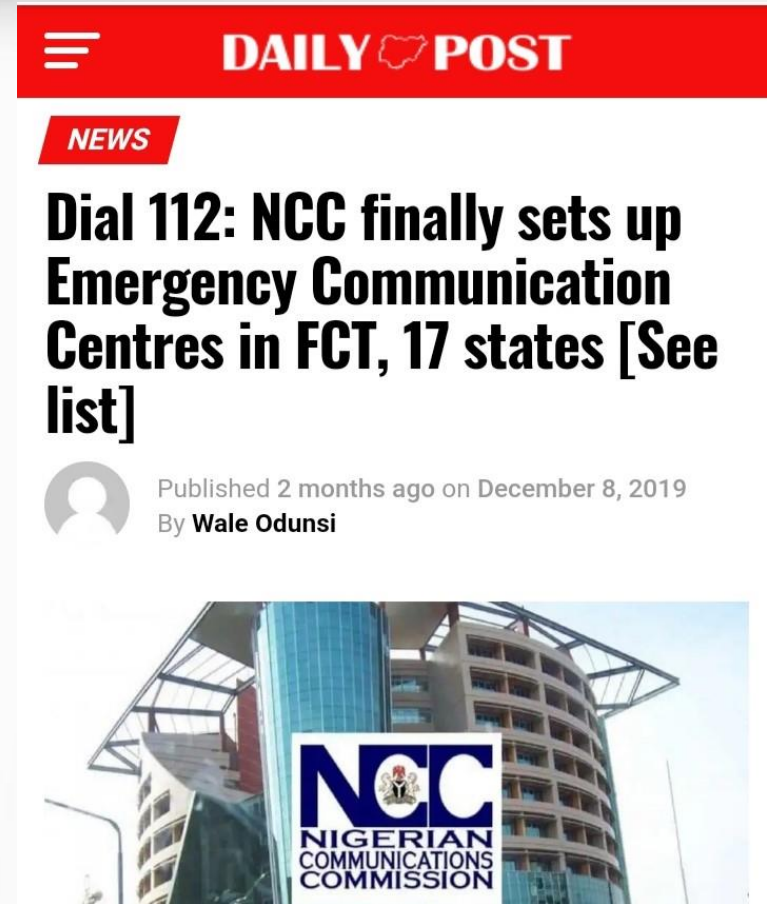
**Feedback Stage:** Mass publicity in the media and the improved efficiency of the service of ECC in resolving distressed calls from the public during emergencies.

# Creative Solutions/Difficulty Eliminated

**Creative Solutions:** Follow-up meeting with the stakeholders has been very effective in speaking with one voice on the campaign

## **Difficulties Eliminated:**

Despite scepticism of some of agencies on the project, the convivial nature of the events (SAEMA and FOSSRA Meeting) created atmosphere friendship and brotherhood that put aside the misgiving




**DAILY POST**

**NEWS**

## Dial 112: NCC finally sets up Emergency Communication Centres in FCT, 17 states [See list]

Published 2 months ago on December 8, 2019  
By **Wale Odunsi**





# Outcomes of the Campaign


**Awareness campaign:** There is a massive awareness campaign on the of ECC after the SAEMA event in sensitising the public on how to handles emergency situations across the country.

**Higher Numbers of Calls:** The Emergency Communication Centres records higher number of emergency calls nationwide with about 80% resolved in the protection of distressed callers.

**Safety of Life and Property:** Many life and property were saved with the timely response of the responders, especially the Police, Road Safety, Fire and Ambulance services.

**Memorable Numbers:** The three-digit number is easily memorised and dialed quickly by members of the public in conveniently accessing help when they are in distress by simply dialling 112 from any of the networks they use and without being charged.

**Stakeholders Engagement:** With the support of the stakeholders, some of the security and emergency response institutions are gradually keying into the unified emergency numbers which would replace multiplicity of difficult to memorize phone numbers.



prnigeria.com/2020/02/02/

PRNigeria  
Press Release  
Reaching out to the media

Featured Security

## NCC Records Great Feat on Emergency Calls

By PRNIGERIA - 2 weeks ago



NCC Boss with FOSSRA Members

# MEDIA REFERENCES ON THE CAMPAIGN

## Activation of Emergency Communication Centre

NCC Establishes Emergency Communication Centres In 18 States

<https://economicconfidential.com/2019/12/ncc-establishes-emergency-communication-centres/>

NCC creates emergency communication centres in FCT, 17 states

<https://punchng.com/ncc-creates-emergency-communication-centres-in-fct-17-states/>

NCC to expand communications centres across Nigeria

<https://guardian.ng/technology/ncc-to-expand-communications-centres-across-nigeria/>

NCC finally sets up Emergency Communication Centres in FCT, 17 states

Read: <https://dailypost.ng/2019/12/08/dial-112-ncc-finally-sets-up-emergency-communication-centres-in-fct-17-states-see-list/>

## The Launch 112 Toll Free Number

Nigeria launches 112 toll-free telephone number for emergencies

Read: <https://www.premiumtimesng.com/news/top-news/367273-nigeria-launches-112-toll-free-telephone-number-for-emergencies.html>

NCC Activates ECCs with 122 Toll-Free Emergency Telephone Number in 18 States

Read: <https://newsdigest.ng/news/2020/01/31/ncc-emergency-telephone-number/>

NCC Activates 112 Toll-Free Emergency Telephone Number in 18 States

Read: <https://prnigeria.com/2020/01/30/ncc-activates-toll-emergency/>

## RESULTS AFTER LAUNCH

NCC records great feat on emergency calls

<https://theeagleonline.com.ng/ncc-records-great-feat-on-emergency-calls/>

NCC records higher number of emergency calls nationwide

<https://africachinapresscentre.org/2020/02/02/ncc-records-higher-number-of-emergency-calls-nationwide/>

Distress calls flood NCC Emergency Communication Centres

<https://www.newsexpressngr.com/news/91337-Distress-calls-flood-NCC-Emergency-Communication-Centres>

## Future of the Campaign to Curb Insurgency

Nigeria needs ICT to conquer insurgency, emergencies, says Danbatta

<https://www.businessamlive.com/nigeria-needs-ict-to-conquer-insurgency-emergencies-says-danbatta/>

NCC: ICT Can Curb Insurgency, Other Emergencies

Read: <https://www.thisdaylive.com/index.php/2020/02/06/ncc-ict-can-curb-insurgency-other-emergencies/>

NCC reveals how its ICT innovation can support fight against insurgency

Read: <https://dailypost.ng/2020/01/31/ncc-reveals-how-its-ict-innovation-can-support-fight-against-insurgency/>