

Impact Story 1: Increasing Egg Consumption in Nigeria

THE OPPORTUNITY

Children aged 6-23 months in Nigeria have diets that are dominated by staple foods: grains, roots, and tubers. Nearly **8 in 10** children do not consume a diverse diet.¹ These children are less likely to thrive compared to those who eat a range of foods that complement these staples: vegetables, fruits, pulses, dairy, fish, meats, and eggs. **Eggs** provide nutrients in a highly bioavailable form that can support infant growth and development. They are commonly more available and affordable than other animal-source foods.

Egg white:

Proteins, selenium, potassium

Egg yolk:

Energy, proteins, choline, riboflavin, pantothenic acid, vitamin B6, vitamin B12, folate, phosphorus, selenium

Eggs can also provide good sources of income, even for small scale producers. So why are eggs consumed at such low levels in Nigeria?

Working with the Kaduna State Government of Nigeria we developed a campaign to promote egg consumption that built on our demand creation work.



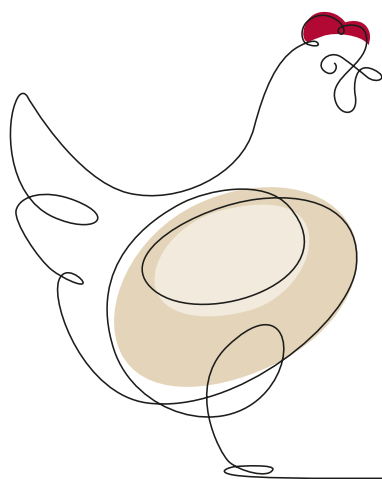
THE SOLUTION

GAIN and partners, together with the Kaduna State Government in Nigeria, developed and implemented the **'Eggs Make Kids'** campaign, launched on World Egg Day in October 2019.

The campaign aimed to motivate parents and caregivers to feed eggs to their young children aged six months to five years. It conducted a wide range of Above-the Line (ATL) (i.e., TV, radio, billboard, and tricycle branding) and Below-the Line (BTL) activities (i.e., community-based and retail activation) to create a strong emotional appeal to make eggs more desirable and increase caregivers' willingness to buy them and feed them to their children.

Critically, we used commercial marketing techniques and insights into consumer behaviour, to develop a campaign to create demand for eggs as a nutritious food for children aged six months to five years. With support and engagement from the Kaduna State government, the Poultry Association of Nigeria, egg vendors, and creative

¹ <https://globalnutritionreport.org/resources/nutrition-profiles/africa/western-africa/nigeria/>



agencies, the campaign utilised multiple communication channels to create a strong emotional appeal to increase caregivers' willingness to buy eggs and feed them to their children.

The campaign aired for 20 months, reaching the 23 local government areas (LGAs) of Kaduna state through multimedia, and extending to over 15 markets and 11 neighbourhoods through site-specific interventions, targeted at caregivers of children 6-59 months of age. The campaign cost circa \$500,000.

THE IMPACT

The campaign ran during 2020, when the demand for nutrient rich foods plummeted in Nigeria due to the COVID-19 pandemic. The campaign's monitoring system found an 18% increase in egg prices during its implementation period, with vendors reporting a **22-68%** decrease in egg sales between October 2019 and October 2020.

GAIN dug deeper into this affordability issue: An independent evaluation of the campaign found that in Kaduna State, exposed to the campaign, and Kano State, non-exposed to the campaign, egg consumption in children declined. Qualitative findings showed that although caregivers in Kaduna were enthusiastic about the campaign, lack of resources was the main barrier for increasing egg consumption. Nevertheless, the campaign improved household acquisition of eggs and caregivers' self-efficacy and intent to feed eggs to their young children. While in Kano, household acquisition of eggs decreased by **15%**, in Kaduna, household acquisition of eggs decreased by only **6%**.² These results suggested that the Eggs Make Kids campaign buffered the effect of increased egg prices on household acquisition of eggs.



The Eggs Make Kids Campaign in Action

To encourage the continuity and sustainability of the demand campaign initiative, GAIN supported a local partner, Wandieville Media, through a non-commercial share license agreement that allows for the adaption of the campaign visibility materials – to continue generating demand for eggs as nutritious food for children.

Following the closeout of the GAIN campaign, Wandieville Media has successfully continued with the demand creation campaign in Kaduna state, extending to additional LGAs with funding from USAID.

² Kase BE, Larson L, Frongillo E, Gonzalez W, Erhabor I, Djimeu E. Effectiveness of the Eggs Make Kids Demand-Creation Campaign to Improve Household Availability of Eggs and Egg Consumption in Young Children in Nigeria. *Current Developments in Nutrition*. 2022 Jun;6 (Supplement_1):669

