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| **Theme: 15th anniversary of the entry into force of the Cartagena Protocol & the entry into force of the Supplementary Protocol on Liability and Redress** | | |
| **Target audience**: Civil Society Organizations/Groups and relevant regulatory Agencies. The rationale behind the target audience is due to the proximity of these Organizations to the grass root and the influx of flawed information of biosafety in/to the society. Most regulatory Agencies on the contrary do not understand what biosafety issues are and the regulatory perspective. | **Target audience**:  University lecturers, households and students. | **Target audience**: Radio presenters, television programme analysts journalists, bloggers and other social media managers. The rationale behind the target audience is that information spreads faster across quarters through the media. |
| Message 1  Nigeria’s authority in the regulation of modern biotechnology practices and products, have since inception been faced with deranging controversies. Individuals and groups who think they have every knowledge about the technology have published write-ups and held fora at the discredit of the Agency. They have continually fed Nigerians with contradictory/flawed details. | Message 2  Constant training of students from across Nigerian universities. | Message 3  Whatever negative information one has is mostly from the media. Therefore, the Agency don’t just produce jingles, publish articles or use social media platforms to disseminate information, it also invites media personnel for training on biosafety matters. |
| Submessage 1.1  The Agency frequently organises and attends town hall meetings to reinforce its position as strictly a regulatory body and not for or against Biotechnology as most may have heard from Anti-GMO groups. | Submessage 2.1  Most of the Lecturers in the universities even though they handle Biotechnology courses do not really have enough knowledge about it. The biosafety information is more or less centralized. | Submessage 3.1  The Agency understands that the media is the bedrock of information dissemination, therefore, We have had and still are having regular sessions with the above targeted audience as the biosafety information is becoming clearer by the day. |
| Submessage 1.2  With the continuous controversies bedeviling the Agency, it intensified efforts in sensitizing the public and especially the grassroots of its stand on modern biotechnology and its regulation. These fora provide the Agency with the opportunity of giving insight on the enormous benefits inherent in modern biotechnology and consequently correct the misconceptions about Biosafety. | Submessage 2.2  The regulatory body made it a point of duty to constantly train these students (pre and post graduating) on modern biotechnology and issues of biosafety. These students in turn serve as information channel because from our survey, they go back well informed and in-turn become ‘trainer’s trainer” through their reports. | Submessage 3.2  The regulatory authority made it a point of duty to involve the media in every of its activities to avoid misinformation. |
| Submessage 1.3  At the end of the meetings, the record was set straight as most people are already apprehensive of the technology. | Submessage 2.3  With the information the students have given to their lecturers and fellow students, some of the schools have approached the Agency for partnership. | Submessage 3.3 |