

NIPE MKONO RADIO AND DIGITAL ASSETS

Radio 1

Race Against Time

Doctor: Together we can protect future teachers, leaders, storytellers, and doctors like myself, from the threat of the Pandemic.

The simple act of taking the Covid-19 vaccine protects babies who aren't strong enough to get vaccinated.

There's no time to waste. They need us to act quickly for their safety.

Play your part to protect their futures, and yours.

Nipe Mkono. Pata Chanjo, Kaa Chonjo.

Narrator: Protect your community and get vaccinated today!

This message is endorsed by PSI with support from Johnson and Johnson.

CTA Rationale:

Kenyan radio has a wide reach so, there's a possibility it could be effective at getting the message out to vaccine sceptics in the wait and see camp by adopting a CTA that persuades them to protect loved ones by getting vaccinated.

Radio 2

The Kenyan Spirit

Doctor: We are strong. We are resilient. We will overcome the Pandemic because that is the Kenyan spirit.

As a Doctor, I'm certain we can fight off Covid-19 by taking the vaccine.

It's the safest and most effective weapon we have.

Protect yourself and protect those around you today.

Nipe Mkono. Pata Chanjo, Kaa Chonjo.

Narrator: Protect your community and get vaccinated today!

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Radio 3

United we Stand, Divided we Fall

Doctor: As a Mother I'm vaccinated to protect my family.

As a daughter, niece, and neighbour, I'm vaccinated to protect my community.

As a Doctor I'm vaccinated to protect my patients.

Remember that 'All the Covid-19 vaccines work with the body's natural defences to safely develop immunity.'

Let's stand together to end this Pandemic.

Nipe Mkono. Pata Chanjo, Kaa Chonjo.

Narrator: Protect yourself and those around you. Get vaccinated today!

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