

Design and Development of Posters for Advocating the “Education for All” Agenda of the Sustainable Development Goals (Sdgs) In Plateau State

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Submitted: 15-06-2022

Revised: 25-06-2022

Accepted: 27-06-2022

ABSTRACT

The Sustainable Development Goals (SDGs) came to address 17 development goals which include quality education which is the continuation of goal2 of MDGs (Education for All). This research observes that quite an alarming number of these school age children are out of school in Nigeria, with several States struggling to manage the menace.

Paucity of advocacy media such as posters with peculiarity to target area for advocacy campaign on the SDGs in Plateau State is the problem of the study. The focus of this study is to design and develop advocacy posters to enhance the campaign for the attainment of Education for All agenda of the Sustainable Development Goals(SDGs). The study reviewed quite a number of literature relevant to the study. The research adopted the descriptive and studio- based design as its research design. Questionnaires and observations were administered and conducted respectively with a sample population of 400 respondents. 400 questionnaires were distributed and 378 were returned and analyzed. Samples of advocacy posters by UNDP and NGOs in the study area were retrieved and analyzed based on graphic elements. From the discussions and results from questionnaires, 8 samples of prototype advocacy posters were developed by the research and their efficacy tested. Efficacy test results showed that images used are simple, show traditional emotional appeal and captures the essence of SDGs projects in Nigeria, therefore, they can capture attention and send the message easily.

This research finds out that indigenous images instead of symbols, and the application of bright colours in visual communication media are preferred by respondents. Majority of respondents'

opinions showed that advocacy poster was not included in the campaign media used for SDGs advocacy campaign in Plateau State and therefore, they should be included as they are better tool for SDGs campaign that will enhance the campaign efforts tremendously, as most of the audiences are in the rural areas. Responses from respondents showed that the combination of some communication models and theories in visual communication media such as poster design can serve for all situations favourably. The research concludes that the inclusion of advocacy posters in the process of SDGs campaign media is crucial to achieving the deliverables of SDGs at all levels in Plateau State.

Key words: Design, Development, Posters, Advocacy, Education, Agenda, SDGs.

I. BACKGROUND TO THE STUDY

Throughout the world, communication campaigns that are used to inform and/or influence public views are being conducted at an ever increasing rate. Graphic language is often used for transmitting the message of these campaigns. For example, in public health communication campaigns, posters are used to warn people about the hazards of drug abuse. According to Ejembi (2005), in agricultural communication campaign, leaflets/pamphlets are often widely distributed to farmers on how to cultivate certain varieties of crops and so on.

Ebigbagha (2016) argues that communication is critical to mobilize, educate, and persuade target audience to support human development programmes, which every nation across the world embarks upon in order to grow and improve existing standards of living of its populace.

The efforts made in creating awareness on Millenium Development Goals (MDGs) was not quiteadequate to optimally educate or sensitize the general public about their goals. Ositadimma et al (2016) laments however that despite the global significant progress made in the MDGs globally, Nigeria still failed to achieve the MDGs.They therefore, advised that if the factors that made the MDGs fail are not examined thoroughly, they will likewise cause the colossal failure of the SDGs, inspite of the huge investments made in human, material and financial resources.

Education is key to social development, stands as significant to virtually every aspect of the quality of life afformentioned. All children are expected to enroll in school as recommended by the Convention on the Rights of the Child (CRC). However, over the years, in Nigeria especially Plateau State, 45% of children in schools falls short of this reality (Plateau State Universal Primary Education Board - PSUPEB, 2019). Adamu (2018) argues that Nigeria has about 60 million illiterates and 11million out of school children, hence he advocates for urgent attention as the country strives to ensure the attainment of SDGs by 2030. Plateau State also benefited from the MDG's programmes, yet with a performance below average (MDGs,2013). Mang (2013) reports that 750,000 children are out of school in Plateau State.

Against the backdrop of the afformentioned, the researcher is prompted in embarking on this study, against the premise that with quality education, all other development goals can be achieved. Giving the prevailing argument, it is likely that inadequate advocacy has adversely affected the enrolment of primary school children in Plateau State.Inspite of the fact that radio, newspapers and television have been used as media to showcase the negative effect of out-of- school phenomenon on national development. However, the efficacy of poster as a medium of development has not been adequately explored, towards sensitizing citizens (Azi, 2019).

Statement of the Research Problem

The problem of this study therefore, is that there is paucity of advocacy media such as poster with peculiarity to Plateau State for awareness on the adverse effect of out-of-school by SDGs in Plateau State to achieve the "Education for All" goal. The conspicuous absence of Poster in the communication terrace of the SDGs advocacy in Plateau State is a problem. The other campaign media used were inadequate and cannot contend with the challenges on ground.

Therefore, this research is being embarked upon to develop posters for advocacy to strengthen the advocacy media for SDGs.

Aim / Objectives of the Study

The aim of the study is to design and develop posters for advocating the "Education for All" agenda of the Sustainable Development Goals (SDGs) in Plateau State.

The specific objectives are to:

- i) determine graphic elements used for SDGs advocacy campaigns internationally
- ii) examine the characteristics of advocacy media used by SDGs in Plateau State
- iii) determine the relevant communication models that can guide the development of advocacy posters to enhance effective communication to the benefiting communities in Plateau State
- iv) design and develop prototype advocacy posters that could effectively carry out advocacy in favour of "Education for All" campaign in Plateau State
- v) evaluate the efficacy of the newly developed prototype advocacy posters in theattainment of Education for All in Plateau State

Research Questions

This study attempts to answer the following research questions:

- i. What are the graphic elements used for SDG advocacy campaigns internationally?
- ii. Can the advocacy media utilized for SDGs' programmes in Plateau State be characterized?
- iii. What are the relevant communication models that can guide the development of advocacy posters to enhance effective communication to the benefiting communities in Plateau State?
- iv. What are the principles and procedures appropriate for designing effective advocacy posters in favour of "Education for All" campaign in Plateau State?
- v. To what extend is the efficacy of the prototype advocacy campaign posters for the attainment of "Education for All" in Plateau State?

Justification for the study

Posters are cheaper and effective in communication, but has not been fully utilized for the essence of the SDGs programmes, especially in Plateau State. Visual communication is essential in development communication in developing countries like Nigeria, with prevalence of non-literate population (Dewan,2015). The children in

Plateau State used to gain top position in the national assessment of educational performance in Nigeria, but now have lost that position to other States and taken a back stage position (Best, 2007).

Significance of the Study

This study will help in bridging the communication gap between the government and beneficiaries of development initiatives. It will also encourage children's school enrolment in Plateau state through education or advocacy campaign. The positive feedback or result will help eradicate illiteracy among the Nigerian populace, and invariably touch on all the other 16 Sustainable Development Goals. The study will help the graphic designer to understand cultural and social issues at stake with regards to perception of images and create persuasive graphic images that could be easily understood by the target audience as intended.

Scope/Delimitation of the Study

The scope of this research is limited to Plateau State of Nigeria because of its heterogeneous population that makes it a mini Nigeria (Best, 2007). The study delimits its scope to only goal number 4 of the SDGs, which has to do with quality education. It is believed that if education sector is rightly positioned, several other sectors of development will be addressed easily (Adefulire, 2018). The scope of graphic design is limited to poster designs. Most of the pictures used for the development of these prototype advocacy poster designs were sourced from the internet, and duly acknowledged.

Conceptual Framework

The concept of this study came about when the researcher observed with concern some observable characteristics and attendant effects of out-of-schooling among the school age children in Plateau State. Children are seen crowded at check points and traffic jams, either begging or selling wares for money to commuters. The researcher applied the rhetorical approach in a persuasive educational campaign to attract attention, arouse interest, create conviction, to educate and produce the appropriate response by viewers, so as to reduce the high rate of out-of-school children from the street in Plateau State.

II. REVIEW OF RELATED LITERATURE

The literature of the study covers several studies of these authors: Smith (2005), White (2018), Zira et al (2015), Lester (2006), Zeke (1989) Ebibagha (2016), Ryan and Conover (2004.) Grins (2003) Barnhurst, Van and

Rodriguez (2004), Lundgren (2018), Ejembi (2005) Pearson (2017) Kernbach, Eppler and Brescian (2015). Sears (2018) Shilovskaya, (2013). These include the concept of graphic design, communication, visual communication in development communication, persuasive communication theories of visual communication, theories of visual images, types and theories of advertising, advocacy media, advocacy posters, elements and principles of design, types and theories of education, conceptual review on the SDGs. Others include theoretical framework, empirical and theoretical reviews of the concepts of communication models.

III. METHODOLOGY

Research Design

The research design that was used by the study is the Survey or descriptive research design and studio- based design. It was adopted by Ebibagha (2010) and Shagaya (2018).

Population of the Study

The population of the study is 3,206,531 people in Plateau State, and some selected numbers of existing international posters used in Plateau State.

Sampling Technique /Sample Size

The sample of this study was drawn from the 3,206,531 across the three (3) Senatorial zones in Plateau State. The sampling technique used is the simple random sampling method for the public and cluster for registered designers/printers. The sample size is 400 (consisting of 314 general publics and 86 registered designers/printers). Six of the advocacy posters supported by UNDP in Plateau State were also used as samples.

Research Instrument

Questionnaire and observation were used as instrument for data collection. Three sets of questionnaires were designed to gather data from two categories of respondents for this study. The questionnaires designed comprised of statements which are rated on a five-point Likert-scale of Agree, Strongly Agree, Undecided, Disagree and Strongly Disagree to obtained responses from respondents.

Validity of Instrument

The content validity of the instrument was sought by subjecting the items of the instrument to the scrutiny of the research supervisors from Ahmadu Bello University, Zaria. The face validity was also carried out among non-graphic audience and they understood the instrument.

Reliability of Instrument

The test-retest reliability of the questionnaire was established through a pilot test.

Ten (10) graphics students from the department of Industrial Design, ABU, Zaria were used for the pilot test sample. Data obtained were analyzed using the Cronbach-alpha method to obtain the measure of internal consistency of the questionnaire. The result arrived at was co-efficient 0.71. which signifies that the instrument reliability co-efficient is reliable for the study.

3.7 Procedure for Data Collection

The study used information and data

collected from both primary and secondary sources which are duly acknowledged. 400 (100%) questionnaires were distributed and 378 (94.5%) were returned. 295 (73.75%) from the general public, and 83 (20.75%) from printers/graphic designers. Samples of advocacy posters developed and used by both UNDP and NGOs in Plateau State were retrieved. From the discussions and results from questionnaires obtained, eight (8) different prototype posters were developed and tested.

Samples of selected advocacy posters used by UNDP and NGOs in Plateau State



Plate ia. and ib. SDGs logo showing 17goals (Adefulire, 2018)

The above posters are designed, published and used by UNDP for SDGs advocacy programmes, and are available in Plateau State. They are designed in line with the principles of design, using figures, colours, typography and symbols as graphic variables and they attract the audience’s attention based on the colour choice.

Symbols are used on the logos which many of the target audience found them difficult to understand. This research discovered that the logo representing goal 3 in plates 1a and 1b above has two different designs, which suggests that the designer was trying to look for an appropriate and simple image that can easily be understood by viewers.

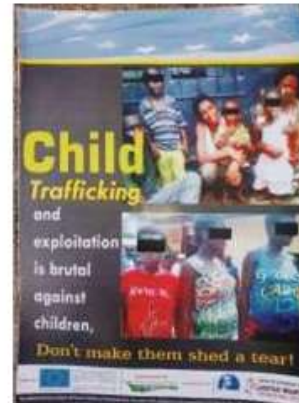


Plate iia. Advocacy poster on Child rape(OCEAN, 2021) Plate iib. Advocacy poster on Child rape(OCEAN2021)

Studio Works

Following the discussions and results of questionnaires retrieved from the field, the

researcher developed 8 prototype posters as shown below:

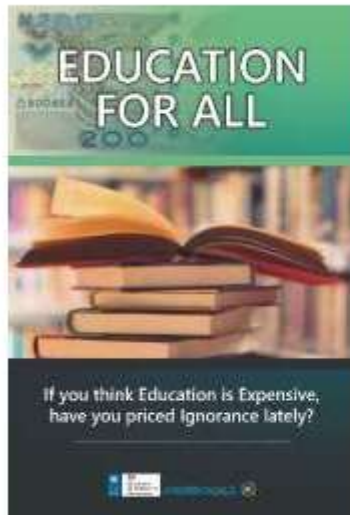


Plate iii. Education for All Plate iii. Basic Education

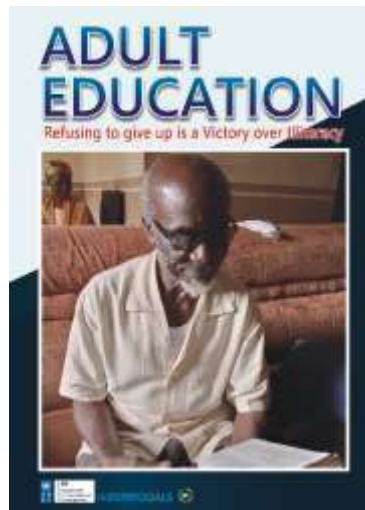
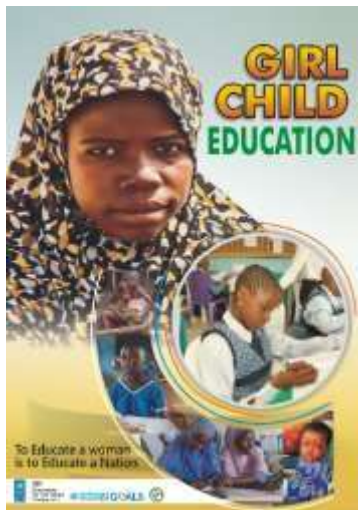


Plate iv. Girl-child Education

Plate v. Adult Education.

Plate vi. Education for people with disability.



Plate vii. Almajiri Education Plate viii. Normadic Education Plate ix. Poster for children in IDP camps

Procedure for Data Analysis

Descriptive statistics were used to analyze both the quantitative and qualitative data obtained. Statistical Package for the Social Science (SPSS) was used to analyze Data collected from the field. Responses are presented in tables, simple percentages, mean and standard deviation. A weighted mean of 2.50 (4+3+2+1) = 10/4 = 2.5 as the acceptable mean value. Mean equal to (=) or greater than (>) 2.5 was interpreted as “Agree”, while those less than (<) 2.5 were interpreted as “Disagree”.

IV. INFERENCE RESULTS

Objective One:

Responded by the General Public and Graphic Designers/Printers: Determine graphic elements used for SDGs advocacy campaign internationally

Table 1: Result of Analysis on Determine graphic elements used for SDGs advocacy campaign internationally

S/N	ITEMS	N	\bar{X}	StD	Remark
(A)	Responded by the General Public				
1.	Only letters without images are normally used for advocacy campaign by international agencies	295	1.61	1.116	Rejected
2.	Photographs of SDGs project are used in their advocacy media	295	3.76	1.019	Accepted
3.	The logo constituting images of the 17 goals are in bright colours, and look beautiful and attractive	295	2.59	1.169	Accepted
4.	Symbols are used to show official SDGs logo and not photographs	295	3.71	1.093	Accepted
5.	These symbols attract out attention more than photographs	295	2.18	.799	Rejected
6.	The use of images that are common to our environment and culture have more impact in advocacy media than those that are foreign	295	2.94	1.407	Accepted
7.	Photographs are better in illustrating SDGs ideas to us more than symbols in advocacy media	295	3.76	1.019	Accepted

8.	Colours green, purple and orange are used in the design of SDGs logo	295	2.59	1.169	Accepted
9.	The symbols are foreign to us so we do not understanding the messages easily	295	3.71	1.093	Accepted
10.	Colours letters and images are arranged in a way that we can understand easily	295	2.59	1.169	Accepted
11.	Letters and images used in international advocacy campaign posters are arranged side by side and are easy to understand	295	3.45	1.156	Accepted
12.	We are familiar with the images used in showing the SDGs logo	295	2.66	1.209	Accepted
13.	These familiar images in our environment do not attract our attention as the foreign	295	1.82	1.284	Rejected

(B) Responded by the Graphic Designers/ Printers

14.	SDGs advocacy campaigns are rendered in colour	83	2.88	1.468	Accepted
15.	Texts and images on the advocacy media are always balanced according to the principles of design	83	1.11	.350	Rejected
16.	Culturally appropriate images (peculiar to audience's environment) are not portrayed on SDGs Media for Advocacy campaign and do not communicate better to our people	83	2.86	1.441	Accepted
17.	The use of colour and images are equal in proportion on the SDGs campaign Magazines	83	2.83	1.438	Accepted
18.	Iconographic images are used to depict the SDG goals	83	3.61	.997	Accepted
19.	Photographic images and not symbols are used on the SDG advocacy campaign materials	83	2.62	1.186	Accepted
20.	The SDGs logo are in primary and secondary colours and that make them easy to be identified	83	3.61	.997	Accepted
21.	Typography (text) is more than images on the existing SDG campaign materials	83	1.14	.521	Rejected
22.	Small letters are mostly used in advocacy campaign media	83	1.12	.395	Rejected
23.	Capital letters mostly dominate on campaign materials, and they do not attract attention all	83	2.48	1.896	Rejected

Criterion Mean: 2.50

Table 1(a) reveals the mean and standard deviation results on the graphic elements used for SDGs advocacy campaign internationally. From the result, items 2, 3, 4, 6, 7, 8, 9, 10, 11 and 12 have mean scores above the criterion mean, indicating that graphic elements are used for SDG advocacy campaign internationally while items 1, 5 and 13 indicated that graphic elements are not used appropriately for SDG advocacy campaign internationally.

Table 1(b) reveals the mean and standard

deviation results on the graphic elements used for SDGs advocacy campaign internationally. From the result, items 14,16,17,18,19 and 20 have mean scores above the criterion mean, while items 15, 21, and 22 indicated that graphic elements are not used appropriately for SDG advocacy campaign internationally.

Objective Two:
Examine the characteristic of advocacy campaign media used by SDGs in Plateau State

Table 2: Result of Analysis on Examine the characteristics of advocacy campaign media used by SDGs in Plateau State

S/N	ITEMS	N	\bar{X}	StD	Remark
(A) Responded by the General Public					
1.	The SDGs used posters as their advocacy campaign media	295	2.59	1.169	Accepted
2.	Most SDGs advocacy campaign media come in billboard formats or sizes	295	2.03	1.329	Rejected
3.	Majority of the SDGs campaign materials rendered in black and white	295	2.21	1.366	Rejected
4.	Only capital letters are used on the SDGs campaign media	295	3.71	1.093	Accepted
5.	The SDGs campaign materials are in colour and look more beautiful and attract attention	295	3.76	1.019	Accepted
6.	The designers used both the capital and small letters in designing the SDGs logo to deliver their message	295	2.59	1.169	Accepted
7.	Most of the SDGs advocacy campaigns are carried out on Magazines and Newspapers	295	3.71	1.093	Accepted
8.	I first knew about SDGs on television	295	1.74	1.089	Rejected
9.	Poster will be a better tool for SDG advocacy campaign than Television	295	2.91	1.064	Accepted
10.	Only colours red, yellow and orange are used in the design of the SDGs logo	295	2.03	1.160	Rejected
11.	Billboards are used for SDG advocacy campaign in	295	1.94	1.216	Rejected

Plateau State					
12.	Posters are not used for SDG advocacy campaigns in Plateau State	295	2.66	1.190	Accepted
13.	The larger images are placed opposite the smaller images in the SDGs logo	295	1.48	.929	Rejected
14.	Most SDG advocacy campaigns are carried out on posters	295	3.61	.997	Accepted
15.	The spaces between images and letters are equally divided in the magazine media for SDG campaign	295	2.62	1.186	Accepted
16.	Each SDGs goals are summarized in figures, for example goal 1,2,3 etc for quick understanding	295	3.22	1.077	Accepted
17.	We will understand the SDGs campaign better if the messages are in any of our local languages as in English	295	2.91	1.064	Accepted

(B) Responded by the Graphic Designers/ Printers

18.	There are posters for SDGs advocacy campaign in the metropolitan areas of Plateau State	83	1.07	.304	Rejected
19.	Most of the SDGs posters have reflected all SDGs achievements	83	1.05	.215	Rejected
20.	Most of the SDGs advocacy campaigns are carried out on print media (magazines and newspaper)	83	4.16	.804	Accepted
21.	These magazine SDGs advocacy campaigns are created mostly using complementary colours	83	3.96	.573	Accepted
22.	The SDGs advocacy campaigns on newspapers use more texts (typography) than images hence does not communicate well to most Plateau State audience	83	2.86	1.441	Accepted
23.	Majority of the SDGs magazine and newspaper advocacy campaigns are rendered in black and white	83	2.83	1.438	Accepted
24.	Most SDGs campaign programmes are carried out on Television	83	3.61	.997	Accepted
25.	Television should not be used for SDGs advocacy alone but with poster because its information is not	83	2.62	1.186	Accepted

	static				
26.	SDGs use billboards for their advocacy campaigns	83	3.61	.997	Accepted
27.	These billboards advocacy campaigns have harmony of design elements	83	2.83	1.438	Accepted

Criterion Mean = 2.50

Table 2(a) reveals the mean and standard deviation results on the characteristic of advocacy campaign media used by SDGs in Plateau State. From the result, items 1, 4, 5, 6, 7, 9, 12, 14, 15, 16 and 17 have mean scores above the criterion mean, indicating acceptance of the characteristic of advocacy campaign media used by SDGs in Plateau State. While items 2, 3, 8, 10, 11 and 13 have mean below the criterion mean which indicated that the characteristic of advocacy campaign media used by SDGs in Plateau State listed in these items are not accepted.

Table 2(b) reveals the mean and standard deviation results on the characteristics of advocacy

campaign media used by SDGs in Plateau State. From the result, items 20, 21, 22, 23, 24, 25, 26, and 27 have mean scores above the criterion mean, while items 18 and 19 indicated that the characteristics of advocacy campaign media used by SDGs in Plateau State is below the criterion mean.

Objective Three responded by Graphic Designers/Printers: Determine the relevant communication models that can guide the development of advocacy posters to enhance effective communication to the benefiting communities in Plateau State

Table 3: Result of Analysis on some relevant Communication Models/Theories relevant for the development of effective advocacy poster designs in Plateau State

S/N	Items	N	\bar{X}	StD	Remark
1.	Photographs showcasing the achievement of the SDGs such as construction of class room blocks, provision of potable water should be used in the poster design.	83	2.83	1.438	Accepted
2.	Attraction and interest are vital elements required in a poster design in order to convince a consumer towards buying a product or accepting a concept or changing attitude or understanding SDGs campaign.	83	3.61	.997	Accepted
3.	In order to communicate the gains of the SDGs programmes it is appropriate to use different messages for different categories of audience. For instance, the literates versus the illiterates, the males versus females or the rich versus the poor.	83	2.62	1.186	Accepted
4.	In visual communication, too many elements considered as semantics if haphazardly arranged in poor design meant to communicate SDGs programmes constitute noise or distractions to the beholder.	83	3.61	.997	Accepted

5.	An advert must meet the need of the receiver before feedback or response is gotten	2.83	1.438	Accepted
6.	The experience, culture and environment of the audience is paramount in comprehension of the message imbibed in posters advocating SDGs programmes	3.61	.997	Accepted
7.	It is agreed that careful selection of communication medium such as posters, billboards, TV, internet present for behavioural change communication is fundamental to the success of the SDGs disseminated especially to grass root audiences	2.62	1.186	Accepted
8.	Repeated showing of advertisement messages conveying SDGs advocacy activities to the target audience on poster have the capacity to attract and sustain attention, thereby causing audience change behavior	3.61	.997	Accepted
9.	Attention and desire are not elements caused by poster to make consumer to buy or accept a concept or change attitude or understand SDG campaigns	3.96	.505	Accepted
10.	Attraction and interest may not necessarily be relevant design elements in creating posters towards explaining the SDGs projects.	2.23	1.484	Rejected

Criterion Mean: 2.50

Table 3. reveals the mean and standard deviation results on the graphic elements used for SDGs advocacy campaign internationally. From the result, items with mean scores above the criterion mean agreed that some communication Models/Theories are relevant to advocacy poster design for benefitting communities in Plateau State, while item 10 indicated otherwise.

V. SUMMARY OF MAJOR FINDINGS

After collection and analyzing of data, the following major findings were revealed: i. Symbols and not photographic images are used in SDGs advocacy internationally ii. Bright colours are used and they capture attention of viewers iii. Posters are used as communication media for SDGs but not used in Plateau State iv. SDGs uses colourful magazines and newspapers for their

advocacy campaigns in Plateau State

- v. Respondents identified some communication models and theories that can be good for advocacy poster design to include: Ejembi, Lasswell and Shannonweaver.
- vi. No single communication model can serve adequately for all situations, but combining them can give a good method of effective communication.
- vii. Every image on a poster seems to carry the spirit of the object portrayed, which elicits emotional attachment from the audience.
- viii. Respondents would appreciate advocacy posters with bilingual texts

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