Street Project Foundation

2025



ARTVOCACY IMPACT ASSESSMENT 2025

Published By

Research Conducted by

Silver Columns LIMITED

TABLE OF CONTENTS

Executive Summary

Program Approach and Reach

- ARTvocacy Model and Philosophy
- Multi-City Implementation Strategy
- Respondent Demographics
  - Gender Distribution
  - Age Distribution
  - Educational Background
  - Employment Status and Economic Context
  - Geographic Reach
  - Inclusion and Accessibility

Program Participation and Engagement

- Activity Engagement by City
- Program Duration and Participant Maturity
- Meeting Attendance and Retention

Awareness and Community Engagement Transformation

- Awareness Achievement
- Engagement Transformation: From Disengagement to Active Citizenship
- Civic Confidence and Efficacy
- Concrete Civic Actions: Evidence of Applied Skills
- Network Access Transformation
- Psychological Dimensions: Comfort Approaching Leaders
- Political Interest Levels and Engagement Complexity
- Voting Intentions and Electoral Participation
- Institutional Trust Paradox: Engagement Despite Cynicism

Skills Development and Participant Satisfaction

- Skills Acquisition and Civic Capacity Building
- City-Specific Skill Development Patterns
- Overall Satisfaction Levels by City
- Recommendation Likelihood
- Continuation Intentions
- Most Valued Program Aspects
- Support Needs for Sustained Engagement

Qualitative Insights from Participant Feedback

- Sustainability and Consistency
- Program Duration
- Accessibility and Opportunity
- Practical Application
- Financial Sustainability
- Positive Affirmations

Key Findings

- Exceptional Awareness Achievement
- Transformative Community Engagement
- City-Specific Success Patterns
- Women's Empowerment Potential
- Network Access Transformation
- Economic Barriers to Civic Participation
- Skills Development Foundation
- Institutional Trust Paradox

Strategic Recommendations

- City-Specific Program Adaptations
- Hybrid Sustainability Model
- Women's Empowerment Programming
- Leadership Development Pipeline
- Digital Organizing Capacity
- Institutional Partnerships

Conclusion



EXECUTIVE SUMMARY

Street Project Foundation's ARTvocacy program has demonstrated remarkable success in leveraging creative arts as a vehicle for civic engagement and social awareness across three Nigerian cities. This comprehensive impact assessment, conducted with 92 respondents from Port Harcourt, Abeokuta, and Benin City, reveals compelling evidence of the program's transformative effect on youth awareness, community participation, and sustained civic engagement.

Port Harcourt



Abeokuta



Benin City



The findings paint a picture of a highly effective intervention that achieved a 93.41% awareness rate among participants while catalyzing significant behavioral shifts in community involvement. Perhaps most notably, the program successfully converted previously disengaged youth into active community participants, with baseline data showing 52.17% of respondents rarely or never engaged in community activities before ARTvocacy, compared to an impressive 85.71% continuity rate indicating sustained engagement beyond the initial intervention.

The multi-city comparative analysis reveals fascinating variations in program implementation and outcomes. Abeokuta emerged as a standout success story, achieving near-complete conversion to active civic engagement despite shorter program duration and smaller scale—suggesting that program quality and cultural adaptation matter more than longevity or size. Benin City demonstrated healthy program vitality with strong creative expression emphasis and comprehensive civic action patterns. Port Harcourt, as the most mature implementation hub, shows both the strengths of established infrastructure and the challenges of maintaining consistency and engagement quality as programs scale.

These results underscore ARTvocacy's strategic positioning as both an awareness-building initiative and a sustainable movement for youth-led social change. The program has successfully created pathways for youth civic participation that persist beyond program activities, indicating genuine transformation rather than temporary engagement spikes.





PROGRAM APPROACH AND REACH

ARTvocacy represents Street Project Foundation's innovative approach to civic engagement, utilizing creative arts—including drama, music, poetry, and visual arts—as accessible entry points for young Nigerians to engage with critical social issues. The program operates on the foundational belief that artistic expression can break down barriers to civic participation that traditional advocacy methods often encounter, particularly among youth populations who may feel alienated from formal political processes or intimidated by conventional activism.



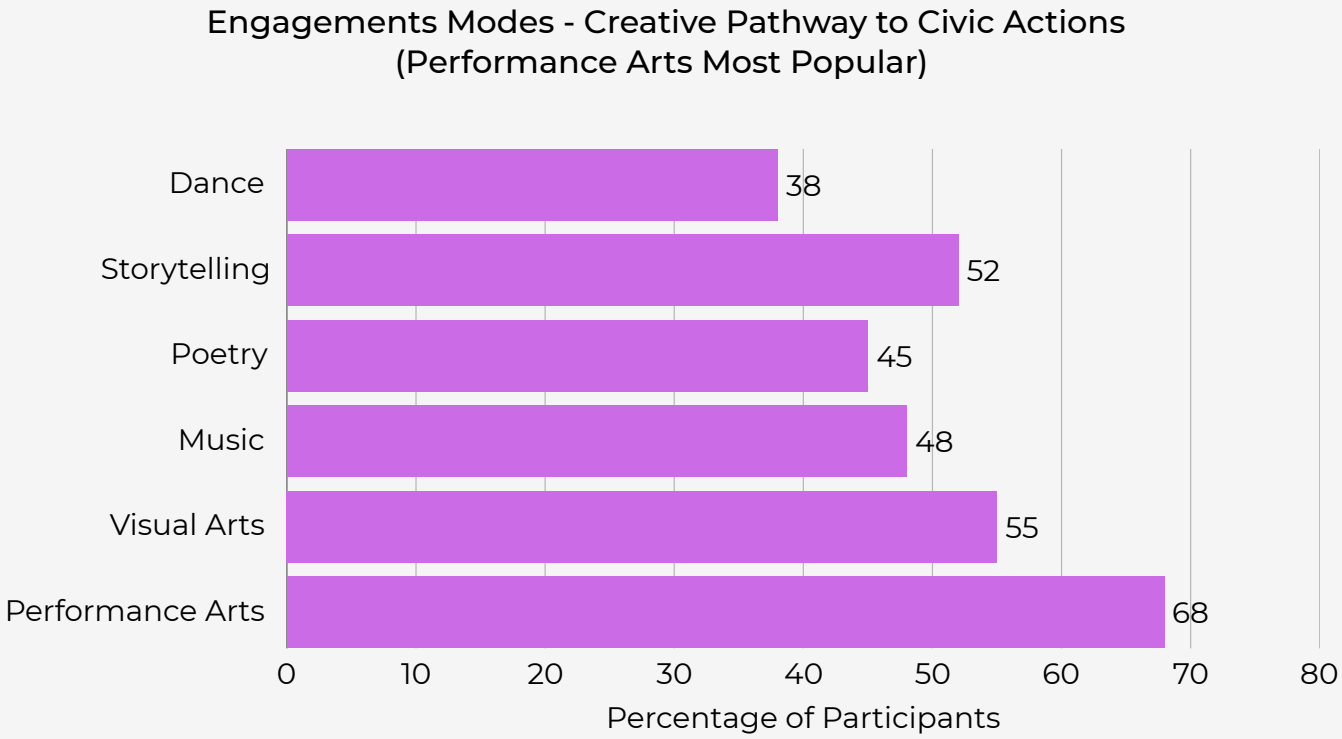


Figure 8: Engagement Modes - Creative Pathways to Civic Action

Implemented across three strategically selected cities representing different geographic and socioeconomic contexts within Nigeria, ARTvocacy creates platforms where young people can explore, express, and advocate for social issues that matter to their communities. The multi-city approach ensures diverse perspectives while building a networked movement of arts-based advocates across the country. Each city implementation responds to local contexts while maintaining core program principles, creating both consistency and contextual responsiveness.

The program design recognizes that young people often possess strong social consciousness and desire for change but lack accessible channels for expression and action. By meeting youth where they are—through creative mediums that resonate with their interests and cultural practices—ARTvocacy lowers barriers to entry while building the confidence, skills, and networks necessary for sustained civic engagement.

Respondent Demographics

The impact assessment engaged 92 participants representing the diverse demographic landscape of ARTvocacy's reach. The gender distribution revealed slightly higher female participation overall, with 51 women (56.04% across all cities) and 40 men (43.96%) completing the assessment. This female majority reflects ARTvocacy's particular resonance with young women seeking alternative avenues for civic expression and leadership—a finding with significant implications for women's empowerment programming in contexts where traditional civic spaces often remain male-dominated.

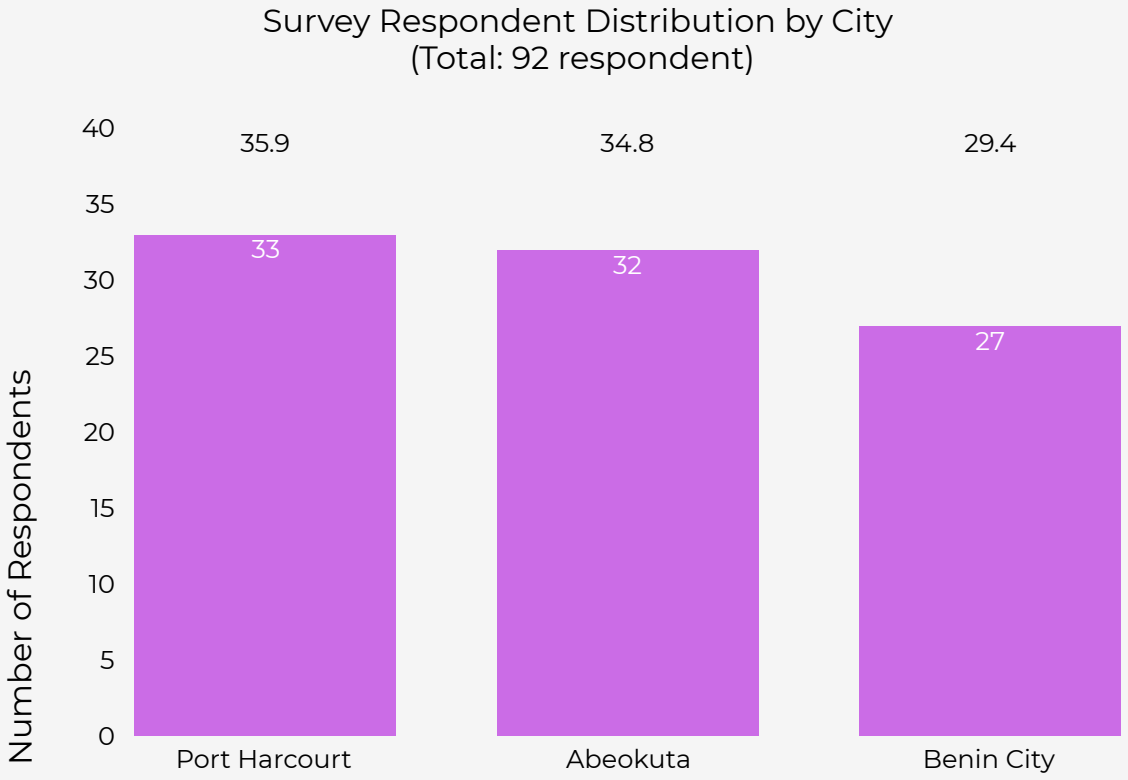


Figure 1: Survey Respondent Distribution by City (N=92)

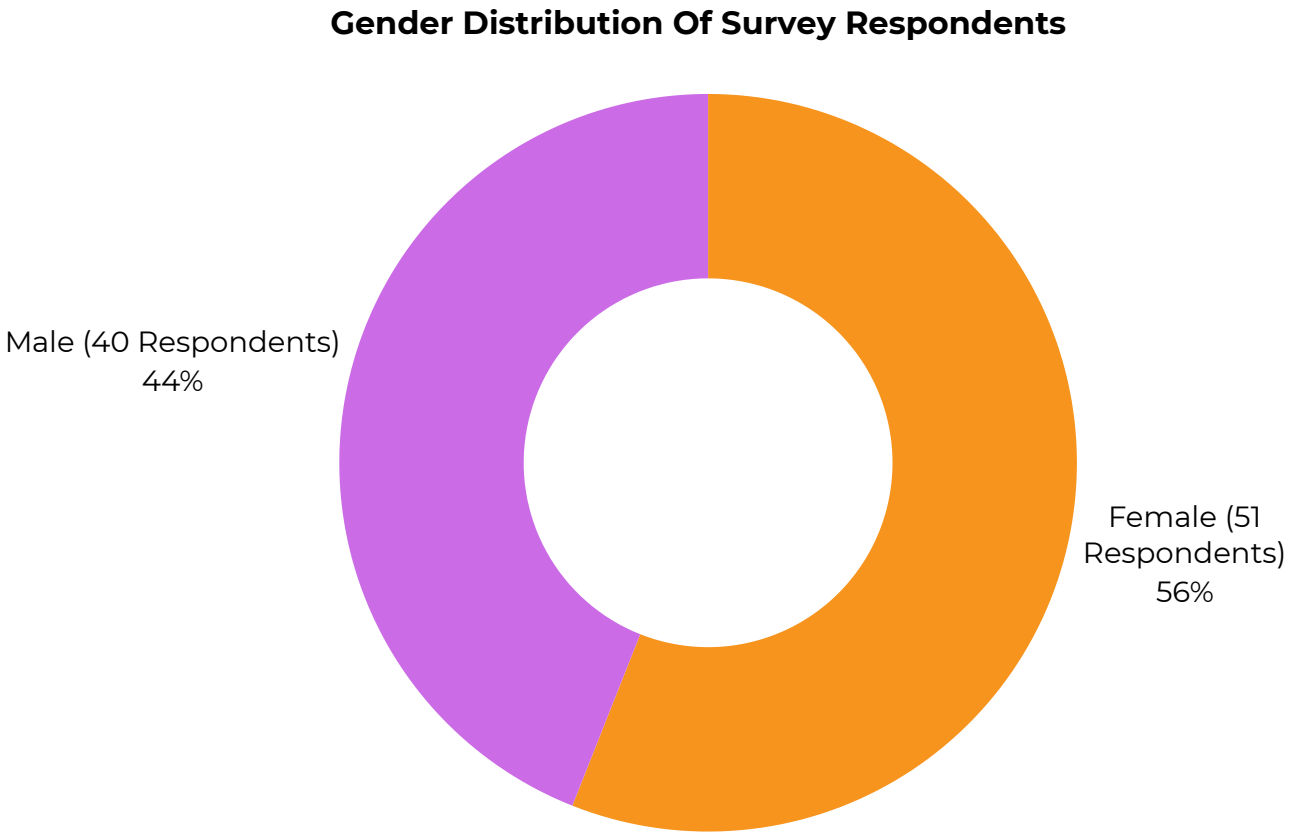


Figure 2: Overall Gender Distribution of Respondents

City-specific gender patterns show interesting and actionable variations. In Abeokuta, female participation was significantly higher at 19.57% compared to male participation at 6.52%, suggesting the program creates particularly enabling environments for women in this city. This gender gap merits further investigation to understand what factors—whether facilitator approaches, program timing, cultural context, or activity types—contribute to such strong female appeal. Benin City demonstrated balanced gender participation with both females and males at 17.39% each, indicating the program successfully attracts diverse participation in this context. Port Harcourt showed equal gender distribution with 19.57% representation from both women and men, confirming ARTvocacy's cross-gender appeal when conditions support it.

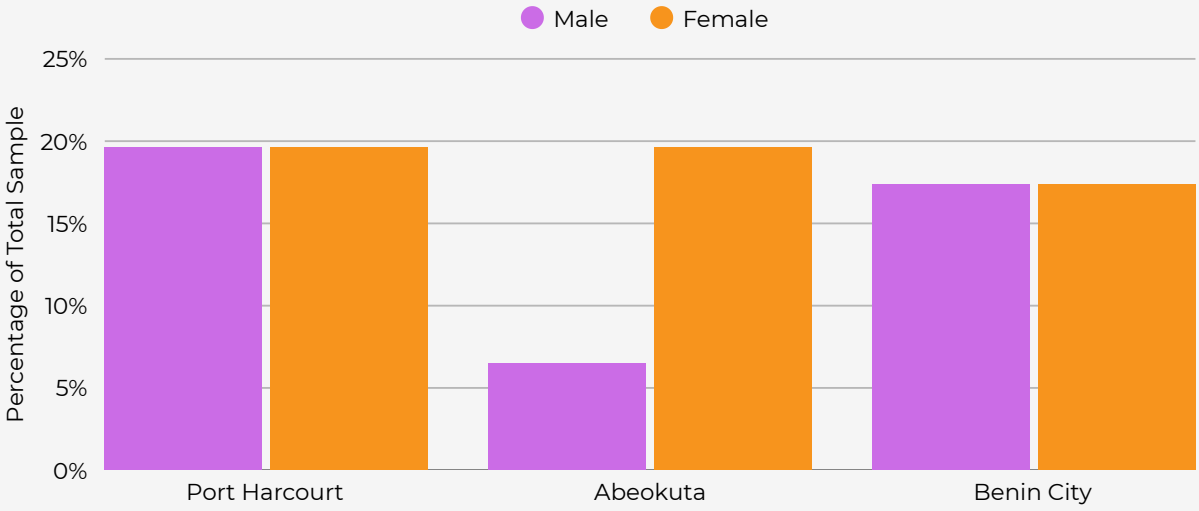


Figure 3: Gender Distribution by City



The overall female majority challenges common assumptions about civic engagement programs predominantly attracting male participants and positions ARTvocacy as valuable infrastructure for women's civic leadership development.

Age distribution centers on the 23-27 years demographic (overall 36.96%), confirming ARTvocacy's strong appeal to young adults navigating critical transitions from education to employment and from dependent to independent social actors. This age concentration aligns with research showing that civic habits and political identities typically form during the 18-30 age window, positioning ARTvocacy interventions at an optimal developmental moment for lasting civic identity formation.

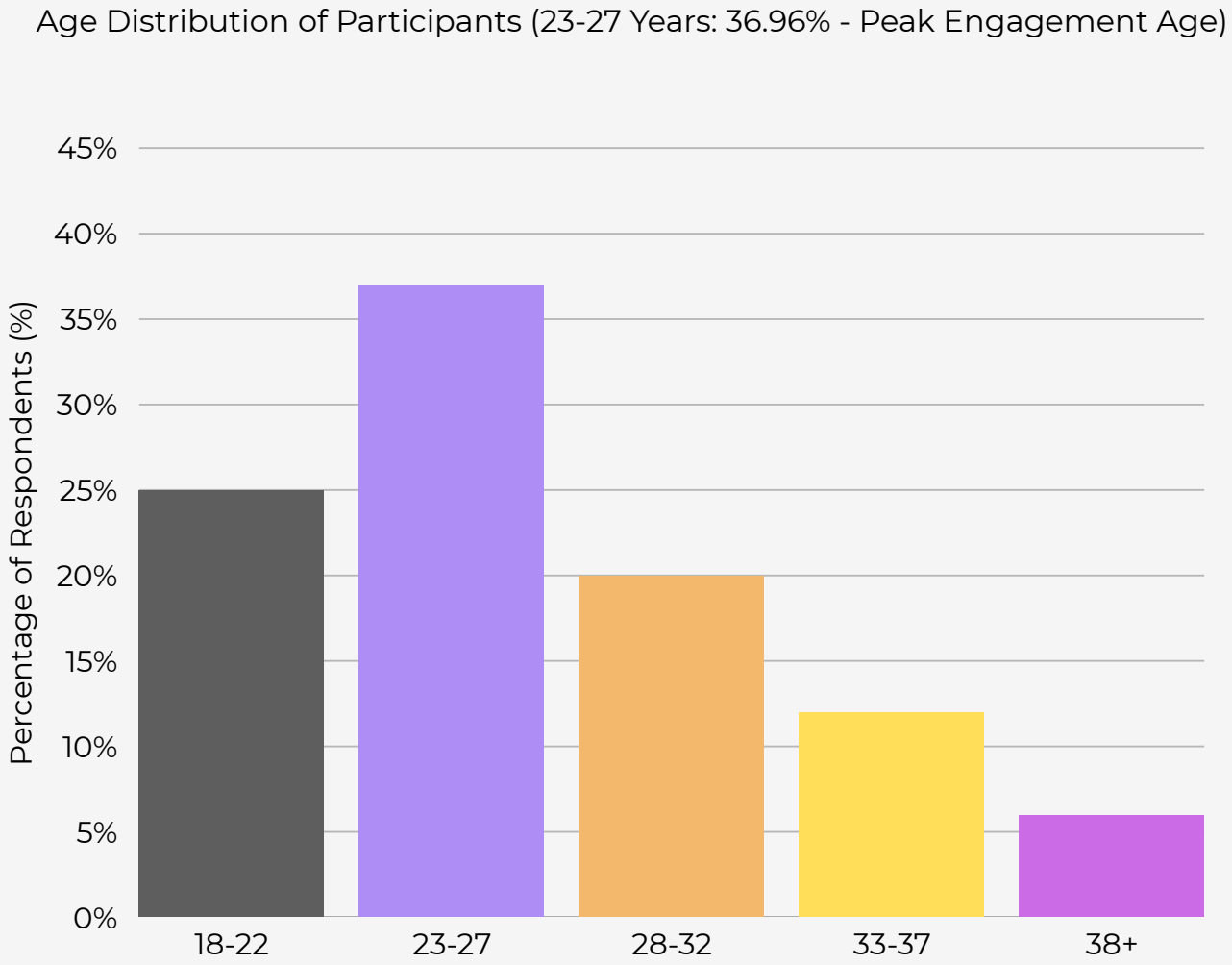


Figure 6: Age Distribution of Participants



Port Harcourt showed the highest concentration in both the core 23-27 age bracket (15.22%) and the younger 18-22 bracket (15.22%), indicating strong youth engagement across both university-age and early professional demographics. This pattern suggests ARTvocacy effectively reaches youth at multiple critical life transition points—from late secondary school through university years into early career stages.



Benin City demonstrated its strongest showing in the 23-27 age group (13.04%), followed by solid representation in the 18-22 bracket (9.78%). The city also showed notable engagement with the 28-32 age group (6.52%), suggesting the program appeals across a broader age spectrum in this location and successfully attracts participants beyond the typical youth demographic.



Abeokuta's standout feature was its higher concentration in the 33-35 age bracket (10.87%), the highest across all three cities for this demographic. The city also showed strong 23-27 representation (8.7%) but notably lower 18-22 participation (2.17%). This pattern suggests the program appeals more to young professionals and established adults in this context, possibly reflecting Abeokuta's specific cultural or economic characteristics that make the program particularly relevant to slightly older demographics seeking civic outlets.

These city-specific age variations provide actionable insights for targeted recruitment and program adaptation. Understanding why Abeokata attracts older participants while Port Harcourt engages younger demographics can inform expansion strategies and help tailor program elements to different age groups' needs and interests.

Educational background reveals a highly educated participant base overall, with 58.69% holding university degrees across all cities. Port Harcourt led with the highest concentration of university graduates at 30.43%, followed by Benin City (18.48%) and Abeokuta (9.78%). This concentration in Port Harcourt likely reflects the city's status as an educational hub with multiple tertiary institutions including the University of Port Harcourt and numerous polytechnics and colleges. The high university graduate participation across all cities positions ARTvocacy well for developing Nigeria's emerging civic leadership class.



However, the program demonstrates accessibility beyond elite educational backgrounds. Secondary school graduates comprised 21.74% overall, with Abeokuta showing the highest proportion (10.87%), suggesting the program successfully reaches youth who may have concluded formal education at secondary level and face barriers to tertiary education. This educational diversity is significant in the Nigerian context where university access remains limited for many youth despite strong aspirations.

Diploma and certificate holders represented 9.78% of participants, providing technical and vocational training graduates with civic engagement opportunities often lacking in their educational pathways. Postgraduate degree holders comprised 5.44%, with Benin City showing the highest concentration (4.35%), indicating the program also appeals to highly educated individuals seeking civic outlets beyond their professional work.

This educational diversity—from secondary graduates to postgraduate degree holders—demonstrates ARTvocacy's accessibility across educational backgrounds while its strong appeal to university-educated youth positions it optimally for cultivating Nigeria's next generation of civic leaders. The program successfully avoids becoming either an elite space accessible only to highly educated participants or a remedial intervention for less-educated youth, instead creating genuinely inclusive civic space where Nigerians of varied educational backgrounds can engage as equals.



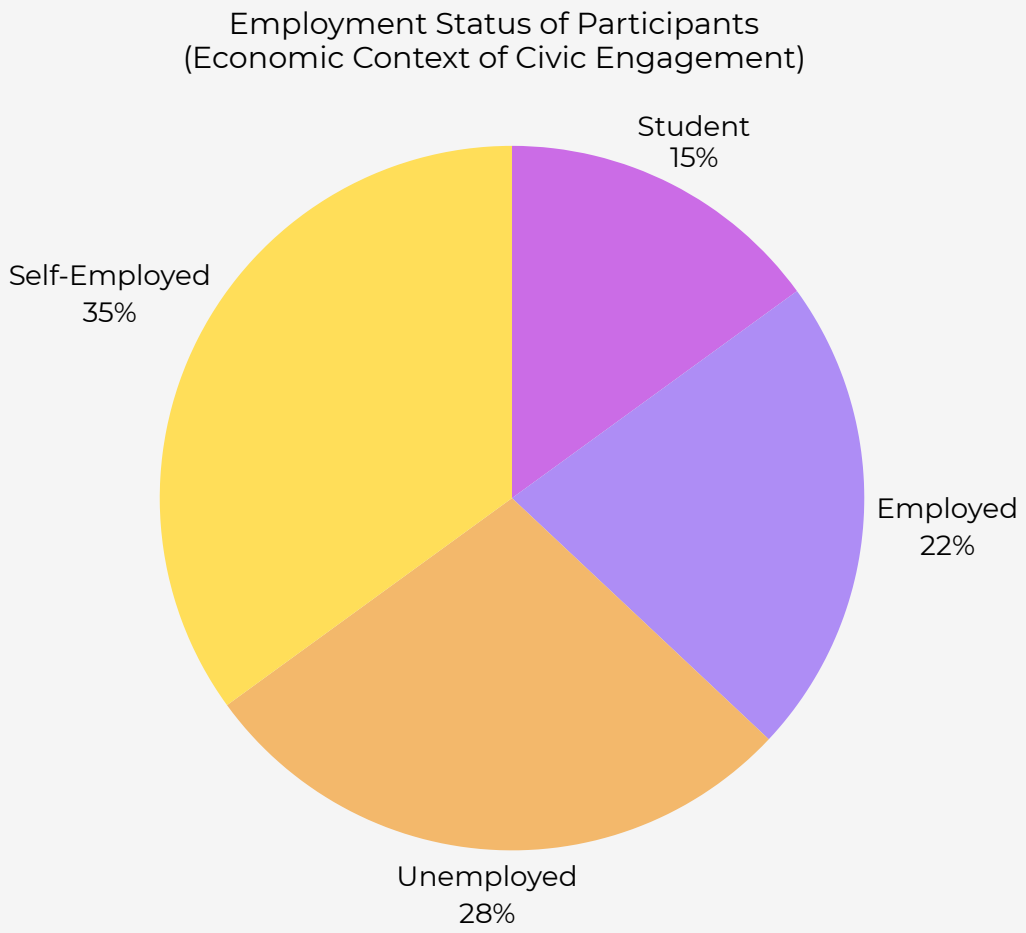


Figure 12: Employment Status of Participants

Students comprised 16.31% overall, with Port Harcourt showing the highest student participation (8.7%), aligning with the city's educational infrastructure and student population. Part-time employment accounted for 13.05% of participants, representing youth juggling multiple income sources or combining work with studies—another characteristic pattern of Nigerian youth economic navigation.



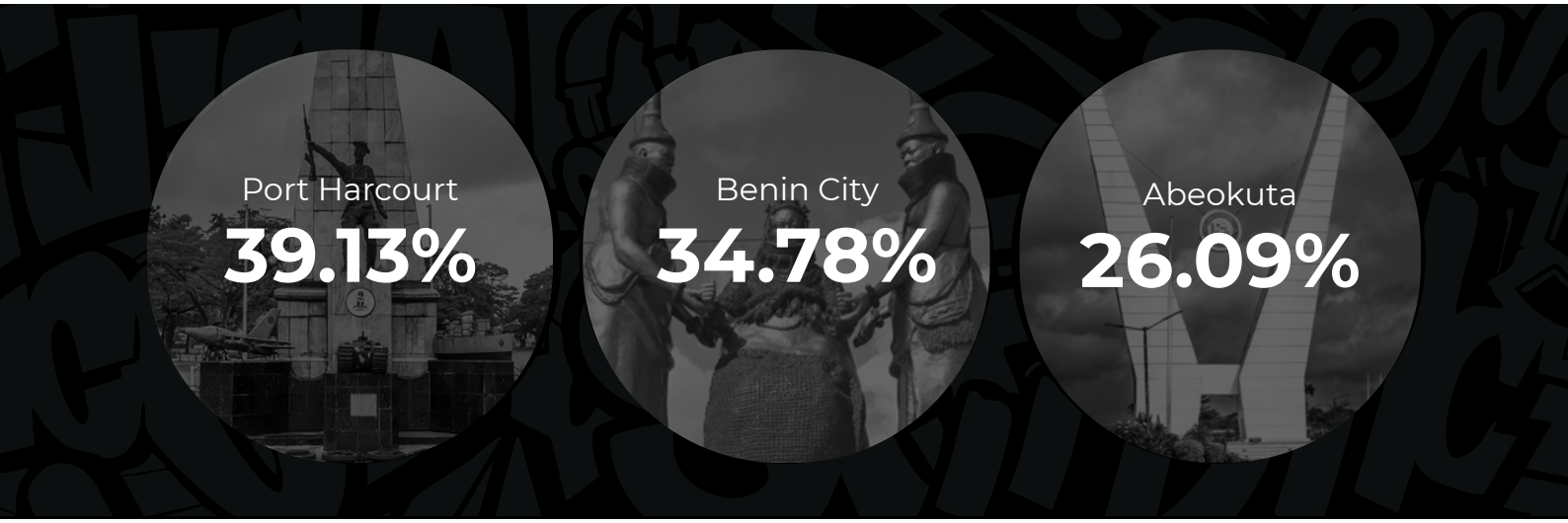
Significantly, 11.96% of respondents reported unemployment, indicating ARTvocacy successfully reaches economically vulnerable youth who face barriers to civic participation in programs requiring fees, transportation costs, or time commitments that conflict with income-seeking activities. Full-time employment represented only 10.87% of participants, reflecting Nigeria's challenging formal employment landscape where stable salaried positions remain scarce even for educated youth.

These employment patterns indicate ARTvocacy engages youth across economic circumstances, including those facing unemployment and underemployment—populations often excluded from civic programming due to economic barriers or assumptions about their capacity for civic contribution. The program's accessibility to unemployed and self-employed youth represents important democratic infrastructure enabling civic participation regardless of economic status.

Geographic Reach and Multi-City Implementation

The city distribution shows relatively balanced representation across implementation sites: Port Harcourt (39.13%), Benin City (34.78%), and Abeokuta (26.09%). This distribution validates the program's genuine multi-city reach while highlighting Port Harcourt as the primary implementation hub with deepest participant engagement—a natural pattern given the city's role as ARTvocacy's birthplace and longest-running site.

The relatively balanced distribution across cities—with the smallest site (Abeokuta) still representing over one-quarter of respondents—suggests successful expansion beyond a single-city pilot into genuine multi-city programming. This geographic spread creates foundations for scaling to additional Nigerian cities and potentially neighboring West African countries, with lessons learned across diverse contexts.



Inclusion and Accessibility



A notable finding is that 8.7% of participants (8 respondents) reported living with disabilities including albinism, kyphosis, sight and hearing impairment, dyslexia, and Erb's palsy. This representation demonstrates ARTvocacy's accessibility across ability spectrums and commitment to inclusive programming. In the Nigerian context where persons with disabilities often face exclusion from civic spaces due to physical barriers, attitudinal barriers, or lack of accommodations, this participation rate represents meaningful inclusion efforts.

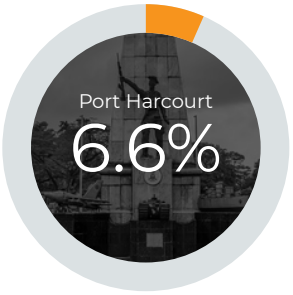
The presence of participants with diverse disabilities—from physical conditions to learning differences to sensory impairments—suggests the program's creative arts focus creates inherently more accessible civic engagement modalities than traditional text-heavy or mobility-dependent approaches. This finding merits further exploration to understand how creative expression methodologies can advance disability inclusion in civic programming.

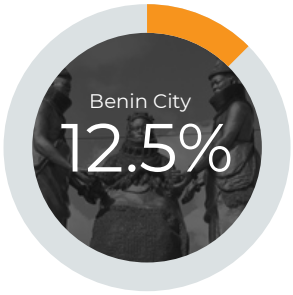


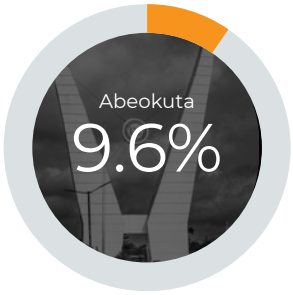
PROGRAM PARTICIPATION & ENGAGEMENT

Activity Engagement by City

Participation patterns across different program activities reveal distinct city profiles and implementation emphases. Four-week intensive training programs—representing ARTvocacy's foundational capacity-building intervention—showed highest engagement in Benin City (12.5%), followed by Abeokuta (9.58%) and Port Harcourt (6.67%). The lower Port Harcourt training participation despite being the largest site may reflect that many Port Harcourt participants joined through other entry points given the city's longer program history and multiple activity offerings.

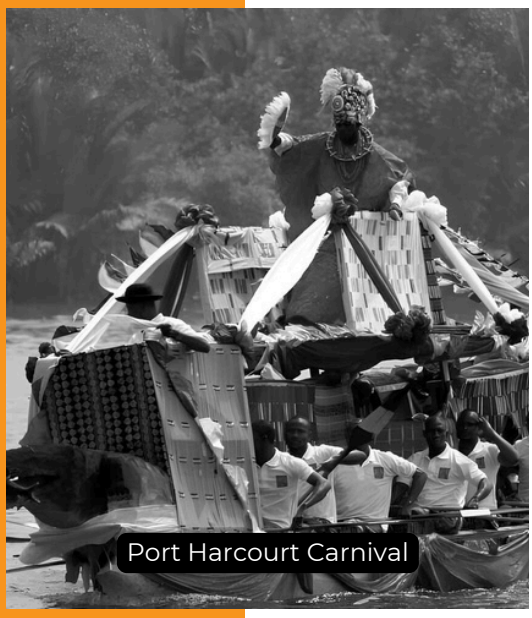






lower Port Harcourt training participation despite being the largest site may reflect that many Port Harcourt participants joined through other entry points given the city's longer program history and multiple activity offerings.

Theatre productions emerged as popular engagement vehicles, led by Benin City (8.75%) and Port Harcourt (7.08%), with lower Abeokuta participation (1.67%). This pattern suggests theatre resonates particularly strongly in Benin City and Port Harcourt, possibly due to local theatrical traditions, available venues and mentorship, or participant interest in performance arts.



Port Harcourt Carnival



National Museum Benin City

Port Harcourt dominated ARTvocacy Festival participation with exclusive 10.83% representation, indicating this flagship event functions primarily as a Port Harcourt phenomenon. The festival's concentration in one city raises questions about expansion potential, whether future festivals should remain Port Harcourt-centered or be replicated in other cities to create local celebration and showcase opportunities.

Benin City emerged as the exclusive hub for short film creation (8.33%), representing unique programmatic innovation in this location. This specialized activity suggests Benin City participants and facilitators have particular interest or capacity in film-based advocacy, creating differentiation across cities that enriches overall program diversity.

These activity patterns demonstrate healthy program adaptation to local contexts and participant interests rather than rigid standardization. Each city develops distinctive programmatic emphases while maintaining core ARTvocacy principles, creating both consistency and contextual responsiveness.

Program Duration and Participant Maturity

Analysis of participation duration reveals each city at different program maturity stages, providing valuable longitudinal perspective. Port Harcourt demonstrates program maturity with the longest participant duration patterns: 26.09% of respondents engaged for 1-2 years and 2.17% for over 2 years. These veteran participants represent ARTvocacy's core community—individuals who have sustained engagement well beyond initial program exposure. Their continued involvement validates the program's ability to maintain participant interest and provides foundation for peer mentorship and institutional memory.

However, Port Harcourt's maturity also presents challenges visible in other assessment dimensions. Maintaining engagement quality, program freshness, and organizational capacity becomes increasingly complex as programs mature and scale. The city's lower recent engagement metrics despite longest participation history suggests that longevity alone doesn't guarantee sustained effectiveness.

Benin City shows the newest cohort patterns, with 18.48% of participants at 6-12 months duration, representing relatively recent recruitment waves. This newer participant base may explain Benin City's high enthusiasm, strong satisfaction ratings, and robust continuation intentions—the freshness and novelty of program engagement for this cohort.

Abeokuta represents mid-stage program development, with 20.65% at 6-12 months duration. The city's exceptional outcomes despite this intermediate stage—neither the maturity of Port Harcourt nor the newness of Benin City—suggest particularly effective implementation quality independent of program age.

These duration patterns enable important insights about program lifecycle dynamics. Abeokuta's success at mid-stage suggests replicability of quality outcomes in new sites. Port Harcourt's challenges despite maturity highlight the need for continuous program renewal and quality maintenance systems. Benin City's newer participant enthusiasm indicates strong program appeal that now requires sustainability planning to maintain as the cohort ages.

Meeting Attendance and Retention

Abeokuta leads with 17.39% "always attend meetings," compared to Benin's 13.04% and Port Harcourt's 8.7%. The high 85.71% overall continuity rate (indicating participants engaged beyond initial awareness) demonstrates sustained commitment across cities.



AWARENESS & COMMUNITY ENGAGEMENT TRANSFORMATION

Awareness Achievement

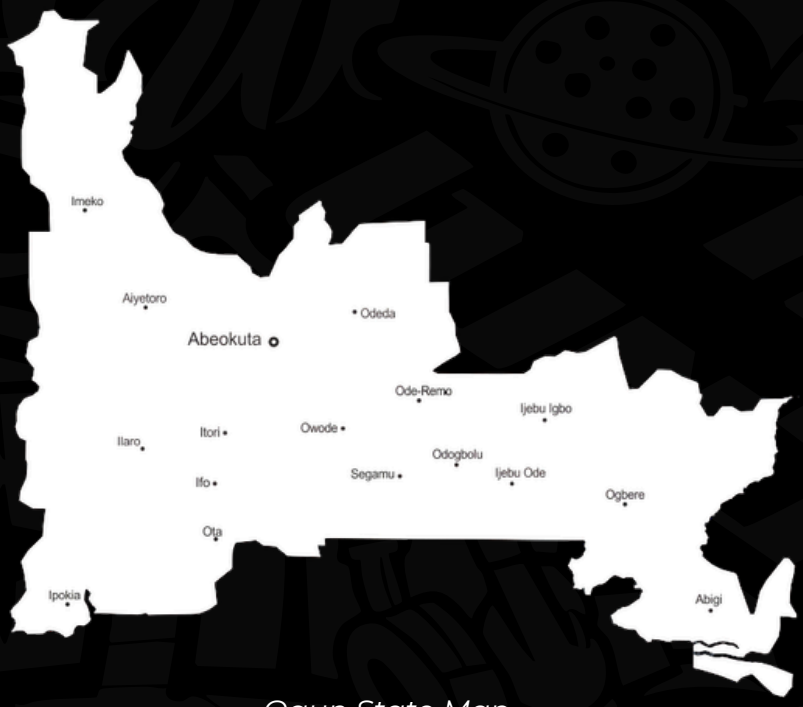
ARTvocacy achieved exceptional 93.41% awareness rate, with 88.04% reporting full program awareness. Age-specific patterns show strongest awareness among 23-27 year-olds (38.04%), followed by 18-22 (27.17%). Gender distribution shows 51.09% female and 42.39% male awareness.

Engagement Transformation: From Disengagement to Active Citizenship

Pre-program baseline data revealed concerning levels of civic disengagement among future ARTvocacy participants: 52.17% of respondents engaged in community activities only rarely or never before program involvement. This baseline validates ARTvocacy's target population selection—the program successfully reaches genuinely disengaged youth rather than merely mobilizing already-active civic participants.

The high baseline disengagement reflects broader patterns of youth alienation from civic life in Nigeria, where traditional political and community structures often fail to provide meaningful participation opportunities for young people.

Post-intervention, this landscape transformed dramatically. The overall continuity rate of 85.71%—indicating participants who continued civic engagement beyond initial program exposure—represents a fundamental shift from passive observation to active community membership. This is not merely increased event attendance but evidence of sustained behavioral change and civic identity formation.



Ogun State Map

City-specific transformation patterns reveal important variations. Abeokuta achieved the highest monthly community engagement (17.39%) post-program, with only 1.09% remaining in the rare engagement category. This near-complete conversion from baseline disengagement to active participation represents exceptional program impact. The city went from concerning civic disengagement to robust civic participation, with almost every participant becoming regularly engaged community members.

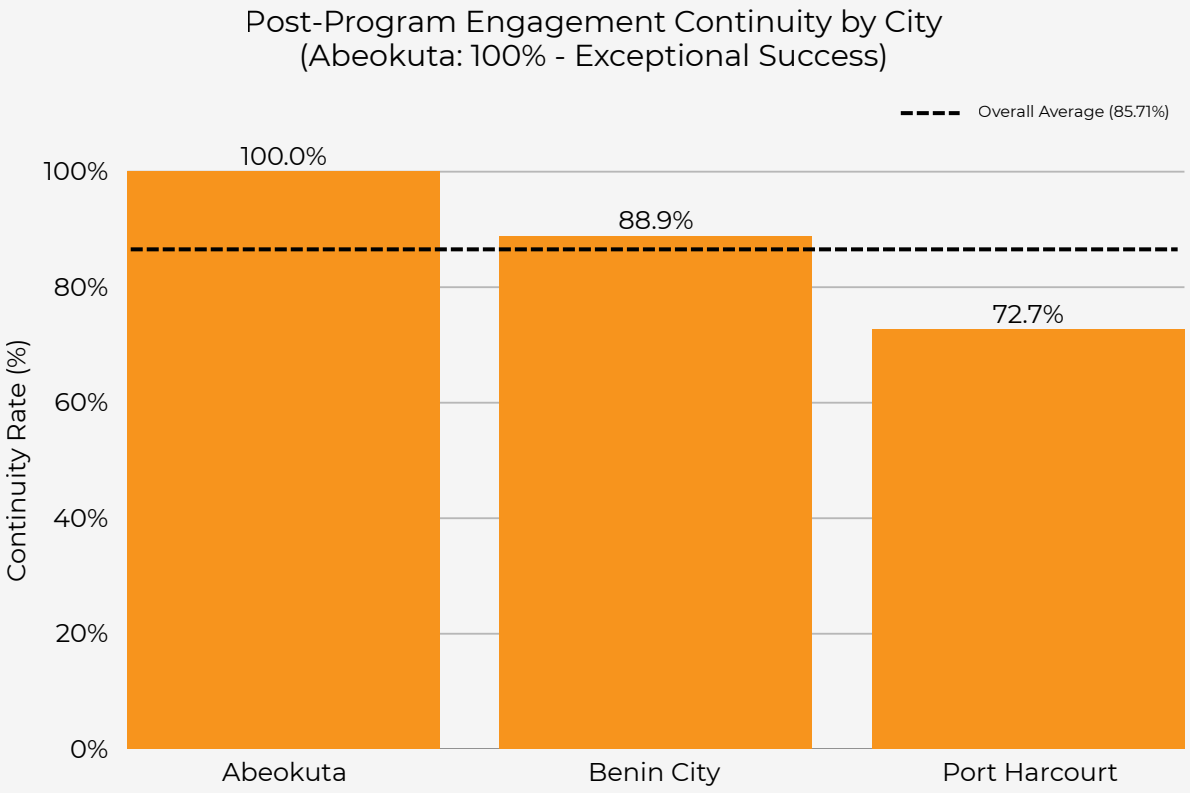


Figure 11: Post-Program Engagement Continuity by City

Benin City showed strong transformation with 13.04% monthly engagement post-program, representing solid conversion rates and healthy civic activation. The city's balanced engagement patterns across activity types suggest comprehensive civic development rather than narrow participation in single venues.

Port Harcourt—despite being the most mature implementation site with longest participant history—showed 8.7% monthly engagement but concerning 20.65% still in the rare engagement category. This pattern suggests that program maturity and longevity don't automatically translate to optimal engagement outcomes. The persistence of rare engagement in Port Harcourt correlates with qualitative feedback about consistency and momentum challenges, suggesting the need for program renewal strategies.

The contrast between cities provides critical insights: Abeokuta's near-complete conversion despite shorter duration and smaller scale demonstrates that program quality, cultural fit, facilitator effectiveness, and contextual adaptation matter more than longevity or size. This finding should shape expansion strategies—prioritizing implementation quality and cultural responsiveness over rapid scaling.



Civic Confidence and Efficacy

Confidence levels in organizing civic action varied meaningfully by city, providing insights into program effects on civic self-efficacy. Benin City leads with 19.57% of participants reporting they feel "very confident" to organize civic action or community initiatives. This high confidence level suggests the program successfully builds not just skills but also the psychological empowerment necessary for civic leadership. Confidence matters as much as capability—many youth possess latent civic capacity but lack belief in their efficacy to create change.

Abeokuta shows balanced confidence distribution across confidence levels with the notable finding of zero participants reporting low confidence ("slightly confident" or "not at all confident"). The absence of low-confidence responses—unique among the three cities—indicates exceptionally effective confidence-building in this implementation. Even participants who don't feel "very confident" still maintain moderate confidence levels sufficient for sustained civic engagement.

Port Harcourt demonstrates some challenges in this dimension, with 3.26% reporting feeling only slightly confident and 1.09% not at all confident in their ability to organize civic action. While these percentages remain relatively small, their presence in the city with longest program history raises questions about sustained confidence-building as programs mature. The low-confidence participants merit targeted support to understand barriers preventing full confidence development.

These confidence patterns correlate with engagement and satisfaction outcomes: Abeokuta's zero low-confidence responses align with the city's exceptional engagement conversion and minimal dissatisfaction. Benin City's high "very confident" percentages match its strong civic action patterns. Port Harcourt's confidence challenges correspond with other implementation difficulties visible in the assessment data.

Port Harcourt participants showed particular strength in protests (7.61%) and door-to-door campaigns (6.52%), suggesting capacity for direct constituent engagement and willingness to engage in grassroots organizing activities. These action patterns indicate confidence in face-to-face civic interaction and comfort with potentially challenging conversations.

Abeokuta concentrated civic action in volunteering (6.54%) and community organizing (5.61%), reflecting civic commitment through service and collective mobilization. While Abeokuta's absolute percentages appear lower than other cities, this reflects the smaller sample size from this city; the high engagement quality remains evident.

The wide range of civic actions undertaken—from volunteering to protests, from social media to door-to-door work, from attending meetings to organizing events—demonstrates that ARTvocacy develops versatile civic capacity. Participants don't just learn one participation mode but develop civic repertoires enabling them to engage through multiple channels appropriate to different issues and contexts.

Network Access Transformation: Structural Repositioning

Pre-program baseline revealed that 54.32% of participants lacked access to community leaders and influential networks—a structural barrier to civic efficacy that disproportionately affects youth in Nigeria's hierarchical social structures. Traditional community power structures often exclude young people from decision-making spaces and networks of influence, creating civic participation barriers even for motivated youth.

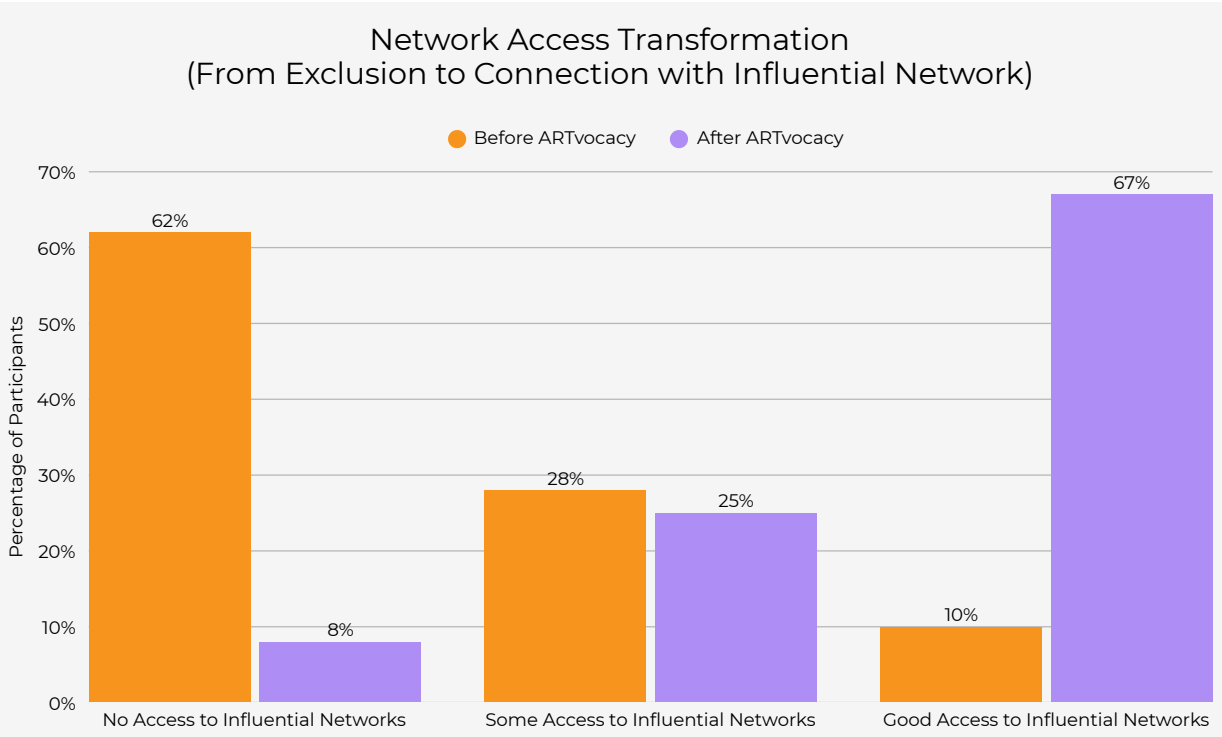


Figure 10: Network Access Transformation

Post-program, this transformed substantially: 54.35% of participants now report always or often having access to community leaders and influential networks, while those with no access dropped dramatically to just 4.35%. This represents an approximately 50-percentage-point shift—a structural change in youth positioning within community power dynamics rather than merely individual advancement.

This network access transformation matters as much as skills or confidence development. Access to influential networks enables youth to: advocate effectively for community needs, leverage resources for civic initiatives, bridge between youth constituencies and established power structures, access information about opportunities and decision-making processes, and establish credibility for civic leadership roles.

The transformation from exclusion to inclusion in influential networks represents genuine democratization of civic space—breaking down age-based hierarchies that traditionally marginalize youth voices. ARTvocacy creates pathways for youth to access power and influence typically reserved for older, established community members.

Psychological Dimensions: Comfort Approaching Leaders

Beyond formal access, the program catalyzed psychological shifts enabling effective network utilization. Comfort levels approaching community leaders increased significantly: 73.91% now feel comfortable reaching out to community leaders compared to substantial pre-program discomfort. This psychological shift matters as much as formal access—many youth may theoretically have access to leaders but lack confidence or understanding of appropriate protocols for engagement.

The comfort shift indicates that ARTvocacy doesn't just create access opportunities but also develops the social capital, communication skills, and civic confidence necessary to effectively utilize those opportunities. Youth learn not just who to approach but how to approach them, what to say, how to frame requests or ideas, and how to navigate power dynamics in ways that build rather than burn bridges.

This combination of structural access and psychological comfort enables sustained civic agency extending beyond program participation. Youth gain both the networks and the capacity to leverage those networks for individual advancement and collective community benefit.

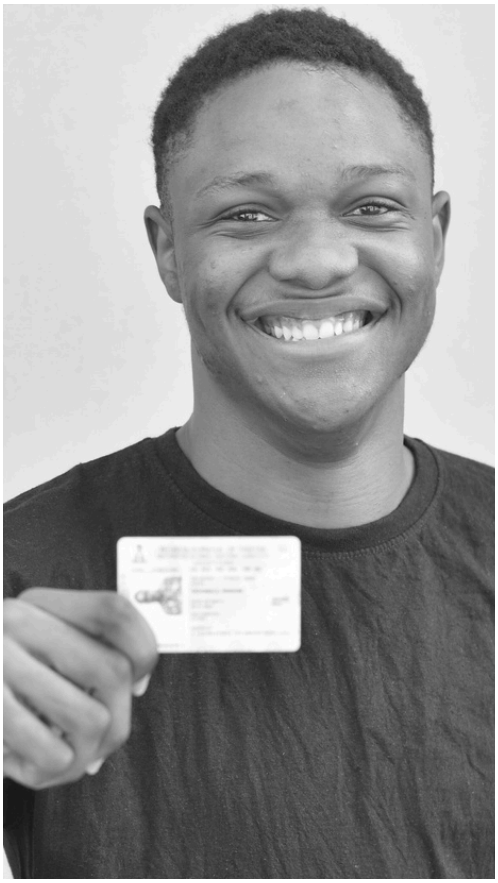
Political Interest Levels and Engagement Complexity

Political interest levels among ARTvocacy participants show complex patterns requiring nuanced interpretation. 35.87% express high political interest, while 26.09% report moderate interest—together comprising approximately 62% with meaningful political engagement. However, 16.3% report low interest and 19.57% report no political interest, indicating substantial portions of participants remain disconnected from formal political processes despite strong civic engagement.

This distribution suggests ARTvocacy successfully attracts politically engaged youth as core participants while also reaching some disengaged individuals. The presence of low and no-interest participants alongside highly engaged ones creates opportunities for peer-to-peer political consciousness-raising within program communities. Politically engaged participants can model engagement and share perspectives that help activate less-interested peers.

The finding also highlights important distinctions between civic engagement and political interest. Many participants demonstrate strong community involvement, volunteer service, and social activism without corresponding interest in formal politics—a pattern common among youth who perceive electoral politics as corrupt or disconnected from real community change. ARTvocacy's creative arts approach may particularly attract youth who prefer community-based over electoral civic engagement.





Voting Intentions and Electoral Participation

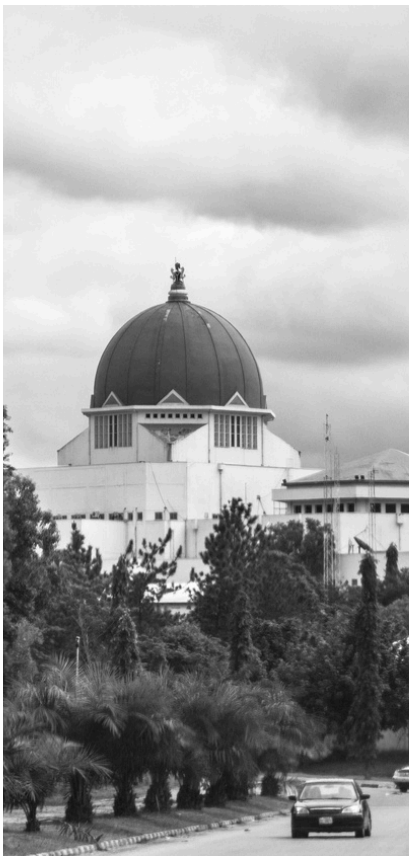
Despite mixed political interest levels, voting intentions remain remarkably strong: 81.52% intend to vote in next elections, with only 9.78% undecided and 5.43% not intending to vote. This high voting intention suggests ARTvocacy participants recognize electoral participation as civic duty even when lacking broader political interest.

The disconnect between moderate political interest (62% high/moderate) and high voting intention (81.52%) indicates that many participants view voting pragmatically as minimum civic participation rather than enthusiastic political engagement. This pragmatic voting orientation—"I'll vote even though I don't love politics"—represents valuable democratic participation even if not indicating deep political passion.

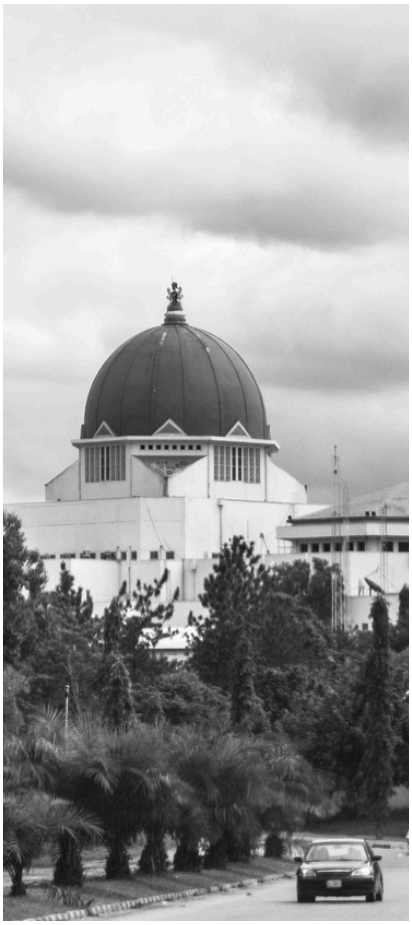
Institutional Trust Paradox: Engagement Despite Cynicism

Institutional trust patterns reveal concerning cynicism coexisting with strong civic engagement—a paradox requiring strategic attention. 42.4% of participants have minimal or no trust in government officials, while 40.22% express minimal or no trust in political leaders. These high distrust levels reflect realistic assessments of governance challenges in Nigeria, where corruption, ineffectiveness, and disconnection from citizens characterize much of the political class.

However, only 13.04% have minimal trust in NGOs and civil society organizations, suggesting strong third sector credibility. Participants trust civil society actors—including organizations like Street Project Foundation—far more than government or political leaders. This trust differential validates civil society's role as democratic infrastructure in contexts of weak state legitimacy.



The paradox emerges in high civic engagement (85.71% continuity) coexisting with persistently low institutional trust. Participants demonstrate strong civic commitment—volunteering, organizing, advocating—while maintaining profound skepticism about official institutions. This pattern reflects a sophisticated understanding: that civic engagement matters even when institutions fail, that community organizing can achieve local change regardless of national politics, and that grassroots action provides agency that formal politics often denies.



This institutional trust paradox raises sustainability questions for long-term civic engagement. Can youth maintain civic commitment indefinitely without seeing institutional responsiveness? Programming that helps participants understand institutional change strategies, documents achievable civic victories, connects them with responsive leaders, and manages expectations about change timelines may help sustain engagement despite institutional dysfunction.



SKILLS DEVELOPMENT AND PARTICIPANT SATISFACTION

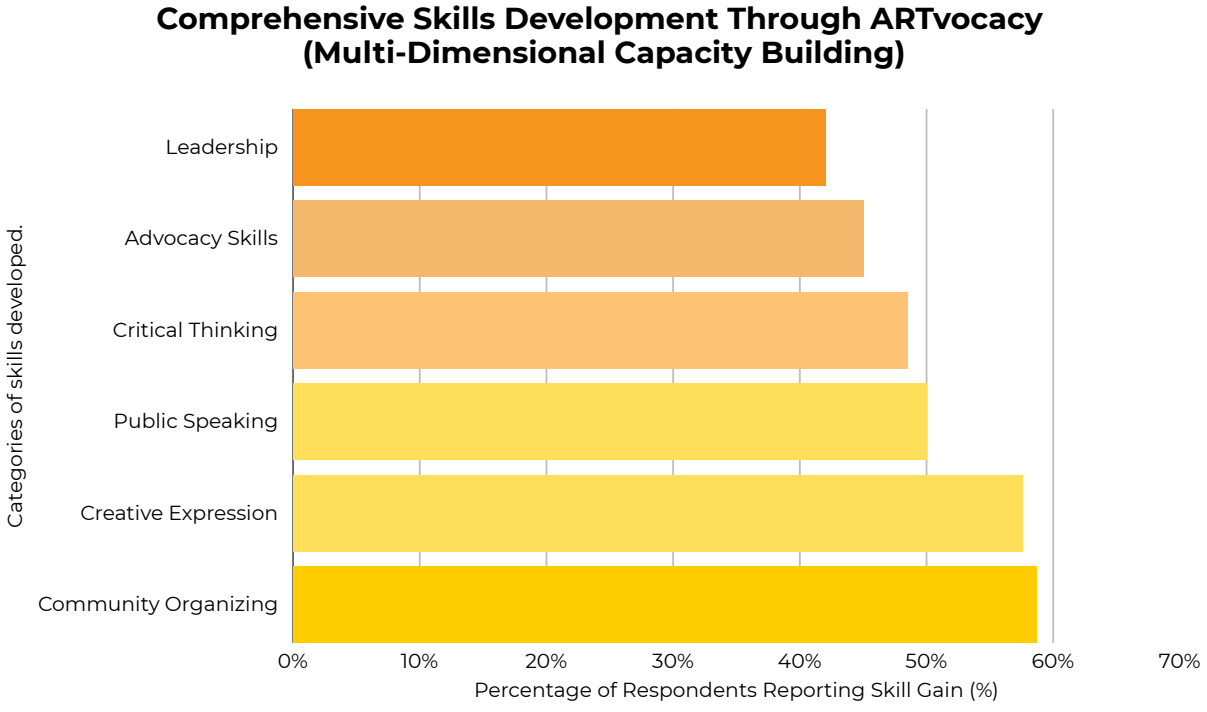


Figure 7: Comprehensive Skills Development Through ARTvocacy



Skills Acquisition and Civic Capacity Building

ARTvocacy demonstrated strong impact on transferable civic skills critical for sustained engagement and broader life success. 58.7% of participants report improved community organizing abilities—skills in mobilizing people, coordinating activities, managing logistics, and building coalitions. These organizing competencies benefit participants in civic contexts and professional life, as organizing fundamentally involves project management, stakeholder engagement, and goal-directed coordination.

50% of participants report strengthened public speaking skills—crucial for civic leadership and professional advancement. Public speaking confidence enables participants to advocate for community needs, present at meetings, engage media, and participate meaningfully in democratic deliberation. In contexts where public speaking often intimidates young people, this skill development represents significant personal empowerment.

57.61% enhanced creative expression capabilities—the core skill ARTvocacy intentionally develops through arts-based programming. Creative expression matters beyond artistic value; it develops communication versatility, emotional intelligence, narrative construction, and ability to convey complex ideas through accessible mediums. These creative capabilities enable more engaging and effective civic communication than traditional text-based advocacy often achieves.

53.26% improved working across diversity—critical competency for inclusive civic action. Nigeria's ethnic, religious, and regional diversity requires civic actors to navigate difference effectively. Skills in collaborating across backgrounds, respecting different perspectives, finding common ground despite disagreement, and building inclusive coalitions enable more effective and sustainable civic organizing.



Social media advocacy skills showed moderate development at 36.96%—lower than other skill categories and representing opportunity for enhancement. Given digital organizing's critical role in contemporary movements, the modest social media skill development suggests room for programmatic strengthening. Many civic campaigns now center on digital mobilization; improving participants' digital organizing capacity would amplify impact while developing skills increasingly essential in Nigeria's growing digital economy.



City-Specific Skill Development Patterns

Benin City led in creative arts skills development (23.91%), aligning with the city's emphasis on creative expression and activities like short film creation. The city also led in community organizing skill development (19.57%), suggesting comprehensive capacity building across creative and civic organizing domains. This combination positions Benin City participants to blend artistic innovation with practical organizing effectiveness.



Image: Port Harcourt Festival

Port Harcourt led in public speaking skill development (21.74%), possibly reflecting the city's festival culture and performance opportunities providing repeated public speaking practice. Public speaking emerges from repeated performance in front of audiences—Port Harcourt's established program infrastructure and performance venues may create optimal public speaking development conditions.

Program Satisfaction and Perceived Value

Overall Satisfaction Levels by City

Overall satisfaction rates reveal strong program approval with important city variations. Abeokuta and Benin City both achieved 19.57% of participants reporting "very satisfied" with their ARTvocacy experience—the highest satisfaction category. These high satisfaction rates validate program quality and participant experience in these cities.

Port Harcourt showed 10.87% very satisfied—still positive but notably lower than the other cities and correlating with other implementation challenges visible in assessment data. More significantly, Port Harcourt was the only city registering any dissatisfaction responses, with 3.26% of participants reporting dissatisfaction. While this percentage remains small, any dissatisfaction merits attention given its concentration in one city and absence in others.

The satisfaction variation across cities correlates strongly with engagement patterns, confidence levels, and qualitative feedback. Abeokuta's exceptional satisfaction aligns with the city's near-complete engagement conversion and zero low-confidence responses. Benin City's high satisfaction corresponds with strong creative expression emphasis and comprehensive civic action patterns. Port Harcourt's lower satisfaction and presence of dissatisfaction match concerns about consistency and momentum raised in qualitative feedback.

Recommendation Likelihood: Participant Advocacy

Recommendation likelihood provides important validation, as satisfied participants become program ambassadors recruiting peers and building community support. 25% of Abeokuta participants would "definitely recommend" ARTvocacy—the highest advocacy rate across cities. 23.91% in Benin City and 18.48% in Port Harcourt would definitely recommend, showing strong but graduated enthusiasm across sites.

The high recommendation rates create foundation for organic growth through peer recruitment—ARTvocacy participants become recruiters bringing friends, family members, and community contacts into the program. This peer recruitment builds authentic program communities rather than artificially assembled groups.

Continuation Intentions: Sustaining Engagement

Continuation intentions provide crucial indicator of sustained impact beyond initial program exposure. Benin City leads with 32.61% of participants responding "definitely yes" to continuing ARTvocacy involvement, followed by Port Harcourt (27.17%) and Abeokuta (25%). These high definite continuation rates suggest strong program value and genuine commitment beyond temporary participation.

The overall continuation pattern across all response categories (definitely yes, probably yes, maybe) results in the impressive 85.71% continuity rate discussed earlier. This high continuity validates ARTvocacy as movement-building rather than merely event-based programming. Participants don't just attend activities and move on; they integrate ARTvocacy into ongoing civic identities.



Most Valued Program Aspects

Understanding what participants value most enables strategic program emphasis and helps identify core strengths worth protecting even if adaptations occur. Program elements valued most vary meaningfully by city, suggesting different participant priorities and cultural contexts.

Benin City participants particularly prioritize creative expression (16.3%), validating the city's programmatic emphasis on arts-based advocacy. The high value placed on creative expression indicates participants genuinely appreciate artistic development as pathway to civic impact—ARTvocacy's core innovation.

Abeokuta and Port Harcourt participants emphasize personal growth (9.78% and 10.87% respectively) as most valuable aspect. This priority suggests participants value ARTvocacy for individual development—confidence, skills, self-understanding—as much as or more than collective civic outcomes. The personal growth emphasis indicates the program successfully develops whole persons rather than just civic actors.

Networking opportunities emerged as highly valued across cities, with participants recognizing relationship-building as crucial program benefit. The networks developed through ARTvocacy—peer connections, facilitator relationships, community leader access—provide enduring value beyond specific skills or activities.

Civic skills development was also highly valued across cities, validating the program's effectiveness in building practical civic capacity. Participants recognize that ARTvocacy doesn't just expose them to civic ideas but equips them with concrete competencies for sustained engagement.

Support Needs for Sustained Engagement

Understanding what participants need to sustain and deepen their civic engagement provides actionable programming guidance. Support needs reveal both current program gaps and opportunities for enhancement.

Financial support emerged as the dominant need across all cities, with striking unanimity: Port Harcourt (8%), Benin City (6.4%), and Abeokuta (5.2%) all identified financial barriers as primary constraint on fuller engagement. This financial support need manifests in multiple dimensions: transportation costs to attend activities, inability to dedicate time to unpaid civic work due to income needs, costs associated with civic initiatives participants want to lead, and lack of resources for personal expenses while engaged in intensive programming.

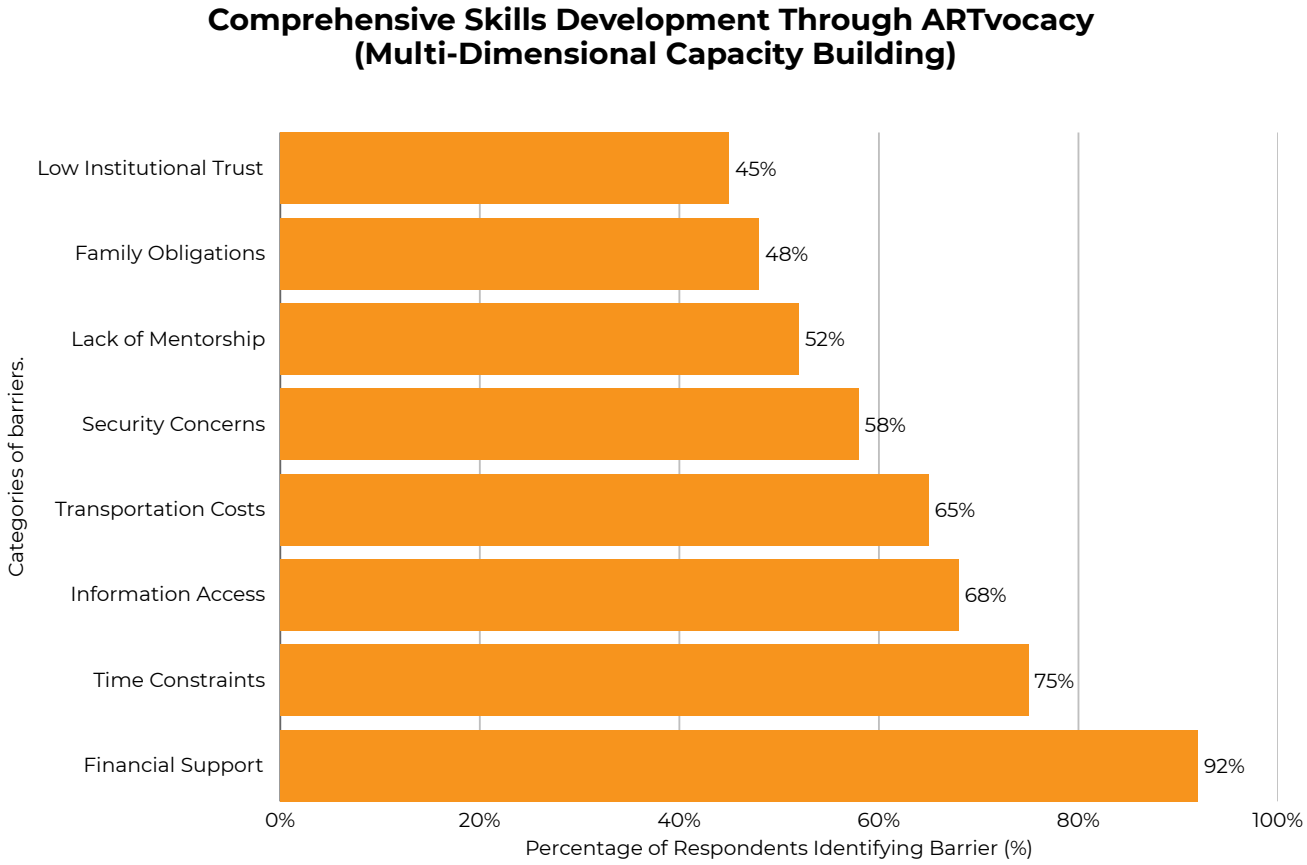


Figure 9: Barriers to Sustained Civic Engagement

The unanimous financial support identification confirms that economic barriers significantly constrain civic participation in Nigeria's challenging economic context. Many participants balance civic engagement with income-seeking activities, face transportation costs to venues, or sacrifice paid work opportunities to attend unpaid ARTvocacy activities. Addressing economic barriers through stipends, transportation support, or hybrid paid-volunteer models would enable fuller participation from economically vulnerable youth.

The unanimous financial support identification confirms that economic barriers significantly constrain civic participation in Nigeria's challenging economic context. Many participants balance civic engagement with income-seeking activities, face transportation costs to venues, or sacrifice paid work opportunities to attend unpaid ARTvocacy activities. Addressing economic barriers through stipends, transportation support, or hybrid paid-volunteer models would enable fuller participation from economically vulnerable youth.

Mentorship needs were notable particularly in Benin City (7.2%) and Port Harcourt (7.6%). Mentorship requests indicate participants value guidance from experienced civic actors beyond facilitator instruction during structured program activities. Mentorship provides: individualized guidance for civic projects, navigation support for complex civic landscapes, role models demonstrating civic career pathways, emotional support for challenges encountered in civic work, and advocacy support from established figures lending credibility to youth initiatives.

The mentorship need suggests opportunity for intergenerational civic bridge-building—connecting youth ARTvocates with established civic leaders, activists, artists, and change-makers who can provide ongoing guidance. Such mentorship would strengthen both youth development and community civic infrastructure more broadly.



QUALITATIVE INSIGHTS FROM PARTICIPANT FEEDBACK

The 33 open-ended responses revealed key themes:

Sustainability and Consistency: Participants in Port Harcourt raised concerns about declining momentum, with one observing that the "movement has been held back, forgotten." This signals an urgent need to revitalize participant commitment and introduce new approaches for community-level engagement. This feedback correlates with quantitative data showing Port Harcourt's engagement challenges despite being the most mature implementation.

Program Duration: Multiple participants requested extended program length, with specific calls to "increase bootcamp to more than a month" and provide "more time for activities."

Accessibility and Opportunity: Requests for "more opportunities" and broader reach suggest strong demand exceeding current capacity.

Practical Application: Participants value "hands-on workshops" and practical civic action opportunities, with recommendations for more concrete community projects.

Financial Sustainability: Several responses explicitly mentioned employment, with one stating "employing some ARTvocates will be most effective." This aligns with quantitative data on financial support needs.

Positive Affirmations: Notably, many participants stated they "wouldn't change anything," suggesting high satisfaction despite identified improvement areas.

KEY FINDINGS

1. Exceptional Awareness Achievement: The 93.41% awareness rate demonstrates ARTvocacy's effectiveness in reaching and resonating with youth participants. This high awareness translates to genuine engagement rather than superficial exposure.

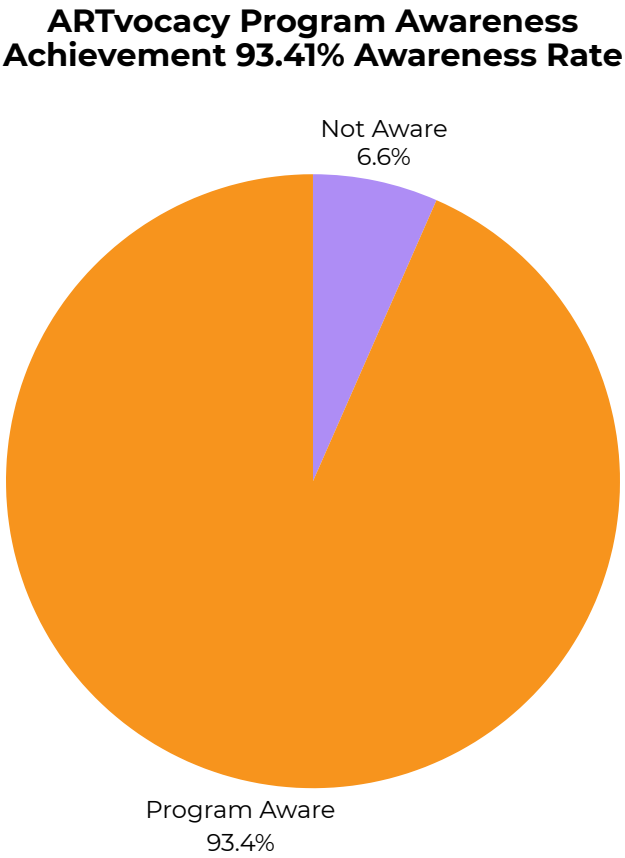


Figure 4: ARTvocacy Program Awareness Achievement (93.41%)

2. Transformative Community Engagement: The shift from 52.17% rarely/never engaged pre-program to 85.71% continuing post-program represents fundamental behavioral change. Participants moved from passive observers to active community members.

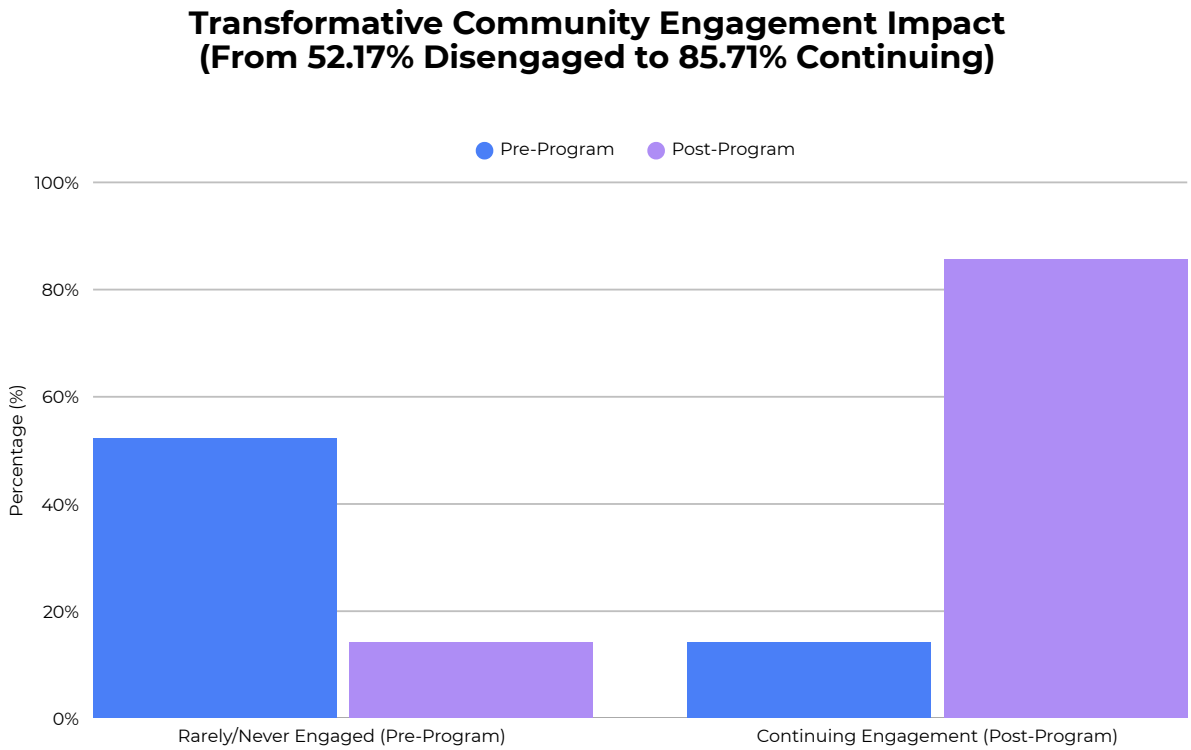


Figure 5: Transformative Community Engagement Impact

3. City-Specific Success Patterns: Abeokuta's exceptional outcomes despite shorter duration and smaller scale demonstrate that program quality and cultural fit matter more than longevity. The model merits study and replication.

4. Women's Empowerment Potential: Higher female participation (56.04%) and particularly strong outcomes for women in Abeokata (19.57% female vs 6.52% male) position ARTvocacy as valuable infrastructure for women's civic leadership in contexts where traditional spaces remain male-dominated.

5. Network Access Transformation: The 50-percentage-point increase in access to influential networks and community leaders represents structural repositioning of youth within community power dynamics, enabling sustained civic agency beyond program participation.

6. Economic Barriers to Civic Participation: The unanimous identification of financial support as the top engagement barrier, combined with high self-employment (39.13%) and unemployment (11.96%) rates, confirms that sustainable civic participation must address economic realities in Nigeria's challenging context.

7. Skills Development Foundation: Strong transferable skills development in community organizing (58.7%), public speaking (50%), and creative expression (57.61%) provides participants capabilities valuable in education, employment, and life navigation beyond immediate civic engagement.

8. Institutional Trust Paradox: High civic engagement (85.71% continuity) coexists with persistently low institutional trust (42.4% minimal/no trust in government officials), reflecting realistic assessment of governance challenges while raising questions about long-term movement sustainability.

STRATEGIC RECOMMENDATION



1. City-Specific Program Adaptations

Study and replicate Abeokuta's success factors including high female participation, exceptional engagement conversion, and strong confidence building. Address Port Harcourt's maturity challenges through renewed focus on consistency, participant engagement, and leadership structure strengthening.

2. Hybrid Sustainability Model

Develop economic sustainability addressing unanimous financial support needs: incorporate stipend or compensation for core participants, create social enterprise opportunities leveraging creative skills, partner with organizations providing paid civic roles, and develop fundraising capacity ensuring program consistency.

3. Women's Empowerment Programming

Build on strong female participation and outcomes through dedicated women's civic leadership programming, partnerships with women's rights organizations, mentorship connecting participants with female leaders, and safe spaces addressing gender-specific civic barriers.

4

Leadership Development Pipeline

Create three-tier system: community coordinators (neighborhood-level), city coordinators (municipal-level), and state coordinators (regional-level). Provide leadership training, clearly defined roles, and modest compensation for volunteer contribution recognition.

5

Digital Organizing Capacity

Strengthen social media advocacy skills (currently 36.96%) through digital organizing training, social media campaign development, online activism strategies, and digital storytelling for civic impact.

6

Institutional Partnerships

Reduce volunteer-dependency through strategic partnerships: universities for research collaboration and student recruitment, arts organizations for professional mentorship and production resources, government agencies for policy influence and co-programming, media organizations for coverage and platforms, and private sector for financial support and employment pathways.

Conclusion



Key Points in This Discussion

Street Project Foundation's ARTvocacy Impact Assessment presents compelling evidence of highly effective youth civic engagement programming. With exceptional awareness rates of 93.41%, strong behavioral shifts from baseline disengagement to 85.71% sustained engagement, impressive city-specific adaptations, and comprehensive skill development, ARTvocacy demonstrates that creative arts provide powerful pathways for youth civic activation.

The program's success derives from its fundamental insight: artistic expression creates accessible, engaging, emotionally resonant entry points for civic participation that traditional methods often fail to achieve, particularly among youth who feel alienated from formal political processes. By meeting young people through drama, music, poetry, and visual arts, ARTvocacy lowers barriers to civic engagement while building skills, confidence, networks, and community that sustain long-term involvement.

The assessment reveals ARTvocacy as more than an awareness campaign—it represents a sustainable movement-building approach transforming participants from passive observers to active community members. The high continuity rate indicates participants internalized civic values and practices extending far beyond program participation, suggesting ARTvocacy catalyzes lasting identity shifts toward civic engagement rather than temporary activity spikes.

The multi-city comparative analysis provides particularly valuable strategic insights. Abeokuta's exceptional outcomes despite shorter duration and smaller scale prove that program quality and cultural adaptation matter more than longevity or size. Benin City's creative expression emphasis and comprehensive civic actions demonstrate healthy program vitality and effective integration of artistic and civic goals. Port Harcourt's maturity presents both assets of established infrastructure and challenges of maintaining consistency and engagement quality as programs scale—highlighting the need for continuous organizational development and program renewal.

The higher female participation (56.04%) and particularly strong outcomes for women in Abeokuta position ARTvocacy as valuable infrastructure for women's civic leadership development in contexts where traditional spaces often remain male-dominated. The economic profile—high self-employment and unemployment rates combined with unanimous identification of financial support as a primary barrier—confirms that sustainable civic participation must address economic realities in Nigeria's challenging context.

With strategic enhancements—particularly city-specific adaptations learning from Abeokuta's success, hybrid sustainability models addressing economic barriers, women's empowerment programming, leadership development pipelines, digital capacity building, and institutional partnerships—ARTvocacy holds strong potential for even greater social impact. The program has proven its model works; the next phase involves systematizing success, expanding reach strategically, and building infrastructure to sustain a genuinely national movement of arts-based civic advocates.

Street Project Foundation should be commended for developing such an innovative, effective approach to youth civic engagement. **The ARTvocacy model represents best practice in creative civic programming and merits support, replication, and scaling across Nigeria and potentially throughout West Africa.** This impact assessment provides the evidence base to advocate for that expansion with confidence.

THANK YOU

