



Library Campaign as a Strategy for Actualizing the Sustainable Development Goals in Nigeria: the Roles of Librarians

¹Kabiru Ubale & ²Abdullahi Yahaya

^{1&2}University Library Bayero University, Kano

Abstract

On September 25th 2015, countries adopted a set of goals to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. There are seventeen general goals for sustainable development. Each goal has specific targets to be achieved over the next 15 years. For the goals to be reached, all stakeholders need to do their part: governments, the private sector, civil society and people in general. For any nation to develop, it needs to have and provide relevant, updated and adequate information on food security, democracy, health, education, gender equality etc. Obtaining a quality education is the foundation to improving people's lives and sustainable development. Libraries can provide such access to information that would enable people live gainful lives. However, people need to be skilled at identifying, acquiring, organizing, offering for use and publicly preserving materials irrespective of the form in which it is packaged in such a way that when it is needed it can be found and put to use. The paper describes the importance of library campaign as a strategy for actualizing the SDG in Nigeria. In addition, the paper also examines the roles of librarians for ensuring the actualization of the sustainable development goals in the country.

Keywords: *Campaign, Development, Library, Nigeria, Sustainable.*

Corresponding Author: Kabiru Ubale

Background to the Study

The Sustainable Development Goals (SDGs) are seventeen goals that show the eagerness by the governments globally to eradicate poverty and hunger and to provide quality education, good health, gender inequality, good jobs and economic growth and partnerships among international communities. These goals respond to the world's most development challenge. It is argued that the purpose of the development is to improve people's lives by expanding their choices, freedom and dignity. (Igbuzor,2006). The United Nations SDGs recognized the interdependence between growth, poverty eradication and sustainable development so that achieving one of them can be expected to contribute to achieve others, for example, poverty eradication would certainly help to deal with the health and education challenges also achieving health and education goals would also contribute to fight against poverty.

Information is a vital tool for development. For any nation to have and provide relevant, updated and adequate information on food security, democracy, health education, gender equality etc. Libraries and librarians can provide such access to information which would enable people lead gainful lives as they are skilled at acquiring, organizing, offering for use and publicly preserving information irrespective of the form in which it is packaged in such a way that when it is needed it can be found and put to use.

Objectives of the Study

The objective of the paper is to discuss library campaign as a strategy toward the actualization of sustainable development goals in Nigeria and the roles librarians in the provision of information for the attainment of the United Nations Sustainable Development Goals (SDGs). The study will specifically

1. Highlights the strategies of library campaign toward the actualization of SDGs in Nigeria.
2. Discuss Nigerian's effort in actualizing SDG' in Nigeria
3. Show the relationship between library campaign and SDG's
4. Suggest ways through which librarians could contribute to actualizing SDG's through effective campaign strategy
5. Identify the challenges of library campaign toward the actualizing SDG's in Nigeria

Sustainable Development Goals General Overview

At the United Nations Sustainable Development Summit on 25 September 2015, more than 150 world leaders adopted the new 2030 Agenda for Sustainable Development, including the Sustainable Development Goals (SDGs).

The 17 new Sustainable Development Goals, also known as the Global Goals, aim to end poverty, hunger and inequality, take action on climate change and the environment, improve access to health and education, build strong institutions and partnerships. The specific goals are to:

Goal 1: No Poverty
Goal 2: Zero Hunger
Goal 3: Good Health & Well-being
Goal 4 Quality Education
Goal 5: Gender Equality
Goal 6: Clean Water & Sanitation
Goal 7: Affordable & Clean Energy
Goal 8 : Decent Work & Economic Growth
Goal 9: Industry, Innovation & Infrastructure
Goal 10: Reduce in-equality
Goal 11: Sustainable Cities & Communities
Goal 12: Responsible Consumption & Consumption
Goal 13: Climate Action
Goal 14: Life below Water
Goal 15: Life on Land
Goal 16: Peace, Justice & Strong Institutions
Goal 17: Partnership for the Goals

Oneyeyan and Adesina (2016) Observed that since the sustainable summit in 2015, the SDGs have received global acceptability as targets for human survival and sustainable development. They have become international standard for measuring the progress and effectiveness of development programmes for national governments. The United Nations Development Programme (UNDP) aegis was assigned responsible to support governments around the world in tackling the new agenda and taking it forward over the next 15 years.

Nigeria and Sustainable Development Goals (SDGs)

Nigeria as a signatory to the Sustainable Development agenda of 2015 and committed to achieving the SDGs in 2030. Apart from his three campaign promises (Security, Corruption and youth employment), a strategic framework for reaching these goals was adapted by the president Muhammadu Buhari on 21st March 2016 during a 2-day national economic council retreat at the state house conference center. The resolution of the conference led to the development of Multi Center of Prospects. According to President Muhammadu Buhari "I am going to throw at this gathering some random policy options filtered from across the spectrum of our stakeholders on four (4) selected sectors of our economy. These are: Agriculture, Power, Manufacturing and Housing. I have not touched Education, Science and Technology pointedly because these related subjects require a whole retreat by themselves."

The achievement of the SDGs by the target date of 2030 may likely met some challenges. In spite of the Nigerian government commitment towards actualizing the goals through its political and economic agenda. With the high poverty levels in Nigeria, it has become obvious that it is no longer up to the governments alone to find ways of tackling poverty, but other organisations need to join the fight. As each country looks forward to fulfilling the SDGs, the Nigerian government needs the support of all institutions of which libraries are vital part. Librarians, therefore need to take up their responsibilities as professional information analysts in offering ideas and services for the attainment of the SDGs.

Library Campaign as a Strategy for Sustainable Development Goals (SDGs)

Today, Librarians are compelled to use new skills and strategies in order to change, survive and continue to compete in the world of virtual information. Library campaign has become very essential and important in the provision of library and information services that are not marketed effectively may not be heavily patronized (Gupta & Savard, 2009). Library campaign refers to a series of actions and activities embark upon by librarians to improve services delivery and better satisfaction of the users. Tise, (2009) defined library campaign as a strategy designed to advance the lifelong education of the public by the promotion, support, assistance and improving the use of libraries through the activities of librarians and user groups.

The SDG's provide the link between local and international actions towards human centered, holistic development. Wilson, (2015) points out that the SDG's involve working closely together at a global level to achieve a common vision and librarian play a significant role in promoting awareness and access to information in support of the inclusion process by building bridges between individuals at the local level and the global level. The need to increase awareness and use of information for different purposes have resulted in the establishment of various information services providers which have the capacity to compete for survival with libraries in providing users with timely, adequate and relevant information in the preferred formats. Libraries and Librarians in Nigeria therefore need to respond to such challenges in the quest to enhance the use of their resources (electronic and non-electronic) and services. According to Rubin (2000) Library campaign techniques involves planning and managing the organization's exchange relations with its clientele. It consists of studying the target market's needs, designing appropriate products and services, and using effective pricing, communication and distribution to inform, motivate and serve the users. Pearson and Hall (2015) identified the following as top ten strategies for libraries to create greater awareness and impact for national and international development:

1. Create and tell your library's story
2. Develop key messages
3. Ensure that staff, Board, and volunteers understand and can deliver key messages and that everyone is speaking from the same script!
4. Engage the media
5. Identify target audiences and create objectives for each audience
6. Engage your audience and allow them to participate
7. Create a public awareness campaign and tie it to an advocacy campaign
8. Use your website, social media, and print materials to spread your message
9. Don't stop with the story... make 'the ask' for public or private support!
10. Evaluate your success

Library Campaign and Sustainable Development Goals (SDG's)

Education is essential to the success of every one of the 17 new sustainable development goals. The SDGs outline a new and ambitious worldwide effort to reduce poverty and hunger, improve health, enable equality, and protect the planet and much more. Real progress will be elusive unless all children receive a quality education. Access to quality education is possibly only with well equipped library and committed personnel to ensure information to its user.

Goal 1: No Poverty

Education is the one of the most effective ways to reduce poverty. According to UNESCO, 171 million people could be lifted out of poverty - a 12% drop in global poverty - if all students in low-income countries left school with basic reading skills. UNESCO also found that one extra year of schooling increases an individual's earnings by up to 10%, and each additional year of schooling raises average annual gross domestic product by 0.37%. Tise (2009) makes the point that librarians could facilitate the conversion of information into knowledge through very rudimentary information services. For example, the librarian uses their professional expertise to package information in a format that will be meaningful to the local inhabitants in their quest to eradicate poverty. Provision of information is therefore vital in eradicating extreme poverty and libraries and librarians are well equipped to do that.

Goal 2: Zero Hunger

There's strong evidence that a mother's education improves her children's nutrition, especially as she seeks higher levels of schooling. The most recent UNESCO research in 2013 shows that there are approximately 47 million children in low-income countries who are stunted as a result of malnutrition in early childhood. If all mothers in those countries had a primary education, 1.7 million children would be saved from stunting. If those mothers had a secondary education, 12.2 million children would be saved from stunting. Forsyth (2005) observed that librarians can use libraries as an instrument to help eradicate extreme poverty and hunger by raising awareness and creating an enabling environment where information on sustainable agricultural practices in all its form and format can be found and use.

Goal 3: Ensure health living and promote well being for all by reducing child mortality, improving maternal health, and tackling HIV/AIDs, tuberculosis, malaria and other diseases. When mothers in particular are educated, even at the most primary level, they are more likely to be well informed about various diseases and take steps to prevent them. UNESCO reports that each extra year of a mother's schooling reduces the probability of infant mortality by as much as 10% and that a child whose mother can read is 50% more likely to live past age five. A study in the journal *Lancet* also showed that four million child deaths have been prevented over the past four decades thanks to the global increase in women's education. Forsyth (2005) points out that library are places where librarians empower communities with information in written, spoken or electronic form to reduce child mortality and improve maternal health. The Information could be available in books, pamphlets, audio visual or web-based forms.

Goal 4: Ensure inclusive and equitable quality education and promote long -life learning opportunities for all. Education equips learners of all ages with the skills and values needed to be responsible global citizens, such as respect for human rights, gender equality and environmental sustainability. Investing in and strengthening a country's education sector is key to the development of any country and its people. Without investment in quality education, progress on all other development indicators will stagnate. The Global Partnership for Education works to ensure that all children irrespective of where they live

get a quality education, prioritizing the most vulnerable. Alokun (1998) reports that various researchers have shown that a strong library campaign can lead to higher student achievement. Therefore to achieve qualitative education at all levels without the support of libraries and librarians would be very difficult.

Goal 5: Achieve gender quality and empower all women and girls, by bridging the gap between men and women on social, economic and political issues. Education enables girls and women to reach their full potential - in parity with men and boys - in their homes, communities, workplaces and institutions of influence. One additional school year can increase a woman's earnings by up to 20%, according to World Bank studies, and Plan International has shown that some countries lose more than \$1 billion a year by failing to educate girls at the same level as boys. We also know that as the gap between the number of girls and boys narrows, so, too, do gender disparities in wages and employment. The fact that libraries offer secure environment in which women and girls can obtain information they need to take charge of their lives and influence their societies. Librarians also can help to promote gender equality and empower women when selecting resources taking into account the broad areas of women's work and interests (Forsyth 2005)

Goal 6: Ensure availability and sustainable management of water and sanitation for all. As communities become better educated about the links between their sanitation and health they see substantial improvements in sanitation. And, as societies become more economically prosperous, it stands to reason that they will be better able to create modern water and sanitation facilities and systems. In many societies, girls can spend as many as 15 hours per week fetching water for their families, leave no time for school, UNESCO reports. Similarly, without access to safe sanitation, there are many more sick children who will miss school. In Ethiopia, 6.8 million people gained access to improved sanitation from 1990 to 2006. This was partly the result of having educated communities about the links between sanitation and health, and of implementing new, affordable technologies. Libraries can provide information about how to integrate the principles of sustainable development into country policies and programs to help reverse the loss of environmental resources (Forsyth 2005) Librarians therefore can fully facilitate access to hygienic related information through rising awareness and publicity programme.

Goal 7: Ensure access to sustainable and modern energy for all. Like education, clean and accessible energy is an essential building block of a country's social, economic and environmental development. Experience suggests that educated citizens will likely be more inclined to recognize and adopt new practices and technologies that will help them and their communities prosper. And, with education, those citizens will be positioned to build and maintain energy infrastructures that will sustain their countries for a long time to come. Librarians are well known on supporting any public oriented policy for development through library campaign programme strategies.

Goal 8: Promote, sustained inclusive and sustainable economic growth, full and productive employment and decent work for all. Education is one of the strongest drivers of economic progress and prosperity. Studies have shown that each additional year of

schooling raises average annual gross domestic product (GDP) growth by 0.37%. The Education for All Global Monitoring Report showed that, in 1965, adults in East Asia and the Pacific had, on average, spent 2.7 more years in school than those in sub-Saharan Africa. Over a 45-year period, average annual growth in income per capita was 3.4% in East Asia and the Pacific, but 0.8% in sub-Saharan Africa. The difference in education levels explains about half of the difference in growth.

Goal 9: Build resilient infrastructural; promote inclusive and sustainable industrialization and faster innovation. With education, countries have greater capacity to assemble and maintain the physical building blocks of progress, health and security. As a country's inhabitants become better educated, they will be more likely to acquire their own critical technical skills and creative problem solving necessary to build and sustain roads and bridges, ICT systems, ports and airports, health and financial systems, governance practices and the many other structures that enable life in a country to improve and flourish. Well-planned and operating infrastructure itself enables more children to get the educational opportunities they need. Better infrastructure makes it possible for children - particularly in remote areas that have few developed roads or other reliable means of transportation - to get to school conveniently and quickly.

Goal 10: Reduce inequality within and among countries. As more children, from across the demographic, geographic and cultural spectrum become educated, we are likely to see an improvement in a country's income inequality. One study showed that a 0.1% improvement in a country's education equality can, over forty years, raise its per capita income by 23% higher. Research demonstrates that with more education equality, Vietnam's economic performance improved and, in 2005, its GDP surpassed Pakistan's, where education equality levels are half those of Vietnam's. And, with better education, people from traditionally disadvantaged communities are better positioned to advocate for their own rights and needs, gain entry into higher echelons of economic, social and civic life and help narrow gaps of inequality across their societies.

Goal 11: Make cities and human settlements inclusive, state resilient and sustainable. Make cities and human settlements inclusive, safe, resilient and sustainable. With education, people are more likely than not to understand, support and craft creative solutions that ensure the basic ingredients of sustainable cities and communities are in place. Good urban planning, efficient energy use, good water and sanitation management, social inclusion and other elements of well-working communities require people with knowledge and skills that are only available through quality education. At the heart of a World Bank Sustainable Cities Initiative, for example, are awareness-building programs, development and implementation of local diagnostic tools, the creation of policy reforms and other tasks that require not just primary but advanced education.

Goal 12: Ensure sustainable consumption and production patterns. Education raises the odds that people will use energy and water more efficiently and recycle household waste, according to UNESCO

A study of Ethiopia showed that, six years of education improve by 20% the chance that a farmer will address climate change by adopting techniques such as soil conservation, variation in planting dates and changes in crop varieties. Another study showed that for each additional year of education that a head of household received, a society is between 4% and 21.5% less likely on an annual basis to cut old-growth forest per household. Also, in developing countries, research points out that there is an improvement in awareness of energy-efficient technologies with increasing education.

Goal 13: Take urgent action to combat climate change and its impacts

Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forest, combat desertification and halt and reverse land degradation and halt biodiversity loss.

With higher levels of education, people across many different societies show greater concern about the well-being of the environment. In 29 countries, 25% of people with less than a secondary education expressed concern for the environment compared to 37% of people with secondary education and 46% of people with tertiary education, research shows. Also, environmental education programs have been responsible for important advances in many national and regional efforts to fight climate change and protect aquatic life and terrestrial ecosystems. But that kind of education can only reach its full potential where a critical mass of a country's or region's inhabitants have foundational learning skills that come with primary and secondary education.

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institution at all levels. Education is an essential precursor to peace, tolerance and a healthy civil society. Studies have shown that people with secondary educations are more likely than those with only primary education to show tolerance for people who speak another language (a 21% difference in Latin America and 34% among Arab States), immigrants (26% and 16%, respectively), homosexuals (32 and 1%), people of a different religion (39% and 14%), people with HIV (45% and 12%) and people of a different race (47% and 28%). We also know that literate people are more likely to participate in the democratic process and exercise their civil rights, and that, if the enrollment rate for secondary schooling is 10 percentage points higher than the average, the risk of war is reduced by about three percentage points.

Goal 17: Strengthen the means of implementation the means of implementation and revitalize the global partnership for sustainable development. Partnerships are proven to be a most effective way to achieve strong development outcomes. The Global Partnership for Education is a prominent example of how working in a collaborative partnership can enhance progress in education and in the other development sectors. The partnership

model of the Global Partnership for Education mobilizes and aligns donor financing behind national education plans that are based on needs assessments and evidence-based policy making. It coordinates the work of all internal and external actors that play a role in that process. When the most important players work together, we see greater efficiencies and impacts with the available resources. And we see real progress in countries that are hungry to bring quality education to their children and move ever closer to the global goal of education for all.

In support of this Uhegbu and Igwe (2006) asserts that librarians, whether in school, university, public or in special libraries have a greater responsibilities in the development of a global partnership for development by acquiring, packaging, organizing and disseminating knowledge and experience to Nigerians. Librarians can further influence the actualization of this goal by enabling access to information in all formats across geographical, cultural, linguistic and political frontiers. Librarians therefore can foster understanding and communication through library awareness campaign strategy, and this brings together some of the ideas for global development.

How Librarians Contribute to Sustainable Development Goals through Library Campaign

Libraries provide information & communication technologies (ICT) infrastructure, and librarians help people develop capacity to effectively use information and preserve information to ensure ongoing access for future generation. Access to information is a cross cutting issue that supports all of the SDGs. Librarians are expected to be in the forefront in contributing to the actualization of the United Nations Sustainable Development Goals (SDGs) by the target date of 2030. Some ways that librarians can contribute to improve outcomes across the SDGs include the following:

1. Raising awareness on the various development issues spelt out in the Sustainable Development Goals (SDGs)
2. Providing a place where information where information on developmental issues can be accessed
3. Establishment of a strong library campaign programmes
4. Selecting resources taking into account the development indicators raised in the Sustainable Development Goals (SDGs)
5. Hosting local forum from time to time where people can talk through problems, such as HIV/ AIDS, community health, education, civil and human rights etc.
6. Engage in partnership with other agencies in promoting changes needed to meet the Sustainable Development Goals (SDGs)
7. Promote the establishment of libraries especially at the rural areas to enhance information dissemination at local level
8. Provide network of service delivery for government programmes and services
9. Advancing access to ICT and help people to acquire and develop new digital skill

Challenges Facing Librarians towards the Actualization of SDG's in Nigeria

Libraries in Nigeria are faced with a number of challenges so also librarians. These challenges have affected the impact libraries and librarian can make on the SDG's. The challenges include inadequate funding, poor infrastructure, inadequate staffing, inadequate facilities etc.

Aptiade (2002) laments that libraries are not adequately funded, and this affects to a reasonable extent the librarian's commitment towards information service delivery. Krolak (2005) advises that libraries have to be adequately funded if they are to be effective and attractive.

Another challenge of libraries is poor infrastructure especially at local level, which in essence also affects the librarian readiness to serve their clientele with the information available at their disposal. Krolak (2005) posits that appropriate buildings are needed to provide protection to library materials. He added that books, computers, and audio visual materials are very sensitive and have to be protected from extreme weather conditions. Apotiade (2002) agrees that when he asserts that most library buildings are dilapidated especially at the local level.

Inadequate staffing is another challenge of libraries and also librarians. Apotiade (2002) asserts that many libraries are run by non-professional staff.

Poor and inadequate facilities have also become an undeterming issue for libraries and librarians to meet their goals of providing information for development. Apotiade (2002) argues that libraries and librarians need sufficient space and facilities to accommodate new types of materials such as computers, CD-ROM etc, Also adequate is needed for staff and readers as well.

Conclusion and Recommendations

The paper has established the relationship between libraries and United Nations Sustainable Development Goals (SDGs) The seventeen United Nations Sustainable Development Goals have been discussed with ways in which librarians can be instrumental to meeting them. Challenges that librarians face in provision of information has also been highlighted. Based on these the following recommendations are made:

1. Librarians should appreciate that fact that they are indispensable in the provision of information for the actualization of the United Nations Sustainable Development Goals (SDGs) and therefore be in the forefront in their activities and services to contribute to the achievement of the goals.
2. Librarians and libraries need to be adequately supported by the parent organisation with all the required facilities and financial support so that they can attend professional's seminars and workshop.
3. Adequate staffing in terms numbers and professional qualification needs to be provided also.
4. Librarians should strive to acquire information materials on the Sustainable Development Goals and bring the materials to the awareness of the library users.
5. Librarians need to be more thorough and determine in running services that would directly impact the achievement of the SDG, through organizing awareness programmes, hosting local forums, partnering with other agencies etc.

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