



Figure 1 Basil talks about Niupela Pasin and COVID-19 vaccinations

Unlocking the closed minds

Andrew Kuliniasi, B4H

How do you unlock a closed mind? Well information is the key!

Andrew the B4H Millennial back to see how our team is going at getting small businesses to walk the talk on Niupela Pasin and vaccinations. I know it hasn't been a long, but I've been keen to keep writing about vaccination. In our last story we covered the dangers of misinformation and how our Business Influencers tackled that challenge head on. Now our B4H team, equipped with all the facts, have taken to Unity Mall in the Steamships Compound in Waigani to unlock the minds of the SME's and customers alike.

Our Team, Nerrie, Lorrie, Catherine, Theresa and Basil plus me, don't forget me, have been spitting out facts about the VAX like no bodies business.

NOT ACTUALLY SPITTING... IT'S RAPPER LINGO!

Over the course of 5 days spent at the unity Mall, B4H was able to engage over 100 SME businesses. Deepening the shop-owners knowledge about vaccination, in particular the COVID-19 vaccination.

The first three days we spent deliver COVID-19 info talks. All the facts, plain and simple. Then came the fact filled goody bags which featured our famous Cover Your Cough sticker as well as further reading pamphlets on COVID-19 and Tuberculosis. By the end of the first 2 days, we ran out of goody bags and were only done with a quarter of the mall.

Pushing on we managed to reach and influence every single SME inside of Unity Mall. Providing accurate information, they otherwise would never have known. I'm serious when I say they'd never had known. I mean most of these shop owners weren't wearing masks when we first met them!

Our Team had many challenges to this as well. The usual kind naysayers, doubters, haters, and the challenge of trying to keep Basil and me from window shopping. I WILL BE BACK FOR YOU PIKACHU WAIST BAG!

Despite these challenges, we saw a lot of change. On our last day at Unity Mall we set up a booth outside where people could collect consent forms for vaccination. More than a few people turned up and it was also nice to see on the inside more shop owners wearing masks!

The effect of providing factual information around any topic is enlightenment. The B4H team did exactly that over the week spent at unity mall and we're happy and looking forward to going back as well as going to other shopping centers. Our next stop is Vision City.

Andrew The Millennial Signing off.



Figure 2 Team B4H host a Q and A booth Unity Mall, Waigani Light Industrial Compound, NCD