



THE CAPITAL HEALTH AWARDS

Salomey Akpovwerha Eferemo

FOUNDER & CONVENER | MEDIA EXECUTIVE | PUBLIC HEALTH COMMUNICATION

- More than four decades of leadership across television, media production, strategic communication and public-interest advocacy.
- Founder & CEO of Water Lilies Nigeria Limited and Capital Multimedia Ltd; senior leadership experience spanning NTA, AIT/DAAR Communications and KAFTAN TV.
- Public-health communication leadership across maternal health, cancer prevention, SBCC, stakeholder engagement and national media campaigns.

Executive Summary

Salomey Eferemo is a distinguished Nigerian media executive, television producer, presenter, director and strategic communication consultant whose career spans more than forty years. Her work bridges broadcast leadership, public-health communication, stakeholder mobilisation, gender and social inclusion, and development advocacy across Nigeria and the African continent.

As Founder and Convener of The Capital Health Awards, she is building a national platform that recognises health leadership, innovation, service and measurable impact. Her wider executive work has included national television programming, health-sector documentaries, behaviour-change communication, cancer-prevention advocacy and major multi-stakeholder initiatives.

Public Health Communication & National Advocacy

Through Water Lilies Nigeria Limited and related public-interest platforms, Salomey has led strategic communication programmes designed to translate health policy into messages that communities can understand, trust and act upon. Her experience includes Social and Behavioural Change Communication (SBCC), Communication for Development (C4D), media advocacy, community mobilisation, IEC development, audiovisual production, campaign planning, monitoring and reporting.

2026 NMEP / RESMAT SBCC Leadership

TEAM LEADER / STRATEGIC COMMUNICATION EXPERT - WATER LILIES NIGERIA LIMITED

During the April-May 2026 implementation period, she led Water Lilies Nigeria Limited's consultancy for the National Malaria Elimination Programme (NMEP) under the World Bank-supported IMPACT Project to develop the Advocacy and Social and Behavioural Change Communication strategic framework for the Rural Emergency Service and Maternal Transport (RESMAT) Project. Her responsibilities included overall assignment coordination, client relationship management, advocacy-framework design and final deliverable quality assurance.

Executive Career & Leadership Milestones

2024 - PRESENT

Producer / Host

The Health Show - Water Lilies Nigeria Ltd / NTA News 24
National television programme focused on health issues, policy gaps and citizen engagement.

2016 - 2018

Founding COO

KAFTAN TV Ltd
Established operational, content and policy frameworks for the emerging television channel.

2013 - PRESENT

Chief Executive Officer

Partnership for Eradication of Cancer in Africa
Leads HPV-vaccine uptake and cervical-cancer prevention advocacy aligned with elimination goals.

2008 - 2014

Executive Director

DAAR Communications PLC (AIT)
Executive Director Production; senior oversight of major programming and national production initiatives.

2012 - PRESENT

Founder / CEO

Water Lilies Nigeria Limited
Strategic media, public advocacy, gender communication and development communication.

2003 - 2007

Associate Director

Consolidated Media Associates
Supervised flagship productions and led casting, scripting and production management.

2021 - 2022

Media Consultant

USAID / Palladium
Led concept development and production of the Federal Ministry of Health's first official quarterly health-sector documentary series.

1998 - 2002

West Africa Coordinator

Solsan Communications Pty, South Africa
Managed Pan-African Broadcasting Heritage and Achievement Awards coordination and adjudication tours.

EARLY CAREER

Nigerian Television Authority (NTA), 1983-1995: Production Assistant & Actress - appearances in Cock Crow at Dawn, Behind the Clouds, Supple Blues and Moment of Truth; production credits across documentaries and talk shows. Member, Presidential Campaign Media Team (1999), including production of Nigeria's first media chat with Chief Olusegun Obasanjo.

Selected National Projects & Contributions

- Conceived and produced Nigeria's first official quarterly government-owned health-sector documentary series for the Federal Ministry of Health, documenting reforms and milestones across the six geopolitical zones.
- Headed the FIFA U-17 World Cup Nigeria 2009 Production Committee and served as Chief Producer on major AIT programming including Kaakaki Morning Show and The Money Show.
- Produced the MTN 'Mama na boy' advert and managed major television, documentary, entertainment and public-interest productions across multiple networks.
- Led and supported advocacy on HPV vaccination, cervical-cancer prevention, gender communication, health development and community mobilisation; contributor to the Federal Ministry of Health Strategic Health Communication Toolkit (2023 update).

Education & Training

- B.A. Theatre Arts - University of Jos (1991)
- NCE, English/Drama - Ahmadu Bello University, Zaria (1981)
- Social & Behaviour Change Communication - UNICEF / C4D
- Communication for Development - WHO
- Gender-Based Violence in Emergencies - UNFPA
- Digital Media Advocacy - BBC Media Action
- Media Strategy for Development Programming - MacArthur Foundation

Professional & Governance Engagement

- Nigerian Institute of Administration - Member
- Presidential Committee on Social Development (2012) - Member
- United States-Nigeria Trade Council - Member
- Abuja Chamber of Commerce & Industry - Member
- Partnership for the Eradication of Cancer in Africa - Executive Committee
- Leadership across advocacy, stakeholder engagement, campaign M&E, capacity building and institutional partnerships

As Convener, Salomey Eferemo brings together media credibility, health communication, national stakeholder engagement and a long-standing commitment to recognising excellence in service to public wellbeing.