

# Ebola awareness campaign from Easy Taxi, Dettol

Nigerian online taxi booking service, Easy Taxi, has partnered with Dettol to create awareness on Ebola and train drivers on hygiene culture.

The two companies set up a training session for the [Easy Taxi](#) drivers during their monthly meeting to inform them on the symptoms and preventive measures of the deadly Ebola virus.

The drivers who were visibly pleased with the session were also enlightened on the importance of cultivating and maintaining a culture of good sanitary practices with the support of representatives from Red Care Health Services.



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## Equipping and enlightening drivers

"Considering the immense importance of maintaining a clean hygiene, Red Care is happy to be a part of equipping and enlightening the drivers with adequate information on the virus to recruit them as agents of change to spread the word about the importance of personal hygiene. This we hope, will help improve the public knowledge and contain the spread of the virus," said Dr. Babajide Oyeduntan, Head of Corporate Services, Red Care LTD.



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"Dettol is partnering with Easy Taxi in order to reach as many Nigerians as possible with our Ebola Awareness Campaign. This is one out of many platforms we will be using to educate Nigerians on how to avoid this deadly virus which has claimed valuable lives over the course of a few months. Other platforms will include going to religious gatherings, motor parks, markets, corporate organisations, hospitals, schools and neighborhoods. This campaign is very important to us because we care about our people and their hygiene," states Wole Elusakin RB Marketing and Activation Lead, West Africa.

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