

# MUM'S MAGIC HANDS

## Global Storyboard



Hindustan Unilever Limited



**OXFAM**

## STRATEGIC BACKGROUND

Oxfam with Unilever's Chief Sustainability Office and Lifebuoy carried out extensive research on handwashing practice in emergency contexts. We found **nurture** to be one of the most powerful motivators driving handwashing with soap among mothers. Even during a crisis, mothers continue to nurture their children to ensure they go onward in life and succeed in bringing to fruition to their efforts and fulfillment to their lives. Handwashing fits into this narrative of 'nurture', leading to 'success'—not as a tool for good health, but rather as a part of a broader set of good manners like cutting nails, brushing and combing hair, honesty, hard work etc. that lead to living a good life.

**Affiliation** was also seen as a driver in emergency contexts. Mothers tend to unite together in emergencies, supporting each other and sharing resources. Other important elements for the story include the image of a dedicated spot for soap and water through very simple infrastructure, and the feeling of freshness from soap.

This central set of insights drive the creative idea shared in this presentation.

CENTRAL CREATIVE IDEA:  
'Mum's magic hands'



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## CENTRAL CREATIVE IDEA: 'Mum's magic hands'

Mothers all over the world over have 'magic hands'. Hands that put their children to sleep, that clean them, that help them learn to walk, that comfort their little ones by gently stroking when they are in pain. In fact, a mother's hands do not differ from place to place or country to country, they all shape the lives of their children in very similar ways.

Hands are perfect metaphors that embody the lives of mothers everywhere and their heroic efforts to nurture their children against all odds. Hands, on the other hand, are the central protagonists of handwashing with soap (HWWS). The rational arguments of killing the germs on the hands to prevent illness, cleanliness of hands, etc. are based on the way mothers use their hands in daily life, particularly in an emergency context and especially now during COVID-19 times.

The following story looks at the lives of 4 children: Meena from South East Asia, Miriam from the Middle East, Mimi from Africa and Maria from Latin America. It shows how their mothers' magic hands care for and nurture them during difficult times, and the universality of mothers everywhere wanting the best for their children. Meena is the main character in the story.

# 'MUM'S MAGIC HANDS'



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My name is **Meena** and I have 3 friends who live in three different parts of the world. I will introduce them to you as I go through the story.



# INTRO

## Magic Mum, Magic Hands

My mother and my friends' mothers are 'magic Mums', and their hands are 'magic hands'.

To you they may seem like any other mothers and their hands may seem like any other hands.

But for us they are the most magical hands in the whole wide world.



# THE MAGIC OF MUM'S HANDS

My Mum's magic hands pat me to sleep when I am restless, they wipe my tears when I cry, and soothe me when I am sick...



# WAKING

My day usually begins with her hands gently nudging me awake.  
On some days they run over my face and tummy and tickle me awake,  
these are the magic hands of my Mum.



# MAGIC HANDS

This is **Miriam**, my friend from the Middle East.

When she opens her eyes, she sees that her Dad has collected water for the day and her Mum's magic hands have already swept the floor.

They wash and sweep and clean and cook almost effortlessly. She could spend hours watching her magic hands move.



## Toilet - Germs – illness – absentia – failure

Like all of us, when Miriam wakes up she goes to the toilet.

The moment she comes out of the toilet her Mum ensures that she washes her hands with soap and water. Miriam asks her Mum why she should wash with soap and water, and her Mum explains that there are invisible germs on her hands which don't die when washed with water alone.

Germs on her hands means she will fall sick and will not be able to grow healthy and attend school.



## Mimicking/ Soap/ Good health/ Success

Miriam's Mum shows her how to wash her hands the right way (washing front and back of palms, in between fingers, tips of fingers and the entire hand).

1. It is important to wet your hands with clean water;
2. Lather your hands by rubbing them together with soap;
3. Scrub for at least 20 seconds ;
4. Rinse with water and
5. Dry with a fresh cloth or air dry.



## Hygiene Manners

This is **Mimi**, another friend of mine. She is from Africa.

Mimi's Mum insists on bathing daily and marches her to the bathing area, her magic hands pour water and scrub her with soap. Soon she feels fresh and clean.

“You must always brush your teeth, comb your hair, clean your body, cut your nails and always remember to wipe your nose with a tissue and wash your hands regularly with soap. How else will you grow up to be a successful, respectable woman?”

Mimi's Mum says, while giving a last stroke to her hair with her magic hands.



## Eating + Feeding + HWWS

Mimi sees her Mum preparing something to eat.

She is so hungry, she runs to her for food.

If she forgets to wash her hands with soap, Mimi's Mum reminds her: "If you want to grow healthy and strong, you must wash hands with soap".

Mimi and her Mum wash their hands with soap together again. Mimi starts eating by herself, but she soon persuades her Mum to feed her.

Food tastes so much better from her magic hands.



## Behavioural manners

Mimi and her Mum walk back from a market. Her Mum is pleased as neighbours along the way admire Mimi's clean clothes.

“How lovely your little girl looks. How do you manage to take care of your family despite these difficult circumstances and being so busy?” they ask Mimi's Mum.

Mimi says: “Mum, see they appreciate I am clean”.

Her mum replies: “Yes certainly daughter, not only because you are clean but also because you are hardworking, well mannered and respect elders. You make me proud!”

Mimi's Mum pats her on the head lovingly with her magic hands.  
Mimi closes her eyes and smiles.



## Homework+ Success

School's not open yet but I can't wait to get back to learn more! Mum and Dad made sure my reading table and environment are clean using disinfectant or cleaning solution.



## Cooking + HWWS

Here is my friend, **Maria**, from Latin America. This is her favourite part of the day - playtime with her brother and sister in the compound. As she runs off she sees her Mum and Dad washing their hands with soap and cleaning the food preparation area before starting to cook. They never touch food without washing their hands with soap, whether it is to prepare food, eat or feed Maria's brothers and sisters.



## Dinner + HWWS

As Maria and siblings return home from playing outside, they remember to wash their hands with soap and water before sitting down to have their meal. Maria tells her Mum how she encouraged her siblings to wash their hands with soap and water before having the snacks she gave them while they were playing outside.

Maria's Mum is overjoyed and pats her on her back and remarks how good a girl she is.



## Sleep+ Success (post dinner)

After finishing her food and brushing her teeth, Maria lies down. She tells her Mum that at times she finds it hard to remember what she reads. Maria's Mum says it's just a matter of finding a smart way of reminding oneself.

For example, 2 fingers for 2 occasions of handwashing with soap: before touching food and after going to the toilet. Two fingers, 2 occasions, Maria repeats to herself. She smiles and falls asleep.



## Narrator asking

Do you want to know what happened to these girls?

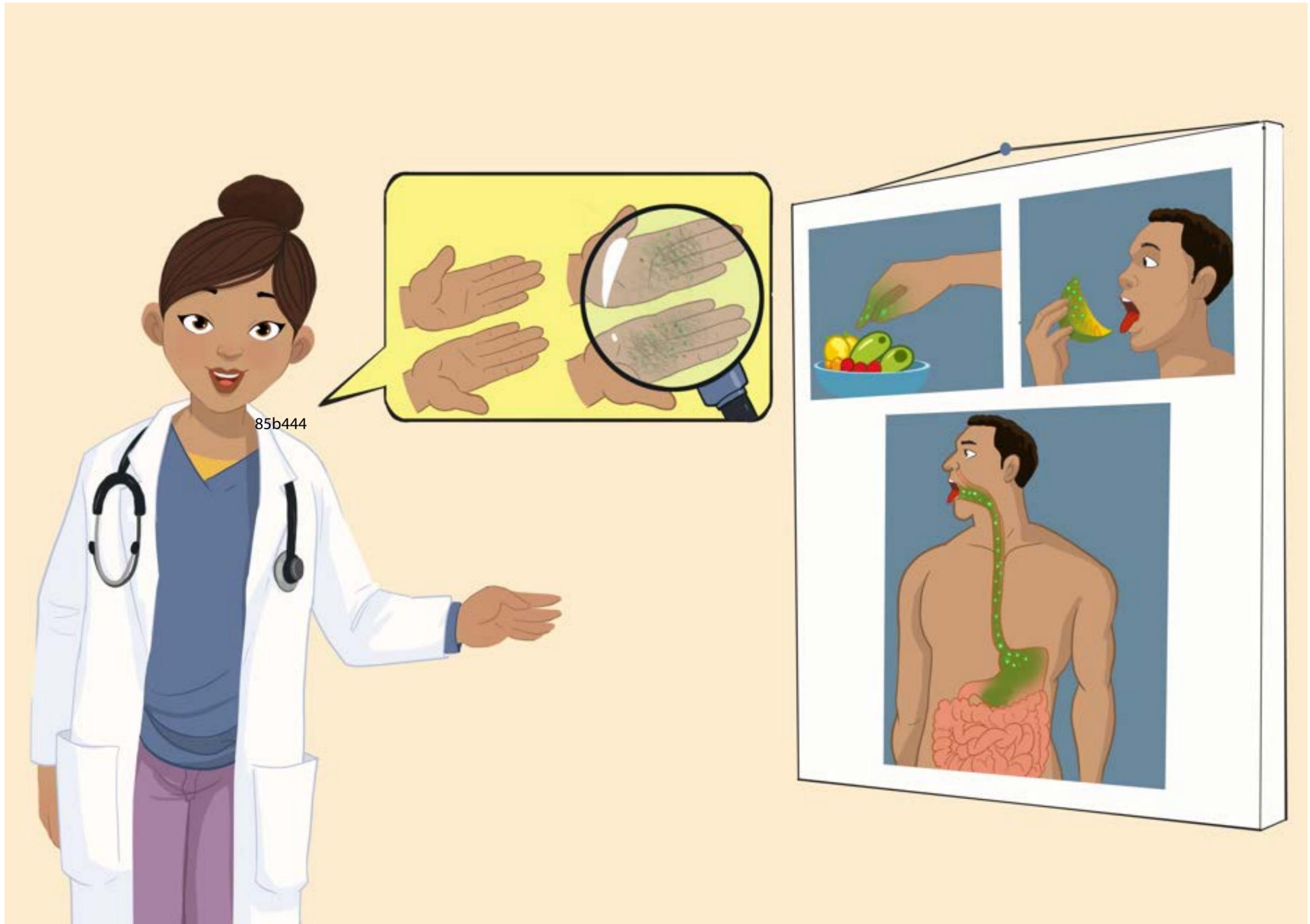
**Maria** became a teacher,

**Mimi** became a lawyer, and

**Miriam** became an engineer.

As for **Meena**, she became a doctor...

listen to what she says:



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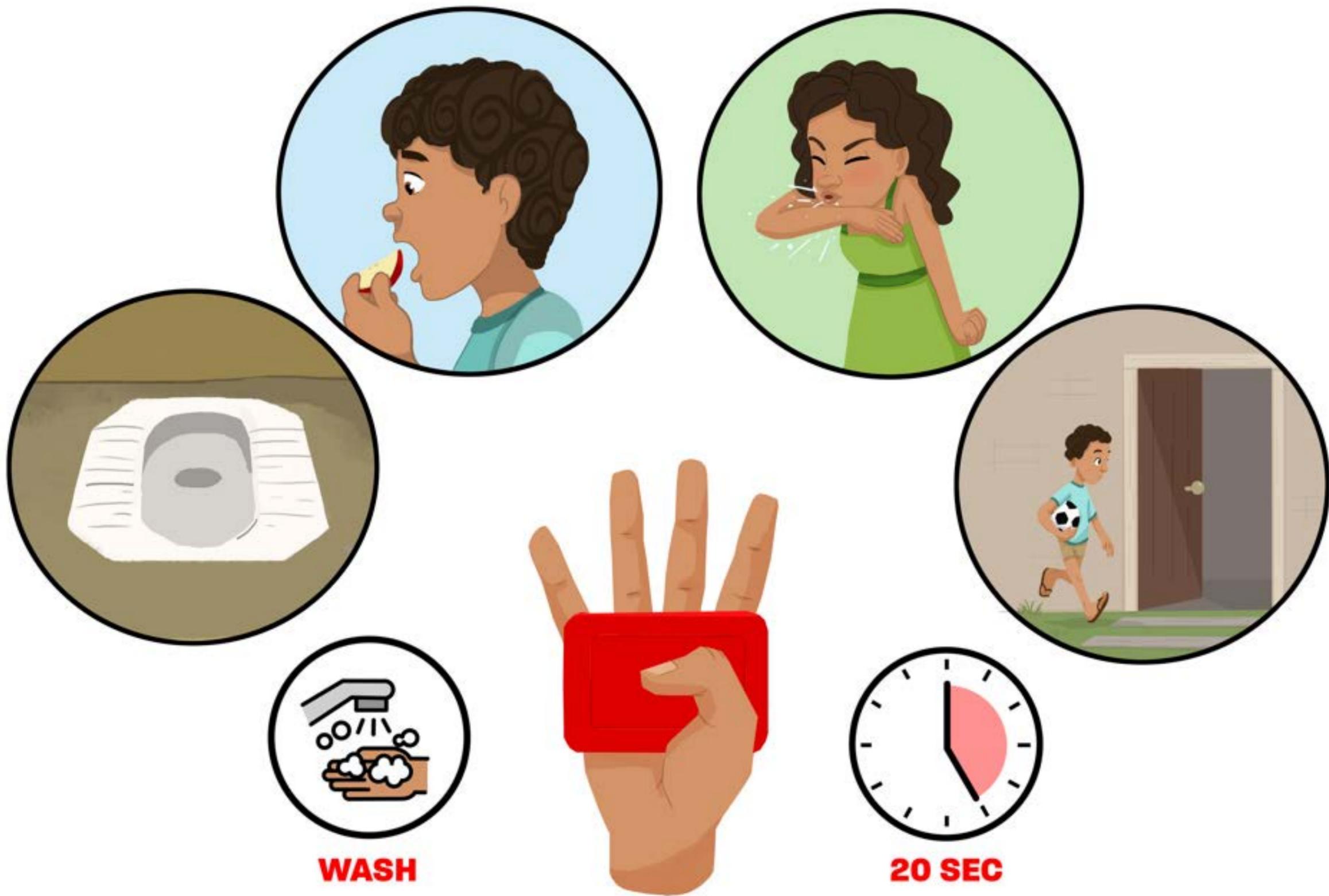
## Doctor – germs story

Today I am a doctor!

Apart from those in the story, many of my other friends would fall ill when we were younger. Our surroundings made it difficult.

But not for me, because of my Mum's insistence on washing hands with soap.

When we wash with just water alone, our hands look clean, but there are invisible germs that pass on from our hands and infect our children.



**WASH**

**20 SEC**

## Recap occasions

Now, after all these years, my life is testimony to my Mum and her magic hands. So pay careful attention to these little things.

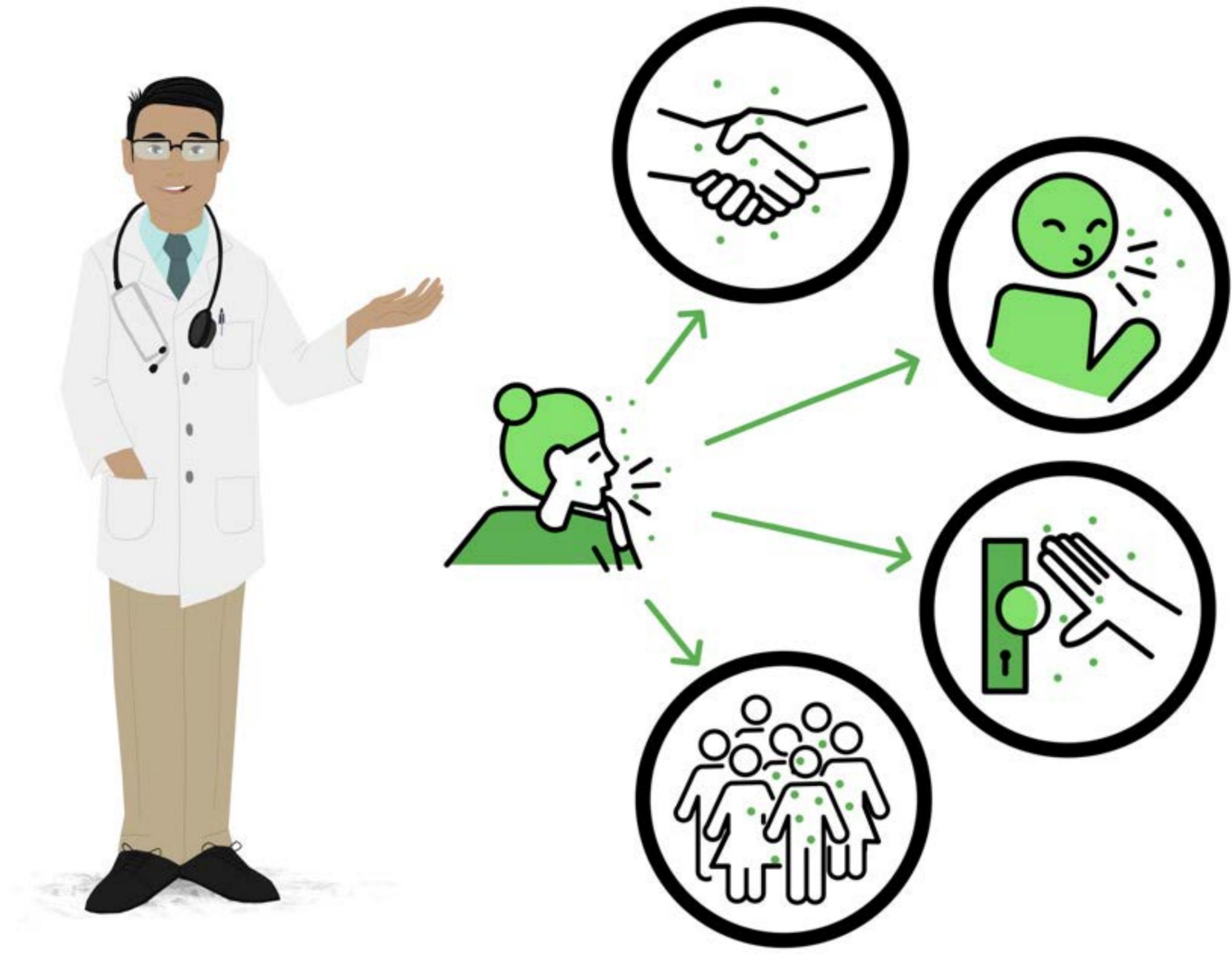
As my Mum and Dad did, ensure that you instil good manners and practise good personal hygiene with your children. Make sure they get into the habit of hand washing with soap after playing and interacting with others.

Especially now in COVID-19 times, it should be as frequently as possible for no less than 20 seconds.

We now have to remember 4 fingers for 4 occasions:

1. Before contact with food;
2. After toilet use;
3. After coughing/sneezing and
4. Before entering house or immediately after coming indoors.

Don't forget the other important times: Before preparing food, before feeding your child and after cleaning your child's faeces. After all, it's your magic hands that shape the destiny of your child.

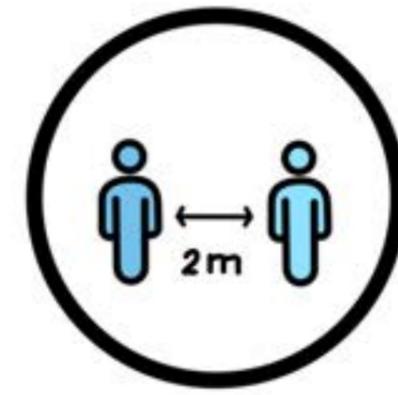


# COVID-19 TRANSMISSIONS

Meet **Dr Santos**, he is one of my colleagues working on prevention of COVID-19.

He stresses that the disease (with signs like high temperature, new, continuous cough, loss or change to sense of smell or taste etc.) is preventable as it is transmitted through saliva and mucous of infected people through:

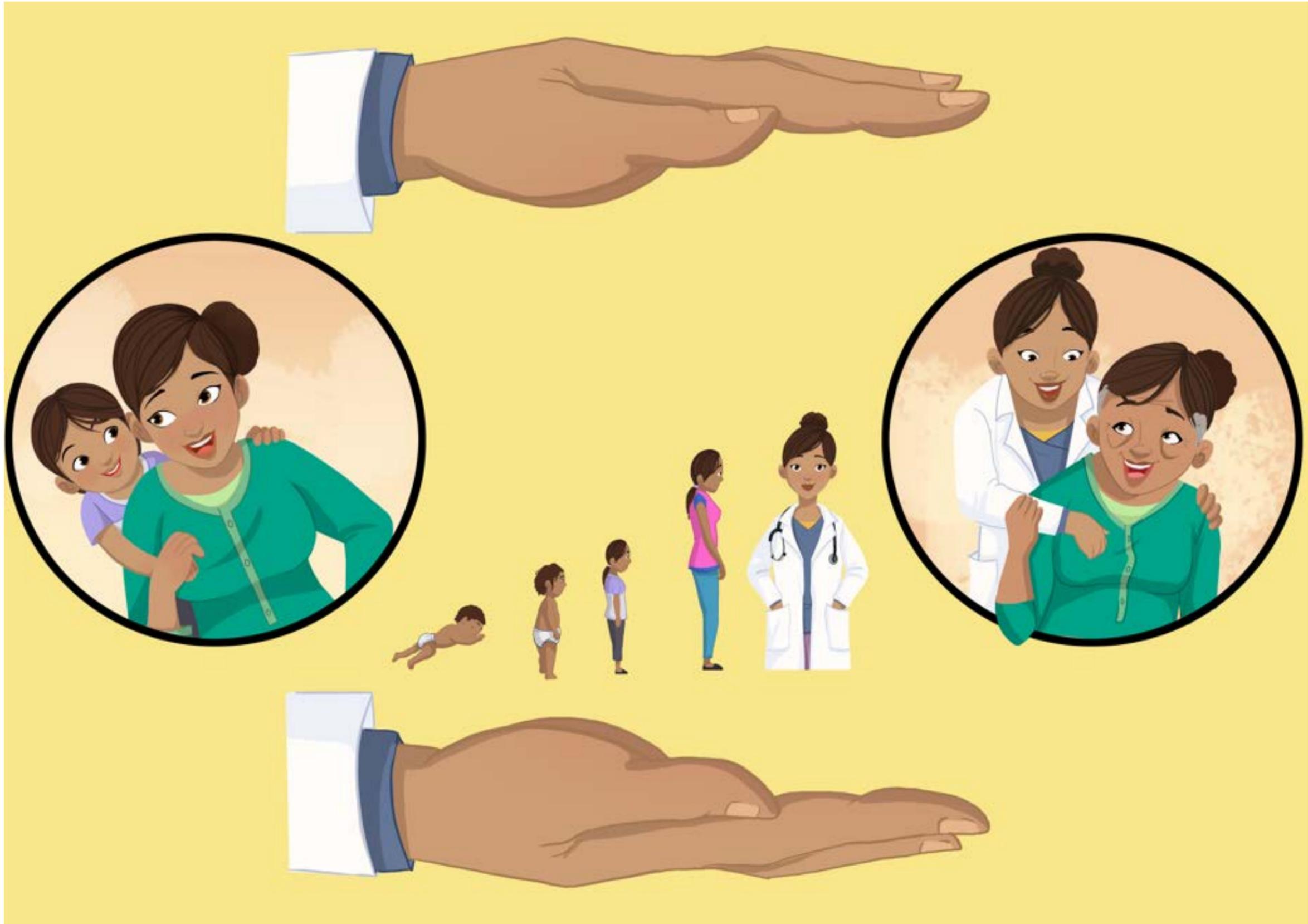
1. Handshakes;
2. Coughing and sneezing into the air and hands;
3. Touching surfaces with contaminated hands and
4. Staying close to infected people.



# COVID-19 PREVENTIONS

Here are some useful prevention tips from Dr Santos:

1. Wash your hands frequently with soap and water;
2. Maintain 2 meters distance away from other people;
3. Use a reusable mask where physical distancing is not possible and hand sanitizer if soap and water is not accessible
4. Cover your mouth when coughing and sneezing with your elbow or tissue and dispose immediately in a bin;
5. Avoid touching nose, eyes and mouth with unwashed hands;
6. Clean and disinfect frequently touched objects and surfaces;
7. Stop shaking hands/hugging when greeting other people;
8. Isolate and protect the elderly and other people with underlying conditions.



## FINAL SIGN OFF MUM

Now, each time people congratulate me on how well I have done, I always tell them that I would not be where I am today had it not been for my Mum's magic hands which cared and looked after me during the tough and busy times.

My Mum's magic hands mean the world to me.

From the time I was a baby, as I grew up to become a child, and now finally a doctor, her magic hands nurtured and cared for me.

Now during COVID -19 times, my Mum and Dads' advice help me to guide my community to practice good personal hygiene. Remember it is important to wash your hands for 20 seconds frequently, cover your mouth when you cough or sneeze, clean commonly touched surfaces with disinfectant before touching them, practice social distancing and make sure you eat a balanced diet for good health.



# FINALE

And look how well Miriam, Mimi and Maria have done!  
They too would not be where they are today had it not been for their  
Mums' magic hands. Our Mums' magic hands mean the world to us!

Now during COVID 19 times, it takes the support of everyone in the household  
to practice good personal hygiene and to prevent the spread of infections.

# Thank You

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