

MUM'S MAGIC HANDS

Africa 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 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 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. Mothers' hands shape the very life of their children.

Hands are perfect metaphors that embody the lives of mothers 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 argument – of killing 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.

The 'Mum's magic hands' idea brings both these ideas together. It has a powerful potential for becoming a driver in the promotion of handwashing with soap.

Barnaamijka 'Mum's Magic Hands'



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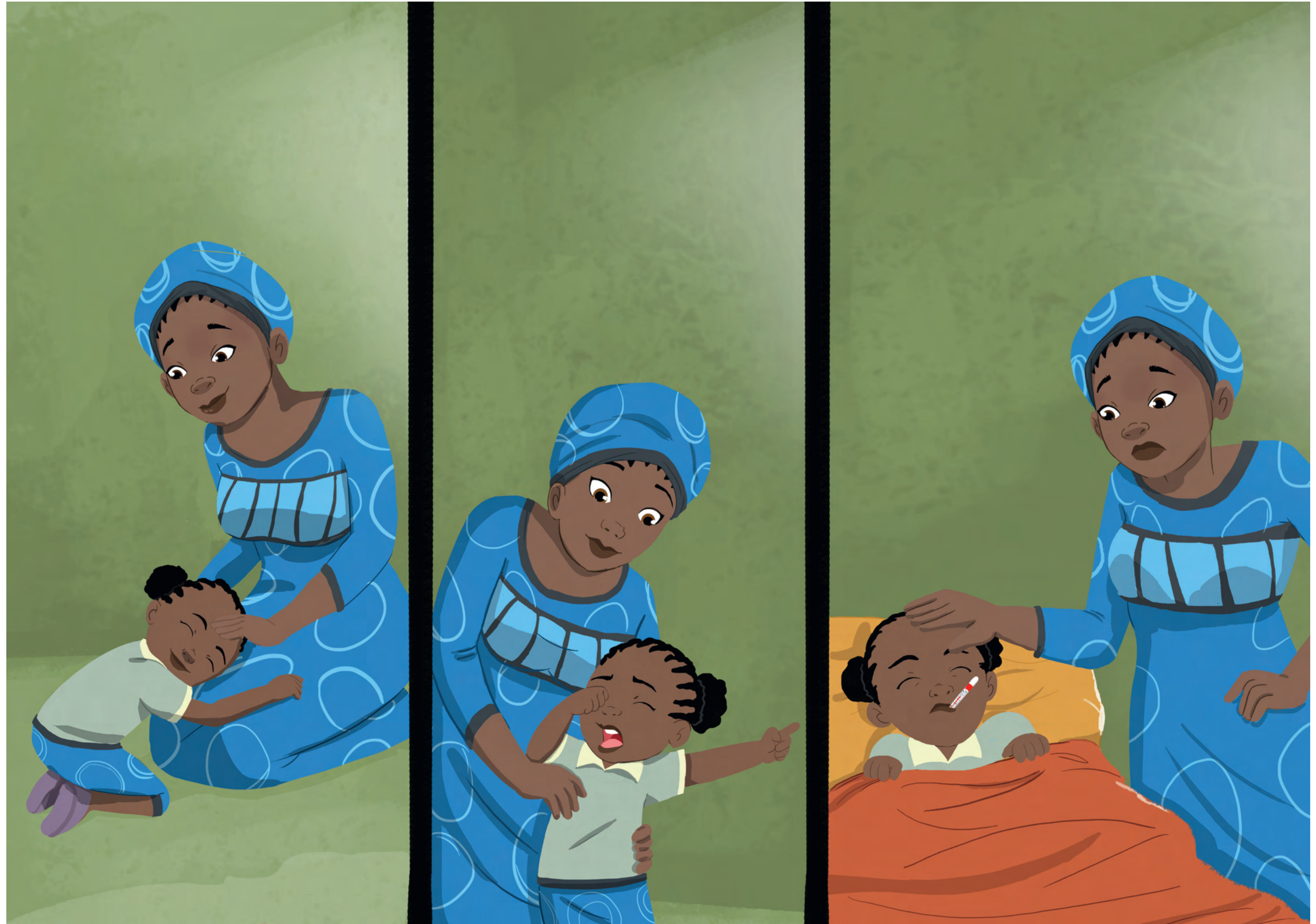


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HORDHAC:

Magic Mum, Gacmo Sixir ah

Hooyadeyda waa 'magic Mum, iyo gacmaheeda waa 'magic hands'.
Adiga kugu socoto, waxay kuula muuqan kartaa sida hooya kale iyo gacmaheeda
waxay u muuqan karaan sida gacma kale.
Laakin aniga ahaan, waxaa gacmaha ugu sixirsan caalamka oo dhan.



GACMAHA SIXIRKA HOOYO

Mum's magic hands-geyga waxay ii taabtaan inaan seexo markii aan nasiinyo la'aan ahay,
waxay tiraan ilmadeyda markii aan ooyo oo ay i dajiyaan markii aan jirannahay...



KICITAANKA

Maalinteyda waxay caadi ahaan ku bilaabataa gacmaha Hooyadeyda oo si tartiib ah ii taabtaan inaan kaco.

Maalmaha qaar waxay maraan wajigeeyga iyo caloosha iyo i xanteeyaan si aan u kaco, gacmahaas sixirka ah ee Hooyadeyda.



GACMAHA SIXIRKA AH

Waxaan kala qaadaa indhaheyga oo waxaan arkaa in Aabaheyga soo qaaday biyaha maalinta, Mum's magic hands-geyga horaan ayaan u xaaqeen dhulka.

Waxay dhaqaan oo xaaqaan oo nadiifiyaan iyo kariyaan ku dhawaad dhib la'aan.

Waan ku isticmaali karaa saacado daawashada dhaqaaqa gacmaheeda sixirka.



MUSQUSHA – JEERMISYADA – JIROOYINKA – MAQNAANSHAHA – GUULDARADA

Markii aan kaco, Waxaan aadaa musqusha.

Wagtiga aan ka soo baxo musqusha, Hooyadey waxay hubisaa inaan ku dhaqo gacmaheyga saabuun.

Waxaan weydiiyay iyada sababta, oo waxay ii sharaxday inay jiraan jeermisyo aan la arki karin oo gacmaheyga saaran taas oo aan been sheegin markii aan ku dhaqo biyo kaliya.

Tani waxay la micna tahay inaan jiranayo oo aysan ii suurto galeyn inaan si caafimaadan u koro oo dugsiga uga qeybgalo.



KU DAYASHADA – SAABUUN – GUUSHA CAAFIMAAD WANAAGSAN

Hooyadey waxay i tustaa sida loogu dhaqo gacmaheyga sida saxda ah (dhaqida horta iyo gadaasha calaacalaha, u dhaxeeyo faraha, fiidaha iyo gacmaha oo dhan).

1. Waxaa muhiim ah in lagu qooyo gacmahaaga biyo nadiif ah;
2. Ku xumbey gacmahaaga adiga oo wada marinayo saabuun;
3. Xoq ugu yaraan 20 ilbiriqsi iyo
4. Ku qalaji dhar cusub ama hawada qalajinta.



HABABKA NADAAFADA

Midaan kadib waxay iila sii maraysaa meesha lagu maydho, gacmaheeda sixirka waxay biyo ku shubaan oo ay igu dhaqaan aniga saabuun. Durbadiiba waxaan dareemaa cusboonaan iyo nadiif.

“Waa inaad marwalba buraashtaa ilkahaaga, shanleysaa timahaaga, nadiifisaa jirkaaga oo jartaa cidiyaha iyo marwalba xasuusataa inaad si joogta ah ugu dhaqdid gacmahaaga saabuun.

Sidee kale ayaad u koreysaa inaad guuleysatid, dumar ixtiraam leh ahaatid?”
Waxay tiri, Intii aan ku siinaayo faaliga timaheyga hagaajinta ugu dambaysay gacmaheeda sixirka.



CUNISTA + QUUDINTA + GACMO KU DHAQIDA SAABUUN

Durbadiiba waxaan arkaa Hooyadey oo diyaarineyso wax aan cuno.

Aad ayaan u gaajeysanahay, waxaan ugu ordaa cunto.

Haddii aan iloobo inaan ku dhaqo gacmaheyga saabuun, Hooyadey ayaa i xasuusiso – haddii aad rabtid inaad u kortid si caafimaadan oo xoogan, waa inaad ku dhaqdaa gacmahaaga saabuun.

Waxaan kuwada dhaqanaa gacmaheena saabuun markale.

Waxaan bilaabaa cunista aniga nafsadeyda laakin durbadiiba iyada ayaa iigu soo biirta inay i quudiso.

Cuntada wax badan ayay aad ugu dhadhantaa gacmaheeda sixirka.



QAABABKA DABEECADA

Waxaan dib ugu lugeynaa Suuqa. Hooyadeyda way ku faraxsantahay sida dariska wadada u ammaaneen dharkeyga nadiifka ah.

“Sidee qurxoon ayay gabdhaada yar u egtahay. Sidee ayaad u maareysaa inaad daryeeshid qoyskaaga, iyada oo aan laga eegin xaaladahaan adag iyo aad uga mashquulin?” waxay weydiiyeen Hooyadey.

“Hooyo, fiiri, way ka mahad celiyeen inaan nadiif ahay”.

Waxay ku jawaabtay,

“Haa hubaal, gabadha, ma ahan kaliya sababtoo ah inaad nadiif tahay laakin sidoo kale sababtoo ah waxaadd tahay qof dadaal badan, habsami wanaagsan oo ixtiraamo waayeelada.

Waxaad iga dhigtay inaan kugu faano!” Waxay iga taabataa madaxa si jeceyl leh gacmaheeda sixirka. Indhaheyga ayaan xiraa oo dhoola cadeynayaa.



SHAQADA GURIGA + GUUSHA

Dugsiyada weli lama furin laakin ma sugi karo inaan dib ugu laabto inaan wax badan ka barto! Hooyo iyo Aabo waxay hubiyaan miiskeyga aqrinta iyo jawiga inuu nadiif yahay iyaga oo isticmaalayo biyaha jeermisdilka iyo nadiifinta.



KARINTA + GACMO KU DHAQASHADA SAABUUN

Kadib markii ay midaan noqoto qeybteyda aan jeclahay ee maalinta – waqtiga ciyaarta ee walaalkeyga iyo walaasheyda ee dhismaha. Anigoo sii ordaayo, waxaan arkaa Hooyadey iyo Aabahey oo ku dhaqayo gacmahooda saabuun oo ku nadiifinayo aaga diyaarinta cuntada ka hor bilaabida karinta.

Marnaba maysan ku taaban cuntada iyaga oo aan ku dhaqin gacmahooda saabuun, haddii ay tahay diyaarinta cuntada, cunista ama quudinta walaalkeyga iyo walaasheyda.



CASHADA + GACMO KU DHAQIDA SAABUUN

Sida walaalaheyga iyo aniga ku soo laabanay guriga ee ka imaanay ku ciyaarida banaanka, waan xasuusanaa inaan ku dhageynay gacmaheena ka hor hoos fadhiga si aan u yeelano cuntadeena.

Waxaan u sheegay Hooyadey sida aan ugu dhiirogeliyay walaalkey iyo walaashey inay ku dhaqaan gacmahooda saabuun iyo biyo ka hor inta aysan cunin cuntada fudud ee ay inaga noo diyaarisay intaan banaanka ku ciyaareynay.

Hooyadey way ku raaxaysataa oo iga taabataa dhabarkeyga oo dhahdaa gabadha wanaagsan ee aan ahay.



HURDO + GUUSHA

Kadib markaan dhammeeyo cuntadeyda oo aan cadayo ilakeyga, hoos ayaan jiiftaa oo waxaan u sheegaa Hooyadey in waqtiyada igu adkaato inaan xasuusto waxa aan horaan aqriyay.

Waxay tiri kaliya waa helitaanka qaab wanaagsan oo shaqsiga ku xasuusto.

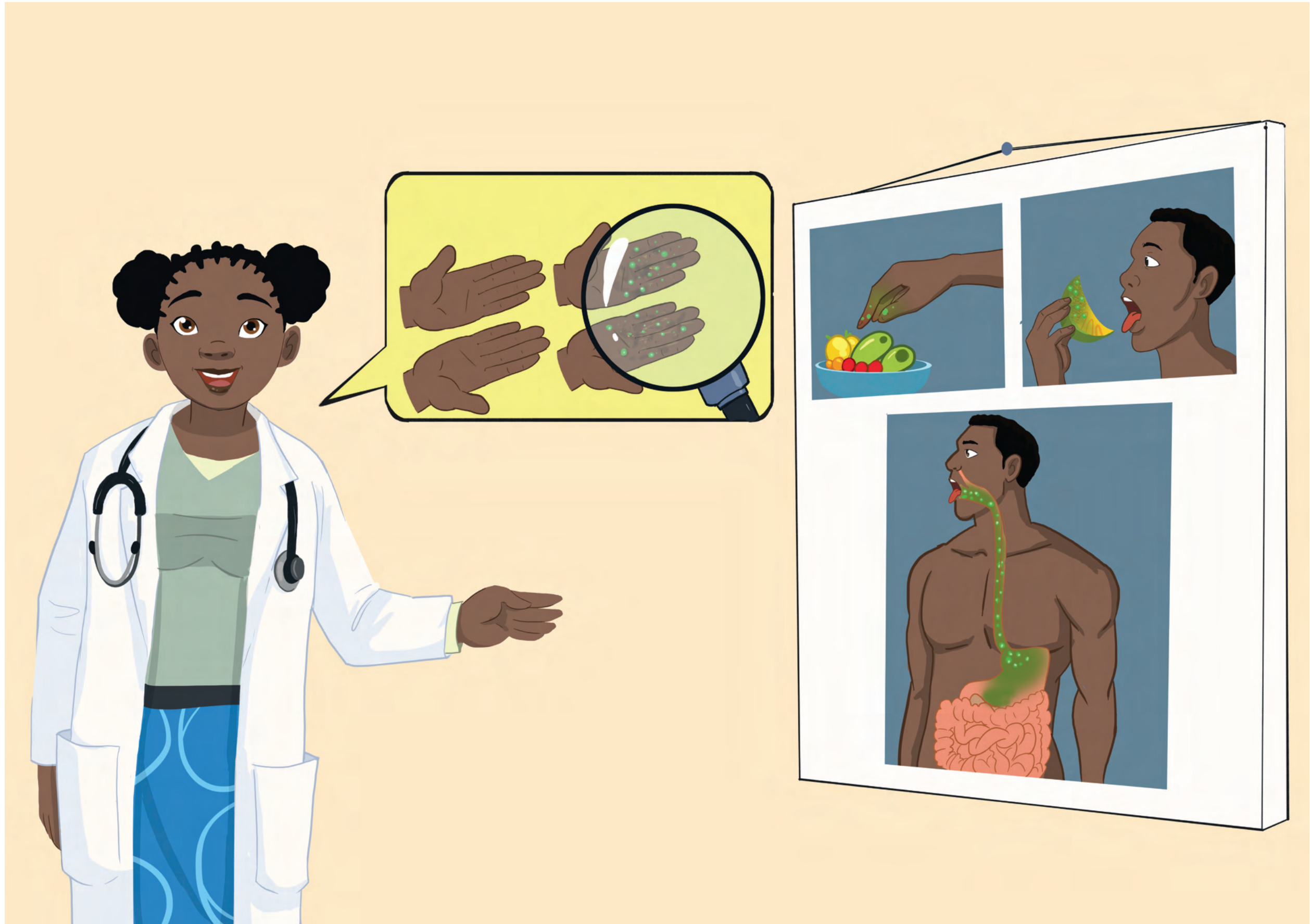
Tusaale ahaan, 2 farood oo 2 dhacdooyin oo gacmo dhaqashada saabuun lagu dhaqo: ka hor taabashada cuntada iyo kadib musqul aadista.

Labo farood, 2 dhacdooyin, waxaan ku celiyay nafsadeyda.

Waan dhoola cadeeyay oo hurday.

SHEEKEEYEYAHA AYAA WEYDIYAY:

Ma rabtaa inaad ogaatid waxa ku dhacay gabadhaan?



SHEEKEEYAHA AYAA WEYDIYAY

Ma rabtaa inaad ogaatid waxa ku dhacay gabadhaan?

DHAQTARKA – SHEEKADA JEERMISYADA

Maanta waxaan ahay dhaqtar!

Kuwa badan oo saaxibadeyda way jiranayaan markii aan yareen.

Agagaarkeena ayaa adkeeyay.

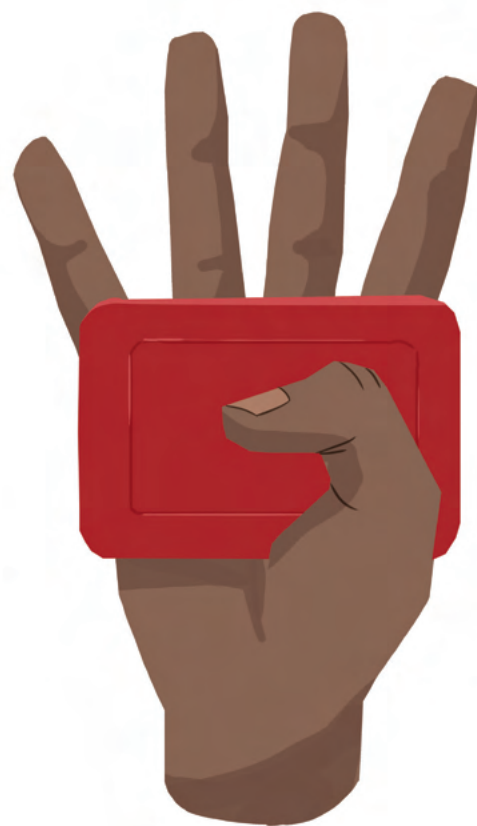
Laakin aniga ma ahan, sababtoo ah ku adkeysiga Hooyadey

ee gacmo ku dhaqashada saabun.

Markii aan ku dhaqno kaliya biyo kaligood gacmaheena waxay u muuqdaan nadiif, laakin waxaa jiro jeermisyo aan la akrin kaas oo ka soo gudbaa gacmaha oo qaadsiiyo carruurteena.



WASH



20 SEC

DHACDOOYINKA DULMARKA

Hadeer, sannooyinka oo dhan kadib, nolosheyda marqaati ayay u tahay Hooyadey iyo gacmaheeda sixirka. Marka si taxadar ah ugu yeelo waxyaabahan yaryar.

Sida Hooyadey iyo Aabahey sameeyeen, hubi inaad weli tahay hab sami wanaagsan iyo dhaqanka nadaafad shaqsi oo wanaagsan ee carruurtaada. Hubi inay bartaan dabeecada gacmo ku dhaqashada saabuun kadib ciyaarida iyo dhaxgelida dadka kale.

Gaar ahaan hadeer waqtiyada COVID-19 lagu jiro, waa inay ahaataa sida joogtada ee suurtoogalka ah oo aan ka hooseyn 20 ilbiriqsi.

Hadeer waa inaan xasuusanaa 4 farood ee 4 dhacdoood:

1. Ka hor inta aadan taaban cuntada;
2. Isticmaalka musqusha kadib;
3. Qufaca/hindhisada kadib iyo
4. Ka hor intaadan soo gelin guriga ama islamarkiiba kadib markii timaatid gudaha.

Ha illoobin waqtiyada kale ee muhiimka ah: Ka hor diyaarinta cuntada, ka hor quudinta canugaaga iyo kadib nadiifinta wajiga canugaaga. Intaas kadib, waa gacmahaaga sixirka ee qaabeeyo rabitaanka canugaaga.



GUDBINADA COVID-19

La kulan Dhaqtar Kwame, waa mid ah asxaabteyda oo ka shaqeeya ka hortaga COVID-19. Wuxuu ku doodaa in cudurka (ee leh astaamaha sida heerkulka sareeyo, qufaca joogtada ah, qasaaraha ama badelka dareenka urta ama dhadhanka iwm.) waa laga hortagi karaa. Wuxuu ku gudbaa dhinaca candhuufta iyo xabta ee dhinaca qofka qaadsan:

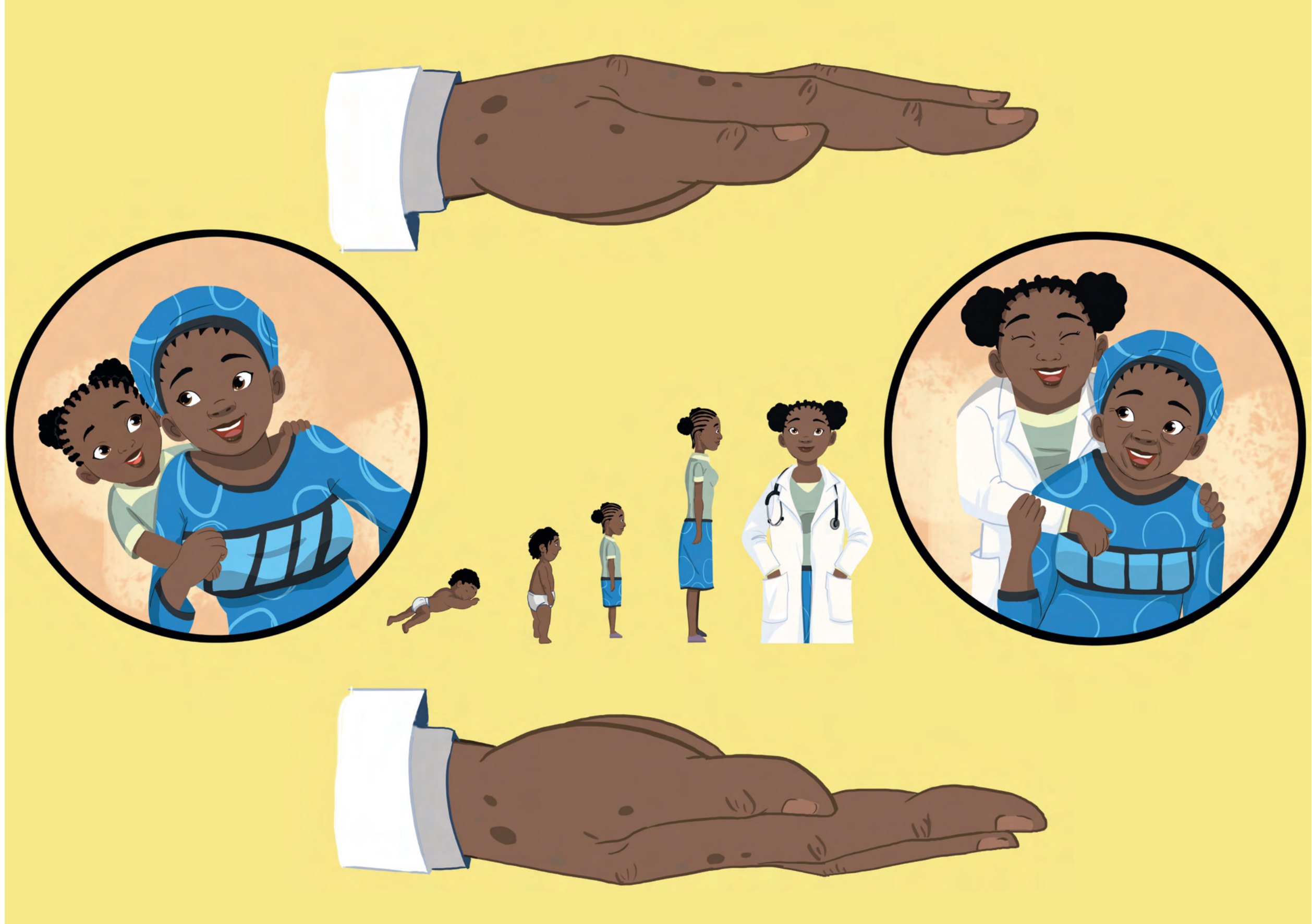
- 1) Gacmo ka salaamida;
- 2) Qufaca iyo ku hindhisada hawada iyo gacamaha;
- 3) Taabashada dusha gacmaha wasakhaysan iyo
- 4) U dhawaanshaha dadka cudurka qaba.



KA HORTAGA COVID-19

Halkaan waa tallooyinka qaar ee waxku oolka ee ka hortaga oo ka timid Dhaqtar Kwame:

- 1) Si joogta ah gacmaha ugu dhaq saabuun iyo biyo.
- 2) Joogtey ka fogaanshaha 2 mitir ka baxsan dadka kale;
- 3) Isticmaal maaskaraha dib loo isticmaalo halka kala fogaanshaha jir ahaanta aysan suurtoagal aheyn iyo jeermisdilaha gacmaha haddii saabuun iyo biyo aan la heleyn iyo
- 4) Ku dabool afkaaga markii aad qufaceysid iyo hindhiseysid suxulkaaga ama istiraasho oo ku tuur islamarkiiba weelka qashinka;
- 5) Ka fogow ku taabashada sankaga, indhahaaga iyo afka gacmo aan dhaqaneyn;
- 6) Nadiifi oo jeermis dil sheeyada sida joogtada ah u taabatid iyo dusha sare;
- 7) Jooji salaanta gacmaha/habsiinta markii aad salaameysid dadka kale;
- 8) Karantiil oo ilalali waayeelka iyo dadka kale ee qabo xaalada caafimaadka ee hoose.



AASTAANTA UGU DAMBEYSAY Ka baxsan HOOYADA

Hadeer, waqti walba dadka way ii hambelyeeyaan oo sida wanaagsan aan sameeyay, waxaan marwalba u sheegaa iyaga inaan joogeyn halka aan joogo maanta haddii aysan aheyn Mum's magic hands kuwaas u daryeelay oo i ilaaliyay inta lagu jiray waqtiyada adkaa oo mashquulka ahaa.

Mum's magic hands-geyga waxay ii yihiin aniga aduunka.

Ka bilow waqtiga aan ilmo ahaa, aniga oo sii korayo inaan noqdo canug, iyo hadeer ugu dambeyntii dhaqtarka, gacmaheeda sixirka ah ayaa i kobciyay oo daryeelay aniga.

Hadeer inta lagu jiray waqtiyada COVID -19, tallada Hooyadey iyo Aabahey waxay iga caawiyeen hagida bulshadeyda si ay ugu dhaqmaan nadaafada shaqsiga wanaagsan. Xasuusow waa muhiim inaad si joogta ah udhaqdid gacmahaaga 20 ilbiriqsi, dabooshid afkaaga markii aad qufaceysid ama hindhiseysid, ku nadiifi dusha sare caadi ahaan loo taabto jeermisdilaha ka hor taabashadooda, ku dhaqan ka fogaanshaha bulshada oo hubi inaad cuntid cunto dheelitiran oo caafimaad wanaagsan.

Si kastaba, waxaan dhammaanteen yeelan karnaa gacmo sixir ah, gaar ahaan haddii aan nadiifsanaan ku hayno waqtiga oo dhan, u isticmaalno jeermisdil iyo daryeelida shaqada; sidoo kale sida shaqooyinka wax soo saarka.

Inta lagu jiro wakhtiyada COVID-19, daryeelka iyo shaqada guriga waa inaan loo dhaafin hooyooyinka kaliya; qof walba oo qoyska ku jiro – Hooyada, aabaha, canuga wiilka, canuga gabadha iyo dadka kale waa inay dhammaantood ka wada shaqeeyaan, qoys caafimaad qaba oo faraxsan.

MAHADSANID

Sawirada: Ryan Van Eyk, Ntokozo Twala iyo Segun Samson
Iyo mahadcelin ku aadan LightBox Studio, Kenya iyo Xarunta Gravity ee
tallooyinka lagu naqshadeynayo afkaaraha