

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.

'Mum's Magic Hands'



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INTRO

Magic Mum, Magic Hands

My mother is a 'magic Mum', and her hands are 'magic hands'.

To you, she may seem like any other mother and her hands may seem like any other hands.

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



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 my Mum's hands gently nudging me awake.

On some days they run over my face and tummy and tickle me awake,
those magic hands of my Mum.



MAGIC HANDS

I open my eyes and see that my Dad has collected water for the day, my Mum's magic hands have already swept the floor.

They wash and sweep and clean and cook almost effortlessly.

I could spend hours watching her magic hands move.



TOILET – GERMS – ILLNESS – ABSENTIA – FAILURE

Once I am up, I go to the toilet.

The moment I come out of the toilet, my Mum ensures that
I wash my hands with soap.

I ask her why, and she explains that there are invisible germs on my hands
which don't die when washed with water alone.

This means I will fall sick and not be able to grow healthy and attend school.



MIMICKING – SOAP – GOOD HEALTH – SUCCESS

My Mum shows me how to wash my 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 and
4. Dry with a fresh cloth or air dry.



HYGIENE MANNERS

After this she marches me to the bathing area, her magic hands pour water and scrub me with soap. Soon I feel fresh and clean.

“You must always brush your teeth, comb your hair, clean your body and cut your nails and always remember to wash your hands with soap regularly.

How else will you grow up to be a successful, respectable woman?” She says, while giving a last stroke to my hair with her magic hands.



EATING + FEEDING + HAND WASHING WITH SOAP

Soon I see my Mum preparing something to eat.

I am so hungry, I run to her for food.

If I forget to wash my hands with soap, my Mum reminds me – if you want to grow healthy and strong, you must wash hands with soap.

We wash our hands with soap together again .

I start eating by myself but soon persuade her to feed me.

Food tastes so much better from her magic hands.



BEHAVIOURAL MANNERS

We walk back from the Market. My mother is pleased as neighbours along the way admire my 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 my Mum.

“Mum, see, they appreciate I am clean”. She 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!” She pats me on the head lovingly with her magic hands. I close my eyes and smile.



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 + HANDWASHING WITH SOAP

After this comes my favorite part of the day – playtime with my brother and sister in the compound. As I run off, I see my 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 to feed my brothers and sisters.

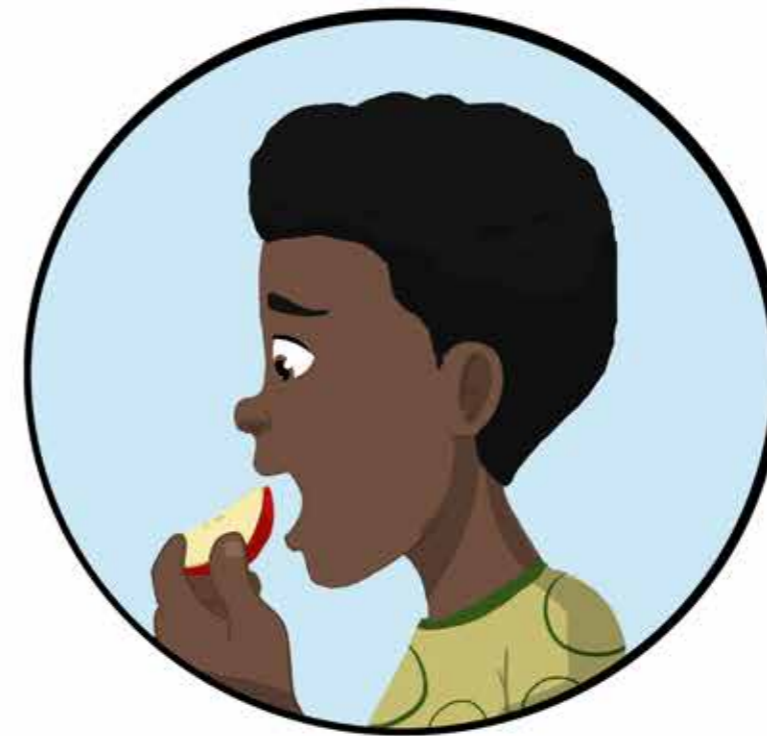


DINNER + HANDWASHING WITH SOAP

As my siblings and I return home from playing outside, we remember to wash our hands before sitting down to have our meal.

I tell my Mum how I encouraged my brother and sister to wash their hands with soap and water before having the snacks she prepared for us while we were playing outside.

My Mum is overjoyed and pats me on my back and remarks what a good girl I am.



SLEEP + SUCCESS

After finishing my food and brushing my teeth, I lie down and I tell my Mum that at times I find it hard to remember what I read earlier.

She says it's just a matter of finding a smart way of reminding oneself.

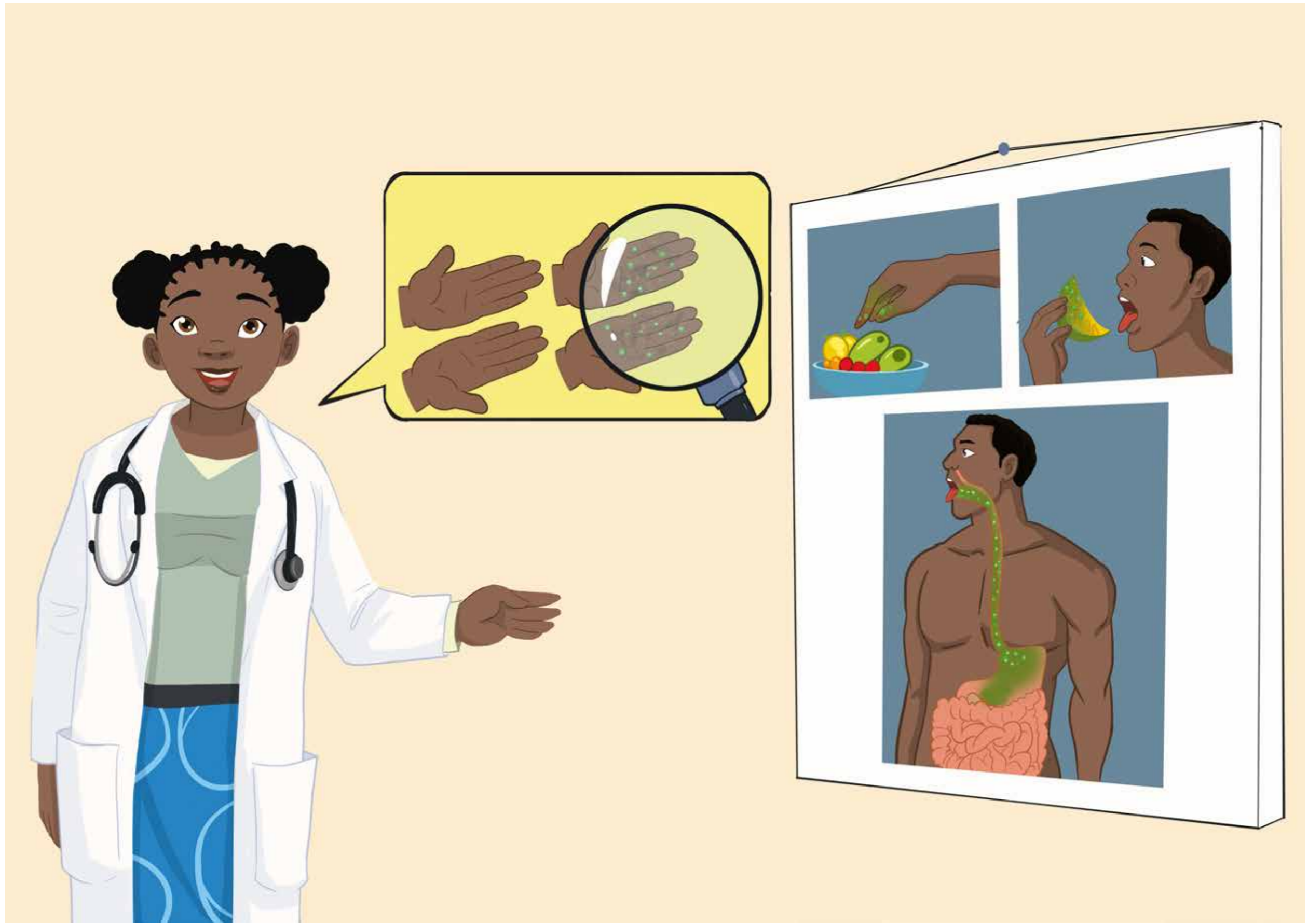
For example, 2 fingers for 2 occasions of hand washing with soap: before touching food and after going to the toilet.

Two fingers, 2 occasions, I repeat to myself.

I smile and fall asleep.

NARRATOR ASKS:

Do you want to know what happened to this girl?



NARRATOR ASKS

Do you want to know what happened to this girl?

DOCTOR – THE GERMS STORY

Today I am a doctor!

Many of my friends would fall ill when we were younger.

Our surroundings made it difficult.

But not 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 which 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 Kwame, he is one of my colleagues working on prevention of COVID-19. He stresses that the disease (with signs like high temperature, continuous cough, loss or change to sense of smell or taste etc.) is preventable. It is transmitted through saliva and mucous of infected people through:

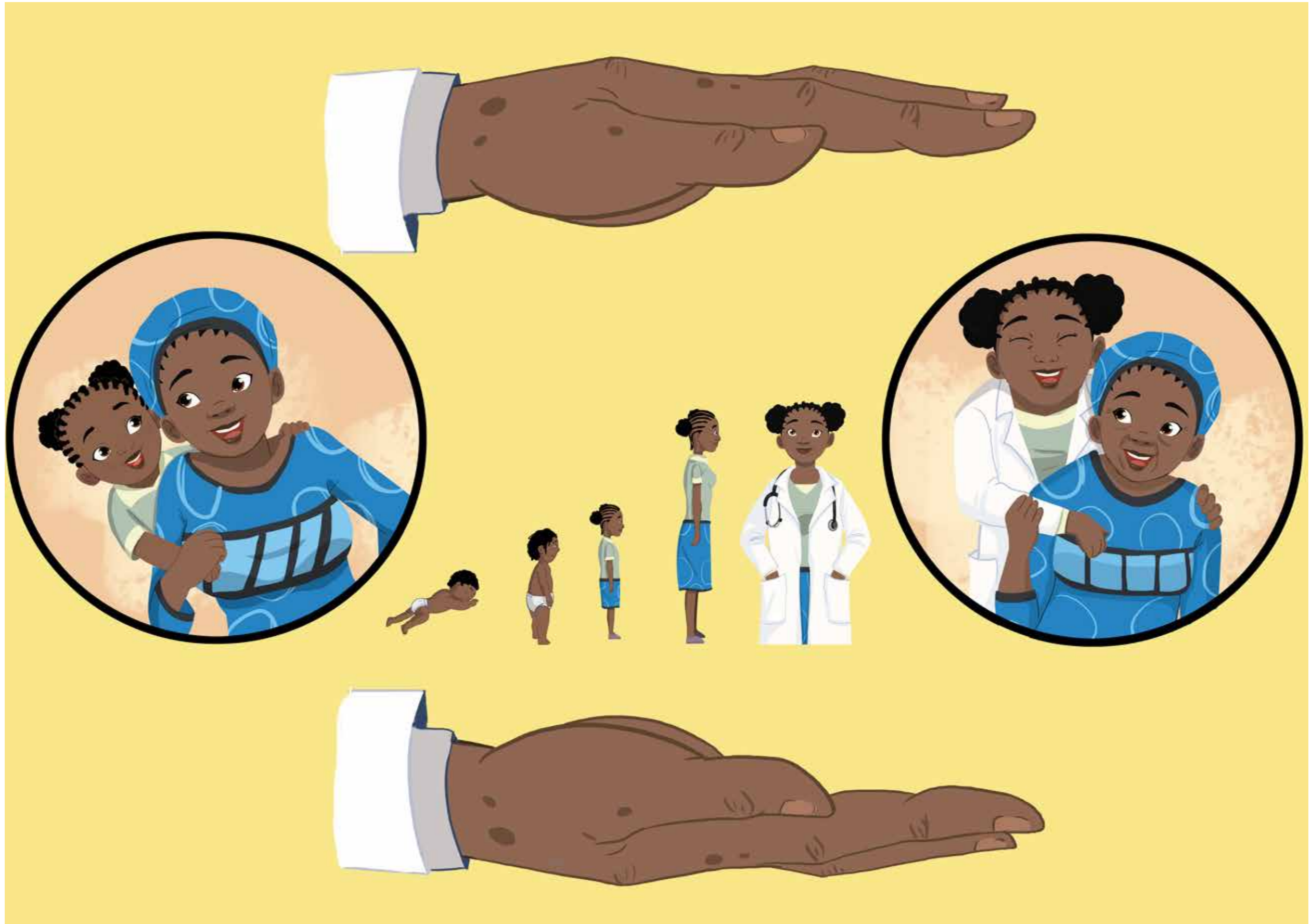
- 1) Handshakes;
- 2) Coughing and sneezing into the air and hands;
- 3) Touching surfaces with contaminated hands and
- 4) Staying close to infected people.



COVID-19 PREVENTIONS

Here are some useful prevention tips from Dr Kwame:

- 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 and
- 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.

By the way, we can all have magic hands, especially if we keep them clean all the time, use them for domestic and care work; as well as productive works.

In COVID-19 times, care and domestic work should not be left for mothers only; everyone in the family – Mum, daddy, boy child, girl child and others should all work together, for a healthy and happy family.

Thank You

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