

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'



Hindustan Unilever Limited



OXFAM

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.

'Ma tabibi nuhi'



Hindustan Unilever Limited



OXFAM

PILIGU

Tabibi ma, Tabibi nuhi

M ma nyela tabibi ma' ka o nuhi nɛ tabibi nuhi'

A sani, O ni tooi nman la ma ka O nuhi nmani la nu kam.

Amaa man sani, O tabibi nuhi ka nmani Dunia yaana zuɣu.



MA TABIBI NUHI

M ma tabibi nuhi tabiri ma ka a gbihira di yi ti wum ma, di nyahiri n nintam n yi ti kumda,
ka lahi tiri ma faako n yi ti biera



YISIBU

N dabisili piinila m' ma nua ni ka di kpansiri n neeri ma gɔm ni.

Biε' sheŋa beni ka o zaŋ wɔbisi n nini ni mini puli ka di che ka n neei,
lala m ma tabibi nuhi ŋɔ.



TABIBI NUHI

N neela n nina ka nya ka mba tooi kom dabisili ɲɔ ni,
ka m ma tabibi nuhi pun koli dundɔɲ zaa.

Be payirimi ka koonda ka nyahira ka duyira ka di bi wumdi ba.

Ni tooi ku saha n yuuni o tabibi nuhi ni chani shem.



YOYU -BINNEENSI-DORO-KALINSI-CHIRIN

N yi kuli yiyisi, n chan la yoyu ni.

Saha sheli n yi kuli yi yoyu ni na, m ma yen kpanla o manja
ka m payi n nuhi ni chibo.

N yi bchi o din tahili, ka o yeli ni doro binneensi ban ku tooi nya bela n nuhi ni
ka ku tooi kpi n yi zaŋ kom kanko payi n nuhi.

Njo wuhiya ni n tooi gbaai doro n-labi nyaana ka ku tooi chan shikuru.



PAXISIBU-CHIBO-ALAAFEE-NASARA

M ma wuhima di ni tu ni m payi n nuhi vienyelinga shem(nua puuni mini nyaana payibu, nu' bihi yayisa ni, nu' bihi nyoya ni di luyili kam).

1. Di kpa talahi ka a payi a nuhi ni ko' vielli;
2. Nmurigimi a nuhi ni chib' fuyifuyi;
3. Mihimi kamani seconsi pishi (20) zuyu
4. Milimi a nuhi ni bodu' vielli ka di kuui.



SABITA BIεRISUη

Ɗɔ nyaana ka o pieli ma tahi kom subu shee, ka o tabibi nuhi yooi kom bahi n zuyu ka nani ma ni chibo. Di bi yen yuui ka n ningbuna neei ka niη kasi.

‘Di tu ka a payiri a nyina bieyukam, sahiri a zɔbiri, malimi a ningbuna ka ymahi a nyinyari ka teei ka a tooi payiri a nuhi ni chibo saha sheli kam.

Ka wula ka a ni tooi zooi ka mali, jilima nyini paya? O yeri ηɔ, ka zaηla o tabibi nuhi gbubi afidayu be n zabiri ni.



DIBU+DIHIBU+NUHI PAYIBU NI CHIBO

Ni kuli nya m ma ni duyiri binsheyu nit i di.

M bɔrila yɔm, ka guui chan o sani ni n ti nya bindirigu.

N yi tam ni m payi n nuhi ni chibo, m ma tɛeri ma-a yi bɔri ni a zooni alaafɛe
ni yaa, nyin payimi a nuhi ni chibo.

Ka ti lahi labi layim m-payi ti nuhi.

N ni pili n tolitoli dibu ka ti yɛli ni o lɛmi ma.

Bindirigu nyayisi vienyinga o tabibi nuhi ni.



HAL' SUMA

Ti yila daa labina. Di niŋ m ma nyayisim ti zi' ziini taba ni nya ka m be kasi ni n neen' viela.

'wula ka a bipuyimbil' vielli yuuna. Wula ka a niŋdi yuuni a dan, di mini biɛhigu bi vieli ti a bee a ka saha maa? be bohi m ma.

'm ma, nyama, be yuya ni n ni be kasi maa' O labisiya,

'lin yelmanli, m bia, pa a ni be kasi konko zuɣu amaa a ni lahi kpaŋdi a maŋa la, ka mali halisuŋ, ka tiri ninkura jilima.

A che ka n ni tooi nyu bala' O zaŋ o tabibi nua bobili n zuɣuni nyaam. Ka n la m-pɔbi n nina.



YIN TUMA+NASARA

Shikuriti na bi yooi amaa n ku tooi guhi ni n ti labi ti karim!
M ba mini m ma kuli chemi ka n kariŋ tɛɛbuli zuɣu be kasi,
ka di nyɛla chib' kom ka be mali mindi li.



DUYIBU+NUU PAYIBU NI CHIBO

Nɔ yi ti leei n ni yu sheli dabisili puuni— m mini m biɛya n ntizo dabba diemma n-kpalim dundɔŋ ni. N yi ti kuli kpena, n nya ka m ba mini m ma koondila daaŋa ni duyili pili.

Be na zin tabisi bindirigu ka di pala be payila be nuhi ni chibo, be yen duyili oo, be yen dimi oo bee be yen zaŋmi le n tizobihi. Shee ka be payi be nuhi ni chibo.



YUḡ BINDIRIGU+NUHI PAḡIBU NI CHIBO

M mini n tizobihi nlabina yiḡa, Ti tooi tɛeri ka ti payiri ti nuhi
pɔi ka naan zini bindirigu gbuni.

N yeri m ma n ni kpaḡsiri n tizobihi mini ntizo dabba ni di ni tu ni bɛ payi
bɛ nuhi shɛm pɔi ka naan yi di bindiri sheli o ni duyɪ zali ti.

M ma suhi ni paligi ka o bɔbili n yaḡḡa zuyu ka yeli ni m-bo bia.



GOM+NASARA

N yi di m bindirigu naai ka payi n nyina ka lɛbi dɔni, n yerila m ma ni saha shɛli
beni di to pam n-ti ma ni n tooi teei binshɛɲa n ni karim.

O yɛliya ni di kuli nyɛla a ni yɛn lɛbigi yɔm shɛm n-teei a ni bɔhim shɛli.

Shɛhira, nubihi ayi 2 zani ti wakati buyi 2 nua payibu ni chibo:

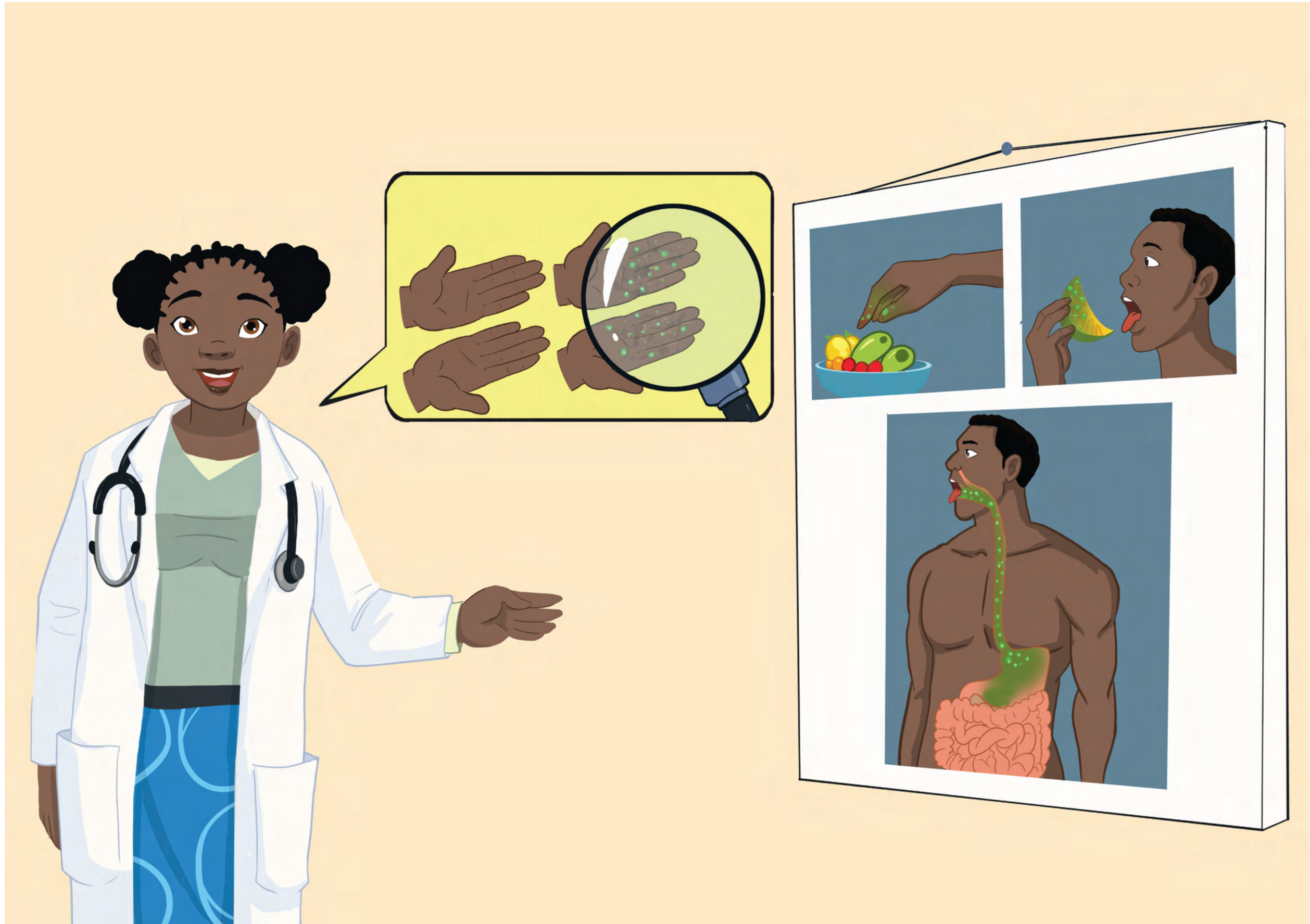
Pɔi ka naan tabisi bindirigu a baanjida yibuna nyaɲa.

Nubihi ayi 2, zani ti wakati buyi 2, n labi yɛli li,

Ka n la m-pɔbi n nina gbihi.

KAHIGIRA BŪHIYA:

A bəri ni a baŋ din niŋ bipuyimbili ŋɔ?



KAHIGIRA BŪHIYA

A b̄ri ni a baŋ din niŋ bipuyimbili ŋɔ?

DŌXITɛ-DŌRO BINNEMA LAHIBALI

Zuŋɔ n nyɛla Dɔyitɛ!

N zɔnima pam naan gbahi dɔriti ti ni daa na pɔra.

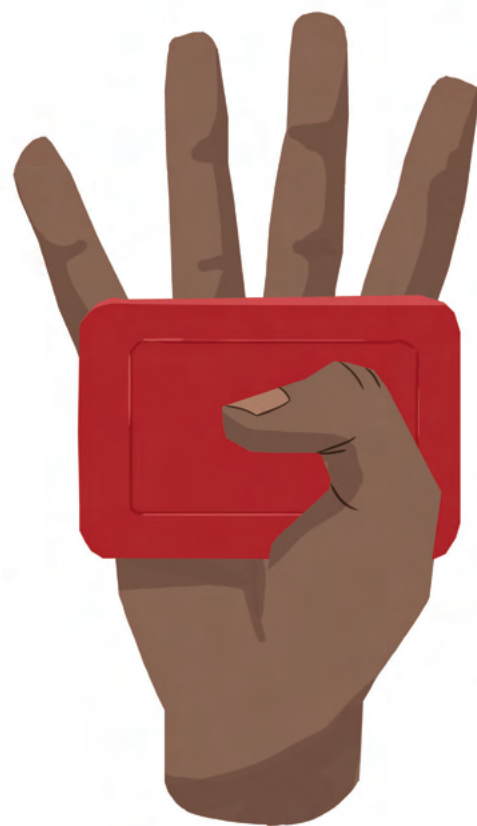
Ti yilibayilinsi n-che ka di to.

Amaa pa mani, dama m ma ni yu ni ti payi ti nuhi ni chibo la.

Ti yi zaŋ kom kɔnko payi, di ŋmanila ti nuhi neemi, amaa dɔro binneem'
bihi ban ku tooi nya na be a nuu ni din ni tooi yi ti nuhi ni looi ti bihi.



WASH



20 SEC

LABI TƐƐI YƐLA

Pumpɔɔ, yuun' gbalin ɔɔ zaa nyaana, m biɛhigu leei shɛhira yelimantibo zaɔ ti m ma ni o tabibi nuhi.
Dinzuyu ninmi zaɔa ni lala binyeri bihi ɔɔ.

Kamani m ba mini m ma ni kuli nin shɛm, a gba kpanmi a maɔa ka a wumsi a bihi hal' suma ni sabita.
Kpanmi a maɔa ka a zaɔ nuhi pahibu ni chibo milisi ba bɛ mini yi taba yi diɛm naa.

Balantɛ Kɔronavaarɔsi saha ɔɔ, di kuli tu ka di nyɛla saha shɛli kam kamani seconsi pishi 20.
Saha ɔɔ di tu ni ti pa zaɔ yɛla 4 n-tɛɛri yɛla 4:

1. Pɔi ka a tabisi bindirigu;
2. A baanjida kpebu nyaana;
3. A yi kɔhim/bee n-tihim ni
4. Pɔi ka a kpe yiɔa bee ka a na kuli yoli paai yiɔa na.

Di tam din kpa talahi ɔɔ yɛla: Pɔi ka naan nin bindirigu bee n-le a bia bindirigu ayi va o bina naai.
Dama a tabibi nuhi n-di pun yɛn mali a bia.



KORONAVAROSI LOOBU

Meetim Dr. Kwame, o nyela n Doyite kpee nun gba tuhiri ka guri Koronavirusi loobu.

O kpansiya ni dro kam(din mali ningbu biisim nahingbana, kchingu din bi lura, nti pahi di balibu.) di mali gu ka tayi.

Di dolila nintori mini daadam ningbuna ko' salin loora.

1) Nuhi tibu;

2) Kchimbu mini tihim bahi pchim zuyu;

3) Zan a nuhi tabisi binyera ka dro na be a ni nti pahi

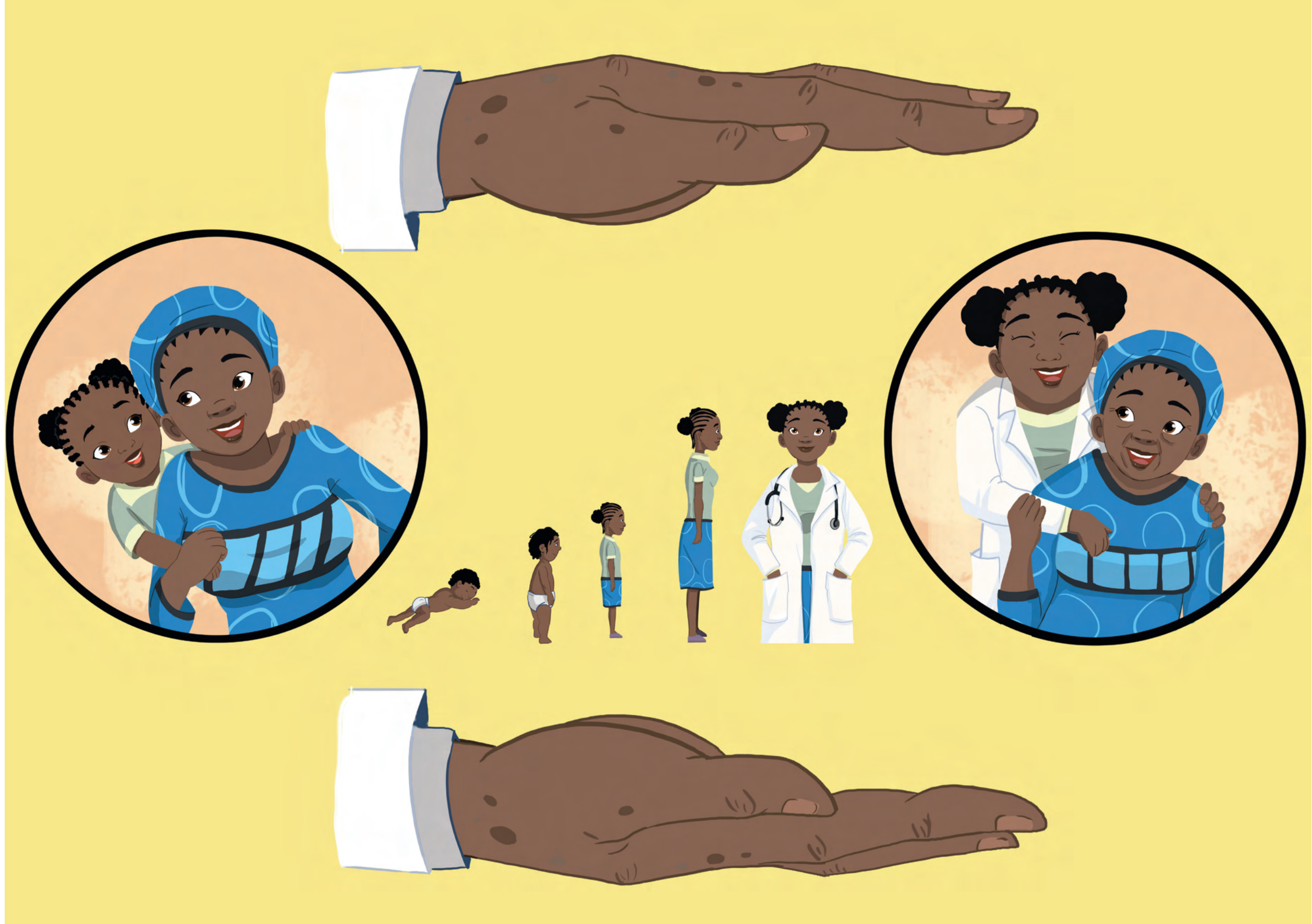
4) Ningbuna ninbu ni ninvuy' so nun mali li.



KORONAVARSI GU KA TAXI

Dr. Kwame ni tɛhi tayi ka gu di yeligibu so' chibi sheɲa m-bɔɲɔ:

- 1) Payimi a nuhi ni chibo saha sheli kam;
- 2) Niɲmi katiɲa kama 2 metes zuɲu ka che salo;
- 3) Bɔmi nye' pɔbirigu miri a maɲa luy' sheɲa a ni ku tooi niɲ katiɲ biɛla ni a kpee ka bo sanitaza miri a maɲa luy' sheli chibo ni kani
- 4) Zaɲmi a kpunkpanguu pɔbi a noli bee a nyee saha shelikam a yi yen kɔhim bee ka a zaɲ tishiw ka lee zaɲ li bahi sayirigungɔɲ ni;
- 5) Cheli a nua zaɲ luyili a nyee ni, a nini ni tayilibu bee a noli ni a yi bi payi a nua;
- 6) Zoomi ka a tooi payiri la nyahiri neen' sheɲa din miri a ka salo shihiri li waawaayili;
- 7) Cheli niriba nuhi tibu bee gbaabu yi yen puhi taba;
- 8) Wɔligimya biɛhigu shee n-ti ninvuy' sheba ban mali di nahingbani be ni.



MA KPALINKPAA NUA DIHIBU

Pumpɔŋɔ, niriba yi puhi ma ni n kpaŋmaŋa zaŋ kpa n tuma shee, n yeri ba mi ni di yi pala m ma tabibi nu' sheŋa o ni daa zaŋ pa ka niŋ ma zaŋ saha sheli biɛhigu ni daa bi vieli la, n naan ku tooi paai n ni be sheli ŋɔ zuŋɔ ŋɔ.

M ma tabibi nuhi zɛmi ti n dunia biɛri vielli.

Saha sheli n ni daa nye bileɣu, hali ti zooi na nti leei Dɔyite, o tabibi nuhi n-tabima ka wumsi ma.

Kɔɔnavaarɔsi ŋɔ saha, m ba mini m ma sayisigu sɔŋ ma ka n tooi sɔŋ ti zilɛli ni ka wuhi ba be ni yen niŋ shɛm kpaŋsi maŋ sabita. Tɛɛmi ni di simdi ka a payi a nuhi kamani minti pishi 20 kam sunsuuni, pɔbimi a nɔli bee a nyee saha shelikam a yi yen kɔhim bee n-tihim, nyahimi bee m-payi binshɛŋa din miri a ka salo tooi zooi li tabisibu, kpaŋsim katiŋ niŋbu bee zini miri taba salo puun ka zooi ka a tooi diri bindira balibubalibu din mali alaafɛe ti sali ningbuna.

Baandi nyaŋa, ti zaa ni tooi mali tabibi nuhi, di' bahi bamdi ti yi zooi ka ti payiri ni nuhi saha shelikam, m-mali tumdi dundɔŋni tuma; ni ti bin' maana tuma.

Kɔɔnavaarɔsi saha ŋɔ, dundɔŋni tumanima bi tu ka di che n-jɛli manima ko; ŋun kam be daŋ maa ni-ma, ba, bidibiga, bipuyiŋga ni ban kam kpalim zaa tu ka bi gubiri tumda, di ni che ka alaafɛe mini suhupiɛlli be daŋ ni.

NI A TUMA

Shɛhiranima bee buyisibu: Ryan Van Eyk, Ntokozo Twala mini Segun Samson
Puhigu zaŋ ti LightBox Studio, Kenya ni Centre of Gravity for inputs
to design concepts