

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.

'Maame Nsa a eyi Nkonyaa'



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NNIANIMU: Maame Nkonyayifoɔ, Nsa a eyi Nkonyaa

Me maame ye 'Maame a ɔye nkonyayifoɔ', ena ne nsa ye 'nsayi nkonyaa'.

Wo no, wobehunu no se ɔte se maame biara ena ne nsa no nso beye
wo se obiara deɛ no bia.

Na me deɛ, eye nsa a eyi nkonyaa sene obiara deɛ wo wiase afanan nyinaa.



NKONYAA A MAAME NSA EYI

Me maame nsa a eyi nkonyaa no deda me se menntumi nna a, epepa me nisuo
se me su a na akorokoro me se me yare a...



Frame 3

NSORE

Mehye me da no ase abre a me Maame nsa renyane me bɔkɔɔ sɛ me nsore.

Nna bi wɔ hɔ a, efa m'ananim ne m'afuru so na anunu me ama m'asore,
me maame nsa a eyi nkonyaa yi.



NSA A EYI NKONYAA

Metē m'ani hunu sē me Papa asesa nsuo a yehia no da no, me Maame
nsa a eyi nkonyaa no apra efam hɔ dada.

Esi nneema, prapra, ye nsiesie na anoa aduane a emmerε ho.

Metumi ahwe ne nsa a eyi nkonyaa na εrekeka ne ho nnɔnhwere pii.



AGYANAN – GYEMS – YAREE – WONNI HO – NKOQUO

Sε me sɔre a, meko agyanan so.

Sε mepue firi agyanan so pε, me Maame hwε sε mede samina behoro me nsa.

Mebisa no sε aden nti a, okyerε mu sε gyems a w'ani nhunu won wo me nsa ho sε mede nsuo nko ara hohoro me nsa a, enku won.

Wei kyerε sε mεyare na ne mentumi nyini wo ahoden mu εna menko sukuu.



Frame 6

ASUESUA – SAMINA – APOMUDEN PA – NKUNIM

Me Maame kyere me sɛdeɛ mɛhohoro me nsa amonomu ho ara
(me hohoro anim ne me nsa akyi, wo me nsa tea ntam,
me nsa tea ano ɛne me nsa nyinaa).

1. Ehia sɛ wode nsuo pa hohoro wo nsa;
2. Ma wo nsa mpu ahuro abre a wode ne mmienu
twitwi samina ho;
3. Twitwi no beyɛ anitɛtɛ 20 anaa ɛboro saa ɛna
4. Fa ntoma a ɛho tɛɛ pepa wo nsa anaa sɛ ma
mframa mfa no.



AHONNIDIE SU

Wei akyire no, ɔde meko adwareε, ne nsa a eyi nkonyaa no to nsuo gu me so na εde samina atwitwi me ho. Enkyε na me ho ayε kama na me ho ate.

“Ɛwo sε wotwitwiri wo se, nunu wo titi mu, di wo ho ni na wo twitwa wo mmɔwerε abre nyinaa, na kai abre biara sε wobεtaε ahohoro wo nsa.

Kwan foforo bεn so bio na wobεfa abεyε ɔbaa a wayεyie na ɔwo animuonyam?”
Ɔse, abre a ɔde ne nsa a eyi nkonyaa no ne afen faa me tiri mu deε etwatoɔ.



Frame 8

ADIDIE + ADUANEMA + WODE SAMINA HOHORO WO NSA HOHORO

Enkye, na mehunu se me Maame reye aduane a yebedi.

Ekom de me pa ara enti me de mirika ko ne ho kope aduane.

Se me were fi se mehohoro me nsa a, me Maame kae me – se wope se wo nyini wo apomuden ne ahoden mu a, ewo se wode samina hohoro wo nsa.

Yede samina hohoro yen nsa bom bio.

Mehye asee me ankasa meredidi, nanso enkye na dɔɔɔɔ
no se ontete mma me.

Aduane a efiri ne nsa a eyi nkonyaa no ye de soronko pa ara.



SUBAN MU SU PA

Yenante firi dwam san ba fie. Me maame anigye firi se won a wonam kwan ho no aniso me ntadee a eho tee no.

“Wo ba baa no ho aye fe. Kwan ben so na wofa de hwe w’abusua so, emfa ho ne mmerε denden a yewo mu yi εna se wonni adaagyeε yi?”
Wobisa me Maame.

“Maame, hwe won aniso me ntaadeε a eho tee no”. Oyi ano se,

“Ampa, me ba baa, ennye wo ntaadeε a eho tee no nko ara nti, na bio nso εnam se wope adwuma, wowo nteteε pa εna wobu wo mpaninfoo.

Wo ma me nya ahohoahoa!” Ode ne nsa a eyi nkonyaa no bobo me tiri ho bokoo. Mekata m’ani na m’asere.



EFIEDWUMADIE + NKUNIMDIE

Yeannya mmue sukuu nanso me ho repere me se mesan
ako ako sua pii! Me Maame ne Papa hwe se epono a mesua
so adee ene baabi a me kenkan adee no wode aduro
a ekum gyems anaa dee yede ye nsiesie apepa ho.



Frame 11

ADUANENOA + SAMINA A YEDE HOHORO NSA

Dee edi wei akyire no yεberε a m'anigye ho pa ara wɔ da no mu – me ne me nua barima ne me nua baa agodiberε wɔ yen abɔnten mu hɔ. Sε medi mirika rekɔ a, mehunu sε me Maame ne me Papa de samina rehohoro wɔn nsa na wɔn apepa baabi a yεnoa aduane no ansa na wɔahye aseε ano aduane.

Wɔn nsɔ aduane mu aberε a wɔn mfa samina ne nsuo nhororo wɔn nsa, sε wɔrebεye aduane, adidi anaa sε wɔrebɛtete aduane ama me nua marima ne mmaa no.



ANWUMMERƎ ADUANE + WODE SAMINA HOHORO NSA

AberƎ a me ne me nuanom refiri abɔnten agodie asan akɔ fie no,
yeƙae se yebe hohoro yen nsa ansa na yeatena ase adidi.

Meka sɛdeɛ me sifa hye me nua barima ne me nua baa no nkuran se wɔn
mfa samina ne nsuo nhohoro wɔn nsa ansa na wɔadi nkekaano a ɔde
maa yen abre a na yeredi agoro wɔ abɔnten no kyerƎ me Maame.

Me Maame anigye yie pa ara na wɔabɔ m'akyi aka sɛdeɛ
me si ye akwadaa papa.



NNA + NKUNIMDIE

Se medidi wie na metwitwi me se a, meda ho na maka akyerε me Maame se eto da a, me bere se mεkae nneεma a m'akenkan.

Ɔka se εno ara ne se wobεpe nyansakwan bi so na kaekae wo ho.

Mfatoho ne se, nsatea 2 koma mpre 2 a wode samina ne nsuo behohoro wo nsa:

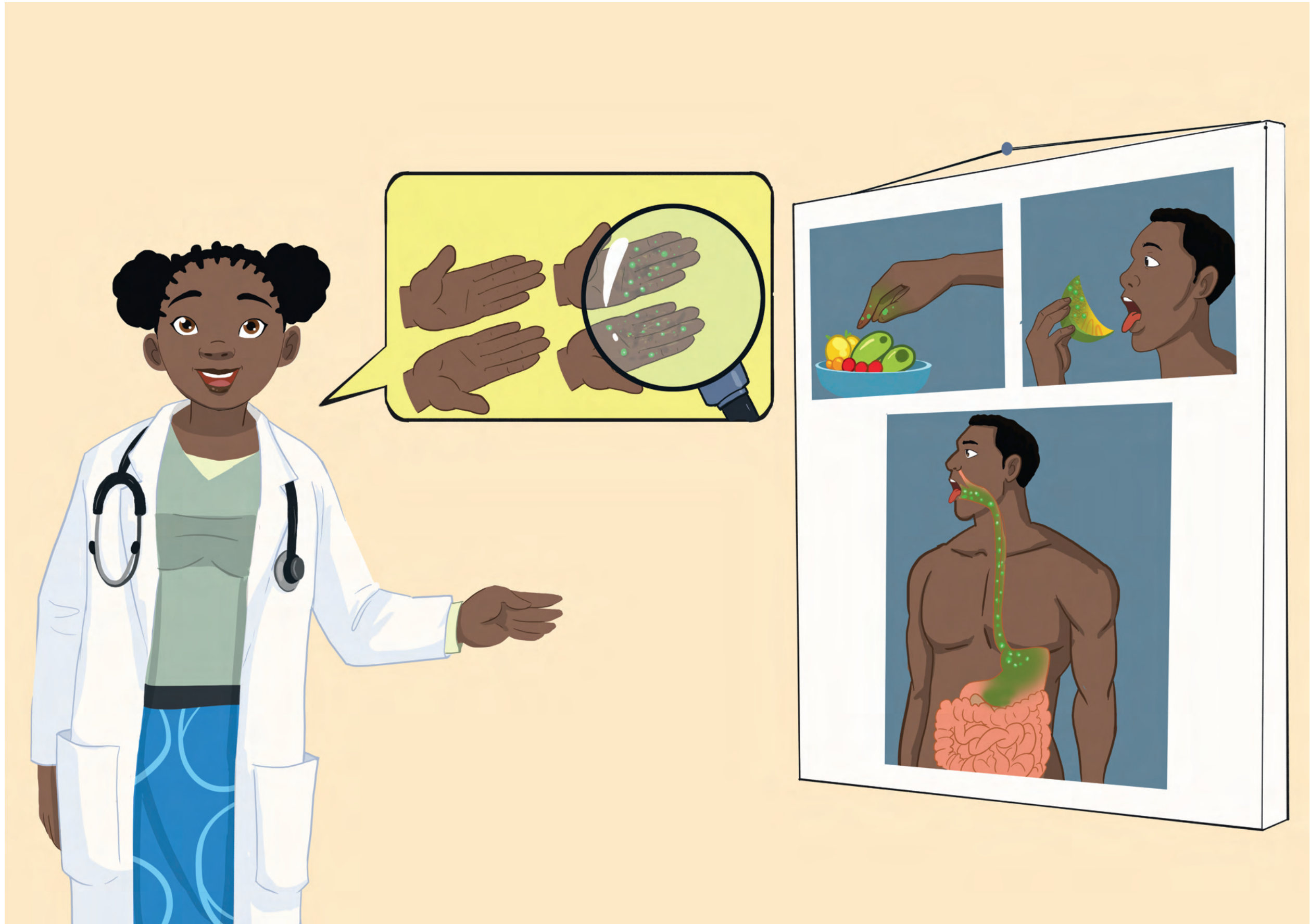
Ansa na wode wo nsa aka aduane anaa se wo firi agyananbea ba a.

Nsatea 2, mperε 2, me ka no bio.

Menweenwee na mada.

ƆKASAFOƆ NO BISA:

Wope se wo hunu deε etoo saa abaayewa yi?



ƆKASAFOƆ NO BISA:

Wope se wo hunu deε etoo saa abaayewa yi?

DƆKOTA – ABASEM A EFA GYEMS HO

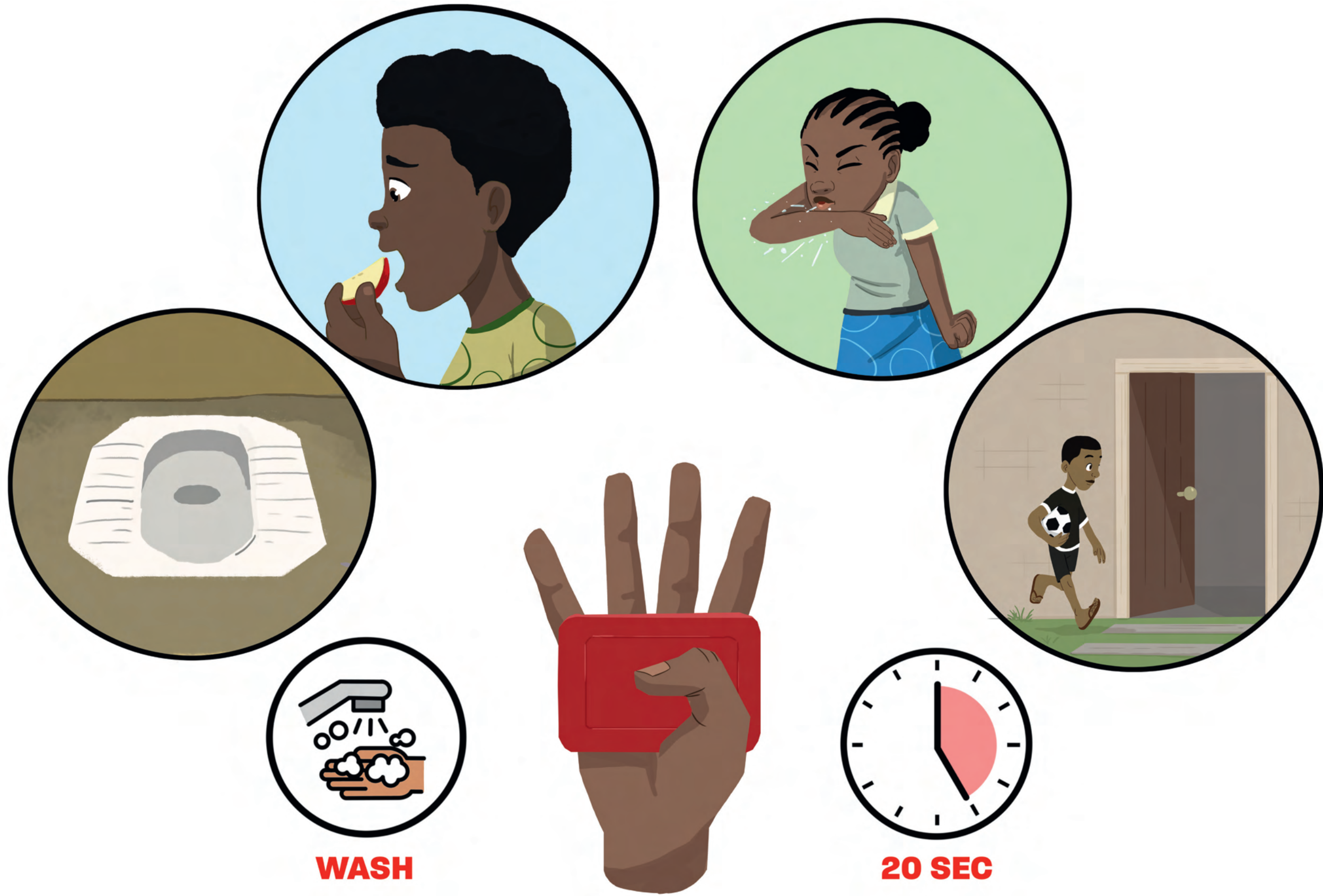
Enne meye dƆkota!

Na me nnamfonom pii yare aberε a na yesusua no.

Na mmeaεε a atwa yen ho ahyia no ma no yeden.

Nanso na ennye me, εfiri se na me hyε se yemfa samina
ne nsuo nhohoro yen nsa.

Se ye de nsuo nko ara hohoro yen nsa a, εye te se deε εho a fi no,
nanso gyems a yenfa ani nhunu firi yen nsa ho koko nkwadaa mu.



WASH



20 SEC

MMERE A YESAN YE BIO

Afei, won mfee yi nyinaa akyi m'abrabo ye adansedie de ma me Maame ene ne nsa a eyi nkonyaa no. Eno nti hye nneema nketenkete yi so pa ara yie.

Sedee me Maame ne Papa yee no, fa ntete papa ne ahonidie papa hye wo mma no mu. Hwe se wobefa su a ema won de samina ne nsuo hohoro won nsa se wokodi agoro wie anaase wone aforo di nkitaho a.

Ne titiriw wo COVID-19 mmerɛ yi mu, ewo se etae ko so na edi boro anitete 20.

Afei ewo se wokae se nsatea 4 koma mpre 4:

1. Ansa na ne nsa aka aduane;
2. Se ofiri agyananso;
3. Se wobɔ wa/huansi wie a ena
4. Ansa na wawura fie anaase wo wuraa fie ara.

Emma wo were mfiri mmerɛ aforo a eho ehia: Ansa na wanoa aduane, ansa na watete aduane ama wo ba no, ena se wopepa wo ba agyanan. Afei koraa, eye wo nsa a eyi nkonyaa no na ehyye wo ba no hyeberɛ.



COVID-19 NTERETERE

Monhyaia Dr. Kwame, ɔye wɔn a me ne wɔn ye adwuma wɔ COVID-19 ho no mu baako.

Ɔsi so se yaree no (a eho nsenkyerenne bi ne ahochyee, ewa a etoatoa so, se wonte pampan anaa aduane de anaa se esesa ne pii) wotumi si ano.

Efa ntasuo ene amaman a efiri obi a ɔwɔ bi mu so na eterɛ:

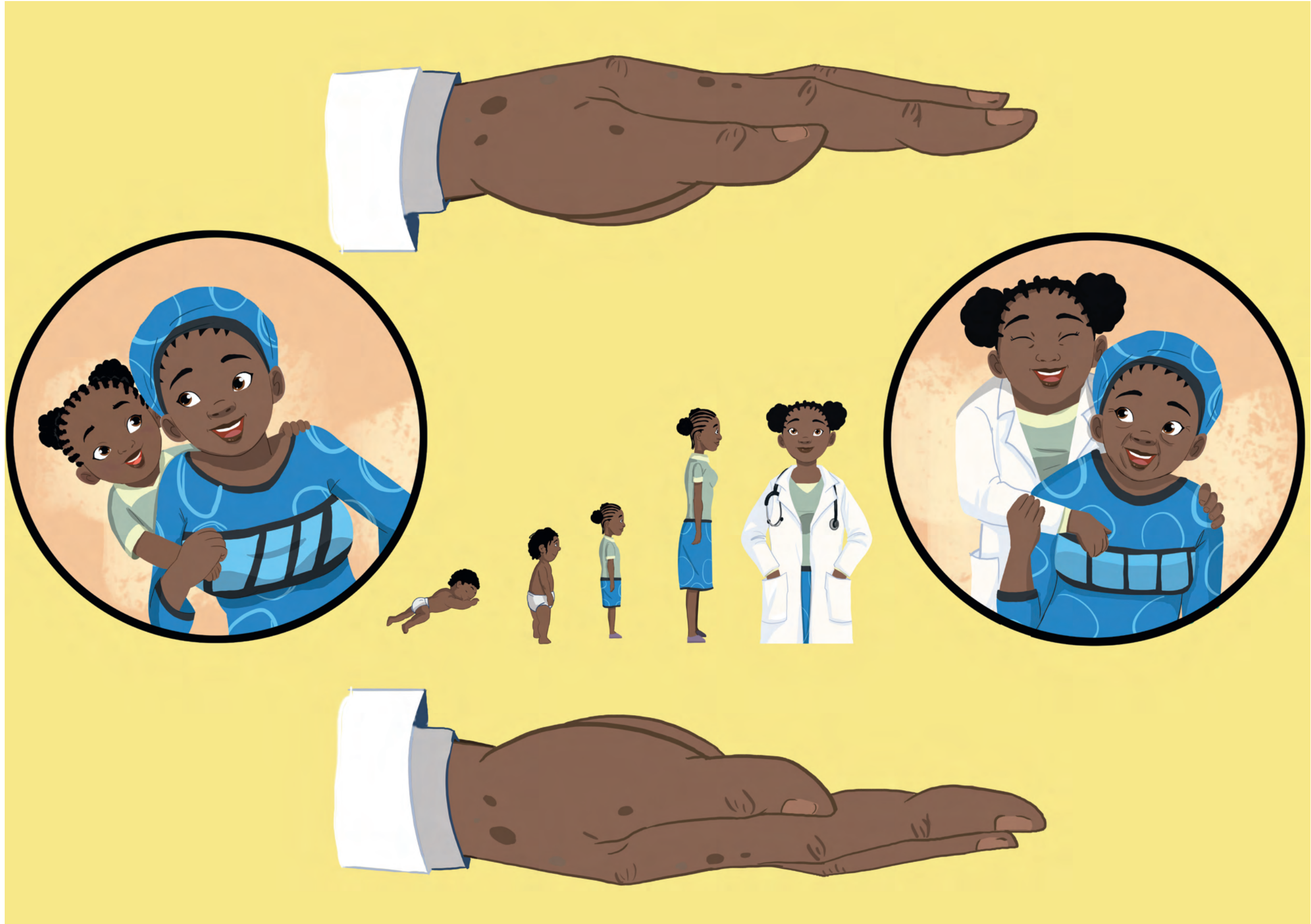
- 1) Nsam kyea;
- 2) Se worebɔ wa anaa ahuansi agu wiem ne wo nsam;
- 3) Se wode nsa a mmoawa no bi aka kɔ sɔ mmeamea mu a
- 4) Se wobenben afoforo a wɔwɔ yaree no bi.



COVID-19 ANOSIE

Dr. Kwame wɔ nsɛnhia a wode besi yareɛ no ano kwan:

- 1) Tae fa ne nsuo hohoro wo nsa;
- 2) Ma kwan mita 2 ɛna wo ne afoforɔ ntam;
- 3) Hye ntoma nkataanim wɔ baabi wo ntumi ntwe wo ho emfri nnipa ho, na fa sanitaisa pepa wo nsa wɔ baabi nsuo ne enni ɛna
- 4) Fa w'abatwe anaa tihyiw kata w'ano sɛ wore bɔ wa anaa wore wensi a na totwene bɔɔla mu amono mu ho ara;
- 5) Hwe sɛ wo nsosɔ wo hwene, w'ani ɛne w'anom abre a wo nhohoro wo nsa;
- 6) Tae pepa na fa aduro a ekum gyɛms fefa nneama ne baabi nnipa tae sosɔ;
- 7) Gyae nsam nkya/atuu ye sɛ wore kya nnipa a;
- 8) Twe wo ho fri mpaninfoɔ ne afoforɔ a wɔn wɔ nyarewa ahodoɔ ho fa bɔ wɔn ho ban.



DEE ETWATOJ MAAME

Afei, bere biara a nnipa bema me amo no wo sɛdeɛ me sifa di yie ho no a, me ka kyere won da biara se enka ennye me maame nsa a eyi nkonyaa a ehweɛ me so wo mmerɛ a emu yeden mu na adaagyeɛ nniho a, anka m'anduru deɛ ene me wo.

Me Maame nsa a eyi nkonyaa som bo ma me yie paa.

Fiti bere a na me ye akokoa no, ene se me nyini beyee abofra, ena afei m'abeye dokota, nsa a eyi nkonyaa no na eteteɛ me.

Wo COVID-19 mmerɛ yi mu no, me Maame ne Papa tu me fo se me mmoa mpɔtem ma won sua ankorankore ahonidie mmapa. Kai se ehia se wo betae ahohoro wo nsa anitete 20, tae kata w'ano se wo bo wa anaa wo wensi a, fa aduro a ekum gyems pepa baabi a nnipa tae soso ansaana wode wo nsa aso mu, sua se wo betwe woho afri afoforo ho, na hwe se wo bedidi yie na w'anya apomuden.

Hwe, yen nyinaa betumi anya nsa a eyi nkonyaa, ne titiriw se yedi no ni abre nyinaa, na yede ye efie ne nhwesoo adwuma a; ene nwuma a mfasoo wo so a.

Wo COVID-19 mmerɛ mu, ennikwan se ye gyae efie ne ohwe adwuma no nyinaa to maamefoɔ nkoa so; ewo se obiara a wo abusua no mu – Maame, papa, ba barima, ba baa ne afoforo ye adwuma bom, na abusua no anya anigyeɛ ne apomuden.

MEDAASE

Nfonintwa Ryan Van Eyk, Ntokozo Twala ne Segun Samson
Nnaseε nkɔ mma LightBox Studio, Kenya εne Centre of Gravity wɔ mmoa
a wɔde maeε wɔ dwumdie nhyehyεεε mu