

# 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.

# 'Mikono ya Ajabu ya Mama'



Hindustan Unilever Limited



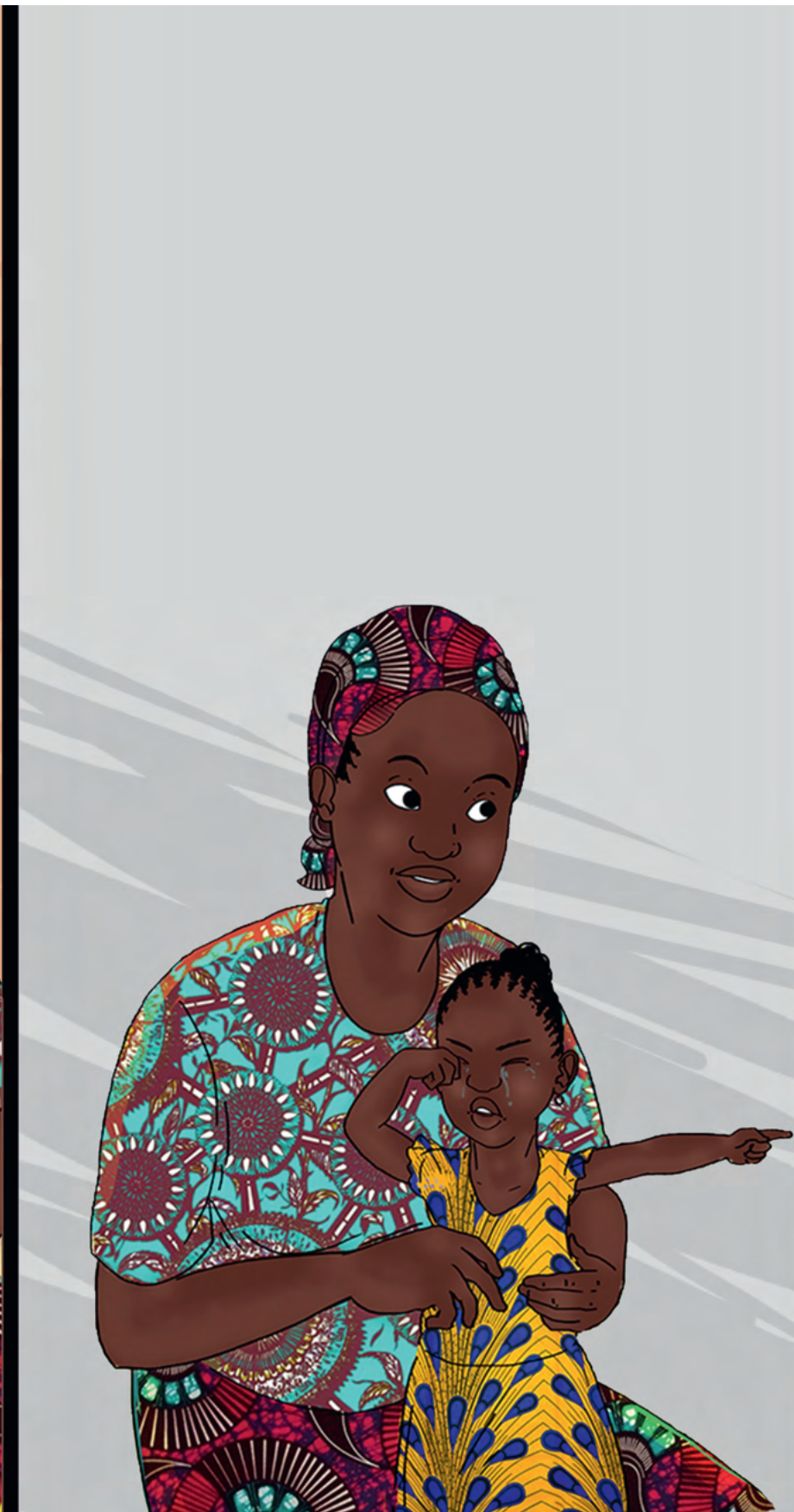
OXFAM

# **UTANGULIZI:**

## **Mama wa ajabu, Mikono ya ajabu**

Mama yangu ni 'Mama wa ajabu', na mikono yake ni 'mikono ya ajabu'.  
Kwako, anaweza kuonekana kama mama yeyote na mikono yake inaweza  
kuonekana kama mikono mingine yeyote.

Lakini kwangu, ni mikono ya ajabu zaidi katika ulimwengu mzima.



# MAAJABU YA MIKONO YA MAMA

Mikono ya ajabu ya Mama yangu hunipapasa hadi nalala ninapokuwa nahangaika, hunifuta machozi ninapokuwa nalia na hunipunguzia maumivu nikiwa mgonjwa...





# KUAMKA

Siku yangu huanza na mikono ya mama yangu kwa upole ikinihimiza kuamka.

Siku zingine hupapasa uso wangu na tumbo na kunitekenya hadi niamke,  
hiyo mikono ya ajabu ya Mama.



## MIKONO YA AJABU

Nafumbua macho yangu na kuona kwamba Baba amechota maji ya kutumia ya siku mzima, na mikono ya ajabu ya Mama imefagia sakafu.

Mikono huosha na hufagia na husafisha na hupika vizuri bila kutumia nguvu.

Naweza kutumia muda mwingi nikitazama mikono yake ya ajabu yakifanya kazi.



# CHOO - VIJIDUDU - UGONJWA - KUTOKUWEPO - KUSHINDWA

Niamkapo, naenda chooni.

Ninapotoka chooni, Mama yangu huhakikisha nimenawa  
mikono yangu kwa sabuni.

Namuuliza kwa nini, na ananieleza kwamba kuna vijidudu  
visivyoonekana ambavyo haviwezi kufa kwa kunawa na maji pekee.

Hii inamaanisha nitaumwa na sitaweza kukua na afya njema  
na kwenda shule.



# KUIGA - SABUNI - AFYA BORA - MAFANIKIO

Mama yangu hunionyesha jinsi ya kunawa mikono yangu kwa njia sahihi (kuosha mbele na nyuma ya mikono yangu, katikati ya vidole, ncha ya vidole na mikono kwa jumla).

1. Ni muhimu kulowesha mikono yako kwa maji safi;
2. Sugua mikono pamoja ipate povu kwa kutumia sabuni;
3. Sugua angalau kwa sekunde 20 halafu
4. Ikaushe ukitumia kitamba safi au mashine ya kukausha kwa hewa.





## TABIA NA USAFI

Baada ya hili ananipeleka mahali pa kuogea, mikono yake ya ajabu hunimwagia maji na kunisugua kwa sabuni. Kisha najisikia vizuri na msafi.

“Ni lazima kila mara usugue meno, uchane nywele, usafishe mwili wako na ukate makucha zako na ukumbuke kuosha mikono ukitumia sabuni mara kwa mara.

Je, namna gani nyingine utaweza kuwa mwanamke mwenye mafanikio na anayeheshimika?” Anasema akinipapasa nywele zangu kwa mara ya mwisho na mikono yake ya ajabu.



# KULA + KULISHA + KUNAWA MIKONO KWA SABUNIA

Baadaye namwona Mama yangu akiandaa chakula.

Nina njaa sana, namkimbilia kupata chakula.

Nikisahau kuosha mikono yangu kwa sabuni, Mama yangu ananikumbusha - ukitaka kuwa na afya bora na mwenye nguvu, lazima unawe mikono kwa sabuni.

Tunanawa tena mikono yetu kwa sabuni pamoja.

Naanza kula mwenyewe lakini baada ya muda kidogo namshawishi kunilisha.

Chakula kitamu sana akinilisha kwa mikono yake ya ajabu.



## TABIA

Tunarudi kutoka Sokoni. Mama yangu anafurahia akiona majirani wanatamani nguo zangu safi.

“Msichana wako anapendeza kweli. Je, unawezaje kuitunza familia yako licha ya hali hizi ngumu na kuwa mtu mwenye shughuli mingi?” wanamuuliza Mama yangu.

“Ona Mama, wanathamini usafi wangu” Anajibu,

“Ndio hakika, binti, sio tu kwa sababu wewe ni msafi ila pia kwa kuwa unafanya kazi kwa bidii, una tabia nzuri na unawaheshimu wazee.

Najivunia kuwa na wewe!” Ananipapasa kichwani na mikono yake ya ajabu. Nafumba macho yangu na kutabasamu.



## KAZI ZA NYUMBANI + MAFANIKIO

Shule hazijafunguliwa bado lakini natamani kurudi kusoma zaidi!

Mama na Baba wanahakikisha meza yangu ya kusoma na mazingira yamesafishwa kwa vipukusi au kemikali ya kusafishia.





## KUPIKA + KUNAWA MIKONO KWA SABUNI

Baada ya hili inafuata sehemu ya siku niipendayo - muda wa kucheza na kaka na dada yangu nyumbani. Ninapokimbia, ninawaona Mama na Baba wakinawa mikono na kusafisha pahala pa kutayarishia chakula kabla ya kuanza kipika.

Hawawezi kugusa chakula kabla hawajanawa mikono kwa sabuni, iwe ni kutayarisha chakula au kuwalisha kaka na dada zangu.

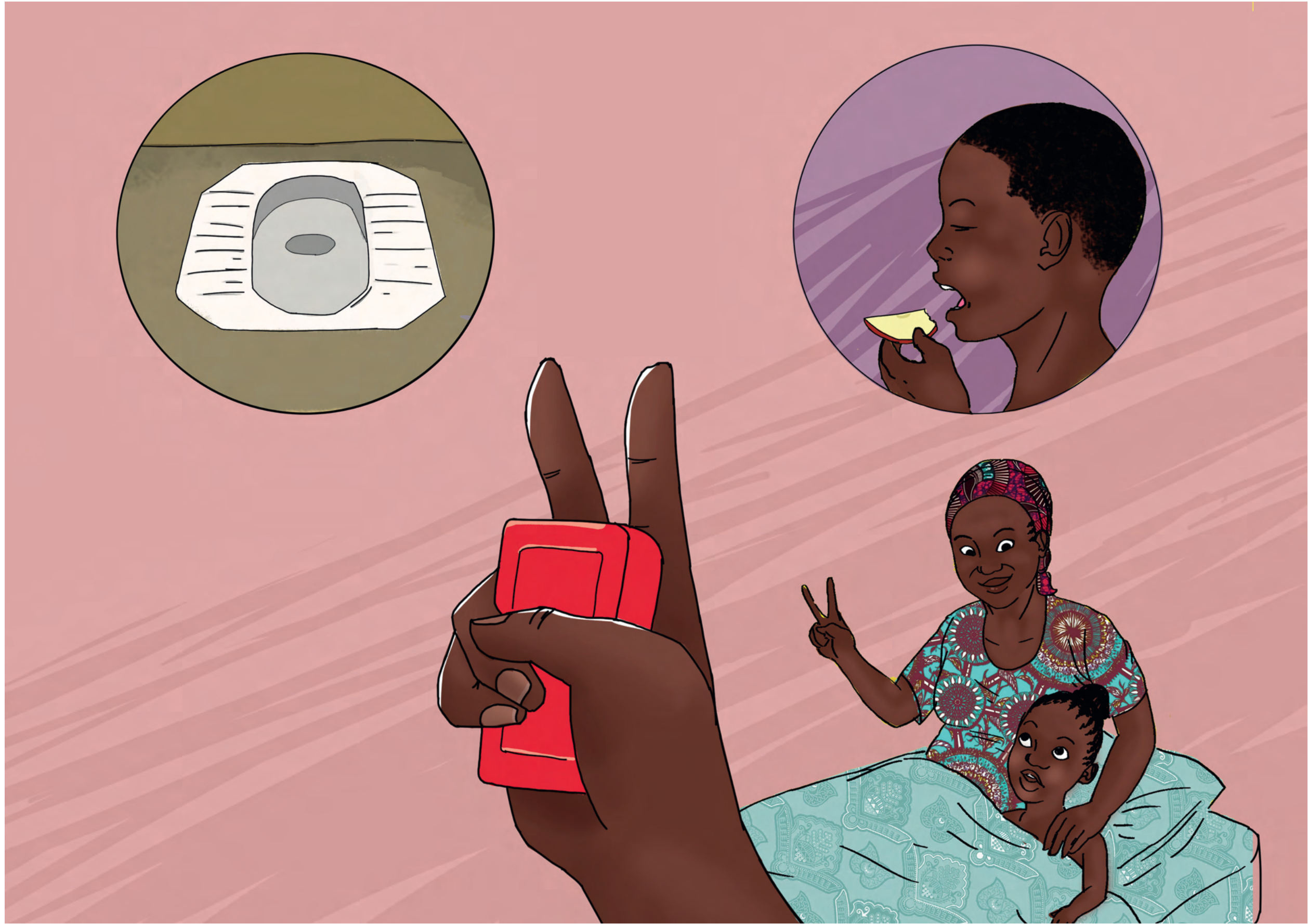


# CHAKULA CHA JIONI + KUNAWA MIKONO KWA SABUNI

Ninaporudi na mandungu zangu kutoka mchezoni, tunakumbuka kuosha mikono yetu kabla ya kukaa chini kula chakula chetu.

Ninamwambia Mama vile niliwashawishi kaka na dada zangu kunawa mikono yao kwa sabuni na maji kabla ya kula vitafunwa alivyotutayarishia tukiwa tunacheza nje.

Mama yangu anafurahi na kunipiga piga mgongoni na kusema mimi ni mtoto mzuri.



## KULALA + MAFANIKIO

Nikishamaliza chakula changu na kusugua meno, ninalala chini na kumwambia Mama yangu ya kwanda nashindwa kukumbuka niliyoyasoma hapo awali.

Anasema kwamba napaswa kupata njia ya nzuri ya kujikumbusha.

Kwa mfano, vidole 2 kwa mambo 2 ya kuosha mikono kwa sabuni: Kabla ya kugusa chakula na baada ya kutoka choo.

Vidole viwili, hafla 2, najirudia.

Ninatabasamu na kulala.

## MSIMULIZI AULIZA:

Je, unataka kujua nini kilimtokea huyu msichana?





# DAKTARI - HADITHI YA VIJIDUDU

Leo mimi ni daktari!

Marafiki zangu wengi wangeugua tukiwa wachanga.

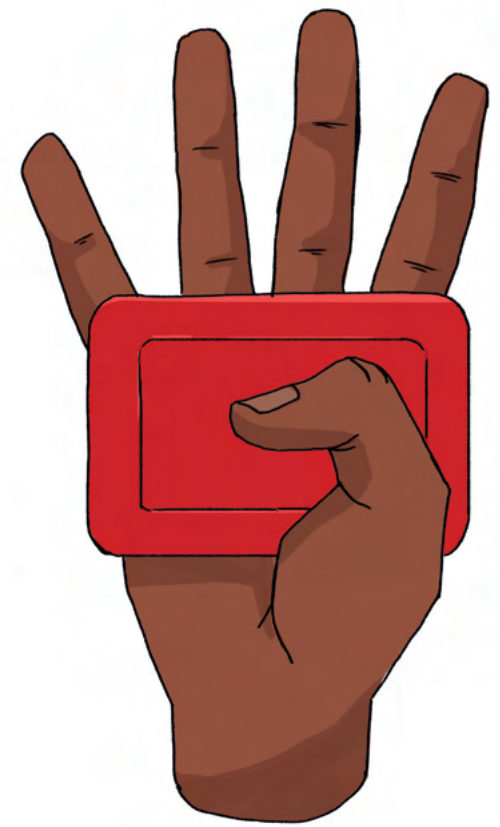
Mazingara yetu yalifanya iwe vigumu.

Lakini sio mimi, ni sababu ya Mama yangu kuisisitiza  
kwa kuosha mikono na sabuni.

Tukiosha na maji pekee, mikono yetu itaonekana safi lakini kuna  
vijidudu ambavyo havionekani na hupitia mikono yetu na  
kuambukiza watoto wetu.



**WASH**



**20 SEC**

## MUHTASARI WA VIPINDI

Sasa, baada ya miaka hii yote, maisha yangu ni ushuhuda kwa Mama yangu na mikono yake ya ajabu. Sasa sikiliza kwa makini mambo haya madogo.

Vile Mama na Baba walifanya, hakikisha unaimarisha tabia nzuri na usafi binafsi mzuri kwa watoto wako. Hakikisha wamezoea tabia ya kuosha mikono kwa sabuni baada ya kucheza na kutangamana na wengine.

Haswa sasa katika nyakati za COVID-19, inapaswa kuwa ya mara kwa mara kadri iwezekanavyo kwa angalau sekunde 20.

Sasa tunapaswa kukumbuka vidole 4 kwa matukio 4:

1. Kabla ya kushika chakula;
2. Baada ya Kutumia Choo;
3. Baada ya kukohoa/kupiga chafya na
4. Kabla ya kuingia kwenye nyumba au mara moja baada ya kuingia nyumbani.

Usisahau saa nyingine muhimu: Kabla ya kutayarisha chakula, kabla ya kulisha mtoto wako na baada ya kusafisha choo cha mtoto wako. Usisahau, ni mikono yako ya ajabu itakayolainisha hatma ya mtoto wako.



## KUSAMBAA KWA COVID-19

Kutana na Dk Kwame, yeye ni mwenzetu anayefanya kazi ya kuzuia COVID-19. Anasisitiza kwamba ugonjwa (wenye dalili kama joto jingi, kikohozi kisichoisha, kupoteza au kubadilika kwa hisia ya harufu au ladha.) unazuilika. Inasambazwa kupitia mate na makamasi ya mtu aliyeambukizwa kupitia:

1. Kushikana mikono;
2. Kukohoa na kupiga chafya hewani na mikononi;
3. Kugusa mahali na mikono michafu na
4. Kukaa karibu ya watu wenye maambukizi.



## KUZUIA KUAMBUKIZWA COVID-19

Hivi hapa ni baadhi ya vidokezo muhimu vya kuzuia maambukizi kutoka kwa Dk Kwame:

1. Nawa mikono mara kwa mara ukitumia maji na sabuni;
2. Dumisha umbali wa mita 2 kutoka kwa watu wengine;
3. Tumia barakoa ya kitambaa sehemu ambayo huwezi zuia kutangamana na watu na tumia vipukusi kama maji na sabuni vimekosekana na
4. Unapokohoa au kupiga chafya funika mdomo na kiwiko chako au tumia tishu na uitupe kwenye ndoo ya taka;
5. Usiguse pua, macho na mdomo kwa mikono michafu;
6. Safisha na kuosha sehemu inayoguswa mara kwa mara;
7. Acha kushikana mikono/kukumbatiana mnaposalimiana;
8. Watenge na uwalinde wazee na wale wenye maugonjwa mengine.





## SHUKRANI KWA MAMA

Kila wakati mtu akinishukuru kwa mazuri ambayo nimetenda, nawaambia kwamba nisingekuwepo pale nilipo kama sio mikono ya ajabu ya Mama iliyonilinda wakati wa shida.

Mikono ya ajabu ya Mama inayashinda yote.

Kutoka utotoni nikikuwa, na hatimaye nikawa daktari, mikono yake ya ajabu imenilinda vyema.

Wakati huu wa COVID-19, mawaidha ya Baba na Mama yamenisaidia kuiongoza jamii yangu kuwa wasafi wote. Kumbuka ni muhimu kunawa mikono kwa sekunde 20 mara kwa mara, funika mdomo unapokohoa au kupiga chafya, safisha sehemu zinazoshikwa mara kwa mara ukitumia vipukusi, kaa umbali wa kijamii na ule chakula bora kwa afya bora.

Sisi sote tunaweza kuwa na mikono ya ajabu, haswa tukihakikisha ni safi saa zote, tukiitumia kwa kazi za nyumbani na kulinda wengine; pia na kazi za uzalishaji.

Wakati wa COVID-19, uangalizi na kazi za nyumbani haipaswi kuachiwa akina mama pekee; kila mtu kwa familia - Mama, baba, mtoto wa kiume, mtoto wa kike na wengine wanapaswa kufanya kazi pamoja kwa jamii wa afya njema na furaha.

# ASANTE

Michoro Ryan Van Eyk, Ntokozo Twala and Segun Samson

Shukrani kwa LightBox Studio, Kenya kwa Centre of Gravity kwa maingizo ya ubunifu