

# 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.

'Maboko ya kokamwa ya mama'



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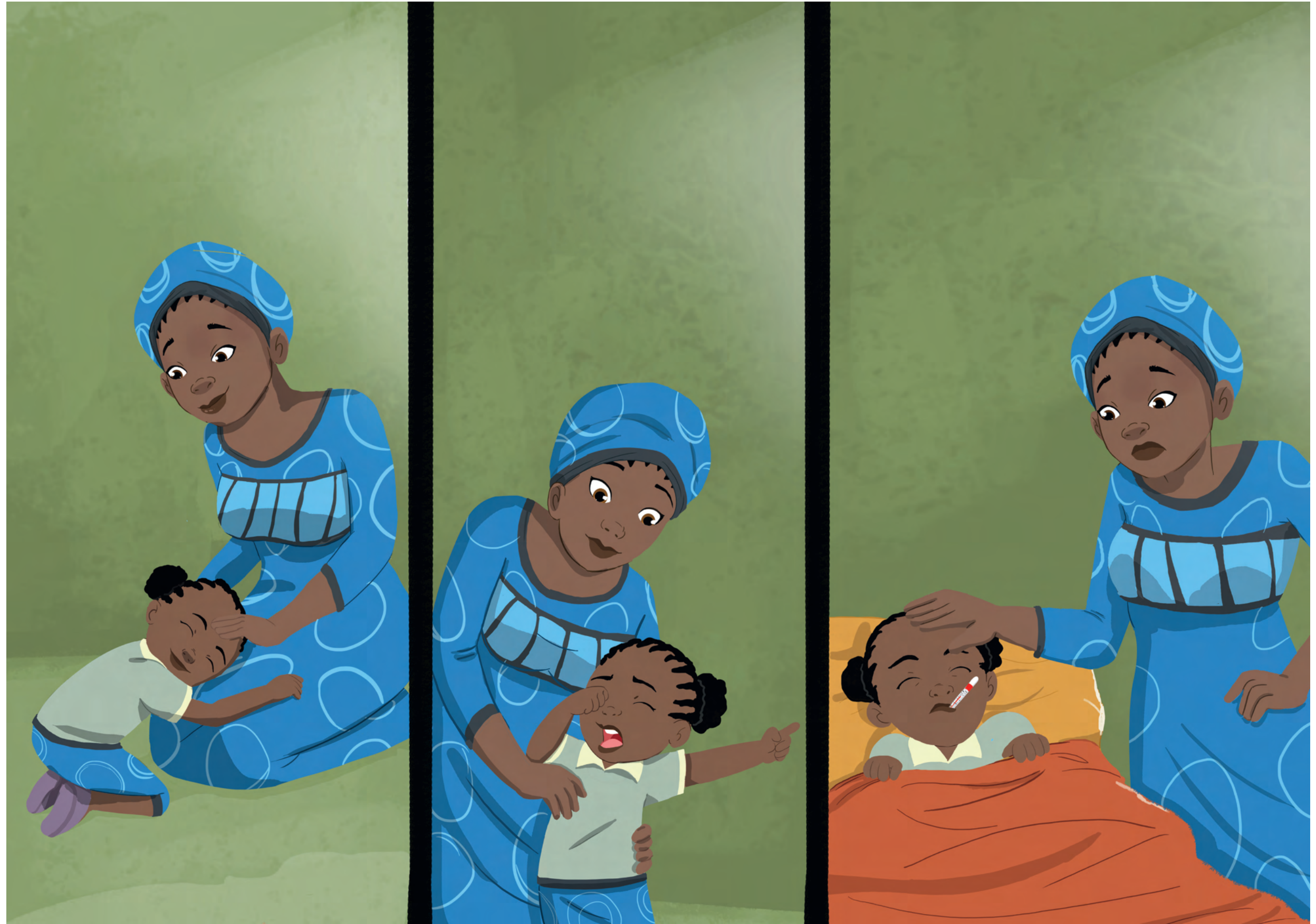


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# EBANDELI: Mama ya kokamwa, maboko ya kokamwa

Mama 'aza mama ya kokamwa,' mpe maboko na ye eza 'maboko ya kokamwa.'  
Mbala mosusu mpo na yo, aza neti bamama nyonso mpe maboko na ye eza neti  
maboko nyonso.

Kasi mpo na ngai, eza maboko ya kokamwa koleka na mokili mobimba.



# MAKAMWISI YA MABOKO YA MAMA

Maboko ya kokamwa ya mama ebondelaka ngai mpo nalala soki nazali koninga-ningana, epangusaka mpisoli na ngai soki nazolela mpe ebondisaka ngai soki nazalaki kobela...





Kadre 3

# KOLAMUKA

Na ebandeli ya mokolo nyonso, maboko ya mama ebeta-betaka ngai na boboto mpo na kolamusa ngai.

Mikolo mosusu, maboko ya kokamwa ya mama, elekaka na elongi na ngai, esimbaka ngai na libumu mpe eningisaka ngai mpo nalamuka.



## MABOKO YA KOKAMWA

Ntango nalamukaka namonaka papa asi atokaki mai oyo tokosalela na mokolo mobimba, kasi maboko ya kokamwa ya mama esi esokolaki ndako.

Esokolaka, epangusaka, ekombaka mpe elambaka na pete nyonso.

Nakoki kolekisa mokolo mobimba na kotalaka maboko na ye ya kokamwa ezosala.



# WESE – MIKROBE – MALADI – KOZALAKA TE – KOZANGA KOLONGA

Soki nalamuki, nakendaka na wese.

Soki nabimi na wese, mama asalisaka ngai nasukola maboko na  
savon.

Natunaki ye mpo na nini, azongisaki ete, na maboko na ngai, eza na  
mikrobe oyo emonanaka te mpe ekufaka te soki nasokoli maboko na  
mai mpamba kozanga savon.

Elingi koloba nakobela, nakozala te na nzoto kolongono, mpe  
nakokoka kokende kelasi te.



# MEKOLA – SAVON – NZOTO KOLONGONO – ELONGA

Mama alakisaka ngai lolenge ebongi ya kosukola maboko (kosukola mbata mpe nsima ya maboko, katikati ya misapi, na manzaka, mpe loboko mobimba).

1. Eza ntina mingi kopolisa maboko na mai ya peto;
2. Tia fulufulu, na konikaka maboko na yo esika moko na savon;
3. Pakola yango na basegoni 20 mpe
4. Kawusa yango na elamba ya peto to na mupepe.





## BIZALELI YA BOPETO

Na nsima, amemi ngai na esika ya kosukola, maboko na ye ya kokamwa esopeli ngai mai mpe epakoli ngai savon. Kala mingi te, namiyoki malamumu mpe peto.

“Osengeli konika mino, kosanola suki, kobongisa nzoto mpe kokata manzaka mbala na mbala; kobosana te kosukola mbala na mbala maboko na savon.

Kosala bongo ekosalisa yo na kokola mpe okoma mwasi ya elonga, mwasi ya limemia.” Alobi bongo ntango azali kotia loboko ya suka mpo na kosanola suki na ngai.



# KOLIA + KOLEISA + KOSUKOLA MABOKO NA SAVON

Namoni mama azolamba bilei.

Naza na nzala makasi, nakimi mbangu epai na ye mpo na kolia.

Soki nabosani kosukola maboko na savon, mama akokundolisa ngai – soki olingi kozala nzoto kolongono mpe makasi, sukolaka maboko na savon.

Tosukoli lisusu maboko na biso na savon elongo.

Nabandi kolia ngai moko, kasi kala mingi te nasengaki ye aleisa ngai.

Bilei ya maboko na ye ya kokamwa ezalaki elengi mingi koleka.



## BIZALELI MALAMU

Touti na zando mpe tozozonga. Mama asepelaki ntango na nzela ba voisin basepelaka na bilamba na ngai ya peto.

Batunaki mama ete: “Mwana na yo aza kitoko makasi. Ndenge nini obatelaka libota na yo, ata ozokutana na makambo ya mpasi mpe oza na misala mingi?”

“Mama, bazo sepela mpo naza peto.” Mama azongisaki maloba ete:

“Ya solo, eza te kaka mpo oza peto kasi mpe mpo osalaka makasi, oza na bizaleli malamumu, mpe otosaka mikolo.

Ozopesa ngai esengo!” Abeti ngai na boboto mpe na bolingo na moto na maboko na ye ya kokamwa. Nakangi miso mpe naseki.



## DEVOIR + KOLONGA

Kelasi ezongi nanu te kasi naza na posa makasi ya kozonga mpo na koyekola makambo mingi! Mama na papa babongisaka mesa na ngai ya kotanga mpe bisika pene na yango mpo ezala peto, basalelaka kisi ya koboma mikrobe to solution ya kotia bopeto.





## KOLAMBA + KOSUKOLA MABOKO NA SAVON

Nsima ezalaka ngonga oyo nalingaka mingi – kosakana na ndeko na ngai ya mobali mpe ya mwasi na lopango. Ntango nazopota mbango, namoni mama na papa bazosokola maboko na savon mpe kopetola esika ya kobongisa bilei liboso babanda kolamba yango.

Basimbaka te bilei soki basokoli nanu te maboko na savon, ezala mpo na kolamba, kolia, to koleisa bandeko na ngai ya mibali mpe ya basi.



## KOLIA + KOSOKOLA MABOKO NA SAVON

Soki ngai na bandeko na ngai tozongi na ndako nsima ya kosakana, tobosanaka te kosukola maboko liboso ya kolia.

Nayebisi mama ndenge nalendisaki ndeko na ngai ya mobali mpe ya mwasi na kosukola maboko na savon mpe mai liboso ya kolia bilei alambelaki biso ntango tozalaki kosakana libanda.

Mama aseveli mingi mpe abeti ngai na boboto na mukongo mpe alobi naza mwana-mwasi ya malamumu.



## MPONGI + ELONGA

Nsima ya kolia mpe konika mino, nalalaka, nayebisaka mama ete bantango mosusu nabosanaka makambo natangaki liboso.

Alobi tosengeli koluka lolenge ebongi ya komikundola makambo.

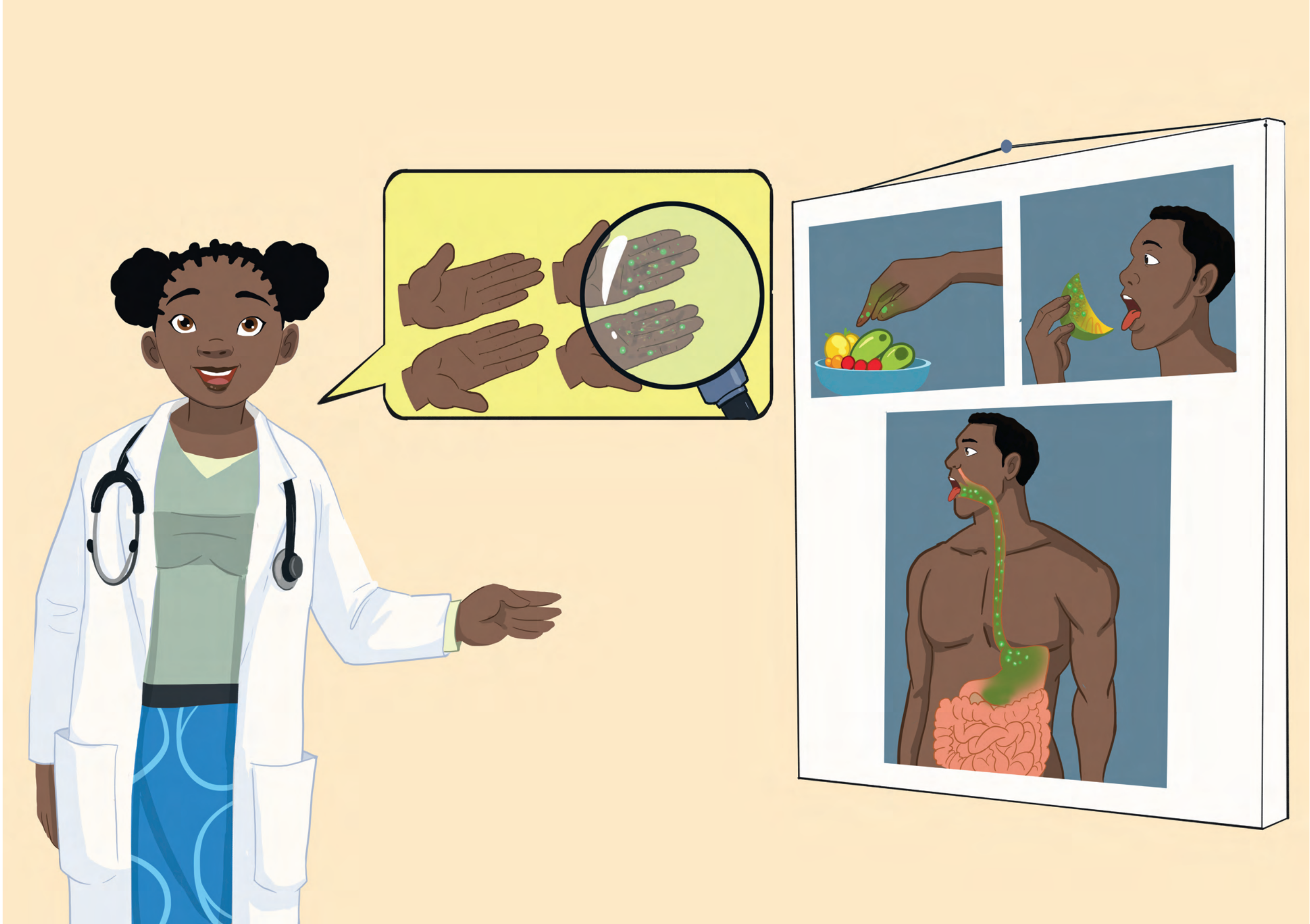
Na ndakisa, misapi 2 mpo na mabaku 2 ya kosukola maboko na savon: liboso ya kosimba bilei mpe nsima ya kowuta na wese.

Misapi 2, mabaku 2, nazongeli koloba yango

Naseki mpe nalali.

## MOLOBI ATUNI:

Olingi koyeba makambo ekomelaki mwana-mwasi oyo?





## MOLOBI ATUNI

Olingi koyeba makambo ekomelaki mwana-mwasi oyo?

## MONGANGA – LISOLO YA MIKROBE

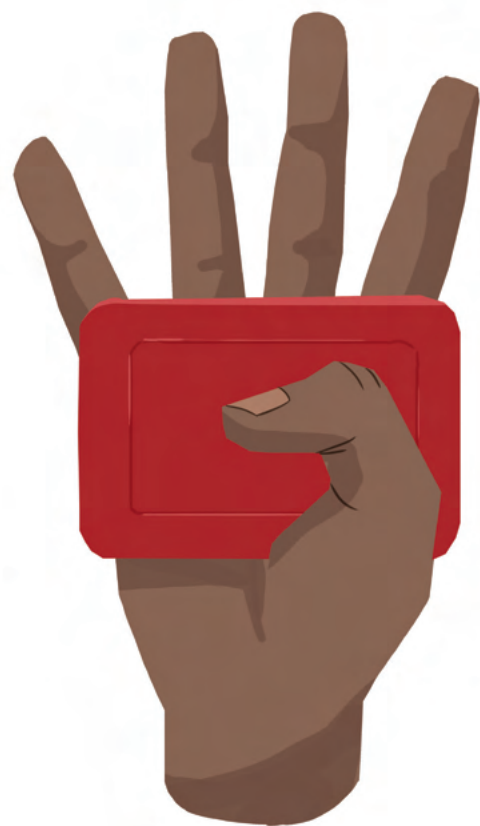
Lelo nakomi monganga!

Bananga na ngai mingi bazalaki kobela ntango tozalaki bana.

Bisika oyo tofandaki ezalaki kosalisa te.

Kasi ngai te, mpo eza nde molende ya mama na ngai ya koyebisa  
ngai nasukola maboko na savon.

Soki tosukoli maboko na mai pamba, maboko ekoki komonana  
peto, kasi eza na mikrobe emonanaka te oyo etikalaka na  
maboko pe ekopesa bana maladi.



**SOKOLA**

**BASEG 20**

## BOZONGELI

Sikoyo nsima ya mibu nyonso oyo, bomoi na ngai eza litatoli ya mama mpe ya maboko na ye ya kokamwa. Yango wana, tiaka bokebi na makambo oyo ya mike-mike.

Ndenge mama na papa basalaki, salisa bana na yo bazala na bizaleli malamumu mpe bizaleli malamumu ya bopeto ya nzoto. Salisa bango bakolisa ezaleli ya kosukola maboko na savon nsima ya kosakana mpe ya kosangana na bato mosusu.

Na eleko oyo ya COVID-19, tosengeli mpenza kosukola maboko na basegonde 20 kasi na se te.

Tosengeli sikoyo kobosona te misapi 4 mpo na mabaku 4:

1. Liboso ya kosimba bilei;
2. Nsima ya kowuta na wese;
3. Nsima ya kokosola/kosala itchie mpe
4. Liboso ya kokota na kati ya ndako to nsima ya kowuta libanda.

Kobosana te bantango mosusu ya ntina mingi: Liboso olamba bilei, liboso ya koleisa mwana, mpe nsima ya kosukola niei ya mwana. Kobosana te, maboko na yo ya kokamwa ekobongisa aveniri ya mwana na yo.



## NDENGE COVID-19 EPESAMAKA

Kutana na monganga Kwame, aza moninga na ngai oyo azosala mosala ya koyeba ndenge ya komibatela na COVID-19. Alobaki ete maladi (na bilembo neti moto makasi, kokoba kokosula, koyoka lisusu te nsolo to elengi ya bilei to koyoka yango ndenge mosusu, mpe bongo na bongo), tokoki komibatela na yango. Epesamaka na nzela ya soi mpe ya mai ya bato oyo baza na maladi na nzela ya:

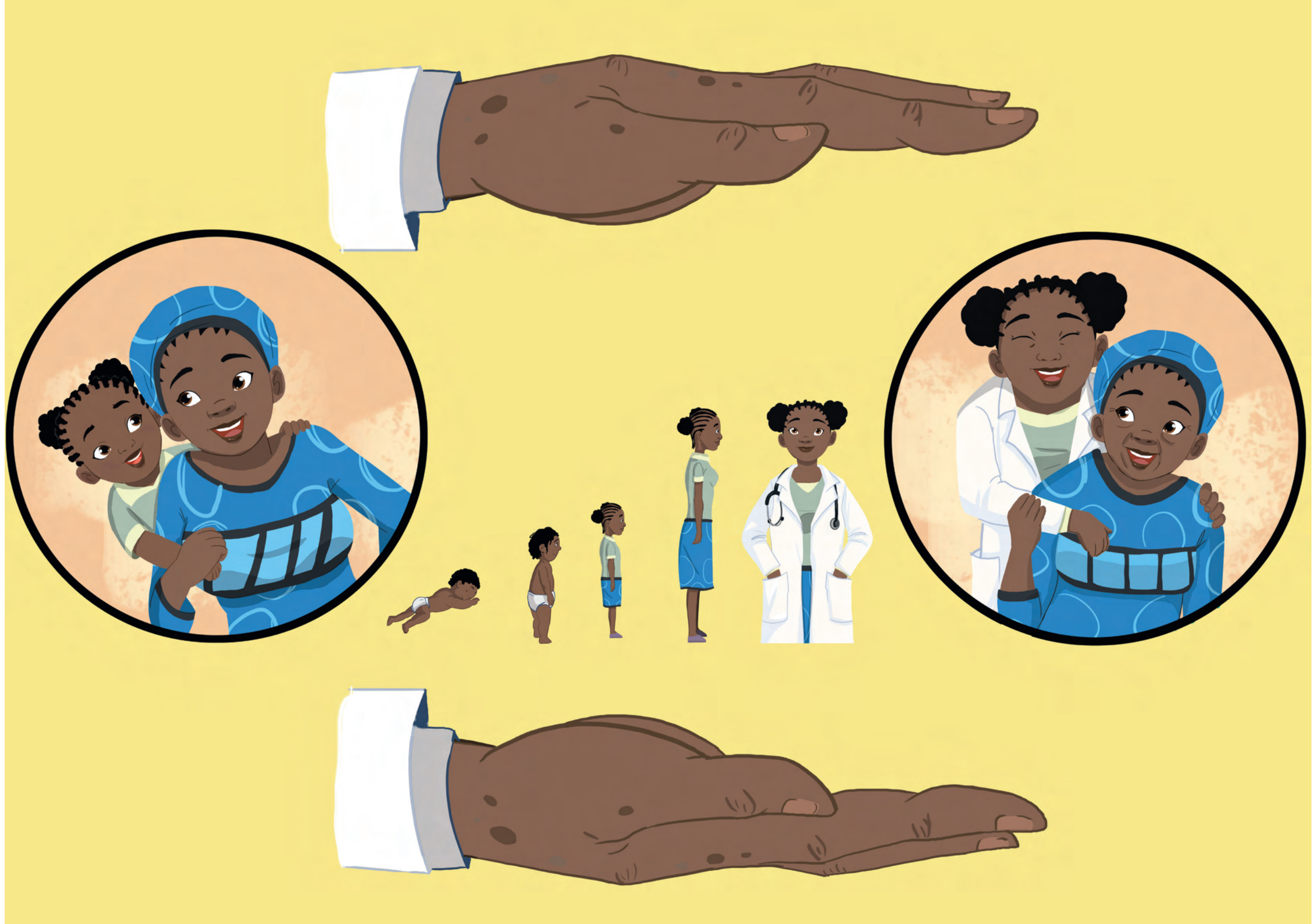
- 1) Kopesa mbote na maboko;
- 2) Kokosula mpe kosala itchie na mopepe to na maboko;
- 3) Kosimba bisika bisili kozwa maladi na maboko mpe
- 4) Kozala pene ya bato oyo baza na maladi.



## NDENGE YA KOMIBATELA NA COVID-19

Tala mwa batoli oyo monganga Kwame apesi mpo na komibatela:

- 1) Sukola maboko mbala na mbala na savon mpe mai;
- 2) Batela distance ya 2 metre katikati na yo na bato mosusu;
- 3) Salela masque na esika oyo okoki te kozala mosika na bato mpe salela kisi ya kopetola maboko soki savon mpe mai ezali te mpe
- 4) Ntango ozali kokosula to kosala itchie, zipa monoko na coude na yo to na elamba, mpe na nsima bwaka yango na poubelle;
- 5) Kosimba te zolo, miso, mpe monoko soki maboko na yo eza mbindo;
- 6) Sukola mpe petola mbala na mbala biloko mpe bisika oyo bato basimbi;
- 7) Kopesa te bato mbote na maboko/koyamba bango mpe te;
- 8) Batela mibange mpe bato oyo baza na maladi oyo esilaka te mpe tia bango na esika na bango moko.





## SIGNATURE YA SUKA YA MAMA

Sikoyo, soki bato bakokumisa ngai mpo nazosala makambo malamumu, nayebisaka bango ete nalingaki te kozala awa soki maboko ya kokamwa ya mama esalisaka ngai te na kobatela ngai na bantango ya mpasi mpe ya misala mingi.

Maboko ya kokamwa ya mama eza nyonso mpona ngai. Banda ntango nazalaki bebe, kino nakomaki mukolo, mpe sikoyo nakoma monganga, maboko na ye ya kokamwa eleisaki mpe ebatelaki ngai.

Na eleko oyo ya COVID-19, batoli ya mama mpe ya papa ezosunga ngai nasalisa bato ya esika nafandi bazala na bizaleli ya malamumu ya bopeto. Kobosana te ete eza ntina ete osukola maboko mbala na mbala na basegonde 20, ozipa munoko ntango ozali kokosula to kosala itchie, opetola na kisi oyo ebomaka mikrobe bisika oyo bato basimbaka mingi liboso osimba yango, ozala mosika na bato mpe oliaka bilei ebongi mpo ozala nzoto kolongono.

Na yango, biso nyonso tokoki kozala na maboko ya kokamwa, mingi mingi soki tobateli yango peto ntango nyonso, soki tosaleli yango mpo na misala ya ndako mpe ya kosalisa basusu; mpe soki tosaleli yango mpo na kosala misala oyo ebimisaka matomba.

Na eleko oyo ya COVID-19, tosengeli te kotika misala ya kosalisa mpe ya ndako kaka na bamama; biso nyonso na libota tosengeli kosala yango – mama, papa, bana-mibali, bana-basi mpe basusu tosengeli banso kosala elongo, mpo libota ezala nzoto kolongono mpe na esengo.

# TOTONDI YO

Bandakisa: Ryan Van Eyk, Ntokozo Twala mpe Segun Samson  
Topesi matondi na LightBox Studio, Kenya mpe na Centre of Gravity  
mpo na makanisi bapesaki