

# 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.

'Intoki za mama zirahebuje'



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# **INTANGIRIRO:**

## **Mama uhebuje afite intoki zihebuje**

Mama wange ni 'mama uhebuje' kandi intoki ze 'zirahebuje'.

Kuri wowe, ashobora kuba asa nka mama usanzwe kandi intoki ze zigasa nk'izindi zose.

Ariko kuri nge, ni intoki zihebuhe mu isi yose.



# INTOKI ZIHEBUJE ZA MAMA

Intoki zihebuje za mama ziransinziriza igihe ntatuje, zihanagura amarira yange igihe ndi kurira kandi zikankiza igihe ndwaye...





# KUBYUKA

Ubusanzwe umunsi wange utangira intoki za mama zinkozeho kugira ngo mbyuke.

Ku minsi imwe n'imwe zinkora mu maso no ku nda maze zikankirigita zibyutsa,  
izo ntoki zihebuje za mama.



## INTOKI ZIHEBUJE

Mfunguye amaso mbona data yavomye amazi dukoresha uwo muni,  
intoki za mama zihebuje zarangije gukubura imbuga.

Zirafura, zigakubura, zigasukura kandi zikanateka nta kibazo.

Nshobora kumara amasaha ndeba intoki zihebuje za mama ziri gukora.



# UBWIHERERO – UDUKOKO DUTERA INDWARA – UBURWAYI – KUTABONEKA – KUNANIRWA

Iyo maze kubyuka, jya mu bwihherero.

Iyo maze kuva mu bwihherero, mama wange akora uko ashoboye kose  
kugirango nkarabe intoki zange n'isabune.

Mubaza impamvu akansobanurira ko hari udukoko dutera indwara tutagaragara  
ku maso tuba turi ku ntoki zange tudapfa iyo nkarabye intoki n'amazi gusa.

Ibi bivuze ko nzarwara maze simbashe gukura neza ngo jye ku ishuri.



# KWIGANA – ISABUNE – UBUZIMA BWIZA – KUGERA KU NTEGO

Mama wange anyereka uko nkaraba intoki zange mu buryo bwiza  
(gukaraba imbere n'inyuma ku biganza, hagati y'intoki,  
hejuru ku ntoki n'intoki zose).

1. Ni ingenzi ko ushyira amazi meza ku ntoki zawe;
2. Rema urufuro ku ntoki zawe uzikuba zifatanye ukoresheje isabune;
3. Zikube nibura amasegonda 20 maze
4. Wihanaguze umwenda usukuye cyangwa uzumukishe umuyaga.





## UBURYO BWO KUGIRA ISUKU

Nyuma y'ibyo, ajyana aho bogera, intoki ze zihebuje zinshyiraho amazi zikanankuba n'isabune. Ako kanya, mpita numva mbye mushya kandi mfite isuku.

“Ugomba koza amenyo yawe buri gihe, wasokoje imisatsi yawe, woze umubiri kandi wanaciye inzara kandi wibuke buri gihe gukaraba intoki n'isabune.

None se ni gute uzakura ukagera ku ntego, ukaba n'umugore wubashywe?” Abivuga, mu gihe ari kurangiza kunsokoza akoresheje intoki ze zihebuje.



# KURYA + KUGABURIRA + GUKARABA INTOKI UKORESHEJE ISABUNE

Ako kanya, mbona mama wange ari gutegura amafunguro.

Ndashonje cyane, ngenda musanga ngo ampe ibiryo.

Iyo nibagiwe koga intoki zange n'isabune mama anyibutsa ko niba nshaka gukura neza kandi mfite imbaraga, ngomba gukaraba intoki n'isabune.

Twongera gukaraba intoki dukoresheje isabune turi kumwe.

Ntangira kwirisha ariko mwumvisha ko agomba kungaburira.

Ibiryo biryoha cyane iyo ngaburiwe n'intoki ze zihebuje.



## UBURYO BWO KWITWARAMO

Turi kuva ku isoko. Mama wange ashimishijwe no kumva abaturanyi bishimira ko nambaye imyenda isa neza.

“Mbega ukuntu umukobwa wawe asa neza! Ni gute ubasha kwita ku muryango wawe, n’ubwo hari ibihe bitoroshye kandi ukaba uba uhuze cyane?” babaza Mama.

“Mama, urabona ko bishimira ko nsa neza”. Arasubiza,

“Yego rwose mukobwa wange, si uko gusa usa neza ahubwo ni kubera ko ukora cyane, ufite imyitwarire myiza kandi wubaha abakuze.

Untera ishema!” Ankorana ubwuzu mu mutwe akoresheje intoki ze zihebuje. Ndahumiriza maze ndamwenyura.



## UMUKORO WO MU RUGO + KUGERA KU NTEGO

Amashuri ntarafungura ariko mfite amatsiko yo gusuburayo kugirango nige andi masomo! Mama na Papa bakora uko bashoboye kugira ngo imeza nsomeraho n'aho nigira habe hafite isuku bakoresheje imiti yica udukuko cyangwa umuti usukura.





## GUTEKA + GUKARABA INTOKI UKORESHEJE ISABUNE

Nyuma y'ibi haza ikintu kinshimisha ku munsu: Igihe cyo gukina n'abavandimwe bange mu gipangu. Iyo ndi kwiruka, mbona Mama na Papa bari gukaraba intoki zabo n'isabune bari no gusukura aho bategurira ibiribwa mbere yo gutangira guteka.

Ntibakora ku biribwa badakarabye intoki zabo n'isabune, igihe cyose bari gutegura ibiribwa, kurya cyangwa kugaburira abavandimwe banjye.



# AMAFUNGURO YA NIJORO + GUKARABA INTOKI N'ISABUNE

Iyo abavandimwe bange nange tugarutse mu rugo tuvuye gukinira hanze, twibuka gukaraba intoki zacu mbere yo kwicara ngo dufate amafunguro.

Mbwira Mama uko nashishikarije abavandimwe bange gukaraba intoki zabo n'isabune n'amazi mbere yo gufata amafunguro yoroheje yaduteguriye mu gihe turi gukinira hanze.

Mama wange yarishimye cyane maze ankorana ubwuzu mu mugongo maze ambwira ko ndi umukobwa mwiza.



## KURYAMA + KUGERA KU NTEGO

Nyuma yo kurangiza amafunguro nahawe no koza amenyo, ndaryama nkabwira  
Mama wange ko rimwe na rimwe bingora kwibuka ibyo nasomye.

Ambwira ko ari ikibazo cyo kubona uburyo bwiza bwo kwiyibutsa.

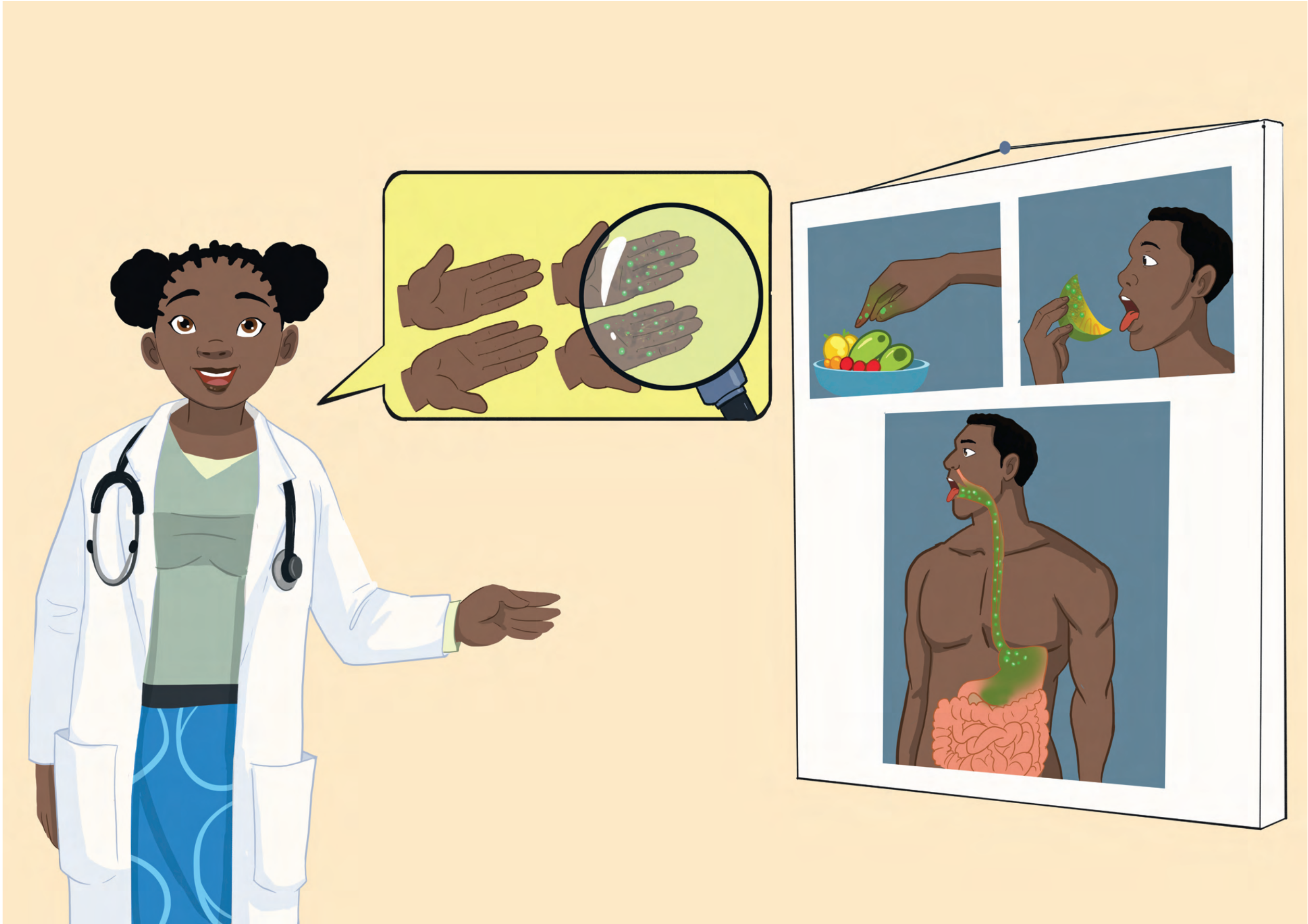
Urugero: Intoki 2 bisobanura amahirwe 2 yo gukaraba intoki ukoresheje  
isabune: mbere yo gukora ku biribwa na nyuma yo kuva mu bwihherero.

Intoki ebyiri, amahirwe 2, mbisubiramo.

Ndaseka nkanasinzira.

# UBARA INKURU ARABAZA:

Urifuza kumenya ibyabaye kuri uyu mukobwa?





## UBARA INKURU ARABAZA:

Urifuza kumenya ibyabaye kuri uyu mukobwa?

## MUGANGA: INKURU Y'UDUKOKO DUTERA INDWARA

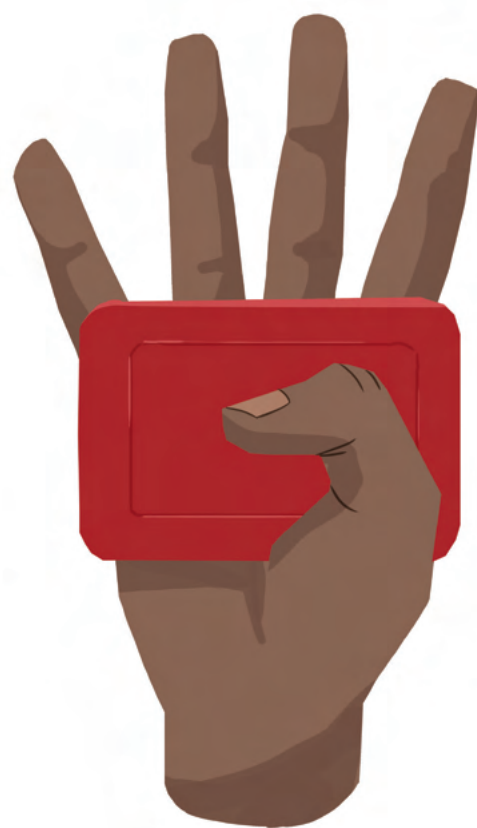
Uyu mumsi, ndi muganga!

Inshuti zange nyinshi zagiye zirwara tukiri bato.

Ibidukikije byaratugoye.

Ariko si nge, kubera ko Mama wange atsimbarara  
ku gukaraba intoki n'isabune.

Iyo dukarabye intoki n'amazi gusa intoki zacu ziba zisa neza, ariko hari  
udukoko dutera indwara tutagaragarira ijisho tutava ku ntoki zacu tukanduza  
indwara abana bacu.



**KARABA**

**AMASEGONDA 20**

## AMAHIRWE YO GUSUBIRAMO

Nyuma y'iyi myaka yose, ubuzima bwange ni ikimenyetso k'intoki zihebuje za Mama wange.  
Rero, tega amatwi kuri ibyo bintu bito bito.

Nk'uko Mama na Papa wange babikoze, nawe kora ku buryo mwitoza imyitwarire myiza yo kwita ku isuku hamwe n'abana bawe. Kora ku buryo bagira umuco wo gukaraba intoki n'isabune nyuma yo gukina no kuganira n'abandi.

By'umwihariko, muri ibi bihe bya COVID-19, bigomba gukorwa nibura amasegonda 20 inshuro nyinshi zishoboka. Noneho tugomba kwibuka intoki 4 ku mahirwe 4:

1. Mbere yo gukora ku biribwa;
2. Nyuma yo gukoresha umusarane;
3. Umaze gukorora/kwitsamura na
4. Mbere yo kwinjira mu nzu cyangwa ukimara kwinjira mu nzu.

Ntiwibagirwe n'ibindi bihe by'ingenzi: Mbere yo gutegura amafunguro, mbere yo kugaburira umwana wawe na nyuma yo guhanagura umusarani w'umwana wawe. Nyuma y'ibyo byose, intoki zawezihebuje nizo zitunganya ahazaza h'umwana wawe.



## UKO COVID-19 YANDURA

Dogiteri Kwame, ni umwe muri bagenzi bange bakora mu byo gukumira COVID-19. Ashimangira ko indwara (ifite ibimenyetso nko kugira umuriro mwinshi, inkorora idashira, gutakaza cyangwa guhinduka k'uburyo uhumurirwamo cyangwa kumva uburyohe n'ibindi.) ishobora gukumirwa.

Yandura binyuze mu macandwe n'amatembabuzi y'umuntu wanduye bitewe no:

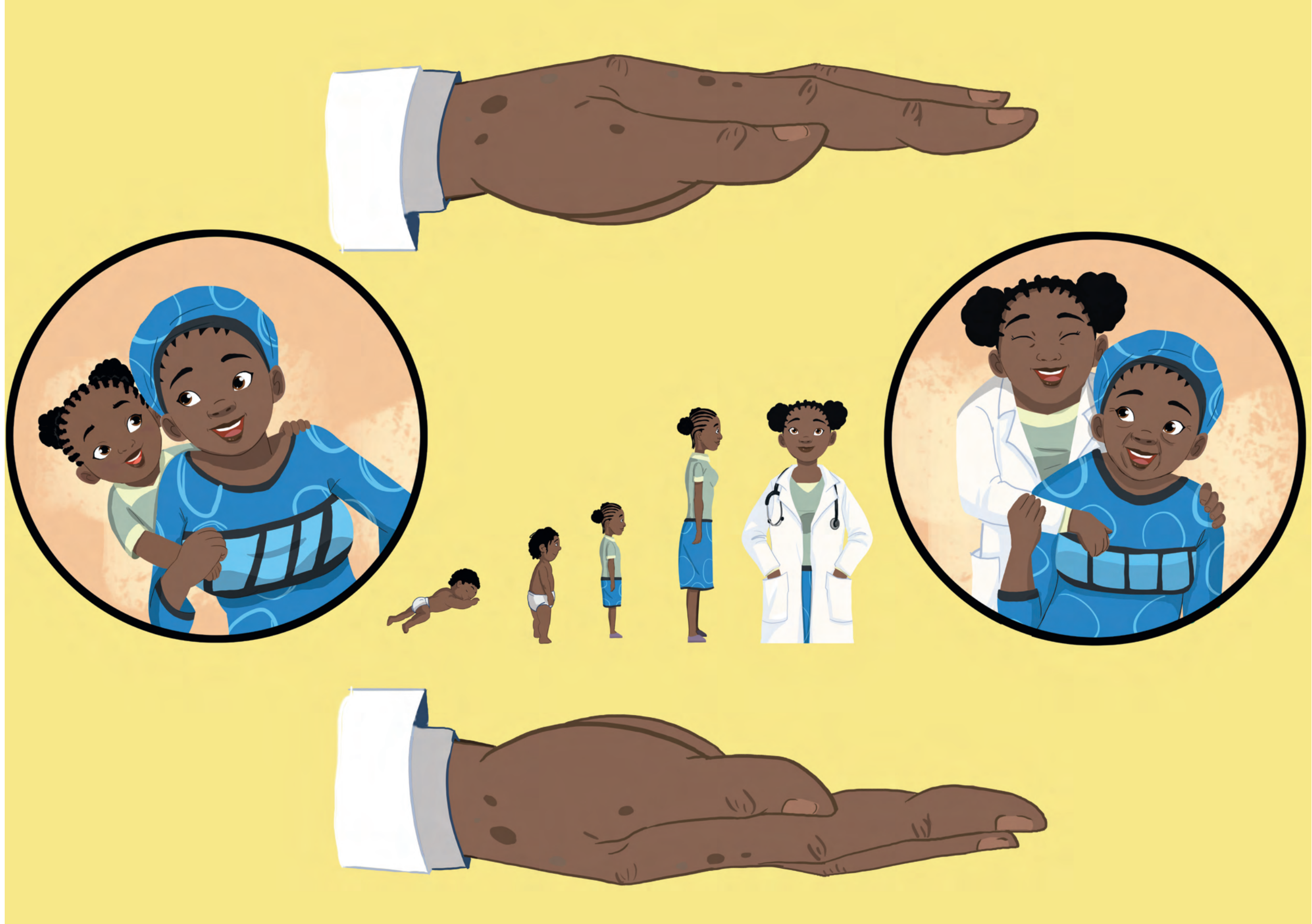
- 1) Gusuhuzanyauhana umukono;
- 2) Gukorora no kwitsamura bikajya mu mwuka no mu ntoki;
- 3) Gukora ahantu hakoze n'intoki zanduye no
- 4) Kwegerana cyane n'abantu banduye.



## KWIRINDA COVID-19

Dore zimwe mu nama z'ingirakamaro zo kwirinda zatanzwe na Dr Kwame:

- 1) Karaba intoki zawe kenshi ukoresheje isabune n'amazi;
- 2) Siga intera ya metero 2 hagati yawe n'abandi bantu;
- 3) Koresha agapfukamunwa kongera gukoreshwa aho guhana intera hagati yawe n'abandi bidashoboka kandi ukoreshe umuti usukura intoki urimo arukoro wabugenewe niba isabune n'amazi bidahari kandi
- 4) Ipfuke umunwa igihe ukoroye unitsamuye ukoresheje mu nkokora yawe cyangwa ukoreshe agatambaro maze uhite ukajugunya ahabugenewe;
- 5) Irinde kwikora ku mazuru, amaso n'umunwa igihe ufite intoki zanduye;
- 6) Sukura unatere umuti wica udukuko ku bintu n'ahantu hakunda gukorwa cyane;
- 7) Reka guhana umukono/guhoberana igihe uri gusuhuza abandi bantu;
- 8) Ishyire mu kato unarinde abageze mu zabukuru n'abandi bantu barwaye izindi ndwara.





## GUSHIMIRA BWA NYUMA MAMA

Buri gihe uko abantu banshimiye ku byiza nakoze mbabwira ko ntashobora kuba aho ndi uyu munsu iyo bitaza kuba intoki zihebuje za Mama wange zanyitayeho zikandera mu bihe bikomeye birimo n'akazi kenshi.

Intoki za Mama zidasanzwe zisobanura byinshi kuri nge.

Uhereye nkiri uruhinja, nkagenda nkura nkaba umwana, none ubu nkaba mbaye muganga, inkoti ze zidasanzwe zarangaburiye zinanyitaho.

None ubu turi mu bihe bya COVID-19, inama za Mama na Papa wange zimfasha gufasha aho ntuye mu kugira isuku yo ku mubiri. Ibuka ko ari ingenzi gukaraba intoki amasegonda 20 inshuro nyinshi, ugapfuka umunwa igihe ukoroye cyangwa witsamuye, ugahanagura ahantu hakunda gukorwaho cyane ukoresheje imiti yica udukoko mbere yo kuhakora, kwitoza kubahiriza gusiga intera hagati yawe n'abandi kandi ukarya indyo yuzuye kugira ngo ugire ubuzima bwiza.

Hagati aho, twese dushobora kugira intoki zihebuje; by'umwihariko, igihe dukomeje kuzigirira isuku, tukazikoresha mu kazi ko mu rugo n'ako kwita ku bandi ndetse n'agatanga umusaruro.

Muri ibi bihe bya COVID-19, kwita ku bandi n'akazi ko mu rugo ntibigomba guharirwa ababyeyi b'abagore gusa; buri wese mu muryango: Mama, papa, abana b'abahungu, abana b'abakorwa n'abandi bagomba gukorera hamwe kugira ngo umuryango ugira ubuzima bwiza kandi wishime.

# URAKOZE

Ibishushanyo: Ryan Van Eyk, Ntokozo Twala na Segun Samson  
Turashimira LightBox Studio yo muri Kenya n' Ikigo cya Centre of Gravity ku  
bw'ibitekerezo batanze ku bijya muri aka gatabo n'imiterere yako