

# 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.



# 'Mami Naakpee Niji'



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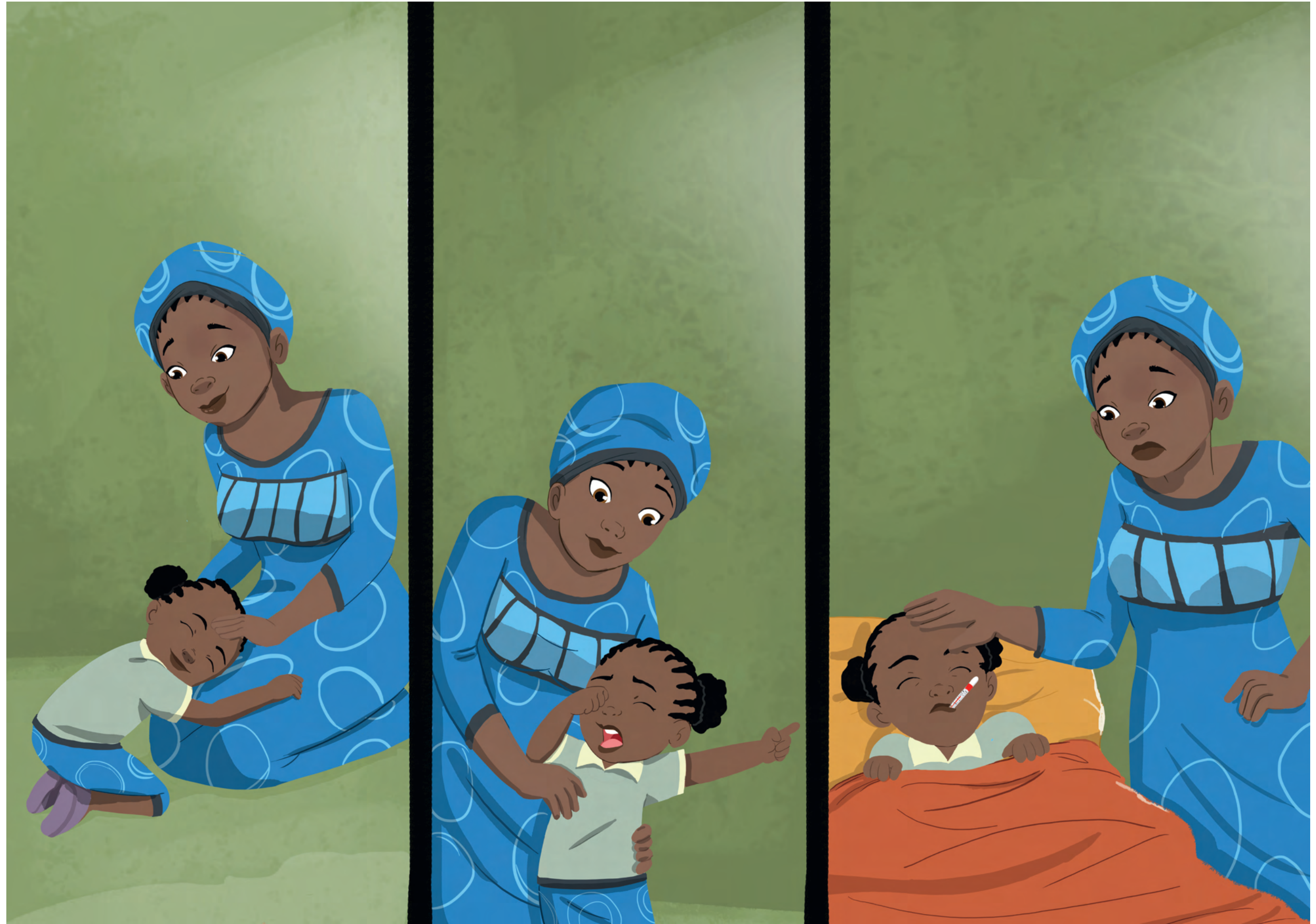
Baafa (kuku) 1

# MLIBOTEMO

## Ŋkunya a Nye awo, Ŋkunya Nijii

Minye awo ji 'ŋkunya mami' ni enijii ji 'ŋkunya nijii' Bo le, obaanye ona le ake nye awo ko keke ni hie nijii ko keke Shi mi le, minaa enijii ake nijii niyɔɔ ŋkunya fe fe ye je le mli.





# NYE AWO NKUNYAA DEN

Mi mami nkunyaa den woleo mi ke minyee mawo, ametsumo miyaafonui keji mifo ni amekweso mi ke hela mo mi.





# SHITEE

Nεκε ji bɔni migbi ɛ jeɔ shishi ehaa: Minye awo ke enikutso shiɔ mi bleoo ke tsiɛɔ mihie.

Ye gbii komɛi anɔ ɛ, enijii nyieɔ mihie ke mimusu nɔ ni amewoɔ milɔgɔligi ke tsiɛɔ mi,  
nakai minye awo nkunyaa nijii ɛ





## ŊKUNYAA NIJII

Migbele mihinmei ni mina ake mitse eloo nu keha gbi le, mi nye nkunyaa nijii  
le ebe shikpɔŋ le momo.

Amefɔɔ nii ahe ni amebɛɔ ni amɛsumɔɔ nibii ahe ni amehɔɔ nii ni naagba ko kwraa be he.

Manye makwe neke nkunyaa nijii nee ɲmeletswai babao ni amɛŋtsu nii.





# TIAFI-MUAWAI-HELA-BE JEME-SHIGBEEMO

Ke mihie tse pe, miyaa tiafi.

Ke miye tiafi mli miba non pe, mi nye awo baaha mafu mide ke Samala.

Mibio le ake meeba, ni egbalaa mli etsu mi ake muawai komi holo miden ni  
anaaa ame ke hime folo ni amegbon ke ake nu pe fu.

Ene tsu ake hela baamo mi ni minyen mada ojogban koni manye maya skul.





# FEEMO NONI MIFEO-SAMALA-HEWALE KPAKPA NAMO-KUNIMYELI

Minye tsɔɔ mi gbɛ kpakpa nɔ ni sa akɛ mifɔɔ midɛ mihaa  
(akɛ mafɔ midɛn kɛ minine sɛɛ, miwaobii atɛn, minine  
naa kɛ midɛ lɛ fɛɛ).

1. Ehe hiaa akɛ obaafɔ odɛn kɛ nu ni he tse.
2. Obaana afui yɛ odɛn kɛ okɛ samala wo odɛn ni oshwishwia oniji enyɔ lɛ
3. Sha aafee hiɲmeitswai nyɔɲmai-enyɔ (20) ni
4. Tsuumɔ kɛ mama ni egbi aloo kɔɔɔɔ





## FALEFALEFEEMO JENBA

Ƙε wɔgbε naa lε, eƙε mi shiɔ akon ƙε yaa hejuuhe lε gbε, ni eƙε enƙunyaa nijii lε tsoɔ nu eshwieɔ minɔ ƙε juɔ mihe ƙε samala. Etsɛɛ kwraa ni mihe tseɔ ni efeɔ kenɛ.

Esa aƙε osha oɗan befebe, oshwa oyitsɔi, otsumɔ ohe ni ojie owaonaa ni okai ni ofɔ oɗenɔmɔ ƙε samala.

Te obaafεe tɛnɛn eƙonɛn ni oɗa ni otsɔ yoo ƙpanaa lε? Eƙεɔ, beni eƙε enƙunyaa nijii lε shaa miyitenɛn naagbee shikome.





## NIYELI + LΞΞ + DΞNƆMƆ KE SAMALA

Etsεεε nɔŋŋ, ni mina ake minye awo ebɔi nɔni abaaye hoomɔ.

Hɔmɔ miiye mi waa ake, mijo foi mitee eŋɔɔ ni eha mi niyenii.

Keji mihie kpanɔ ake mafɔ miden ke samala pe le, mi nye awo kaio mi ake-keji ootao ni oda jogbanŋ ona gbɔmɔtson hewale ni ohe awa le, esa ake ofɔ oden ke samala.

Wɔsaa wɔfɔɔ wɔden ke samala ekonŋ.

Mibɔio ake midienɔtse miiye nii shi etsεεε nɔŋŋ ni milakaa le ni ewo minaa.

Niyenii ŋɔɔ waa ke eje ledienɔtse enkunyaa nijii amlɔ.





## JENJBA NIFEEMCI

Wonyie keje jara no ke ba Minye awo mii eshe ehe ake mei ni yoo gbe le no  
beni wɔbaa le hie so mitaadei ni he tse le ahe.

"Kwe boni obiyoo le he efee feo eha" Te ofeo tɛnɛn okwɛo oweku, ye neke  
bei amli ni ewa le ke daadaa nibiifeemo babao amli le?"

Amɛbio mi nye awo.

"Nye awo, kwemo, amɛnyaa mihe ejaake mihe tse" Ehaa hetoo ake

"Hɛɛ nyɔnɔma shiishi, mibiyoo, jee ye ohetsemɔ naa keke shi ye onii ni  
otsuo waa hu he, ke ake oye jenba kɔkɔpa ni obuɔ onukpai.

Owoɔ mihie nyam Eke enkunyaa nijii le taa miyitenɛn no bleoo ye suɔmɔ  
naa Miɔaa mihinmei ni miɔmɔ hɛbii.





## SHIA NITSUMƆ + KUNIMYELI

Agbeleko skul gbε lolo shi minyεεε mamε ni maku misεε  
mayakase nibii babao Nye awo ke tse ataa maa nɔmi  
ake amεke muawa tsofa ke niitsuumƆ samala haa  
minikanemƆ okpɔɔ ke mihewɔniianj he tseɔ.



## NIHOOMO + DENFOMO KE SAMALA

Enε sεε ιε, nii ni misumoo fe fεε γε gbi ιε mli baa-ake mike minyeminuu ke minyemiyoo baashwe γε kro ιε no. Beni miijo foi ιε, minaa minye awo ke mitse ataa ni miifo amede ke samala ni amemiitsumo heni abaafee niyenii γε dani ameboi nihoomo.

Ametaaa niyenii he keji ameke samala foko amede momo, keji amebaahoo nii jio, γε ame niyeli mli loo γε minyemimeι ιε aleε mli.





## GBEKÉ NIYENII + DENFOMO KE SAMALA

Beni miyemiméi lé ké mi jé kpo lé nò shwemò nò wò baa shia lé, wò kaio aké  
esa aké wòfò wòdèj dani wòtaashi wòyèò nii.

Mikéò minyé awo bóni miwo minyeminuu lé ké minyemiyoo lé ñaa miha ni  
améfò amèdèj ké nu ké samala dani améye dókòdòkò nibii ni efee eha wò  
beni wòshwèò yé agbo lé naa.

Minyé awo miishé ehe waa ni eké enine saa misèè ni ekéò bóni miji gbeké  
kpakpa miha.





## WƆƆ + KUNIMYELI

Beni miye nii migbe naa ni misha midan sɛɛ lɛ, Mikaashi ni mikɛɔ minyɛ awo akɛ  
bei komɛi lɛ ewa ha mi akɛ makai nɔni mikaneɔ

Ekɛɔ akɛ nɔni sa akɛ mafɛɛ ji akɛ mataoɔ ɲaa gbɛ ko nɔ ni mikɛ kai mihe

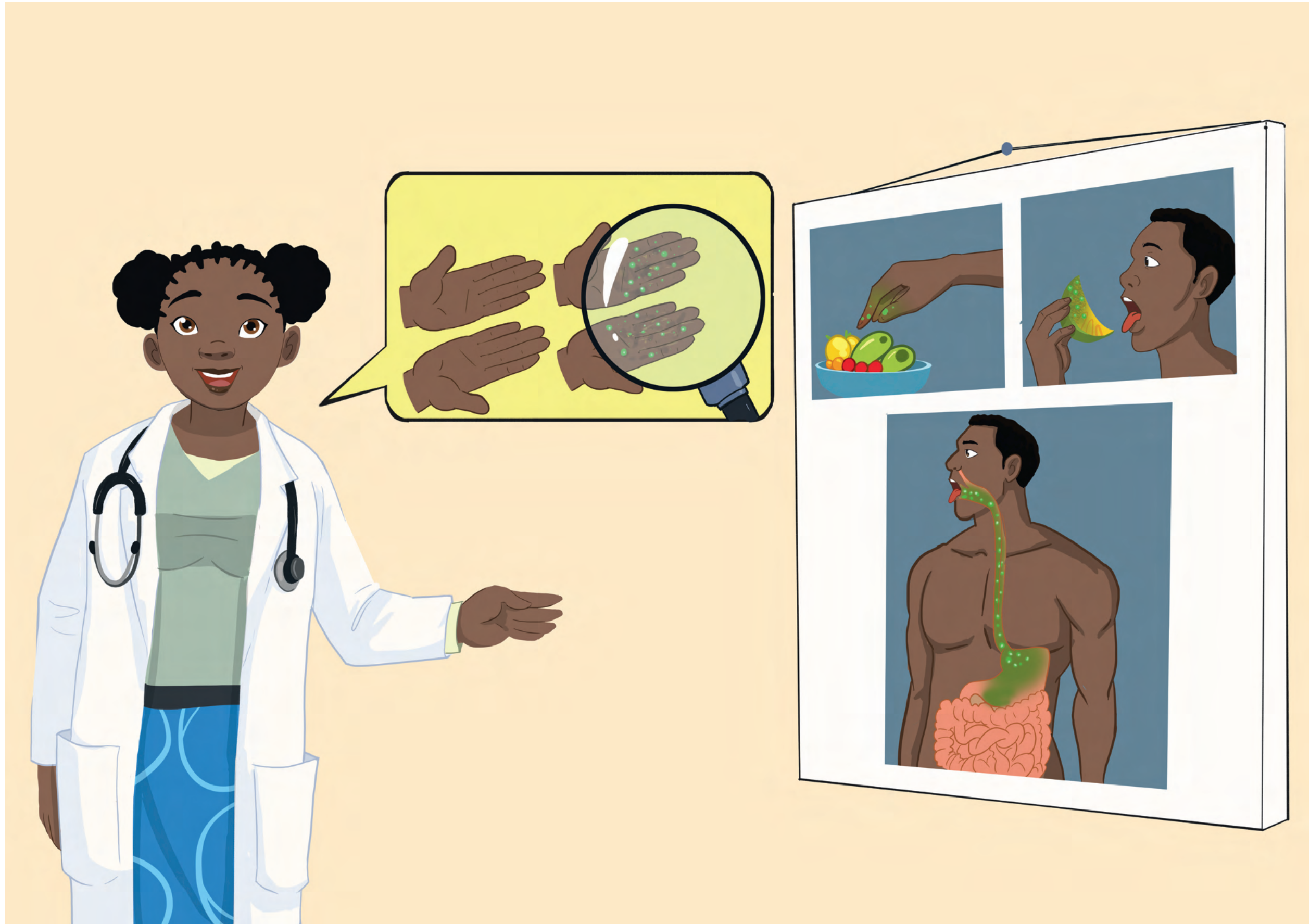
Nɔkwɛmɔnɔ, waobii 2 kɛha bei 2 ni obaafɔ odɛɲ kɛ samala: dani obaata niyenii  
he kɛ beni otee nii amli sɛɛ.

Waobii enyɔ, bei 2, Misaa mikɛɔ mihe.

Miɲmɔɔ hɛɛbii ni miwɔɔ

# Adesatale Ie bio:

Ani ootao ole nani fee gbekeyoo nee?



## ADESATALO LE BIC:

Ani ootao ole noni fee gbekoyoo nne?

## DATREFONYO-MUAWAI LE ADESA

Nmene le, datrefonyo ji mi!

Beni wadarako le no mli le, hela mo minaanenemei babao

Wohewoniian ha ni ewa

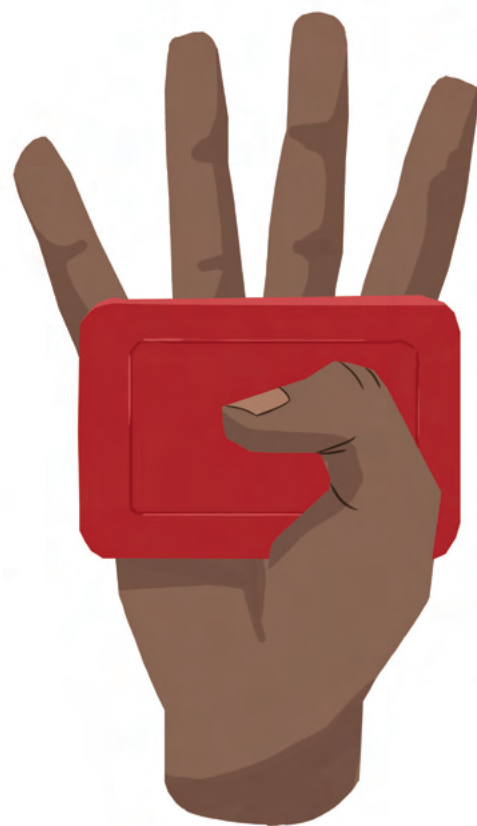
Shi jee mi, ejaake mi nye awo maa nomi ake wofa wode ke samala.

keji wofa ke nu pe le, efeo tamu wodeye eje, shi muawai komi ni anaaa tsu wu  
nijii amli ke tseye wubii.





**WASH**



**20 SEC**

## Wɔkwɛ bei lɛ ekonɔ

Bianɛ lɛ, yɛ afii nɛɛ fɛɛ asɛɛ lɛ, miwala yeɔ odase ehaa minyɛ awo kɛ ɛnkunyaa nijii lɛ Hewɔ lɛ bo nibii bibii nɛɛ atoi jogbanɔ.

Tamɔ bɔni minyɛ awo kɛ mi tɛɛ ataa fee lɛ, maa nɔ mi akɛ obii baana jenba kpakpai ni amɛkase hewɔn falefale feemɔ. Maa nɔ mi akɛ amɛbaale bɔni afɔɔ dɛn kɛ samala ahaa beni amɛshwɛ amɛta ni amɛkɛ mɛi eshara hu.

Bianɛ ni tɛɛnɛmɔ hela covid-19 eba nɛɛ lɛɛ, esa akɛ afɔ dɛn fɔmɔ po fe tsustsu lɛ ni afee lɛ hiɔmɛitswaa aaafeɛ nyɔnɔmai-enyɔ (20) mli.

Bianɛ lɛ esani wɔkai waobii 4 kɛha bei 4:

1. Dani onine baata niyenii he;
2. Be mli ni otee tiafi sɛɛ
3. Beni owɔɔ/otsine ogbenaa kɛ
4. Dani obaa bote shia mli aloo kɛ obote shia mli nɔnɔ

Kaaha ni ohie kpa bei ni he hiaa krokomei lɛ nɔ: Dani obaahoo niyenii, dani obaale obi kɛ beni otsumɔ obi wamɔ ogbenaa. Ejaake yɛ naagbee lɛ bo ɛnkunyaa nijii lɛ ni kudɔɔ obi shade





## COVID-19 GBEEKESHWAMO

Naa Dr. kwame, eji moko ni fata womei ni wotsio COVID-19 naa. Emaanomi ake hela le (ke ehe okadii tamɔ hedɔɔ, daa wɔlɔmɔ, ake onyee ni ofu nii aloo ona niyenii ɔɔmɔ kn kn) abaanye atsi naa Etsɔɔ mei ni hie hela le alajɔ ke ahɔle nɔ egbeɔ eshwaa ye:

- 1) denɔta;
- 2) Wɔlɔmɔ ke tsinemɔ ke kɔɔɔɔ mli woo ke den ;
- 3) Ake nijii nihie muawai le baatara nibii anɔ
- 4) Ake oke ohe baakpete mei ni muawa le etsene ame.

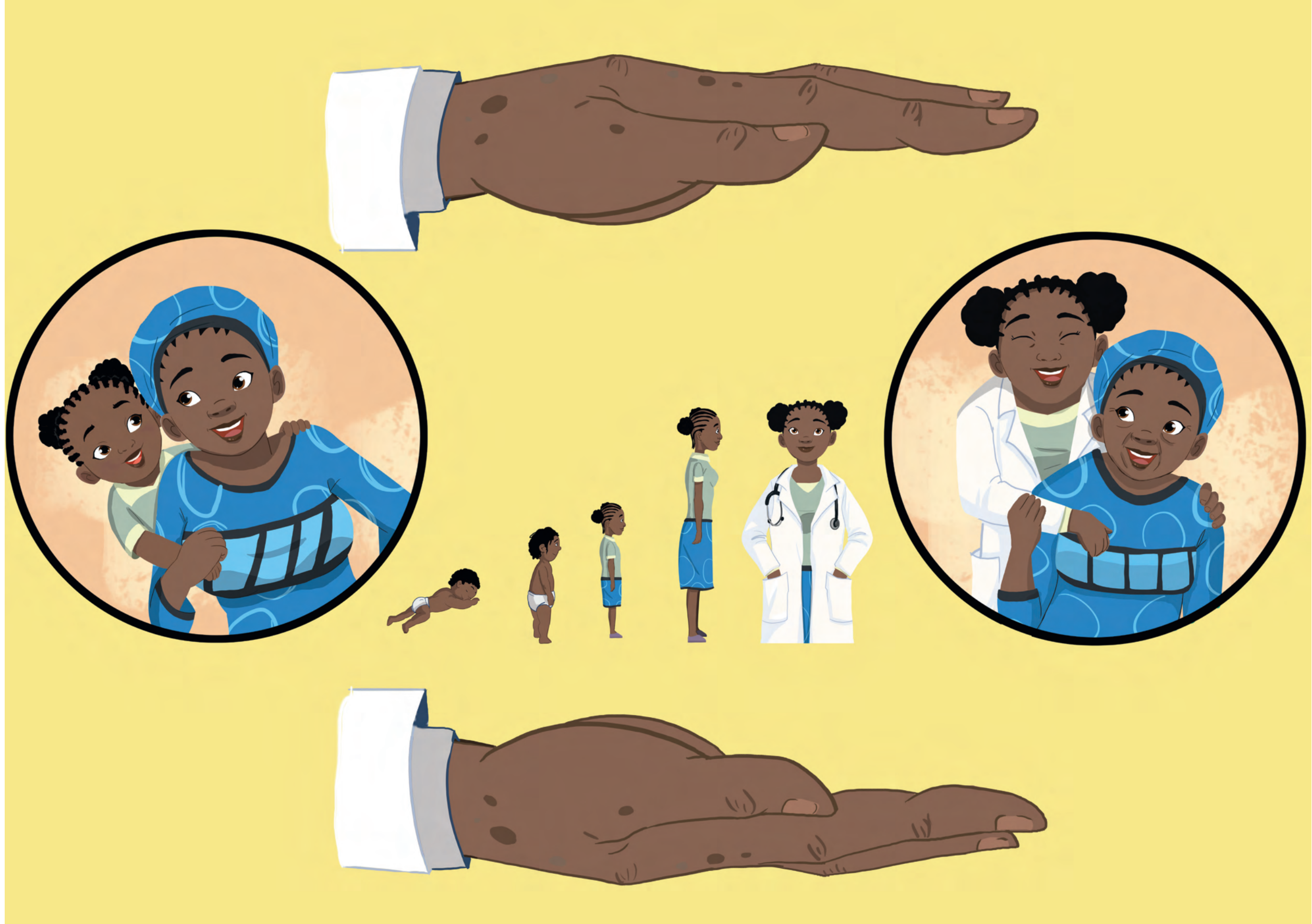


# COVID-19 NAATSII

Naa naatsii nibii fioo ni Dr. Kwame kee obaanye ofee:

- 1) Fɔɔ ODENFɔMɔ KE Samala ke nu;
- 2) Ha ni gbe aaafee tamɔ mitai 2 aka bo ke mei aten befεbe;
- 3) Wo naabu ke gugɔ haanɔ(maski) ni abaanye afɔhe keji onyεε oha gbe aka bo ke mei aten lε, ni oke nine muawa tsofa (hand sanitiza) afee ke samala ke nu jee noko ni ofɔ namɔ
- 4) Tsii onaa keji oowɔɔ ke keji otsine lε feemɔ owo onikutso mli aloo ke wolo kladuku afee ni oshε ofɔ bɔɔla mli amrɔ nɔnɔ.
- 5) Kaata ogugɔ, ohinmeii ke onaabu ke ofɔko odeɔ.
- 6) Tsuumɔ ni oketsofa ni akejeɔ muawai hu atsumɔ nibii ke nibii anɔ;
- 7) Kpa mei adenɔta ke mei fuamɔ keji oonɔ mei;
- 8) Ake onukpai ke mei ni edara waa awo heko banee ni abu amε ke mei ni hiε hela lε he okadii lε eko ahe.







## NAAGBEE WIEMCI NYE AWO

Bianε λε, befεεbe ni gbomεi baaha mi ayekoo γε mi mδεδηbωω hewω λε, mikεω amε daa akε kejeeε minye awo ηkunyaa nijii kulε mihin heni miyωω ημενε λε. Amεkwε mi ni amελε mi beni nibii amlι ewa ni be bε.

Minye awo ηkunyaa nijii λε ji noko ni mishwεεε he kwraa Keje beni abifao ji mi, ni miba tso gbekε kebashi bianε ni mibatsω datrefonyo nεε, εηkunyaa nijii λε ni ehιε mi ni ekwεmi.

Bianε ni tσηηemω hela Covid-19 eba nεε, minye awo ke mitse ataa ηaawoo λε waa mi ni mi ke kudωω mikutson ηii λε ni amεfee hewωη falefale kpakpa. Kaimω, ehe hiaa akε obaafω ode aaafee hinmeitswaa nyωηmai-εnyω 20 daa, tsii onaabu nω ke owωbω aloo otsine, tsumω hefεεhe ni mωfεemω fω ke nifeemω ke muawa tsofa dani otara amεhe ni oye niyenii kpakpa daa keha ohewale kpakpa namω hewω.

Ye nakai gbε nω nωηη λε wobaanye ni wωhu wωna naakpεε nijii, titri λε keji wωfee λε falefale be fεε be, keji wωketsu shia nitsumω ke mεi kewamω nitsumω; ke nibii ni sεenamω yωω mli tsumω.

Ye COVID 19 beian ηεε λε, akashi mεi awamω ke shia nitsumω aha mamimeι pε; mω ko fεε mω ko ni yωω weku λε mli - Mami, papa, gbekε nuu, gbekε yoo ke mεi fεε ni eshwε afee ekome ketsu nii, keha weku hewale ke miishεε namω.

# Oyiwalaḁḁḁ

mliḁbalaḁḁi Ryan Van Eyk, Ntokozo Twala ke Segun Samson  
Ni Shidaa aya aha Lightbox Studio, Kenya ke Centre of Gravity keha  
amenifeemḁḁi ye ḁaabii susumḁḁi ahe