



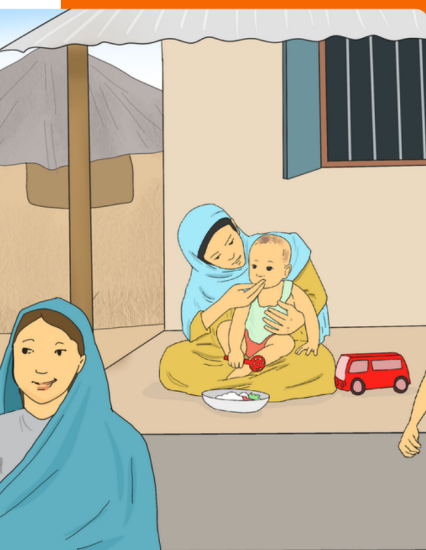
VISUALIZING SOCIAL MESSAGES

World Vision Bangladesh is a humanitarian aid, development, and advocacy organization. It's dedicated to the wellbeing of children, especially the most vulnerable children, their families, and their communities. Some of its core activities include projects for extremely poor households with a pathway out of poverty by helping families engage in a productive and resilient livelihood. This programme gradually builds household capacity and empowers families to become involved with the local economy and community in productive and positive ways. As ultra-poor families begin to move out of poverty, their children's lives improve. Parents and caregivers gain the dignity of being able to provide nutritious meals and pay for their children's healthcare and education needs. This programme improves the capacity of the participants by organizing confidence building session.

To achieve the goals of this mandate World Vision needed effective tools to transmit the knowledge. Simple leaflets or posters were not enough as experience showed that such methods of knowledge transfer was not enough to communicate the messages properly and retention of any such training was very low. There was a need for a more effective and stronger form.

CHALLENGE

- Effective yet easy visual tools to aid the learning during the training sessions.
- Social messages needed to be such that it holds the interest of the rural audience.
- Messaging tools needed be easy to transport, use and display in rural settings.
- Materials need to be such that the audience can relate with them and retain the information.





SOLUTION

01

Visual storytelling with pictures

Pictures that the audience can relate with are ideal for easy transmission of messaging. We added a storytelling aspect to make the pictures come to life.

02

Video and dramas

Animations create immediate interest and help build up the story of the pictures and makes retention easier.

03

Awareness Flipcharts

Flipcharts with pictures of the core messaging is an easy tool to carry yet is very effective in getting the message across.

RESULTS

150+ posters with original artwork

Animations

Flip charts and other prints



"Kaz has been a great partner for us.

Their original artworks and animations have made our confidence building sessions much more effective. We are very happy with the results."

Juliet Mondol
Manager Communications