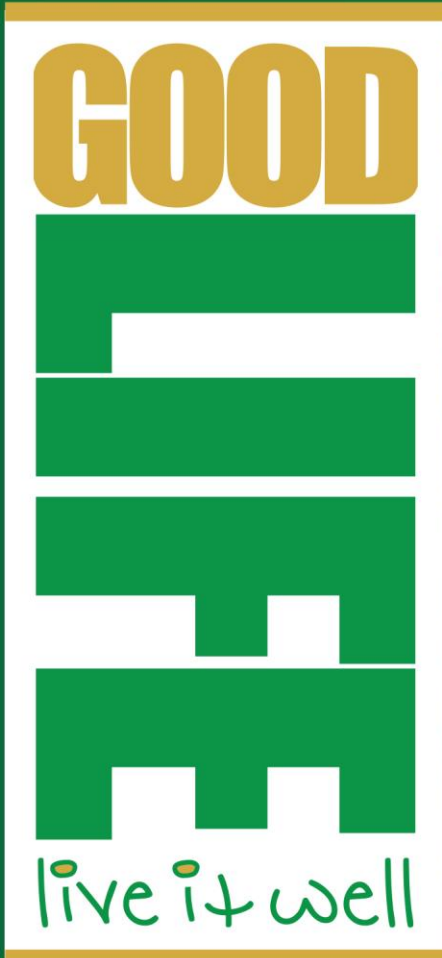


# GHANA BEHAVIOR CHANGE SUPPORT (BCS) PROJECT



## Media & Materials Inventory



**USAID | GHANA**  
FROM THE AMERICAN PEOPLE

**BCS  
PROJECT**

 **JOHNS HOPKINS**  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

 Center for  
Communication  
Programs™



## INTRODUCTION

The Behavior Change Support (BCS) Project is a four-year (2009-2013), USAID-funded project implemented by the Johns Hopkins University Bloomberg School of Public Health Center for Communication Programs (CCP) in collaboration with the Ghana Health Service (GHS). The focal areas of the project are: Greater Accra, Central and Western, which covers approximately one-third of the national population.

The main objectives of the project are to increase demand and use of commodities, services and positive behaviors in the areas of:

- Maternal Neonatal Child Health and Family Planning Services;
- Malaria prevention and treatment;
- Nutrition;
- HIV/AIDS prevention, care and support; and,
- Water, Sanitation and Hygiene.

The project was also charged with improving behavior change communication (BCC) capacity at the national, district and community levels.

## STRATEGIC APPROACHES

BCS used innovative strategies that balanced vertical and integrated approaches to achieve intensity, integration and impact – all under the unifying umbrella of the GoodLife initiative. BCS linked community and interpersonal approaches with mass media to capitalize on the relative strengths of each approach.

The four pillars of the project were:

1. Behavior Change Communication (BCC)
2. Community Mobilization (CM)
3. Systems Strengthening and Capacity-building, and
4. Monitoring and Evaluation.

This document includes a brief synopsis of all mass media, media campaign concepts, and community, school, and health facility materials developed during the implementation period of the BCS project.

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## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA


| Product/Material  | Description and Location  |
|---|---|
| <p><b>“GoodLife. Live It Well.” Brand</b></p>        | <p><b>Description:</b> The “GoodLife. Live It Well” brand is an overarching, unifying concept for the five focal health topics of the BCS project. Linking health behaviors to a “good life” puts the individual’s desires and objectives at the center of the message, ties the different health topics together under one unifying theme, and aims to avoid message fatigue and confusion. The logo is modern and appealing, but at the same time, plays on the traditional Ghanaian adinkra symbol “Nkyemekyeme,” signifying that creativity and determination can overcome obstacles in life.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>GoodLife Teaser Campaign</b></p>             | <p><b>Description:</b> From November 2010 – April 2011, the GoodLife brand was established and maintained in two phases: 1) Teaser; and 2) brand positioning. The teaser lasted about three weeks and was designed to generate curiosity and mystery. It simply asked of the audience: What is your Good Life? What do you enjoy and value in life? Health topics were not introduced at this stage so as not to lose the interest of the audience. The teaser campaign included: TV and radio spots, newspaper ads, posters, community events, and SMS messaging.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>                                |
| <p><b>GoodLife Brand Positioning Campaign</b></p>  | <p><b>Description:</b> The brand positioning phase, which included print materials and TV and radio spots, revealed the link between good life and good health. The spots featured celebrities and everyday people speaking about what “good life” means to them and how “You cannot enjoy your good life without good health. Dwene Ho! (Think about it!)”</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>   |

## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

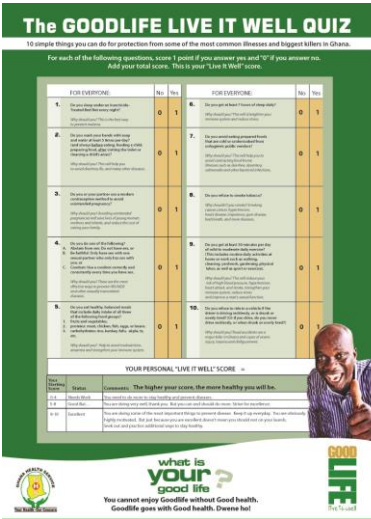
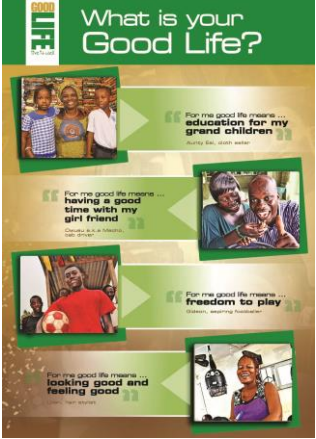
| Product/Material  | Description and Location   |
|---|--|
| <p><b>GoodLife Music Video and Song</b></p>          | <p><b>Description:</b> A group of young, unknown Ghanaian “hip life” artistes composed an original song and lyrics that became the theme song for the GoodLife campaign.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 2:18</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=SlxI2_yAOpQ">http://www.youtube.com/watch?v=SlxI2_yAOpQ</a></p>  |
| <p><b>GoodLife Concert &amp; Concert Promo</b></p>  | <p><b>Description:</b> The GoodLife Concert, which was held in Takoradi's Jubilee Park on Jan. 1, 2011, featured live performances from more than 20 of Ghana's top musicians and bands. The recorded concert was broadcast multiple times on Ghana's national television station, GTV.</p> <p><b>Language:</b> English and Akan</p> <p><b>Length:</b> 58:09</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=YLq79Me3pfQ">http://www.youtube.com/watch?v=YLq79Me3pfQ</a></p> |



## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

| Product/Material  | Description and Location  |
|---|---|
| <p><b>GoodLife TV Game Show</b></p>  | <p><b>Description:</b> The TV game show tests the knowledge of contestants and audience members on project-related health topics addressed through the GoodLife campaign. The show was extremely popular with viewers from the start, garnering the first and second highest ratings of any show in its timeslot. Four seasons of the game show were broadcast from June 2011 – August 2013.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>Season 1 Episode</b><br/> <a href="http://www.youtube.com/watch?v=nbtxqAl7qRA">:http://www.youtube.com/watch?v=nbtxqAl7qRA</a></p> <p>*Each season contains a total of 13 episodes. To view additional episodes, click on the season premiere and locate links for the show.</p>   |
| <p><b>GoodLife TV Quizzes</b></p>  | <p><b>Description:</b> A month prior to the start of each season of the GoodLife Game Show, 30-second educational TV spots with quizzes were broadcast on Viasat1 at a high frequency (8-10 times per day or more). Viewers were encouraged to text in responses to the quizzes to win prizes. The quizzes helped to promote shows for the upcoming season and maintained visibility of the <i>GoodLife</i> brand at a low cost between each season.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <b>Season 3:</b></p> <ul style="list-style-type: none"> <li>Quiz 1:<br/> <a href="http://www.youtube.com/watch?v=hr-Q52_9bfw">http://www.youtube.com/watch?v=hr-Q52_9bfw</a></li> </ul> <p>Each season contains a total of four GoodLife TV Quizzes. To view all quizzes, click on Quiz 1, which will lead to the remaining quizzes for that season.</p> |




# GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

| Product/Material  | Description and Location   |
|---|--|
| <p><b>GoodLife. Live It Well Quiz</b></p>  | <p><b>Description:</b> The health quiz and score card addresses “10 simple things you can do for protection from some of the most common illnesses and biggest killers in Ghana.” It helps individuals identify their “Live It Well” score, which ranks their disease prevention behavior. The score card was published in local newspapers and on flyers for use during community outreach.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>               |
| <p><b>GoodLife Leaflet</b></p>           | <p><b>Description:</b> The GoodLife Leaflet contains the pictures and quotations from a cloth seller, taxi driver, footballer, and hairdresser regarding their Good Life. Produced and distributed as part of the brand positioning campaign, the GoodLife leaflet continues to foster discussion around what people consider their GoodLife and behaviors that may hinder them from living that GoodLife.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

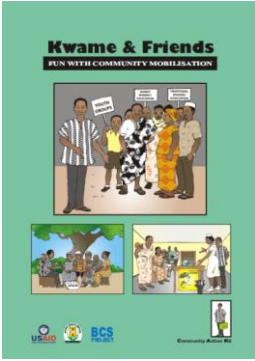
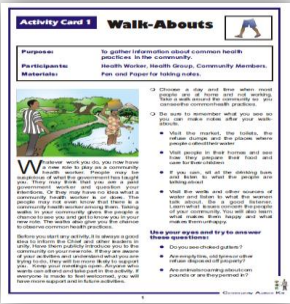
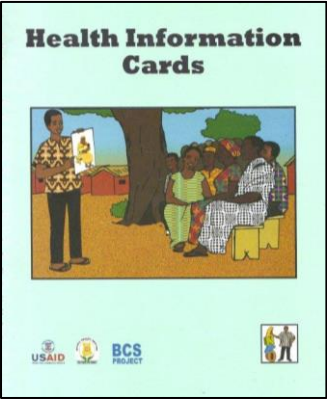
## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Posters</b></p>    | <p><b>Description:</b><br/>Each GoodLife poster features a vibrant photograph of Ghanaians from varied walks of life, engaged in different activities in familiar environments. The posters all have the GoodLife logo on them and pose the question “What is Your Good Life?” Answers to this question appear on each poster in large quotation marks.</p> <p>Another poster, which featured only the GoodLife Logo and the question “What is your GoodLife,” was also produced.</p> <p><b>Variations:</b></p> <ul style="list-style-type: none"> <li>• Footballer</li> <li>• Cloth seller</li> <li>• Taxi driver</li> <li>• Farmer</li> <li>• Hairdresser</li> <li>• Business man</li> <li>• “What is your GoodLife?”</li> </ul> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>T-shirts</b></p>  | <p><b>Description:</b><br/>Featuring the GoodLife logo (a modern twist on the traditional Ghanaian adinkra symbol Nkyemkyeme, which means creativity and determination can overcome life’s obstacles) GoodLife T-shirts were used during brand positioning and distributed widely. To date, roughly 11, 000 T-shirts have been printed and distributed.</p> <p><b>Variations:</b> Round neck and collar versions in sizes S-XXL</p> <p><b>Language:</b> English</p>  |

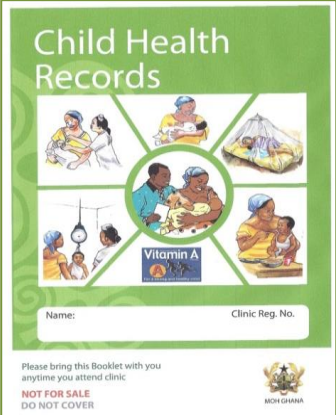
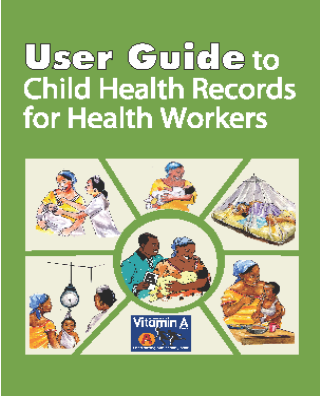
## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

| Product/Material  | Description and Location  |
|---|---|
| <p><b>Community Mobilizer Vests</b></p>    | <p><b>Description:</b><br/>The face of the GoodLife brand in the community, community mobilizers serve as health advocates and informants. They were given bright, green utilitarian vests to wear as a source of identification. Made of heavy cotton and treated canvas, the vests are waterproof and contain large pockets to hold GoodLife branded items.</p> <p><b>Language:</b> English</p>   |
| <p><b>HeHaHo for GoodLife Radio Show</b></p>  <p></p> | <p><b>Description:</b> “Healthier, Happier Home” (HeHaHo) is a weekly radio magazine show that includes a serial drama and expert discussion and advice segment in three local languages (Akan, Ga and Dagbani). The show targets rural and peri-urban audiences, and complements the urban, English TV GoodLife Game Show. Two seasons (26 episodes) were produced and broadcast on 12 regional and community FM radio stations across the nation in 2013.</p> <p><b>Languages:</b> Akan, Ga, Dagbani</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b></p> <p><b>Akan Episodes 1:</b><br/><a href="http://www.youtube.com/watch?v=YCNTZCHaVTI">http://www.youtube.com/watch?v=YCNTZCHaVTI</a></p> <p><b>Akan Episode 2:</b><br/><a href="http://www.youtube.com/watch?v=09gnt32QmJw">http://www.youtube.com/watch?v=09gnt32QmJw</a></p> <p><b>Akan Episode 3:</b><br/><a href="http://www.youtube.com/watch?v=YW6PzbkzWxU">http://www.youtube.com/watch?v=YW6PzbkzWxU</a></p> <p><b>Akan Episode 4:</b><br/><a href="http://www.youtube.com/watch?v=g_oeNJZ8C_k">http://www.youtube.com/watch?v=g_oeNJZ8C_k</a></p> <p>Click on any of the episodes above to access the remaining episodes of the radio magazine show.</p> |

# GOODLIFE INTEGRATED HEALTH TOPICS: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location  |
|--|---|
| <p><b>Community Action Kit</b><br/>Kwame &amp; Friends: User Guide</p>  | <p><b>Description:</b> This user's guide applies a narrative of the story of Kwame and his friends to demonstrate how the Community Action Kit can be used by community level health agents to improve health promotion in a participatory way.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 82 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>                                    |
| <p><b>Community Action Kit</b><br/>Activity Cards</p>                 | <p><b>Description:</b> The Community Action Kit Activity Cards include detailed, step-by-step instructions on how to conduct participatory activities similar to the process used by Kwame and his friends.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 87 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |
| <p><b>Community Action Kit</b><br/>Health Information Cards</p>       | <p><b>Description:</b> The Community Action Kit Health Information Cards provide basic facts on 34 different health topics with illustrations on MNCH, WatSan, FP, STI and HIV/AIDS, Malaria, and Tuberculosis. Discussion questions and key messages are included for each topic.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 75 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

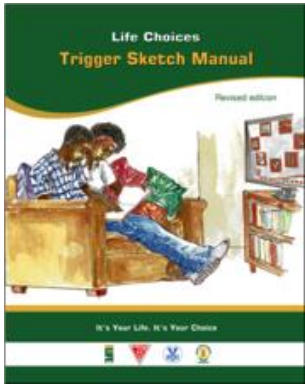
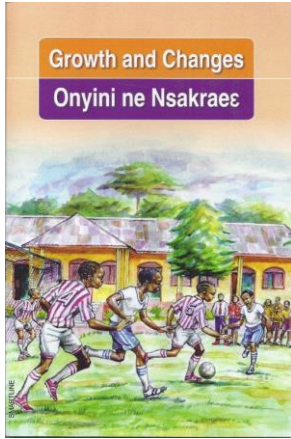
## GOODLIFE INTEGRATED HEALTH TOPICS: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
| <p><b>GHS Child Health Record Update</b></p>        | <p><b>Description:</b> BCS collaborated with the Ghana Health Service Child Health Unit to update the Child Health Record and make it more user-friendly for caretakers and families. This booklet is provided to all families at the time of childbirth and is kept by the family as a reference guide on critical child health topics and to record immunizations.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 44 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>GHS Child Health Record Users Guide</b></p>  | <p><b>Description:</b> The GHS Child Health Record User's Guide supports GHS health professionals educate patients who are new to the Child Health Record book.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 24 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |

## YOUTH MATERIALS: COMMUNITY, SCHOOL AND HEALTH FACILITY

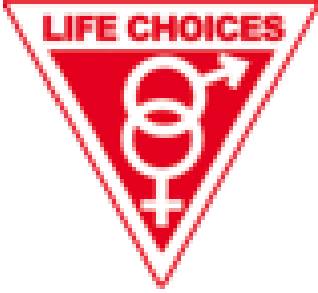


| Product/Material   | Description and Location  |
|--|---|
| <p><b>Youth Action Kit</b></p>  | <p><b>Description:</b> The Youth Action Kit is a step-by-step guide for facilitators of youth groups to empower young people in the area of sexual and reproductive health life-skills.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 34 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |
| <p><b>Coach's Guide</b></p>   | <p><b>Description:</b> The Coach's Guide is a community education tool that uses football (soccer) as a platform to promote life - skills and healthy behavior among youth.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 36 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |
| <p><b>Teen Passport</b></p>   | <p><b>Description:</b> The Teen Passport is an information directory and personal diary that can help protect the health and well-being of young people. It includes topics such as goals and values identification, and sexual and reproductive health information. It also provides tools for discussing health issues with friends and family and related activities.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 84 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

## YOUTH MATERIALS: COMMUNITY, SCHOOL AND HEALTH FACILITY



| Product/Material  | Description and Location  |
|---|---|
| <p><b>Life Choices Trigger Sketches</b></p>  | <p><b>Description:</b><br/>Using real-life scenarios and role plays developed by young Ghanaians, the Life Choices Trigger Sketches manual guides facilitators and participants through problem solving issues confronting adolescents in Ghana today. Topics include parent-child communication, unplanned teenage pregnancy, sexual exploitation, negotiating safe sex and HIV and AIDS.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 57 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>Growth and Changes Booklet</b></p>   | <p><b>Description:</b> The Growth and Changes Booklet on girls puberty and menstruation is written in English and Akan by T. Nana Mokoah-Armah and Marni Sommer. The authors granted BCS permission to re-print and include the booklet in the project's youth-focused activities.</p> <p><b>Language:</b> Akan</p> <p><b>Length:</b> 37 pages, full-color illustrated</p> <p><b>Quantity:</b> 1500</p> <p><b>Location:</b> Copyrighted by Grow and Know, Inc. Reproduction requires written permission of authors.</p>               |



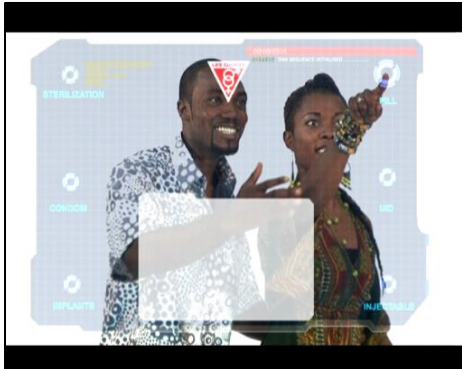


## FAMILY PLANNING: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
| <p><b>Life Choices Music Video and Song-<br/>“Obra ne woarabo”</b></p>  | <p><b>Description:</b> This beautiful song has everyone singing along with the common Akan saying “Obra ne woara bo” (Life is what you make it) while the video depicts how one young couple improves their lives by planning their family and another struggles to care for many children in a light, yet realistic way.</p> <p><b>Language:</b> English and Akan</p> <p><b>Length:</b> 2:27</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=YbXelTjqrHk">http://www.youtube.com/watch?v=YbXelTjqrHk</a></p> |
| <p><b>Mechanic Apprentice</b></p>                                     | <p><b>Description:</b> A young mechanic apprentice talks about his use of the male condom so he can focus on his trade without worrying about getting his girlfriend pregnant.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 0:56</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=4ilUKqJRg1k">http://www.youtube.com/watch?v=4ilUKqJRg1k</a></p>   |
| <p><b>Seamstress</b></p>    | <p><b>Description:</b> A woman who had her first child at an early age uses the pill as her contraceptive method so she can focus on her sewing job and provide for her family.</p> <p><b>Language:</b> Akan</p> <p><b>Length:</b> 0:56</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=RxxwnPK9NVo">http://www.youtube.com/watch?v=RxxwnPK9NVo</a></p>   |




## FAMILY PLANNING: MASS MEDIA

| Product/Material  | Description and Location   |
|---|--|
| <p><b>Sister-Sister</b></p>  | <p><b>Description:</b> <i>Sister, Sister</i> is a mini-docudrama set in the bustling capital of Accra, where women of diverse backgrounds converge to discuss social and health issues. The plot revolves around two characters, Adiza and Auntie Paulie, who lead a group of women in an honest banter about contraceptive use with the goal of dispelling myths about family planning methods. In a lively and relaxed manner, both women allay the fears of their colleagues on the side effects of the pill and IUD, and model the benefits of increased public dialogue about contraceptive use in Ghana.</p> <p><b>Language:</b> English, Akan (with English subtitles)</p> <p><b>Length:</b> 5-minute, mini-docudrama. Also edited into 60-second television and radio spots to be broadcast more frequently.</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=6Io9AaNT0IQ">http://www.youtube.com/watch?v=6Io9AaNT0IQ</a></p>   |
| <p><b>I Clear'Em</b></p>   | <p><b>Description:</b> <i>I Clear 'Em</i> is a mini-docudrama that tells the story of a young bright woman, Elsie who mistakenly gets pregnant by Paa Kwesi, her handsome, but roguish boyfriend. Paa Kwesi brags to his friend about his sexual conquests and how he will refuse to support Elsie, as he believes that avoiding pregnancy "be a woman matter." Having heard enough, his friend declares "that being a hit man doesn't make you a real man", and that real men only have children when they are ready to take care of them, and use contraceptives in the meantime. The film portrays realistic, negative gender role attitudes among young men, and counteracts them through positive peer pressure and dialogue. Through an entertaining and narrative story format, <i>I Clear' Em</i> helped to address the issue of men's role and involvement in family planning and reinvigorate public dialogue about contraceptive use in Ghana.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 5-minute, mini-docudrama. Also edited into 60-second television and radio spots to be broadcast more frequently.</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=vHAV1cXn1r0">http://www.youtube.com/watch?v=vHAV1cXn1r0</a></p> |




# FAMILY PLANNING: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
| <p><b>Method Choices</b></p>            | <p><b>Description:</b> The Method Choices spot uses a novel and engaging approach to provide basic information about the range of contraceptives available in Ghana. Together, a young couple learns about the various contraceptive options by selecting related icons on a touch screen computer display. This creative approach conveyed factual information in a memorable and interesting way.</p> <p><b>Language TV:</b> English, Akan</p> <p><b>Radio:</b> English, Akan, Ga, Ewe, Dagbani, Hausa,</p> <p><b>Length:</b> 1:20</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=We5aa97P93w">http://www.youtube.com/watch?v=We5aa97P93w</a><br/> <a href="http://www.youtube.com/watch?v=ZZ4ULUti_Dc">http://www.youtube.com/watch?v=ZZ4ULUti_Dc</a></p> |
| <p><b>Family Planning Poster</b></p>  | <p><b>Description:</b> The Family Planning Methods poster shows the range of contraceptives available in Ghana. This poster is linked to the Method Choices television spot.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |
| <p><b>Online Banner Ad</b></p>        | <p>The Online Banner Ad is linked to the Method Choices TV spot. It appeared on popular websites such as <a href="http://www.myjoyonline.com">http://www.myjoyonline.com</a> and <a href="http://www.ghanaweb.com">http://www.ghanaweb.com</a></p>  |




# FAMILY PLANNING: MASS MEDIA

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Billboard</b></p>   | <p><b>Description:</b> To provide additional exposure to the Life Choices campaign, billboards featuring the Method Choices information were placed at strategic locations in the focus regions of the project.</p> <p><b>Language:</b> English</p> <p><b>Size:</b> Various sizes ranging from 1.56 m x 2,10 m to 9 m x 6 m</p>  |
| <p><b>Satisfied User Mini Documentary: The Injectable</b></p>  | <p><b>Description:</b> In this spot, the Life Choices of Araba Tawiah and her husband Kweku Nsiah are discussed. The couple and their three children live in a farming village in Central Region. Araba, a fishmonger, has been using the injectable method for 7 years and has experienced few issues. Both Araba and Kweku are family planning advocates as they believe it has allowed them to financially sustain their family.</p> <p><b>Date Originally Produced:</b> 2003</p> <p><b>Language:</b> English and Fante with English subtitles</p> <p><b>Length:</b> 8:26</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |
| <p><b>Satisfied User Mini Documentary: The Pill</b></p>       | <p><b>Description:</b> Rose, a street vendor and her husband Saviour, a technician for the Electricity Corporation of Ghana, are a couple from the Volta Region. Rose began taking the pill as a family planning method after the birth of her first child. The couple decided to use family planning to ensure they could save enough money to educate their children and buy land to build a house.</p> <p><b>Length:</b> 8:05</p> <p><b>Language:</b> English and Ewe with English subtitles</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>  |

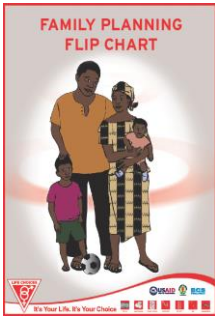
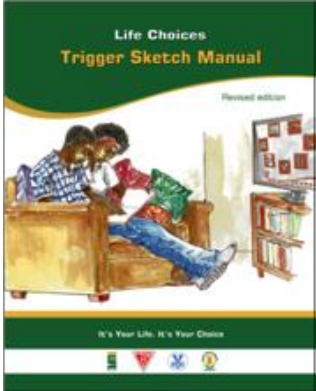

# FAMILY PLANNING: MASS MEDIA

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Satisfied User Mini Documentary: The IUD</b></p>                    | <p><b>Description:</b> Salomey and Emmanuel are a self-professed “fertile couple” who live in the Greater Accra region with their six children. Upon hearing about the benefits of family planning from another couple, Salomey and Emmanuel sought counseling from the family planning clinic. Salomey opted to use the five-year IUD.</p> <p><b>Length:</b> 8:13</p> <p><b>Language:</b> English and Ga with English subtitles</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>                         |
| <p><b>Satisfied User Mini Documentary: The Norplant</b></p>              | <p><b>Description:</b> Henritta is a school teacher and her husband Nan Yaw Billy is a truck driver. The couple opted for the Norplant as their family planning method. Henritta experienced changes in her cycle at first, but the local nurse assured her the changes were normal. She has successfully used the Norplant for two years.</p> <p><b>Length:</b> 7:39</p> <p><b>Language:</b> English and Akan with English subtitles</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>                    |
| <p><b>Edited Satisfied Users Mini Documentary: The Male Condom</b></p>  | <p><b>Description:</b> Eric Nyarko and his wife Catherine Otu live in Takoradi. As a waiter at a Chinese restaurant, Eric wanted to provide a more financially secure life for his family. Since Catherine was not comfortable with the hormonal changes related to some family planning methods, Eric decided to use the condom as “it is simple and easy”.</p> <p><b>Length:</b> 8:17</p> <p><b>Language:</b> English and Fante with English subtitles</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |

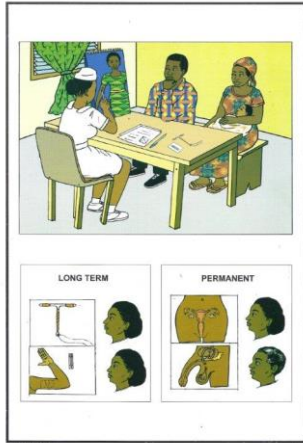
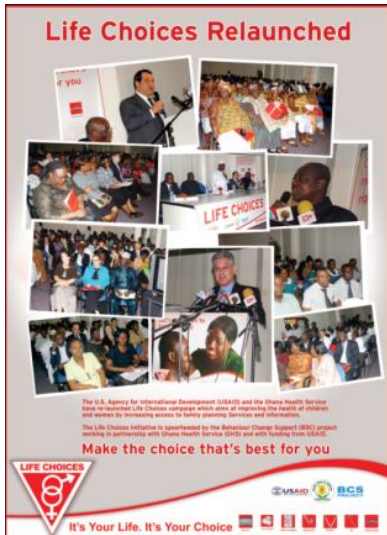
# FAMILY PLANNING: MASS MEDIA

| Product/Material  | Description and Location  |
|---|---|
| <p><b>“If Your Could” Spot on Family Planning and Maternal Health</b></p>  | <p><b>Description:</b> This 60 second TV spot makes the case that family planning reduces maternal mortalities through the prevention of unintended pregnancies which can result in maternal death through pregnancy or birth related complications. Using a combination of animation and live actors, the “If You Could” TV spot presents concrete data of the number of Ghanaian women who have unintended pregnancies and die due to pregnancy and birth-related complications. The script is a call to action to all Ghanaians to utilize family planning to prevent unintended pregnancies and prevent maternal deaths caused by pregnancy related complications and childbirth.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |
| <p><b>Media Briefing and Advocacy Packet</b></p>                         | <p><b>Description:</b> BCS developed and printed 500 advocacy briefing packets that focused on the critical role of FP in achieving and sustaining the Millennium Development Goals (MDGs). This packet was given to the Vice President of the Republic of Ghana (his staff used it to prepare his speech for the Life Choices launch) as well as the Regional Coordinating Councils in the project’s three focal regions and the Parliamentarian Committee on Health. Copies were also distributed to the President of the House of Chiefs and more than 50 local editors, producers and journalists.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>  |
| <p><b>Advertorial</b></p>    | <p><b>Description:</b> Created in an infogram format, the Life Choices Advertorial describes the aims, objectives, expected impact, and partnerships involved in the second phase of the Life Choices campaign.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>   |

# FAMILY PLANNING: COMMUNITY & HEALTH FACILITY MATERIALS




| Product/Material   | Description and Location  |
|--|---|
| <p><b>Life Choices Family Planning Flipchart</b></p>  | <p><b>Description:</b> The Life Choices Family Planning Flipchart is a counseling tool with full-color illustrations and basic information on each contraceptive method, including: description of method, how it works, advantages and disadvantages. The flipchart also includes diagrams and basic information on the female and male reproductive organs.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 22 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>  |
| <p><b>Life Choices Trigger Sketch Manual</b></p>    | <p><b>Description:</b> Using real-life scenarios and role plays developed by Ghanaian women and men, the Life Choices Trigger Sketches manual guides facilitators and participants through problem solving issues that have been perennial barriers to contraceptive use in Ghana. Topics include men's involvement in contraceptive use, risks of unplanned pregnancy, increasing discussion on contraceptives, contraceptives and promiscuity, managing side effects, access to services, and more.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 110 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>Family Planning Booklet</b></p>               | <p><b>Description:</b> The Family Planning Booklet includes basic information and common questions and answers on each contraceptive method.</p> <p><b>Length:</b> 20 pages, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>   |

# FAMILY PLANNING: COMMUNITY & HEALTH FACILITY MATERIALS



| Product/Material   | Description and Location  |
|--|---|
| <p><b>Community Action Kit:<br/>FP Information Cards</b></p>  <p style="font-size: small;">Family Planning 54</p> | <p><b>Description:</b> Created in a pull out format, the FP Information Cards provide basic information on the Family Planning methods available in Ghana. The card uses vibrant graphic illustrations to convey the information to a low-literate population.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> A4, full-color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>   |
| <p><b>National Launch</b></p>   | <p><b>Description.</b> The new “Life Choices” campaign was launched on August 23, 2010 by the Minister of Health (on behalf of the Vice President of the Republic of Ghana) with the U.S. Ambassador, Professor Fred Sai (a pioneer of Family Planning advocacy in Ghana) and the Director General of the Ghana Health Service at the dais. Chiefs, Queen mothers, Parliamentarians, and many other dignitaries participated in the launch, marking a major milestone for family planning initiatives in Ghana.</p> <p>The event received major news coverage on Television, Radio, Online and Print Media.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |






## MALARIA: MASS MEDIA

| Product/Material  | Description and Location   |
|---|--|
| <p><b>Music Video and Song:<br/>Aha Ye De Ntomtom Be Wu</b></p>  | <p><b>Description:</b> Popular musician Nana Boro re-mixed his hit song and music video “Aha Ye De, Ntomtom Be Wu” (It is nice here, mosquitoes will die) to make it the theme song of the <i>Aha Ye De</i> malaria campaign. Nana Boro acted as a Malaria Ambassador for the National Malaria Control Programme (NMCP).</p> <p><b>Date Produced:</b> June 2011<br/> <b>Length:</b> 3:12<br/> <b>Language:</b> English and Akan</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=mU3Qn5ifTrQ">http://www.youtube.com/watch?v=mU3Qn5ifTrQ</a></p>                                    |
| <p><b>Malaria and ACT: TV and Radio Spot:<br/>“Bites”</b></p>  | <p><b>Description:</b> The “Bites” TV spot supports messages that malaria-carrying mosquitoes only bite at night and simple malaria can quickly turn into severe malaria if not treated quickly, completely and correctly with Artemisinin-Based Combination Therapy (ACTs).</p> <p><b>Date Produced:</b> June 2011<br/> <b>Length:</b> 1:37<br/> <b>Language TV:</b> English and Akan;<br/> <b>Radio:</b> English, Akan, Ga, Ewe, Dagbani, Hausa</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=PVaKblQqbG8">http://www.youtube.com/watch?v=PVaKblQqbG8</a></p>                  |
| <p><b>ITN TV and Radio Spot:<br/>“Kama Sutra”</b></p>          | <p><b>Description:</b> The Kama Sutra TV spot uses humor to narrate how a bed net helps a married couple enjoy their good life in the bedroom. The spot is aimed at repositioning ITNs as a desirable lifestyle product that people consider effective and a necessity for their homes.</p> <p><b>Date Produced:</b> June 2011<br/> <b>Length:</b> 60 seconds<br/> <b>Language TV:</b> English and Akan;<br/> <b>Radio:</b> English, Akan, Ga, Ewe, Dagbani, Hausa</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=Ju9RTPxY42g">http://www.youtube.com/watch?v=Ju9RTPxY42g</a></p> |



## MALARIA: MASS MEDIA

| Product/Material  | Description and Location  |
|---|---|
| <p><b>Intermittent Preventive Treatment of malaria during pregnancy (IPTp) TV and Radio Spot: “EniBoni”</b></p>  | <p><b>Description:</b> The mother of a pregnant woman doesn't want her to go to the health facility too early for ANC. She fears that if others get to know of her daughter's pregnancy too soon, she could lose the fetus to evil eye (eniboni). The daughter and aunt convince the mother of the potential danger associated with malaria during pregnancy and the importance of early Ante Natal Clinic (ANC) attendance, Intermittent Preventive Treatment of Malaria during Pregnancy (IPTp) and other Malaria in Pregnancy (MIP) behaviors.</p> <p><b>Date Produced:</b> December 2011<br/> <b>Length:</b> 3:37<br/> <b>Language TV:</b> English and Akan<br/> <b>Radio:</b> English, Akan, Ga, Ewe, Dagbani, Hausa</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=JJd1X6qbdkl">http://www.youtube.com/watch?v=JJd1X6qbdkl</a></p> |
| <p><b>Net Use and Care: Ntomtom Po Suro Song</b></p>   | <p><b>Description:</b> “Praye,” a popular Azonto group, provides the vocals to this djama (call and response) song that outlines the steps to using and caring for treated nets. The up-tempo song plays alongside images of people mending torn nets, washing nets, and sleeping under treated nets in various locations – all while members of a compound house, including Nana (grandma), dance to the music's beat!</p> <p><b>Language:</b> English and Akan<br/> <b>Length:</b> 63 seconds<br/> <b>Radio:</b> English, Akan, Ga, Ewe, Dagbani, Hausa, Fra-Fra</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=5MinuYi2YdU">http://www.youtube.com/watch?v=5MinuYi2YdU</a></p>  |

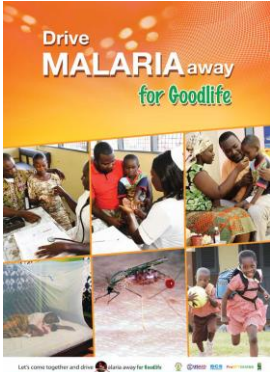

## MALARIA: MASS MEDIA (SEVERE MALARIA)

| Product/Material   | Description and Location  |
|--|---|
| <p><b>Severe Malaria Documentary and Mini-Documentaries</b></p>  <p style="font-size: small;">My name is Florence Gyambee Duodu<br/>My daughter is Roberta. She is my only child.<br/>She was a beautiful baby.</p> | <p><b>Description:</b> Most people are unaware of the fact that malaria is one of the leading causes of permanent disability in Africa. This highly emotional film depicts the true stories of families impacted by severe malaria and the permanent effect on their children, including brain damage, learning disabilities and epilepsy. The National Malaria Control Programme (NMCP) Manager and other experts talk about the toll severe malaria can have on children.</p> <p><b>Date Produced:</b> June 2012<br/> <b>Length:</b> Full Documentary approx. 15 minutes;<br/>                     Edited into 4 Mini-Documentaries approx. 5 minutes each<br/> <b>Language:</b> English, Fante, Hausa, Ga, Dagbani with English sub-titles</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=9yhyeexLEDI">http://www.youtube.com/watch?v=9yhyeexLEDI</a></p> |
| <p><b>Memunata</b></p>  <p style="font-size: small;">We suspected malaria so we started treating it with herbal medicine but we did not get positive result</p>   | <p><b>Description:</b> This TV spot features the story of Memunata who suffers from epilepsy as a result severe malaria. It was edited from the Severe Malaria Documentary.</p> <p><b>Language:</b> Dagbani with English subtitles<br/> <b>Length:</b> 4:44<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b> <a href="http://www.youtube.com/watch?v=1lui-QBpLM8">http://www.youtube.com/watch?v=1lui-QBpLM8</a></p>  |
| <p><b>Roberta</b></p>  <p style="font-size: small;">When she turned 6 months and 3 weeks I noticed one day her body temperature had gone very high</p>  | <p><b>Description:</b> As a baby, Roberta suffered from severe malaria, which resulted in her acute mental and physical disabilities. She cannot talk and is confined to a wheelchair.</p> <p><b>Language:</b> Ga with English subtitles<br/> <b>Length:</b> 4:44<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=DXVLdEfJuWM">http://www.youtube.com/watch?v=DXVLdEfJuWM</a></p>   |
|  |   |

## MALARIA: MASS MEDIA (SEVERE MALARIA)

| Product/Material  | Description and Location  |
|---|---|
| <p><b>Ibrahim</b></p>  | <p><b>Description:</b> Ibrahim's epilepsy and severe learning disability were both caused by severe malaria. He wants nothing more to attend school, but he is unable to do so because of his disability.</p> <p><b>Language:</b> Dagbani with English subtitles<br/> <b>Length:</b> 5:04<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=R8KGc40Tc_s">http://www.youtube.com/watch?v=R8KGc40Tc_s</a></p> |
| <p><b>Hagar</b></p>   | <p><b>Description:</b> Theodora, the 7 year old daughter of Hagar, suffers from learning disabilities and epilepsy as a consequence of severe malaria.</p> <p><b>Language:</b> Akan with English subtitles<br/> <b>Length:</b> 4:55<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=OpBQwz9rjyA">http://www.youtube.com/watch?v=OpBQwz9rjyA</a></p>   |



# MALARIA: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Malaria Flipchart</b></p>                                 | <p><b>Description:</b> The Malaria Flipchart is a counseling tool with full-color illustrations and basic information on how malaria is contracted, treatment, effects on various age groups, and methods for prevention.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 24 pages; full color illustrated</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>   |
| <p><b>Community Action Kit: Malaria Information Cards</b></p>  | <p><b>Description:</b> The Malaria Information Cards provide visual information on various health topics. Designed for health workers at all district levels, cards on Malaria include:</p> <ul style="list-style-type: none"> <li>• Prevention</li> <li>• Treatment</li> <li>• The Ministry of Health's (MOH) Recommended Anti-Malaria Medicines</li> <li>• Prevention during Pregnancy</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Date produced:</b> 2011</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 78 Pages, Full color illustrations</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |




## MALARIA: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Poster</b></p>    | <p><b>Description:</b> Promoting the use of treated nets to prevent malaria, this poster features six photographs of treated nets correctly hung in various locations.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>Sticker</b></p>  | <p><b>Description:</b> This sticker features the “Aha Ye De” logo and serves as a reminder to sleep under a treated net to help drive malaria away.</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE</p>                    |

# CHILD NUTRITION: MASS MEDIA


| Product/Material  | Description and Location   |
|---|--|
| <p><b>Intro</b></p>  <p>The introductory graphic for the Food Heroes TV Spot. It features the Ghana Health Service logo on the left and the USAID logo on the right. In the center, the word 'GOOD' is written in large, 3D green letters. Below the letters, the phrase 'live it well' is written in a stylized font. Six diverse characters, including children and adults, are standing in front of the 'GOOD' letters.</p> | <p><b>Description: TV Spots</b><br/>           The Introductory Food Heroes TV Spot promotes child feeding based on the Grow, Glow, and Go concept. Using animated characters – Baba (Body-Building), Paynin and Kakra (Protective Foods), and Kofi (Energy) – caregivers are encouraged to give their children meals that include the correct proportions of nutritious foods. The Mansa Milk character is also introduced to promote breastfeeding while the Super Nana (grandmother) character provides firm, experienced reminders that Grow, Glow and Go is the best approach for child feeding.</p> <p><b>Languages:</b> English and Akan</p> <p><b>Radio:</b> English, Ga, Akan</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=mv73c53qw8M&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D">http://www.youtube.com/watch?v=mv73c53qw8M&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D</a></p> |
| <p><b>Kofi Energy</b></p>  <p>A 3D animated character named Kofi Energy, wearing a red superhero suit with a yellow shield on the chest and a red mask with white eyes. He is standing outdoors in a rural setting with trees and buildings in the background.</p>   | <p><b>Description:</b> The Kofi Energy TV Spot focuses on energy foods, their benefits, and the appropriate times to begin including these items in a child's diet. It also lists the most common foods in Ghana that fit into these food groups. The spot also makes mention of fortified foods and oils and the importance of including body building and protective foods in a child's diet.</p> <p>Narrated by Kofi Energy, the spot is high impact and FAST!!!!!!</p> <p><b>Languages:</b> English and Akan</p> <p><b>Radio:</b> English, Akan, Ga</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> <p><b>YouTube:</b><a href="http://www.youtube.com/watch?v=e-MmYdB-HJc&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D">http://www.youtube.com/watch?v=e-MmYdB-HJc&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D</a></p>  |

## CHILD NUTRITION: MASS MEDIA

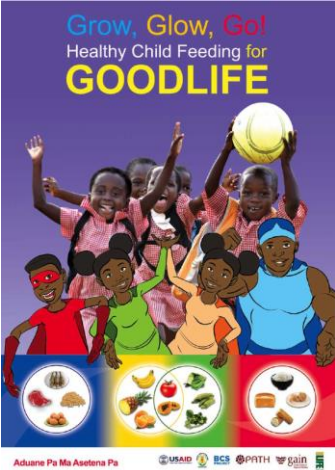
| Product/Material  | Description and Location   |
|---|--|
| <p><b>Baba Body-Building</b></p>                     | <p><b>Description:</b> In his robust voice, Baba Body-Building encourages caregivers to introduce body-building foods into their child's diet after 6 months of age while mothers continue to breastfeed. Listing the common body building foods, Baba stresses their importance to good overall physical development, especially when combined with energy-boosting and fortified foods.</p> <p><b>Languages:</b> English and Akan</p> <p><b>Radio:</b> English, Akan, Ga,<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=h5wISEZFMuU&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D">http://www.youtube.com/watch?v=h5wISEZFMuU&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D</a></p>                                  |
| <p><b>Panyin and Kakra: Protective Akanns</b></p>  | <p><b>Description:</b> Panyin and Kakra are the protective twins who promote fruits and vegetables, also known as Glow foods. The sisters list common Ghanaian fruits and vegetables and ways to incorporate them into meals. The twins are flexible gymnasts who highlight protection from illnesses as one of the benefits of eating fruits and vegetables. The spot also features Mansa Milk who promotes breastfeeding.</p> <p><b>Languages:</b> English and Akan</p> <p><b>Radio:</b> English, Akan, Ga</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>YouTube:</b><br/> <a href="http://www.youtube.com/watch?v=4c4MeDMMHw&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D">http://www.youtube.com/watch?v=4c4MeDMMHw&amp;feature=c4-overview-vl&amp;list=PLC2249AC368400B5D</a></p> |
| <p><b>Mansa Milk and Super Nana</b></p>            | <p><b>Description</b><br/> This TV Spot focuses on the bridge period (which begins at 6 months) in which breast milk no longer provides enough nutrients for a child to remain strong and healthy. Mansa Milk and Super Nana stress patience to the care giver and provide suggestions for how to introduce the Grow, Glow, and Go foods into a child's diet.</p> <p><b>Languages:</b> English and Akan</p> <p><b>Radio:</b> English, Ga, Akan</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE<br/> <b>You Tube:</b></p>   |



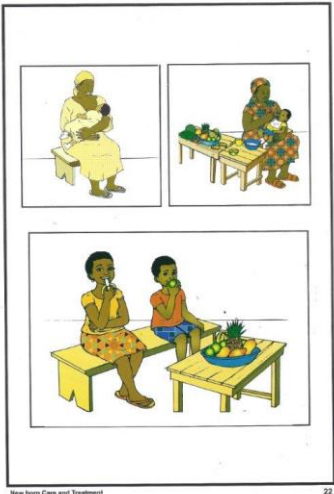
## CHILD NUTRITION: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
|  | <a href="http://www.youtube.com/watch?v=FqsJfz_wPFQ&amp;list=PLC2249AC368400B5D">http://www.youtube.com/watch?v=FqsJfz_wPFQ&amp;list=PLC2249AC368400B5D</a>   |
| <p><b>Poster</b></p>  | <p><b>Description: Poster</b><br/>Featuring all the Food Heroes with the exception of Super Nana, this poster serves as an infogram that provides visual examples from each food group and the best way to feed children 6 months to 2 years.</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |


## CHILD NUTRITION: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material  | Description and Location   |
|---|--|
| <p><b>Flipchart</b></p>  | <p><b>Description:</b><br/>The Nutrition Flip chart is a 36-page spiral bound, laminated document with a triangular stand containing a detailed blueprint for child nutrition from birth to 5 years of age. The flipchart, designed for use by health workers and community agents in discussion with caregivers, covers the following developmental stages: 0-6 months, 6-9 months, 9-24 months and 2-5 years. The flipchart addresses anemia, prevention of food contamination, and hygiene of caregivers.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 36 pages, full color document</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
| <p><b>Community Action Kit: Information Cards</b></p>   | <p><b>Description:</b> The Health Information Cards provide visual information on various health topics. Designed for health workers at the district level, the cards address:</p> <ul style="list-style-type: none"> <li>• Maternal, neonatal and child health</li> </ul>   |

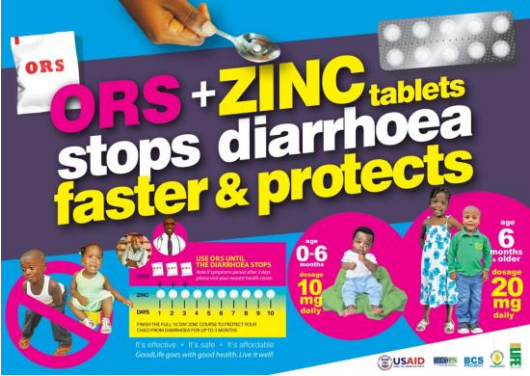

## CHILD NUTRITION: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location  |
|--|---|
|  <p style="font-size: small; margin-top: 5px;">New born Care and Treatment 22</p> | <ul style="list-style-type: none"> <li>Water and sanitation</li> <li>Family planning</li> <li>STIs and HIV/AIDS</li> <li>Malaria</li> <li>Tuberculosis</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Date produced:</b> 2011</p> <p><b>Language:</b> English<br/><b>Length:</b> 78 Pages, Full color illustrations</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

## CHILDHOOD DIARRHEA: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
| <p><b>TV Spots</b></p>  | <p><b>Description:</b> This spot introduces the ORS +Zinc treatment to be used in conjunction with ORS to quickly stop childhood diarrhoea and prevent future outbreaks for over 3 months.</p> <p><b>Language TV:</b> English and Akan<br/><b>Radio:</b> English, Akan, Ga, Ewe</p> <p><b>Length:</b> 2:37 and 1:03 versions</p> <p><b>Date Produced:</b> July 2012</p> <p><b>Location:</b> BCS EXTERNAL HARD DRIVE<br/><b>YouTube:</b><br/><a href="http://www.youtube.com/watch?v=8cpzCPtZwoU">http://www.youtube.com/watch?v=8cpzCPtZwoU</a></p> |

# CHILDHOOD DIARRHEA: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material  | Description and Location   |
|---|--|
| <p><b>Poster: Dosage</b></p>           | <p><b>Description:</b> The ORS+ Zinc Poster includes images and details from the TV spot, including: 10-day course, doctor and chemical seller, correct dosages by age, etc. The poster was created with bold colors to stand out in pharmacies, chemical shops and health facilities.</p> <p><b>Language:</b> English</p> <p><b>Date produced:</b> March 2013</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>                       |
| <p><b>Poster : Introduction</b></p>  | <p><b>Description:</b> The ORS+ Zinc Poster visually depicts the discomfort that comes with diahoerra and then relief that occurs from using Zinc + ORS. Feature images of small children and happy families were created with bold colors to stand out in pharmacies, chemical shops and health facilities.</p> <p><b>Language:</b> English</p> <p><b>Date produced:</b> March 2013</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

# CHILDHOOD DIARRHEA: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material | Description and Location |
|------------------|--------------------------|
|------------------|--------------------------|



**ORS + Zinc leaflet.** The three-panel leaflet provides basic information on diarrhea prevention and treatment, including: ORS + Zinc benefits, dosages, preparation, feeding practices during diarrhea, danger signs, and causes and prevention of diarrhea.

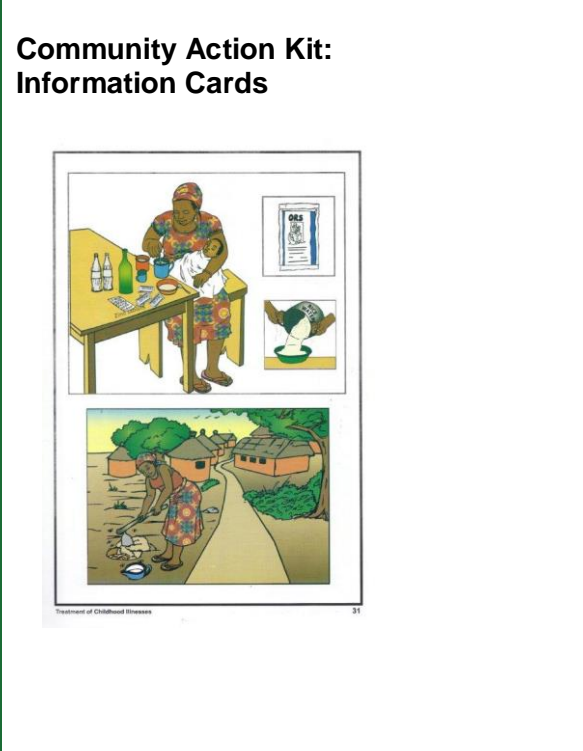
**Language:** English

**Location:** BCS EXTERNAL HARD-DRIVE



**Description:** The ORS + Zinc sticker promotes the use of both products using bright colors and images of ORS solution being poured into a bottle and the image of a Zinc tablet.

**Location:** BCS EXTERNAL HARD-DRIVE



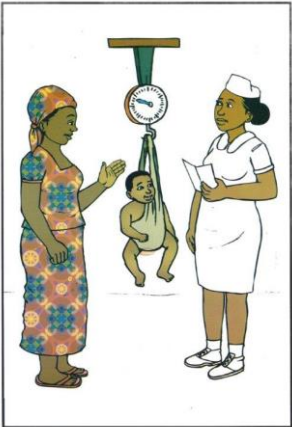
**Description:** Provides visual information on various health topics. Designed for health workers at all district levels, cards show illustrations on the following health topics:

- Maternal Neonatal and Child Health
- Water and Sanitation
- Family Planning
- HIV/AIDS and STI's
- Malaria
- Child Nutrition
- Tuberculosis

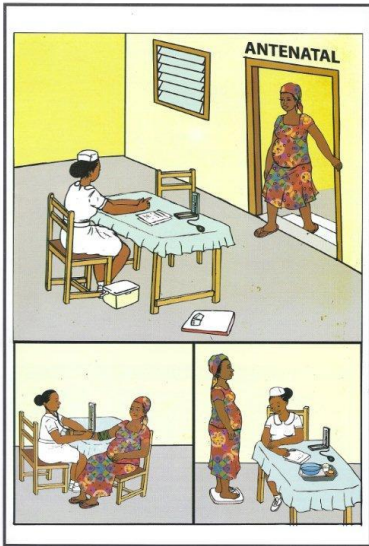

Each information card has a visual image on one side and detailed text about the illustration on the other side.

**Language:** English  
**Length:** 78 Pages, Full color illustrations  
**Location:** BCS EXTERNAL HARD DRIVE

# CHILD HEALTH: INTEGRATED HEALTH TOPICS COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Community Action Kit: Child Health</b></p>  <p><small>Newborn Care and Treatment 24</small></p> | <p><b>Description:</b> The Community Action Kit: Child Health provides information on various health topics through the use of graphic illustrations. Designed for health workers at the district level, the cards on Child health address:</p> <ul style="list-style-type: none"> <li>• Newborn care</li> <li>• Immunization and Vitamin A</li> <li>• Exclusive Breast feeding: 0-6 months</li> <li>• Feeding the baby 6months- 2 years</li> <li>• Watch your child grow</li> <li>• Understanding and using the growth chart</li> <li>• Childhood illnesses</li> <li>• Diarrhoea: Prevention and treatment</li> <li>• How to prepare ORS + Zinc to treat diarrhoea</li> <li>• Feeding a sick child</li> <li>• First aid</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Language:</b> English<br/> <b>Length:</b> 78 Pages, Full color illustrations<br/> <b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |

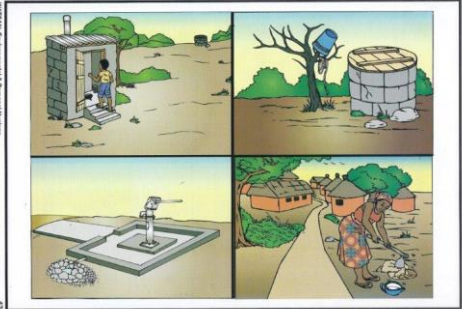
# MATERNAL HEALTH: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material   | Description and Location   |
|--|--|
| <p><b>Community Action Kit:<br/>Information Cards</b></p>  <p style="font-size: small;">Caring for Mother during Pregnancy and after Child Birth 5</p> | <p><b>Description:</b><br/>The Maternal Health Information Cards provide basic information on various health topics through graphic illustrations. Designed for health workers at the district level, cards on Maternal Health address:</p> <ul style="list-style-type: none"> <li>• Keeping healthy during pregnancy</li> <li>• Ante-natal care: healthcare during pregnancy</li> <li>• Important medicines for pregnant women</li> <li>• Safe delivery</li> <li>• Care for the mother after delivery</li> <li>• Care after a miscarriage or abortion</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Language:</b> English<br/><b>Length:</b> 78 Pages, Full color illustrations<br/><b>Location:</b> BCS EXTERNAL HARD DRIVE</p> |
| <p><b>Safe Motherhood Flipchart</b></p>   | <p><b>Description:</b> This flipchart provides visual images and information reminding pregnant women to take the following steps to ensure a safe pregnancy:</p> <ul style="list-style-type: none"> <li>• Eat foods from all three food groups</li> <li>• Attend antenatal checkups</li> <li>• Conduct laboratory tests to ensure you do not have any illnesses that can be transmitted to the unborn child such as HIV</li> <li>• Drink plenty of water</li> <li>• If possible, find someone to talk to for emotional support</li> </ul> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>   |

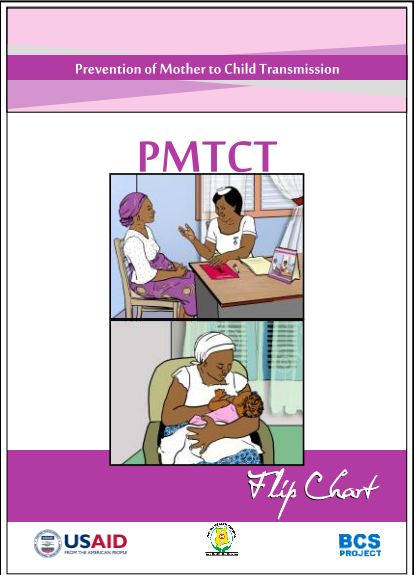
## WATER AND SANITATION: MASS MEDIA

| Product/Material   | Description and Location  |
|--|---|
| <p><b>CSWA Handwashing Spots</b></p>  | <p><b>Description:</b> Another fixes a meal for the family without washing her hands with soap beforehand. Traces of fecal contamination are left on the food served to the family.</p> <p><b>Language:</b> English and Akan</p> <p><b>Length:</b> 0:56</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |
|                                       | <p><b>Description:</b> Mother insists her son washes his hands with soap and water before eating, narrowly avoiding feces contamination of the food shared with the friend.</p> <p><b>Language:</b> English and Akan</p> <p><b>Length:</b> 1:04</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p>         |

## WATER AND SANITATION: COMMUNITY & HEALTH FACILITY MATERIALS

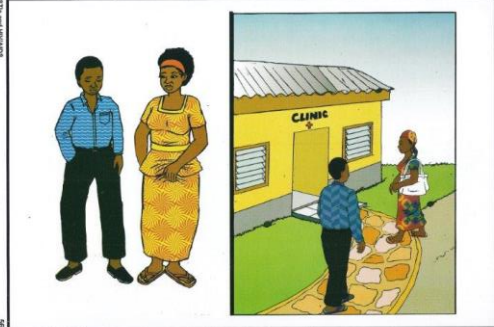
| Product/Material   | Description and Location   |
|--|--|
| <p><b>Community Action Kit:<br/>Water and Sanitation Information<br/>Cards</b></p>  | <p><b>Description:</b> The <b>Water and Sanitation Information Card</b> provides information on various health topics through the use of graphic illustrations. Designed for health workers at the district level, cards on Water and Sanitation address:</p> <ul style="list-style-type: none"> <li>• Protecting your water source</li> <li>• Keeping disease away from your home</li> <li>• Guinea worm disease and prevention</li> <li>• Personal hygiene and oral hygiene</li> <li>• Water purification: AQUATABS</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Language:</b> English<br/> <b>Length:</b> 78Pages, Full color illustrations<br/> <b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

## HIV/AIDS: COMMUNITY & HEALTH FACILITY MATERIALS


| Product/Material  | Description and Location  |
|---|---|
| <p><b>PMTCT Flipchart</b></p>  | <p><b>Description:</b> The PMTCT Flipchart provides detailed information on the prevention of mother to child transmission of HIV.</p> <p><b>Language:</b> English</p> <p><b>Length:</b> 44 Pages, Full color illustrations</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |




## WATER AND SANITATION: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material  | Description and Location  |
|---|---|
| <p><b>Community Action Kit: STIs and HIV/AIDS</b></p>  | <p><b>Description:</b> The <b>STI and HIV/AIDS Kit</b> provides information on various health topics through the use of graphic illustrations. Designed for health workers at the district level, cards on STIs and HIV/AIDS address:</p> <ul style="list-style-type: none"> <li>• What are STIs (Sexually Transmitted Diseases)?</li> <li>• Prevention and treatment of STIs</li> <li>• What is HIV/AIDS?</li> <li>• Prevention and treatment of HIV/AIDS</li> <li>• Young People: Sexual Responsibility</li> </ul> <p>Each information card has a visual image on one side and detailed text about the illustration on the other side.</p> <p><b>Language:</b> English<br/> <b>Length:</b> 78 Pages, Full color illustrations</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

## COMMUNITY MOBILIZATION: COMMUNITY & HEALTH FACILITY MATERIALS

| Product/Material  | Description and Location   |
|---|--|
| <p><b>Community Health Bulletin Board</b></p>  | <p><b>Description:</b> The Community Health Bulletin Board is used to gather and analyze monthly health data at the community level. Created in a basic blackboard format, community members have an opportunity to not only provide valuable data indicating the state of the community's health, but also collectively decide on the action required to combat the most pressing health issues of the month. Example: A monthly tally revealing an increase in diarrhea cases in the community will result in education provided by health volunteers on proper hygiene and the importance of hand washing during 5 critical times. The community will also decide to have weekly cleanups to minimize refuse in the area.</p> <p><b>Location:</b> BCS EXTERNAL HARD-DRIVE</p> |

# ANNUAL REPORTS

| Product/Material   | Description and Location  |
|--|---|
| <p><b>Annual Reports Years 1, 2, and 3</b></p>  | <p><b>Description:</b> The annual reports provide a detailed description of the work completed under the project each year. It includes activities conducted and materials produced as well as the project's reach and impact.</p> <p><b>Length:</b><br/>           Year 1: 62 pages<br/>           Year 2: 100 pages<br/>           Year 3: 130 pages</p> <p><b>Language:</b> English</p> <p><b>Location:</b> BCS EXTERNAL HARDDRIVE</p> |