A Story of Health

How UNICEF & Rotary launched a Speaking Book In Pakistan to Prevent the Spread of Polio

Brian Julius | April 12-14 | Unite For Sight
First innovation of its kind designed to facilitate communication

Overcomes the burden of illiteracy for organizations working with developing communities
Literacy is a Luxury Many of Us Take for Granted

- Nearly **one billion** (or 1 in 5) people around the world cannot read

- Written material cannot be read or understood

- Critical messages are undeliverable
Global illiteracy prevents organizations from effectively communicating life-saving messages to impoverished communities.

“You’ve only done half of the job by producing the medicine....

The second thing is making sure they get to the right people and they understand their safe and proper use.

That’s the power of the Speaking Book!”

Jack Watters
VP of External Medical Affairs
Community and Vaccine Workers are Expensive, Scarce and at RISK

Challenges:

- Lack of capacity
- Information overload & inconsistency
- Logistical hurdles
- Expensive
- Low retention
- Information creep
- Material left behind can’t be read
- *Vaccine workers have been targeted and killed*
What is a Speaking Book?

Straightforward and easy to understand text

16 pages of colorful illustrations

Buttons trigger a soundtrack recorded by local celebrity

Hard-cover, durable, battery operated

Can be created for any topic and in any language
With over a billion illiterate people in the world, we enable organizations to reach communities with lifesaving messages that can be seen, read, heard, and understood!

View Our Entire Library

Speaking Books Goes Mobile

Access a YouTube version of any Speaking Book directly from a mobile phone

Easy sharing and viewing
Why is the Speaking Book Unique?

• Each book reaches more than 27 people on average

• Messages are current, relevant and understood regardless of literacy level

• Users can play and replay story any time, any place, at their own pace

• Information is **seen, read, heard and understood** with powerful results

• Users demonstrate high recall and understanding of information

• Books are shared within community for an extended period of time

• UNICEF Research showed each SB reached 120 people and messages believed to be more truthful then health workers
Who Has Developed Speaking Books?
Speaking Book for End Polio Now Campaign

- Rotary Pakistan, UNICEF and Speaking Books teamed up to create a bilingual Speaking Books in Urdu and Pashto

- It’s challenging and dangerous to reach these remote and disadvantaged communities

- A great leave-behind for UNICEF and Rotary personnel in the field to explain life saving benefits of immunization

- This is making a difference!
2 drops of Polio vaccine every child, every time.
Press the buttons to listen to "A Story in Health" in Urdu and Pushto.

حسے کی کتابیں قرت کریں اور فوکس کریں میں سے کتابیں پڑھیں.
This is a story about a family living in a village. Rahimullah is 13, his sister Batool is 10 and his brother Gulu is just 4. Rahimullah’s parents work very hard to try keep him and his siblings safe and healthy. But sometimes, bad things happen. Rahimullah’s neighbour Anna died when she was only 3 years old from an illness called Polio.
Every Book Reaches Multiple Users
Look, Listen, Learn, …It’s Life Changing
POLIO VACCINATORS ARE BEING SHOT DEAD IN NIGERIA AND PAKISTAN

The charity workers of the world must be used to being under-appreciated, but clearly being hunted with a gun is a different thing entirely. A recent spate of shootings of polio vaccinators in Pakistan and Nigeria – mostly alleged to be the work of Islamist groups – is clearly a massive threat to the polio vaccination campaign.

By Sascha Kouvelis
Adapting “A Story of Health” for Nigeria
Volunteer Community Mobilizers
UNICEF Nigeria:
From 2200 volunteer community mobilizers in 2013 to 8000 in Jan 2014
Expanding UNICEF network: 1043 polio survivors actively supporting community engagement
Expanding UNICEF network: 214 religious leader focal points supporting local engagement of > 17,000 religious leaders
2 Drops, Every Child…. Every Time
Thank You

Brian Julius

bj@speakingbooks.com
www.speakingbooks.com