The Storytelling Cloth:
Textile Design for Community Engagement
During Health Campaigns in West Africa

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GAIA Vaccine Foundation

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GAIA Vaccine Foundation: infectious disease prevention in Bamako, Mali since 2002
World Incidence of Cervical Cancer

Cervical cancer is the fourth most common cancer in women
Almost 9 out of 10 (87%) cervical cancer deaths occur in developing world countries.
FAIRE VACCINER LES ENFANTS

Lancement Officiel du P.EV.
11 Décembre 1986

UN DEVOIR POUR TOUS
THE FEMALE REPRODUCTIVE SYSTEM

- Egg
- Ovary
- Uterus (womb)
- Endometrium (lining of the uterus)
- Cervix (neck of the uterus)
- Vagina (birth canal)
- Labia (inner and outer lips)
- Fallopian tube
- Ligaments
This enlarged view of cervical cells shows how abnormal cells can become cancer. This process often takes many years.
Malian Proverb: “Banakoubè kafisa ni bana foura kèyé”
“It is better to prevent than to cure”
5 Community Clinics

5 Doctors: referring women for screening

15 Midwives & Nurses: performing VIA/VILI screens

20 Peer Educators: community outreach
Healthcare personnel training with the Health Department
Radio Announcements
Comedians Dieman & Fieman
Screening rates increased 5-fold

Increase of CC screening in 2015 at every clinic compared to the same 6-month period in 2014

CSCOM: Community Health Center
CSREF: Health Referral Center
Desire for HPV vaccination was high

High vaccine acceptance among 500 women surveyed

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<th>% of women surveyed</th>
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<tr>
<td>Wanted the HPV vaccine to be available in Mali</td>
<td>92.6</td>
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<tr>
<td>Wanted her daughter to received the HPV vaccine</td>
<td>87.4</td>
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Desire for vaccination was linked to the story-telling cloth

Women mentioned an element of the campaign as a reason for choosing vaccination.

- **Prevention**: 278
- **Proverb**: 47
- **Protection**: 43
Campaign elements that influenced screening rates

Reported reasons to seek CC screening

Education sessions at the clinic motivated the most women to received CC screening.

78% of women who participated in clinic or neighborhood education saw the story-telling cloth (n=186/238), and the vast majority could identify the imagery (n=185/186).
After Ebola, Promoting New ‘Gold Star’ Brand to Increase Use of Health Services

Written by: Hannah Mills | Johns Hopkins Center for Communication Programs | Program Officer on January 14, 2016

The Health Communication Capacity Collaborative (HC3) team in Guinea is working with the communities hardest hit by the Ebola outbreak to rebuild both trust in the health system and the quality of care received. HC3’s approach incorporates evidence-based Social and Behavior Change Communication (SBCC), capacity-building and quality-improvement interventions.
Services de Haute Qualité, la Garantie de Votre Santé

Ponts de l’Espoir
Pour faciliter le dialogue communautaire
Message: “High Quality Services Guarantee Your Health”

Campaign Goal: Increase uptake of prenatal and postnatal services and clinic delivery
Mother-Daughter Cervical Cancer Prevention Campaign
Free screening for women and HPV vaccination for girls; prevention methods for both generations
6 Community Clinics

6 Doctors: referring women for screening

18 Midwives & Nurses: performing VIA/VILI screens

40 Peer Educators: community outreach & follow-up
OncArt is a nonprofit organization based in Boston, Massachusetts, that connects clinicians with artists to create illustrated health education materials worldwide

“Art for Health Literacy, Everywhere.”

Artist: Baguma Emmanuel Manyumba
Thank you!

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