The Talking Textile
Designing New Patterns of Healthcare Access in Low-Resource Regions

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1995 World Health Organization Campaign to eradicate Guinea worm disease
JE SUIS UN HEROS DU VER DE GUINEE

QUAND J'AI REMARQUE LA PLAIE, JE L'AI DECLAREE AU CENTRE DE SANTE

CONTRIBUONS A L'ERADICATION DU VER DE GUINEE, EN DECLAREANT TOUT CAS ET GAGNONS 50.000 CFA POUR LE CAS CONFIRME.
CAMPAGNE DE DISTRIBUTION GRATUITE DES MEDICAMENTS CONTRE LES MALADIES TROPICALES NEGLIGÉES (MTN)

Le Trachome

ÉDITION 2017

PNLP

Édition 2017

INTERNATIONAL DE LUTTE CONTRE LE PALUDISME
VLISCO'S WAX PRINTING PROCESS - EVERY YARD IS UNIQUE
It is better to prevent than to cure
6 month campaign = 3,000 women screened
5-fold increase in screening rates

<table>
<thead>
<tr>
<th>Clinic</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinic1</td>
<td>79</td>
<td>571</td>
</tr>
<tr>
<td>Clinic2</td>
<td>54</td>
<td>500</td>
</tr>
<tr>
<td>Clinic3</td>
<td>32</td>
<td>582</td>
</tr>
<tr>
<td>Clinic4</td>
<td>0</td>
<td>548</td>
</tr>
<tr>
<td>Health Referral Center</td>
<td>435</td>
<td>963</td>
</tr>
</tbody>
</table>
500 women surveyed:

What influenced you to receive screening?

- Clinic Education: 38%
- Doctor Referral: 17%
- Word of Mouth: 17%
- Community Outreach: 14%
- Radio Ad: 9%
- TV Ad: 8%
Mother-Daughter
Cervical Cancer Prevention Campaign
5,611 women screened, 583 girls vaccinated
What influenced you to receive screening?

- **2015: 500 Surveys**
  - Clinic Education: 38%
  - Doctor Referral: 15%
  - Word of Mouth: 17%
  - Community Outreach: 17%
  - Radio Ad: 14%
  - TV Ad: 9%

- **2018: 300 Surveys**
  - Clinic Education: 17%
  - Doctor Referral: 3%
  - Word of Mouth: 1%
WWW.ZTWIST.DESIGN
visual communication for a better world

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OncArt.org “Art for Health Literacy, Everywhere”