

# VISUAL COMMUNITY ENGAGEMENT SESSION TO DEVELOP KAFAALAH MESSAGES Kilifi County



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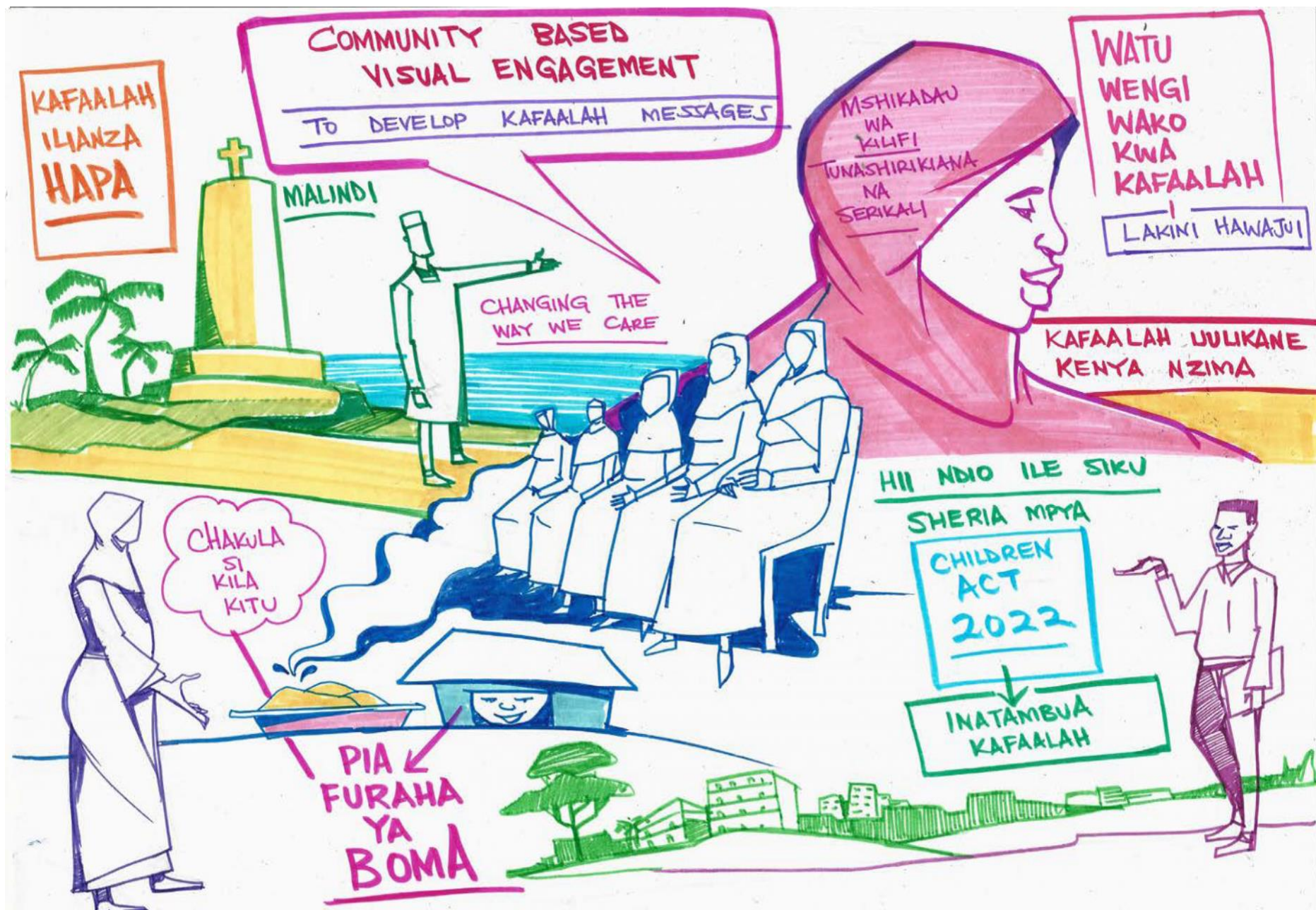
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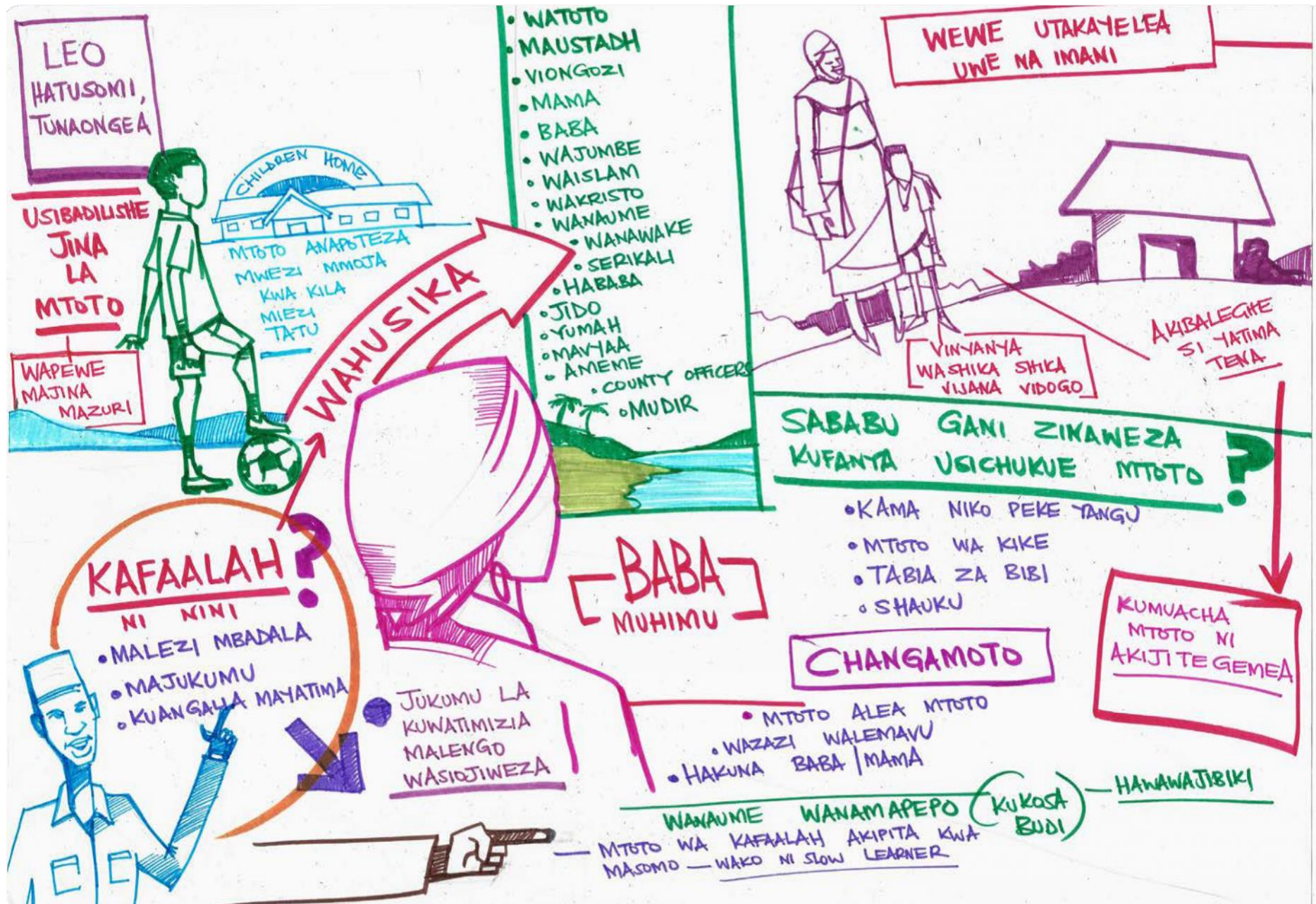
# Kafaalah components visual capture



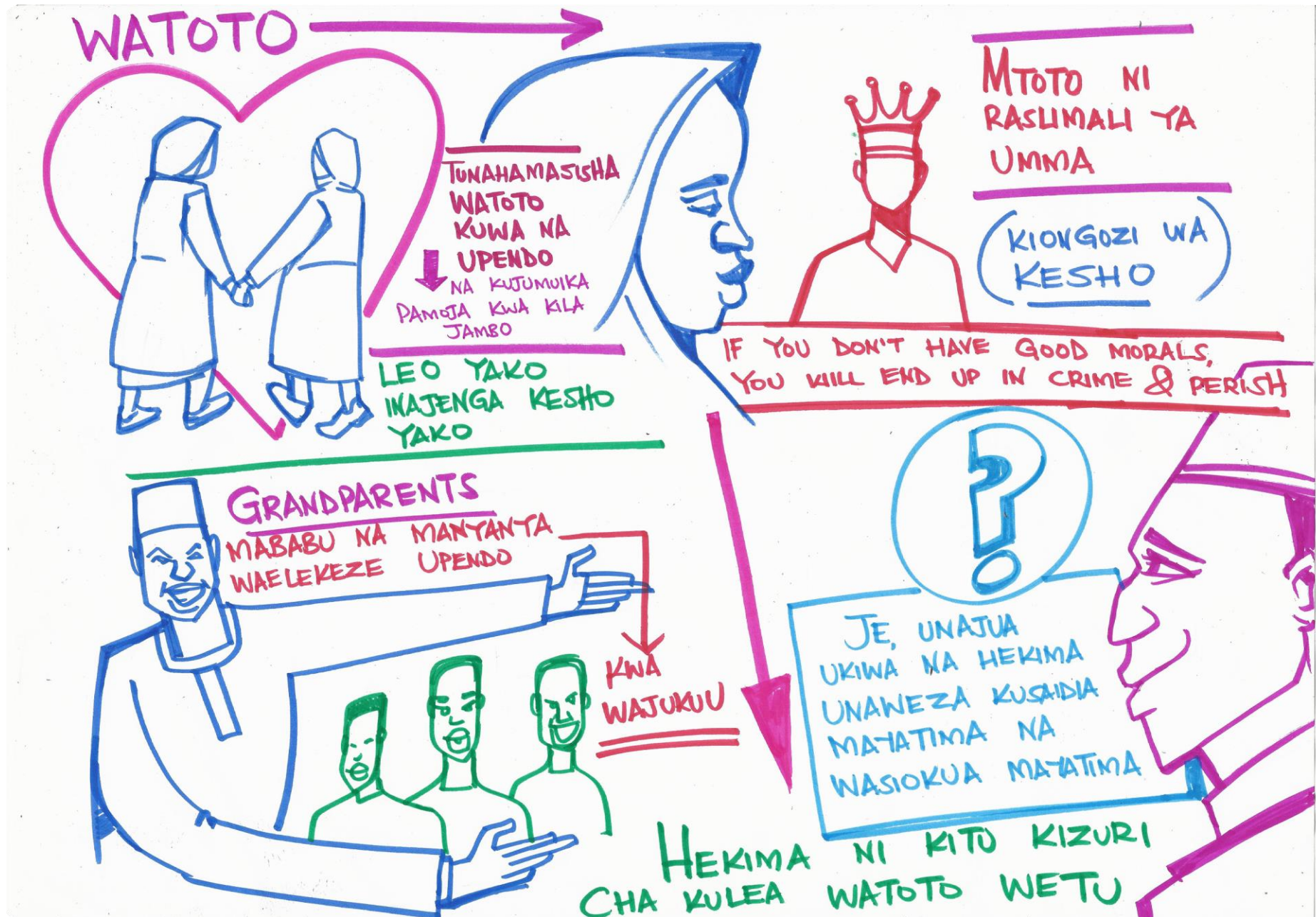
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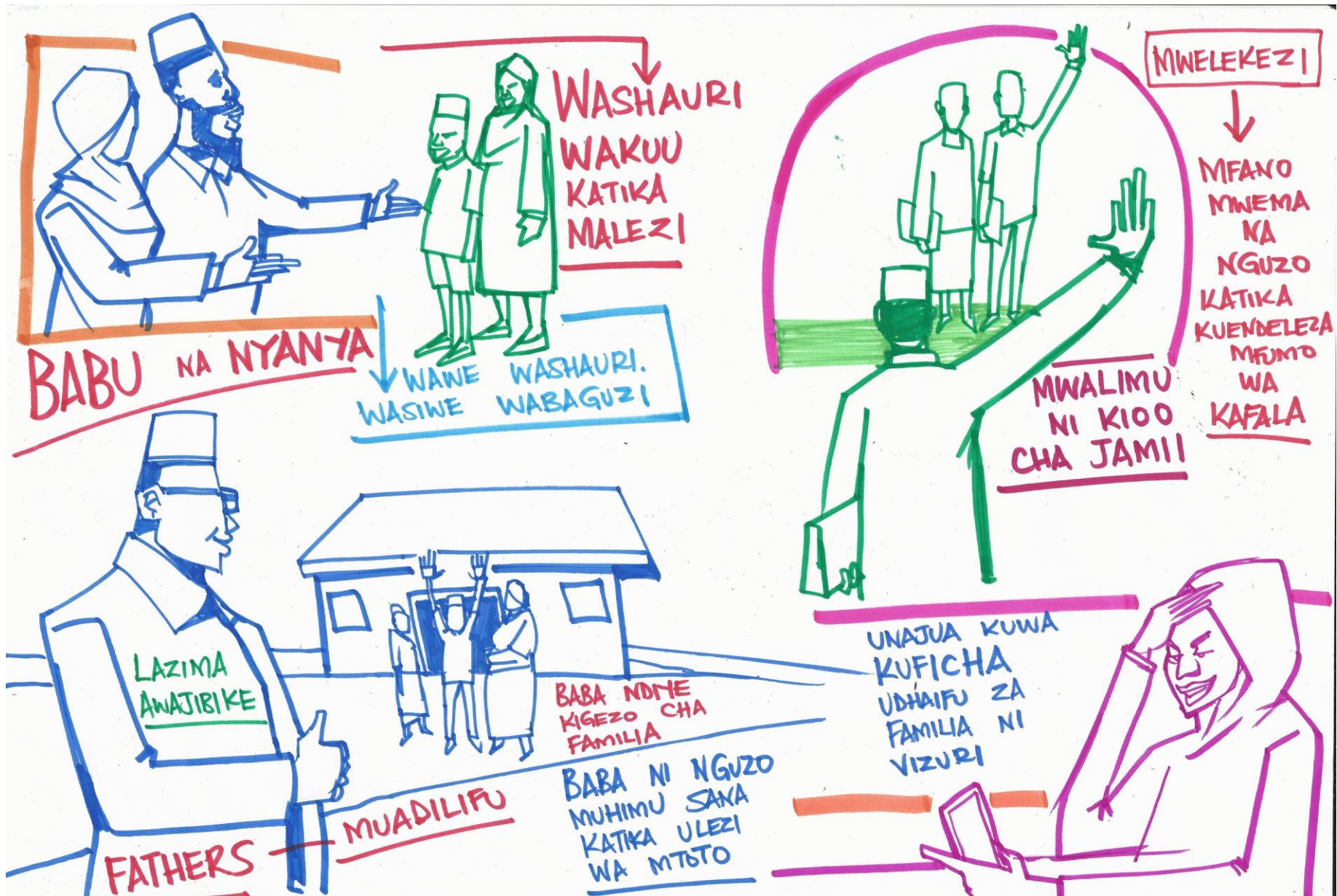
# Kafaalah components visual capture



# Children/ grandparents roles visual capture



# Grandmother/Grandfather/teachers/father and aunt roles visual capture



# Government/mother roles visual capture

SERIKALI

↓  
WASAIKIZI  
WASITISHE  
HONGO



UFISADI NA  
UBAGUZI NI  
MMONYOKO WA MAADILI

↓  
INACHANGIA UTEPETEVU WA HUDUMA  
ZA WATOTO

MOTHERS

WAMAMA WANE  
MFANO MZURI  
KWA JAMII

MAMA NI  
SHULE  
↓  
UMU  
MADRASA



WAKARIMU  
WENYE  
HURUMA NA  
IMANI KWA  
WATOTO

↓  
ULEZI BORA  
UNAHITAJI  
UKARIMU



# Community Engagement

Target group



Behavior change



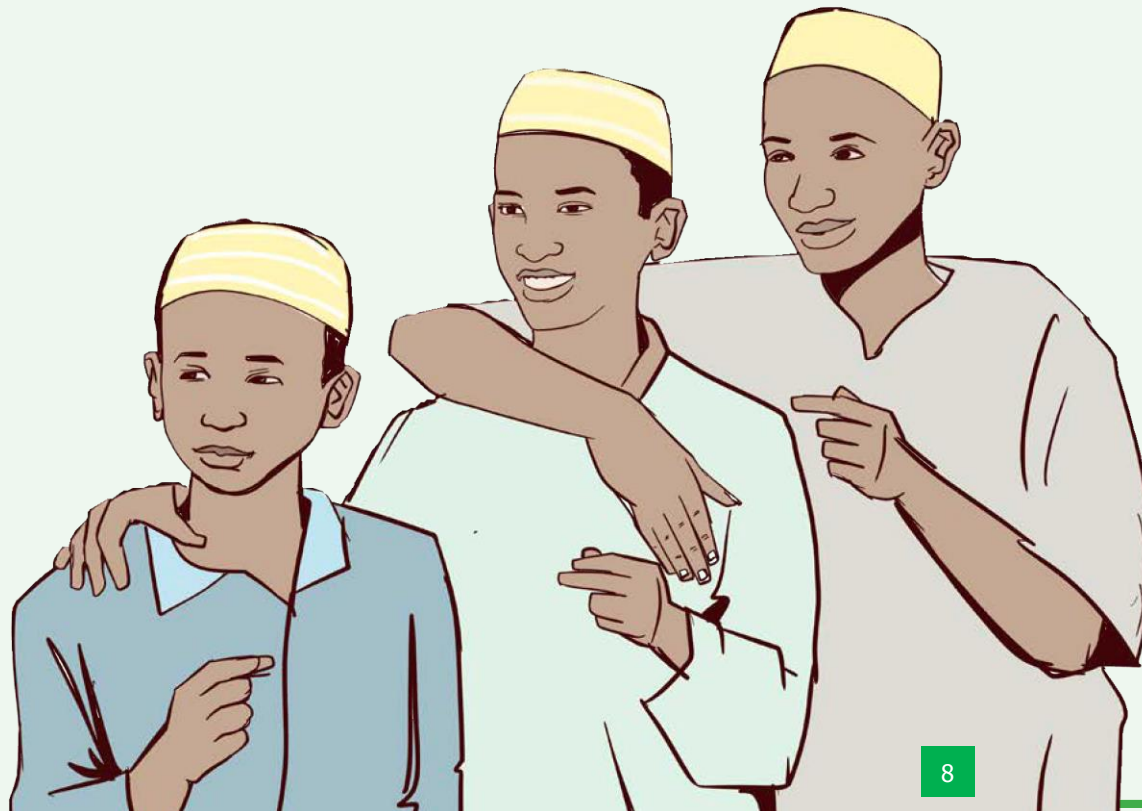
Communication channel



Message

## Behavior change

- Wawe na upendo - Children lovingly play, communicate and share with each other.
- Wawe na nidhamu- children demonstrate acceptable behaviour (within the confines of culture and religion).
- Ushirikiano familia na - Children increasingly participate in family activities and associate with family members.



## Communication channel

Shule, madrassa, msikitini  
Uwanjani, Michezoni  
Banners, Posters TV,  
Reflectors songs, social  
media- Instagram, FB,  
TikTok, Role plays, sports

## Message

- Tunawahamasisha Watoto kuwa na upendo na kujumuika pamoja katika kila jambo- We encourage children to have love and join together in everything.
- Pia muwe na nidhamu na kutangamana kwa uzuri na kuheshimiana. Vile vile muwe na ushirikiano - be disciplined and behave in a beautiful and respectful manner. Also be cooperative.
- Mtoto ni raslimali ya umma, ndio kiongozi wa kesho na mwelekeo una maadili mema ataishi kwenye uhalifu na kuangamia - A child is a public resource and is the leader of tomorrow. If the child does not have good morals, you will end up in crime and perish.
- Leo yako inajenga kesho yako. Zingatia upendo kwa kila aliye katika maisha yako ili kuhakikisha kesho yako inayokusubiria, imejaa watu wanaokujali - Your today builds your tomorrow, focus on love for everyone in your life to ensure your tomorrow awaits you, it is full of people who care about you.

# Grandparents /inlaws

## Behavior change

- Awe na upendo,
- Awe na hekima
- Asiwe mbaguzi

## Communication channel



Radio baraza, Vijiweni, Yamgambo – car with loudspeaker  
Radio kaya, jahazi pwani, Citizen TV, Vikao,darsa

## Message

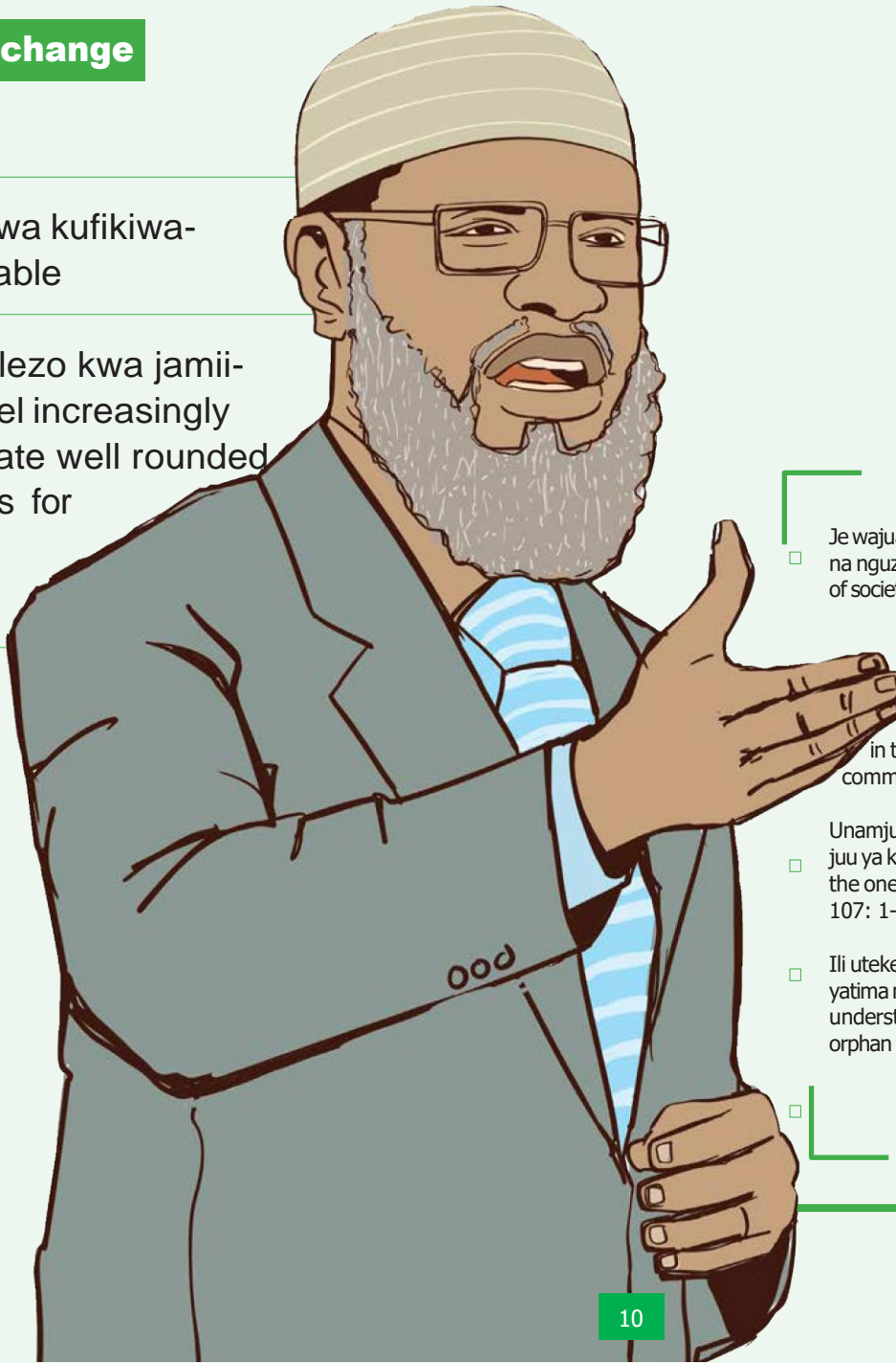
- Tunahamasisha mababu na manyanya waelekeze upendo kwa wajukuu wote kwa usawa bila ya ubaguzi - We encourage grandparents to show love to all grandchildren equally without discrimination.
- Je kuhamasisha mababu na manyanya kuelekeza upendo kwa wajukuu wote kwa usawa bila ya ubaguzi ndio sawa?- Is it right to encourage grandparents to direct love to all grandchildren equally without discrimination?
- Je unajua ukiwa na hekima unaweza kusaidia mayatima na wasiokuwa mayatima?hekima ni kitu kizuri cha kulea Watoto wetu - Do you know if you have wisdom you can help orphans and non- orphans? Wisdom is a good thing to raise our children.
- Kumbuka dunia mapito leo upo kesho hupo na unachofanya utafanyiwa, basi acha athari njema kwa ulio nao hasa kwa yatima umleae - Remember that the world is changing today, you are there today, and what you do will be done to you, so leave a good impact on what you have, especially for the orphans you raise.
- Babu na nyanya ni washauri wakuu katika malezi ya Watoto. ili Watoto wapate malezi bora ni muhimu wawe na upendo, hekima, washauri, na wasiwe wabaguzi - Grandparents are the main advisors in the upbringing of children. In order for children to have the best education, it is important that they have love and wisdom, that they are counselled and that they are not discriminated.



# Teachers/Ustadh/Ustadha/Imam

## Behavior change

- Awe mjuzi
- Mwepesi wa kufikiwa-approachable
- Awe kielelezo kwa jamii-Role model increasingly demonstrate well rounded behaviours for others to emulate



## Communication channel

Baraza, sehemu ya ibada, hafla (maulidi), ijtimai (mihadhara), darsa mawaidha ya mafunzo, radio, TV simu, Madrass, radio rahma, TV

## Message

- Je wajua kama mwalimu ni kioo cha jamii? Wewe ni mjuzi, mwelekezi, mfano mwema na nguzo katika kueleza mfumo wa kafala - Do you know if a teacher is a mirror of society? You are knowledgeable, a guide, a good example and a pillar in developing the kafala system.
- Imam/ustadh ndio kiongozi mkuu katika jamii, ndie taa yenye kungarisha, ndiye dereva mkuu mwenye kuendesha jamii pasi kueleza umma juu ya mayatima umma utabaki katika giza - The imam/ustadh is the main leader in the community, he is the shining light, he is the main driver who drives the community.
- Unamjua anae kanusha dini ni yupi? Ni yule anayemsukuma yatima na asiye sisitiza juu ya kumlisha maskini - Do you know a person who denies what religion he is? He is the one who pushes the orphan and does not insist on feeding the poor (Al Qur'an 107: 1-3).
- Ili utekeleze dini lifahamu hilo na ufahamisha jamii nzima umuhimu wa kumlea yatima na wewe utekeleze hilo ili uwe kielelezo kwa jamii - In order to practice religion, understand this and inform the whole community of the importance of raising an orphan and you should practice this so that you can be an example to the community.

# Fathers

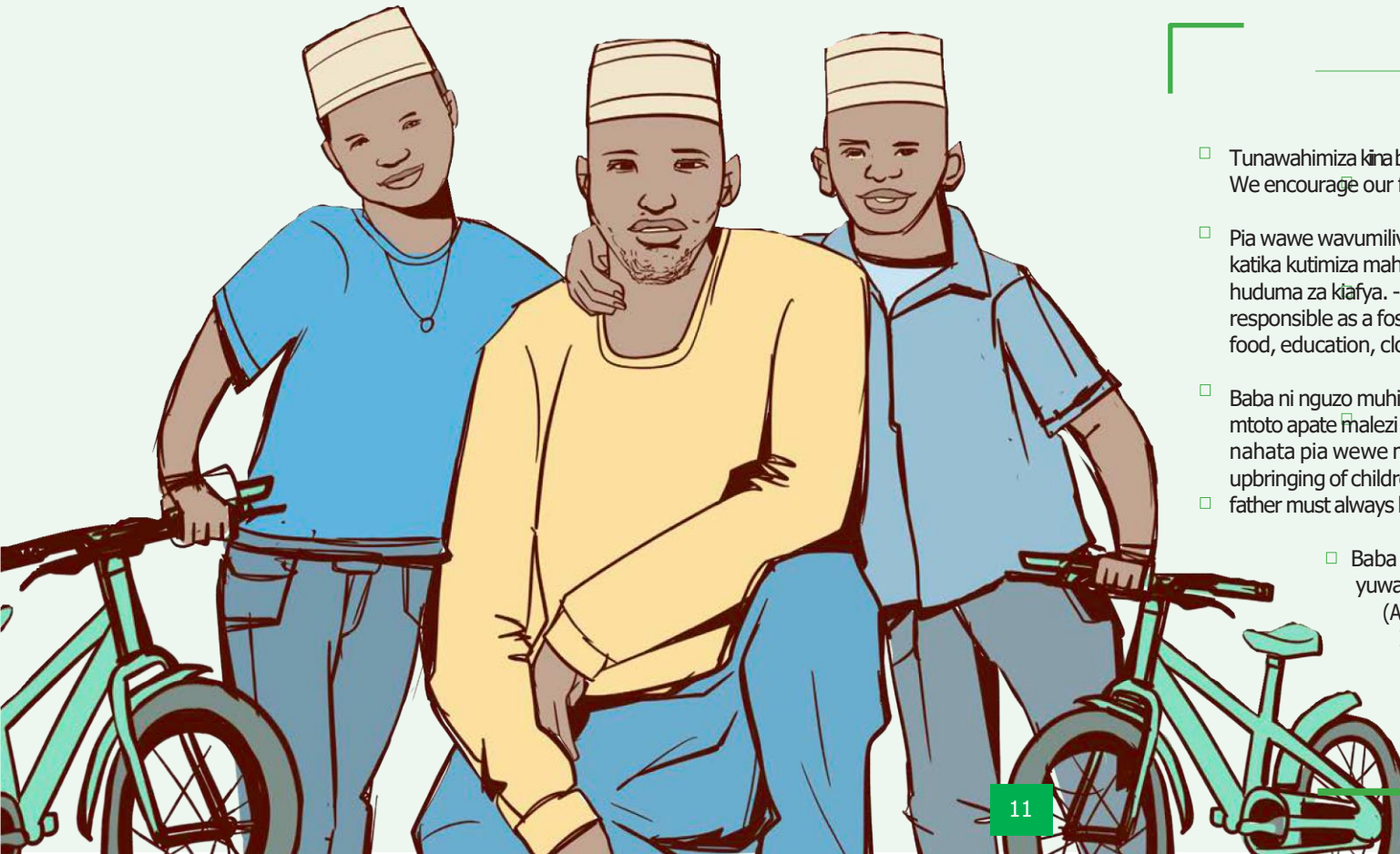
## Behavior change

- Muadilifu
- Awe muajibikaji-responsible
- Mvumilivu



## Communication channel

Matangazo ya radio, Tangazo katika sehemu za ibada, Baraza, Banners, Posters, Fliers, T-shirts, Reflections Radio-lulu FM, Jahazi FM, Mosques/Friday sermon, darassa



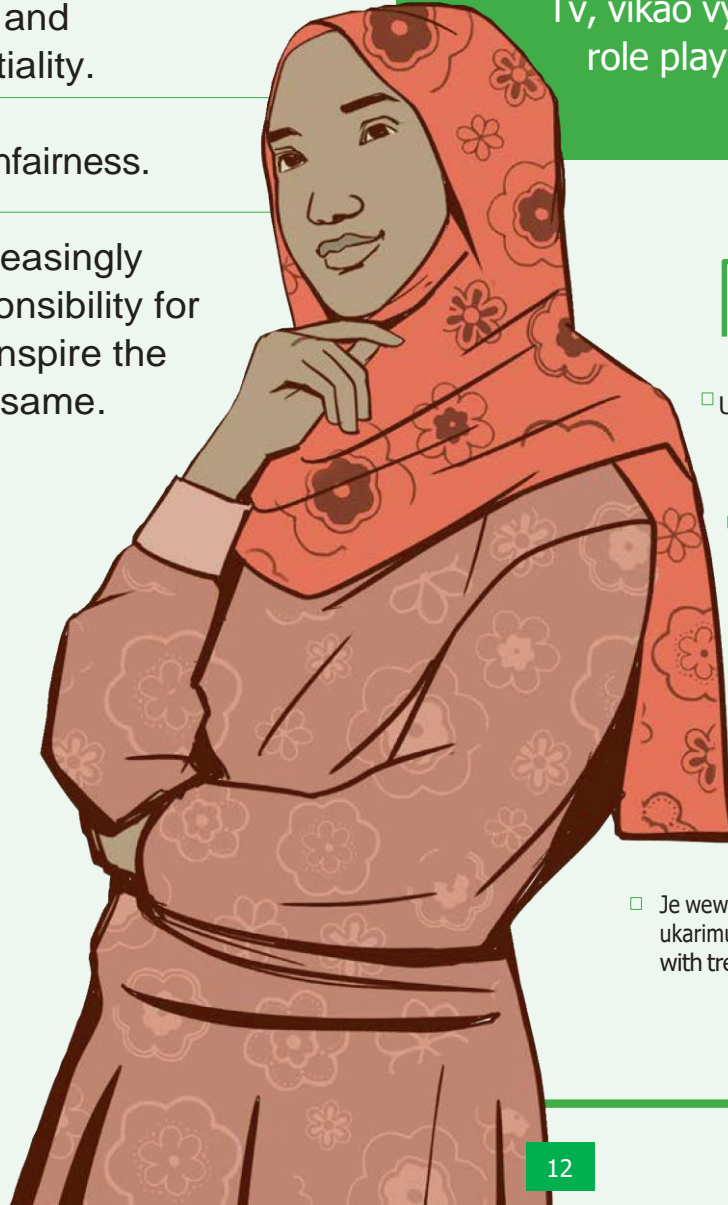
## Message

- Tunawahimiza kina baba kuwa waadilifu na kufanya usawa bila ya ubaguzi - We encourage our forefathers to be fair and fair without discrimination.
- Pia wawe wavumilivu kwa familia zao na kuwajibika kama baba mlezi katika kutimiza mahitaji ya familia kama chakula elimu, mavazi, malazi na huduma za kiafya. - They should also be patient with their families and be responsible as a foster father in fulfilling the needs of the family such as food, education, clothing, shelter and health services.
- Baba ni nguzo muhimu sana katika ulezi watoto, sijui unafamu hilo? Ili mtoto apate mlezzi bora, baba lazima awajibike, uwe mwadilifu, mkarimu nahata pia wewe mvumilivu - A Father is a very important pillar in the upbringing of children. so that the child can have the best upbringing, the father must always be responsible, be fair, kind and even patient.
- Baba ndiye kigezo cha familia "Hakika mwenyezi mungu yuwaamrisha uadilifu na wema na kuwapa jamaa wa karibu" (Al Qur'an 16:90) - The father is the standard of the family. Indeed, the almighty God commands justice and goodness and gives it to close relatives.

# Aunt

## Behavior change

- Awe msiri, consistently respect boundaries, demonstrate trust and maintain confidentiality.
- Asiwe na hiyana/unfairness.
- Awe mshauri, increasingly demonstrate responsibility for their actions and inspire the children to do the same.



## Communication channel

Tv, vikao vya kina mama, lesa, t-shirts, reflectors, dera, role plays in the community.

## Message

- Unajua kuwa kuficha udhaifu za familia ni vizuri? Tunawasilihi Mashangazi ficheni udhaifu/upungufu za familia - Do you know that hiding family weaknesses is good? We urge Aunties to hide the family's weaknesses/shortcomings.
- Je mwajua kuwa shangazi anahitaji ujasiri na Imani?
- Ni muhimu shangazi kuwa mvumilivu katika mazingira ya Watoto - Do you know that aunts have the courage and faith to raise children? It is important for the aunt to be patient in the Children's environment.
- Shangazi ni mlezi na pia mzazi ,je unajua hivyo. Kutoka jadi mtoto yuko karibu sana na shangazi ndiposa baada ya baba ni shangazi; je unawajibika? Do you know that an aunt is secretive, not a hypocrite Aunt is a caregiver and also a parent. From tradition, the child is very close to the aunt, then after the father is the aunt; are you responsible.
- Je wewe shangazi wajua kumlinda mtoto ni kutokua na hiyana na uwe msiri, mwadilifu na ukarimu kwa Watoto wote? - Do you auntie know that to protect a child is not to grow up with treachery is to be confidential, fair and generous to all children?

# Serikali

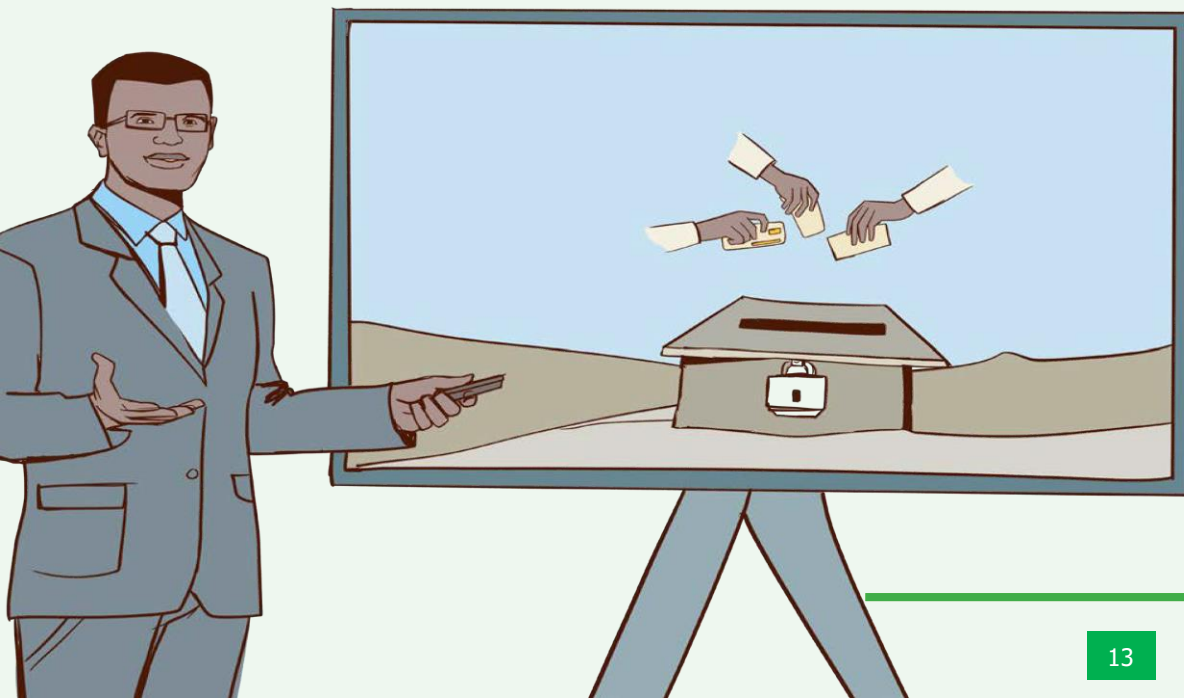
## Behavior change

- Asiwe mfidadi - Government officers desist from all forms of embezzlement, theft and frauds of funds intended for vulnerable population.
- Wasiwe wabaguzi - Government officers engage all persons without favoritism, nepotism or clientism.
- Kutoa mwongozo - Government provides the right structures, framework, and policy framework for the enhancement of Kafaalah work.
- Serikali iwe na uharaka kupata haki za Watoto (justice should not be delayed).



## Communication channel

TV, Radio, Gazette, Newspaper, bunge la mwananchi, baraza, yam gambo, posters, seminars, social media Email, newsletter



## Message

- Ufisadi na ubaguzi ni mmonyoko wa maadili unochangiaa katika utepetevu wa Huduma za
- Watoto - Corruption and discrimination is a moral erosion that contributes to the ineffectiveness of Children's Services.
- Viongozi wa serikali wawe wasaidizi, wasiwe wabaguzi, wasiitisha rushwa ili kuenedeleza Huduma kwa Watoto Government leaders should be helpful, not discriminatory, not calling for bribery to develop Services for children.



## Behavior change

- Awe mkarimu/upendo/huruma
- Awe mcha Mungu Mothers
- Mama ajukumike na awajibike
- Mama awe msiri, asibague, asidhirishe mapenzi kwa baadhi ya watoto tu, awe na lugha nzuri kwa watoto, na awe mshauri
- Mama ashirikiane na familia kuwalea watoto na awe muwazi kwa Kila kitu.

## Communication channel

TV, Simu, Mikutano ya vyama, Runinga, Braza, Banners, Posters Fliers, Tshirts, Leso, Reflections, Riboons (hand), Darsa, citizens, Social media- TikTok, WhatsApp, Facebook

## Message

- Tunawasihi mama wawe wakarimu na wenye huruma na imani kwa watoto, familia na jamii; wawalete jamii pamoja na kuwapenda - We urge mothers to be kind and compassionate and have faith in children, families and communities; bring them to the community and love them.
- Ulezi bora unahitaji ukarimu.
  - Wamama wawe mfano mzuri kwa jamii kwa sababu mama ni shule (umu madrassa) - Good parenting requires generosity. Mothers should be a good example for society because a mother is a school (umu madrassa).
  - Vile vile wamama wawe wacha mungu wafundishe maadili mema (Tarbia) - Likewise, mothers should let God teach them good morals (Tarbia).
  - Mama anapaswa kuwa mfano bora kwa Watoto mayatima kwa kuleta usawa, kuwa upendo na uwazi; hivyo ndivyo ufanyavyo wewe? - A mother should be a good example for orphans by bringing equality by being loving and open.
  - Mama anafaa kuwa mfano mzuri kwa Watoto, hivyo basi akiwa mcha mungu na mwenye heshima, watoto watakuwa na miondoko na tabia nzuri - A mother should be a good example to children, so if she is godly and respectful, children will have good behavior and behavior.





# LOGO SLOGAN CO-CREATION WITH THE COMMUNITY

**KAFALAH** →

SLOGAN & LOGO DRAFTS →

CO-CREATION WITH THE COMMUNITY



**KAFALAH**

NOT TOO LONG



**MALEZI BORA #  
#TUMBANI  
TUWAJIBIKE**



**Malezi bora  
TUWAJIBIKE**



# Kafaalah



Chaguo bora, Malezi bora  
Tuwajibike