VISUAL COMMUNITY ENGAGEMENT SESSION TO DEVELOP KAFAAalah MESSAGES

Kisumu County
Need to know more? Contact Changing the Way We Care at, info@ctwwc.org
or visit changingthewaywecare.org

Changing the Way We Care℠ (CTWWC) is implemented by Catholic Relief Services and Maestral International, along with other global, national and local partners working together to change the way we care for children around the world. Our principal global partners are the Better Care Network and Faith to Action. CTWWC is funded in part by a Global Development Alliance of USAID, the MacArthur Foundation and the GHR Foundation.

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What is Kafaalah?

*Kafaalah ni nini?*

*How you know Kafaalah?*
Kafaalah components visual capture
Kafaalah components visual capture
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Kafaalah components visual capture
Kafaalah components visual capture
Community Engagement

- Target group
- Behavior change
- Communication channel
- Message
Fathers/Baba

Behavior change

- Fathers are more involved in decision-making and advising the family.
- Accommodative fathers provide all children with an affectionate, responsive, non-discriminatory, and supportive environment.
- Fathers engage in childcare (play, reading, providing, and nurturing).

Communication

channel

Gazette, radio billboard mosques, social media (WhatsApp) chief baraza, dramas, SMS, Mosque, newspaper, radio, baraza, TV, posters billboard, friends, sensitization, mobile phone (Twitter, Facebook, Instagram)

Message

- Tunawahimiza kuwa waadilifu, waaminifu, wenye bidi, wakweli na waangalifu.
- Kafaalah family care option for the children.
- Kuna msisitizo kwamba Kafaalah ni mfuno mbadala wa ulesi wa Watoto.
Mother/Mama

**Behavior change**

- **Patient and tolerant to all children**
  
  Mothers have realistic expectations about children’s behavior and development.

- **Consultative with father and children**
  
  Mothers engage in effective, timely, and open communication with their spouses about Kafaaljah.

- **Good role model and gives guidance**
  
  Mothers use appropriate behaviors to mould children’s behaviors.

- **Show compassion and accommodative to all the family members**
  
  Mothers recognize and respond accurately, appropriately and in a timely manner to all their children

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**Communication**

WhatsApp, TV, chamas, billboards, radio, posters, magazines, dramas, SMS Chamas, gatherings, mosque, sensitization meetings

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**Message**

- Patience and tolerance to all children living and loving.
- Kusihi/pleading with mothers to accept to be with other children in their home.
- Encouraging mothers to be role models.
- To be compassionate to other children.
Uncle and aunt

**Behavior change**

- Accepting decisions and children — Uncles and aunties provide all children with an affectionate, responsive, non-discriminatory, and supportive environment.
- Compassionate and respectful to children.

**Communication channel**

Radio, TV, posters, mosques, mobile phones

**Message**

- To show love to other children.
- To bring the children together.
Teachers/Ustadha

Behavior change

- Encourage parents children and community on Kafaalah Ustadh/Ustadha provide guidance, information and awareness to parents/children and community on Kafaalah.

- Be educative and informative Ustadhs increase/strengthen capacities of families, communities, and GOK to provide a protective environment for children under Kafaalah.

- Championing Kafaalah, support, defend consistently, advocate and promote Kafaalah in the community.

- Approachable and available to/by children. Ustadhs/ Ustadhas provide a safe space and effective communication.

Communication channel

Drama, WhatsApp, Friday bulletin, TV, radio, short note SMS, Memos

Message

Tunawahimiza kufundisha Watoto kwa mapenzi, subra na huruma.
In-laws increasingly demonstrate support of decisions made by family.

Role model and provide advice.

Respectful to the family.

Messages

- Encourage the sons and daughters to accept other children in their homes.
- To support in caregiving.

Communication channel

Radio, TV, mobile phone, from their children, mosques
**Behavior change**

- Government increases awareness and knowledge on Kafaalah to the community.

- Government increases resources, commitment and is more responsive to the needs of the children and community.

- Government enhances dialogue and involvement of Kafaalah committees, community structures and family in follow up of children placed under Kafaalah.

- Government to ensure Kafaalah policies and guidelines are used.

**Communication channel**

Emails, barazza, Memo, phone, SMS, TV, Radio Stations

**Message**

- Provide right information on Kafaalah.

- Government to recognize and promote Kafaalah as an alternative family care option.
Behavior change

- Loving /accommodating to other children (non-discriminating, united and togetherness). Children lovingly play, communicate and share with each other.

- Openness and willing to share/communicate with family members. Children, recognize and seek support from family members.

- Children expressing their feelings without fear, but respectfully.

Communication channel

School drama, poems, posters, painting (arts) music games, TV, games, role plays, from ustadh/ustadha

Message

- Lets embrace each other.
- Watoto wawe na upendo baina yao.
- Wasiwe wachochezi.
- They be discipline.
- Sharing is caring.
Grandmother/fathers behaviors

**Behavior change**

- Grandparents educate and share knowledge values religion to children.
- Accommodative Grandparents provide children with an affectionate, responsive, non-discriminatory and supportive environment.
- Responsive in caregiving/balance (kudekeza) Grandparents respond to children’s misbehavior by providing children with guidance and encouragement.
- More involvement in decision making and advising the family Inlaws engage in effective, timely and open communication.
- Accommodative Inlaws provide all children with an affectionate, responsive, non-discriminatory, and supportive environment.
- Supportive on childcare Inlaws engage in childcare. (play, reading, providing, and nurturing).

**Communication channel**

Radio, Tv, baraza, gatherings, one on one talks with children, mosques, sensitization, posters, TV, baraza, Message

- To give guidance and counselling to grandchildren.
- To support them without discrimination.
In-laws

Behavior change

- More involvement in decision making and advising the family Inlaws engage in effective, timely and open communication.

- Accommodative Inlaws provide all children with an affectionate, responsive, non-discriminatory, and supportive environment.

- Supportive on childcare Inlaws engage in childcare (play, reading, providing, and nurturing).

Communication channel

Radio, TV, mobile phones, from their children mosques, WhatsApp, chamas, baraza, tshirts, caps, lessons.

Message

- Encourage your sons/daughters to accept other children in their homes.

To support in caregiving.
LOGO SLOGAN CO-CREATION WITH THE COMMUNITY

KAFAAH → SLOGAN & LOGO DRAFTS → CO-CREATION WITH THE COMMUNITY

KAFAALAH

NOT TOO LONG

SLOGAN WORKS BETTER IN SWAHILI

MEMORABLE

CATCHY

MALEZI BORA

TUWABAKI

MALEZI BORA

TUWABAKI
Kafaalah

Chaguo bora, Malezi bora
Tuwajibike