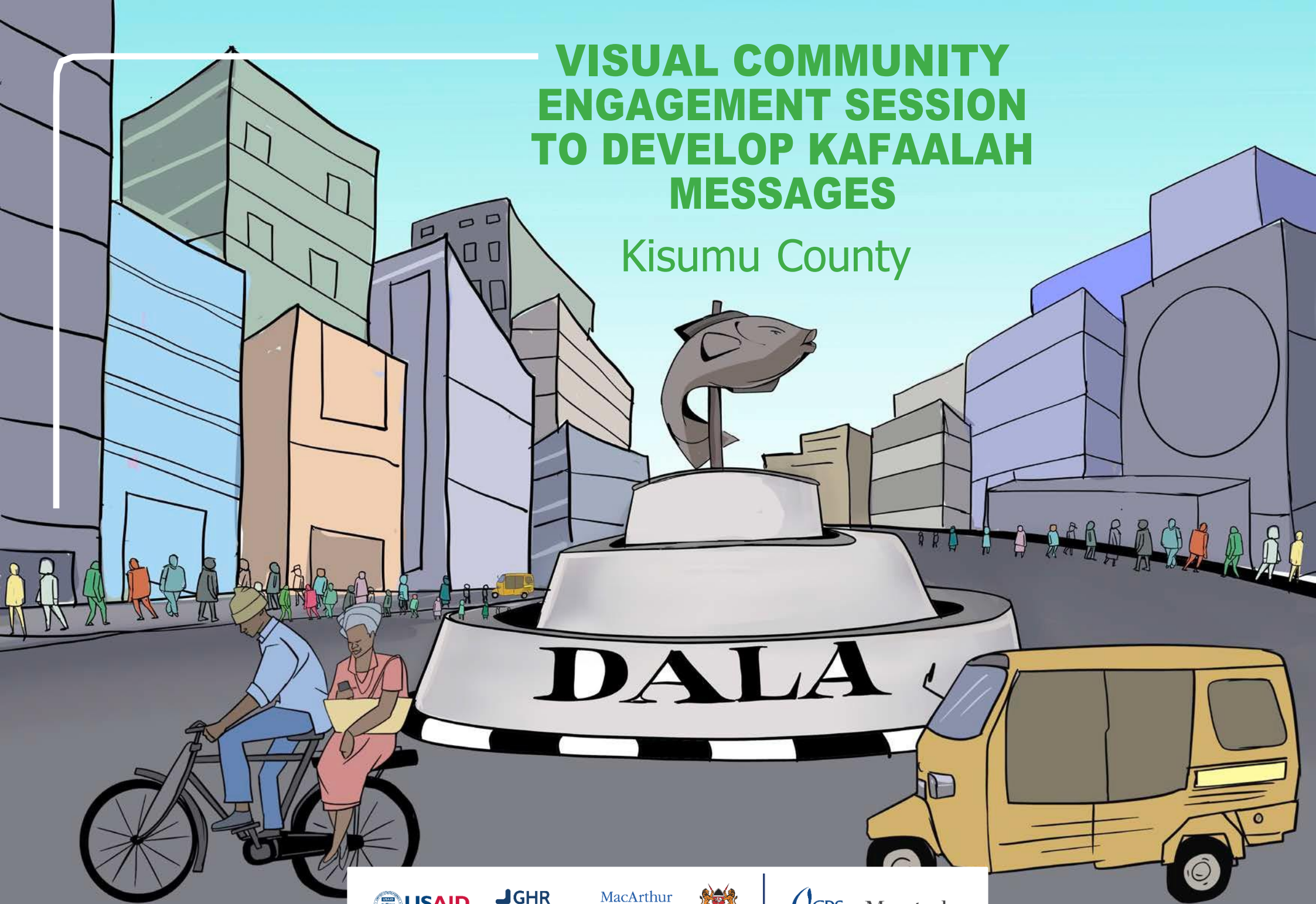


# VISUAL COMMUNITY ENGAGEMENT SESSION TO DEVELOP KAFAALAH MESSAGES

Kisumu County



**Need to know more?** Contact *Changing the Way We Care* at, [info@ctwwc.org](mailto:info@ctwwc.org)  
or visit [changingthewaywecare.org](http://changingthewaywecare.org)

Changing the Way We Care<sup>SM</sup> (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?

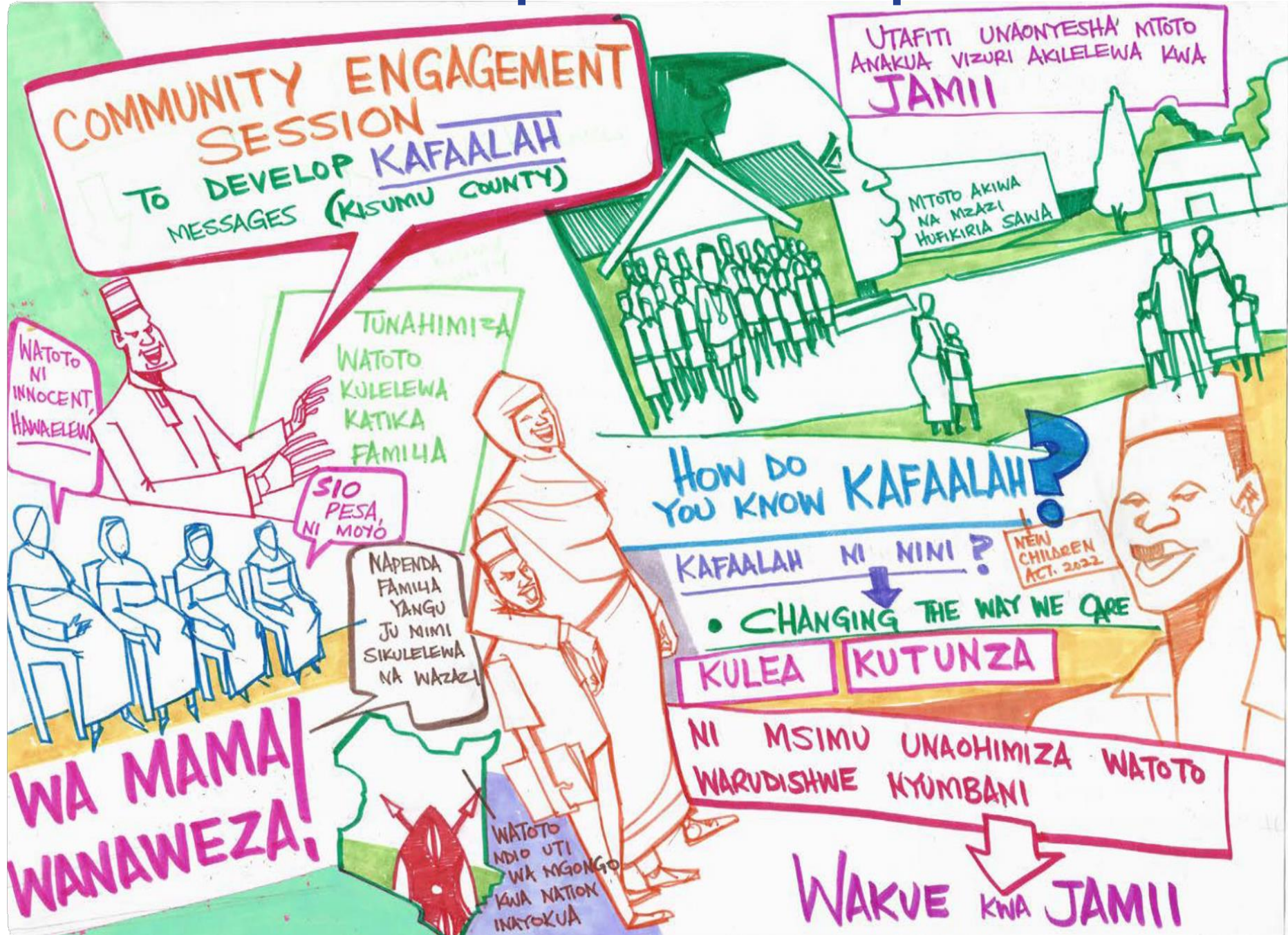


*Kafaalah ni nini?*  
**How you know Kafaalah?**





# Kafaalah components visual capture





# Kafaalah components visual capture



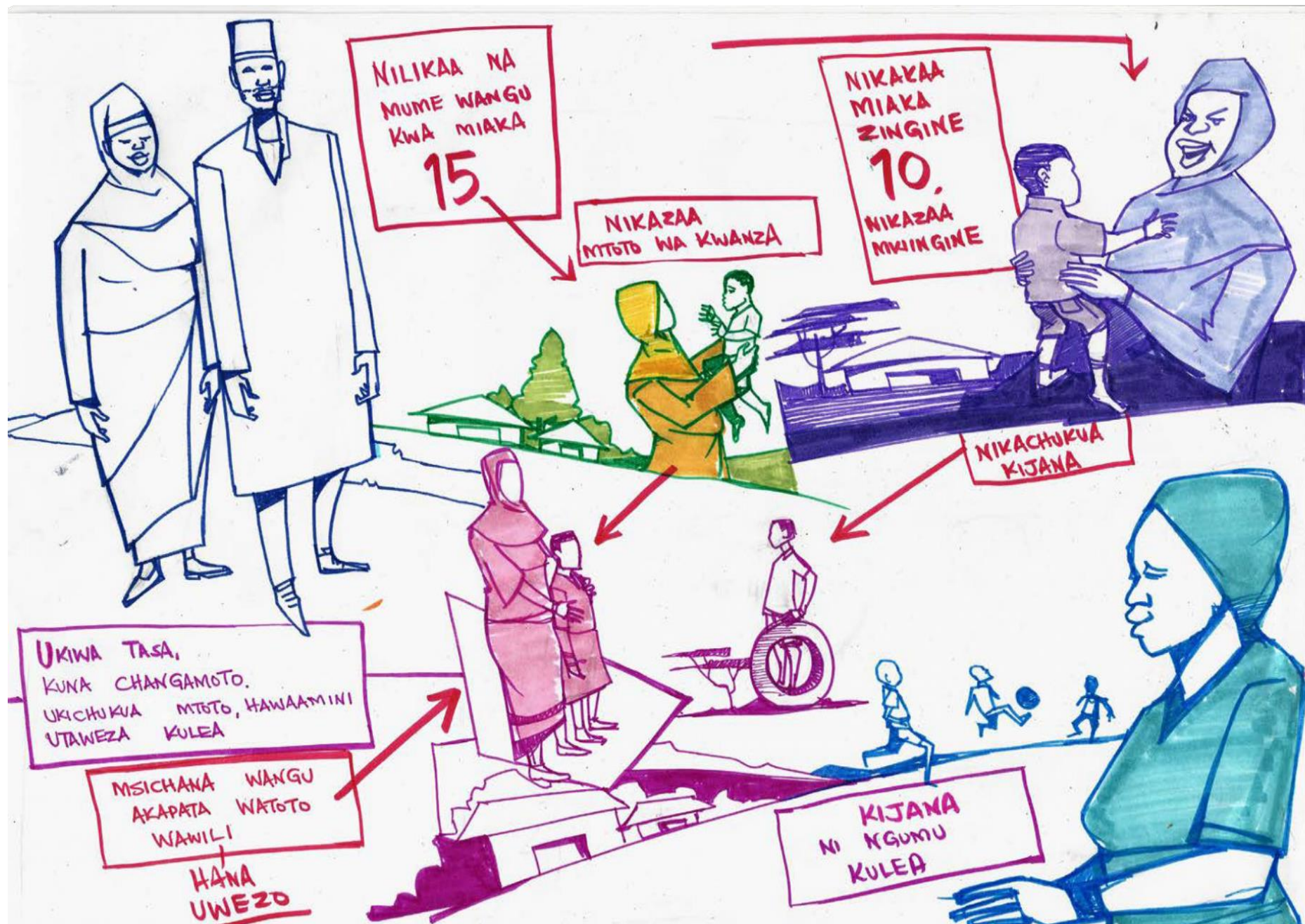


# Kafaalah components visual capture





# Kafaalah components visual capture





# Kafaalah components visual capture





# Community Engagement

Target group



Behavior change



Communication channel



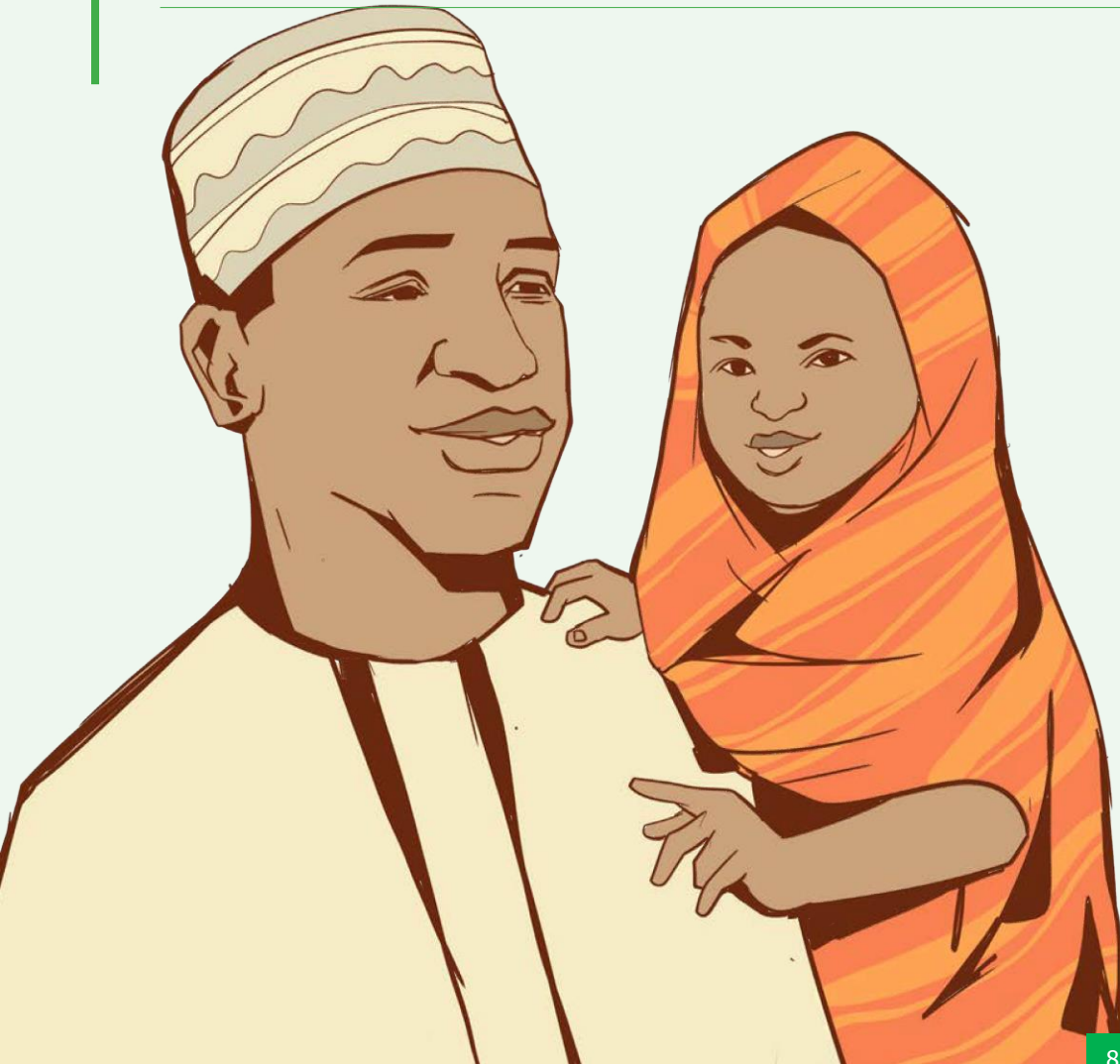
Message



# 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 mfundo mbadala wa ulezi 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 Kafaalah.

- **Good role model and gives guidance**

Mothers use appropriate behaviors to mould children's behaviors.

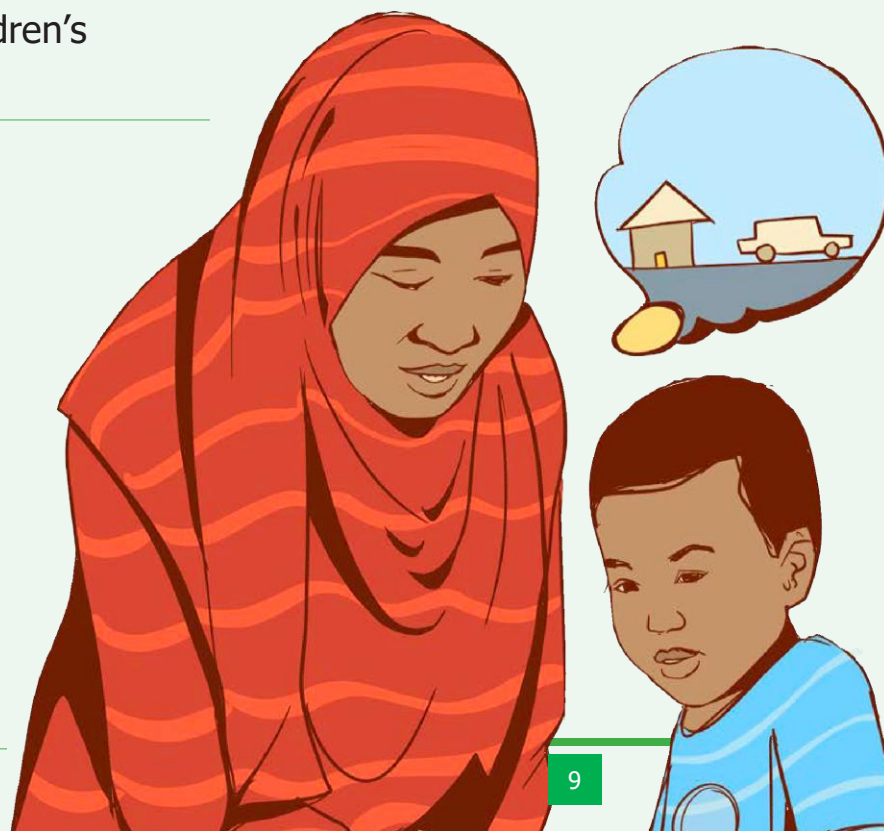
- **Show compassion and accommodative to all the family members**

Mothers recognize and respond accurately, appropriately and in a timely manner to all their children



## Communication

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



## 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



## Communication channel

Radio, TV, posters, mosques, mobile phones

### Behavior change

- More involvement in caring for children. Uncles and aunts engage in childcare (play, reading, providing, and nurturing).
- Accepting decisions and children — Uncles and aunts provide all children with an affectionate, responsive, non-discriminatory, and supportive environment.
- Compassionate and respectful to children.



### 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.

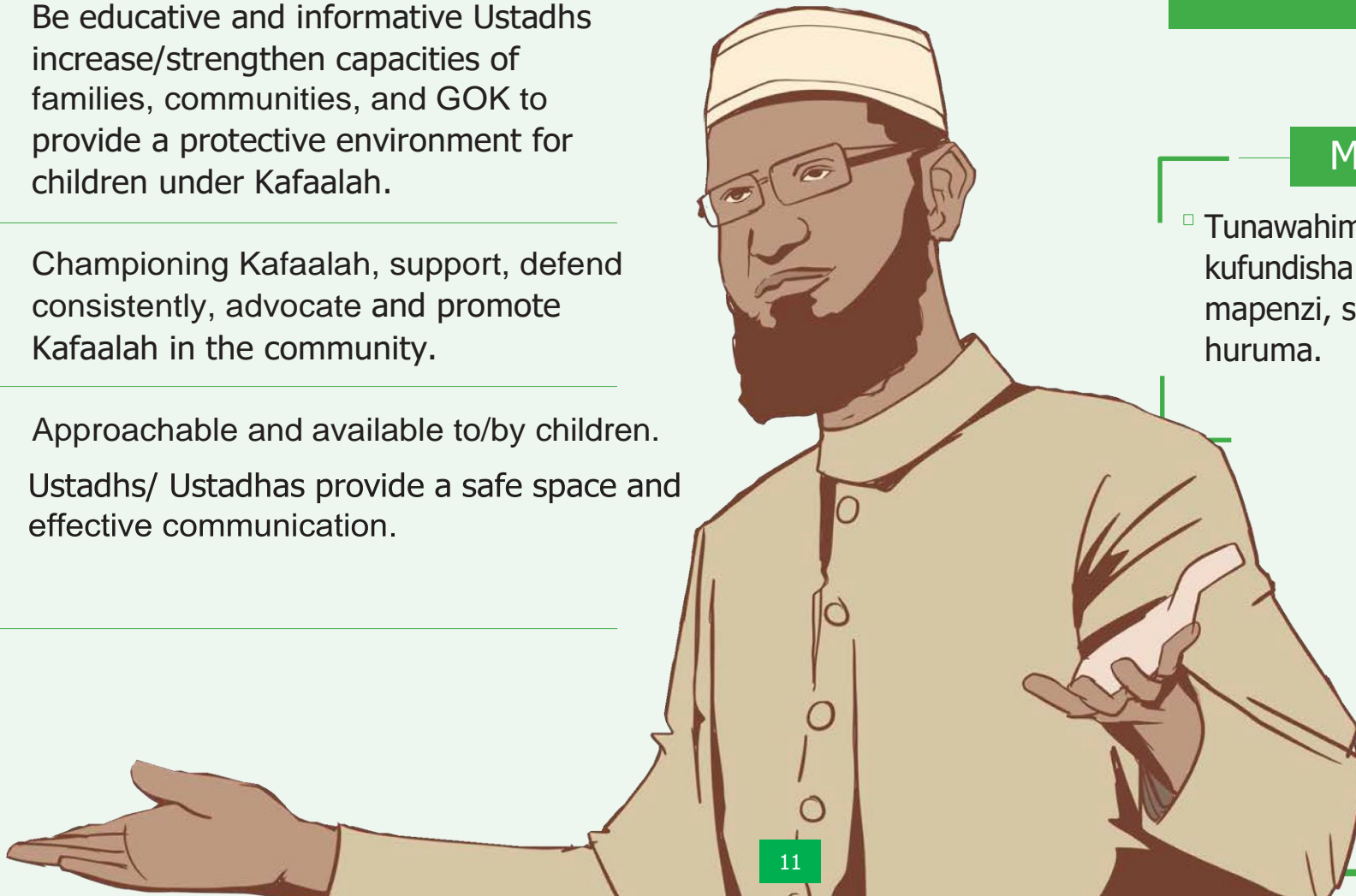


## Communication channel

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

## Message

- Tunawahimiza kufundisha Watoto kwa mapenzi, subra na huruma.





# Brother /sister-in-law



## Communication channel

Radio, TV, mobile phone, from their children, mosques

## Behavior change

- In-laws increasingly demonstrate support of decisions made by family.
- Role model and provide advise.
- Respectful to the family.

## Messages

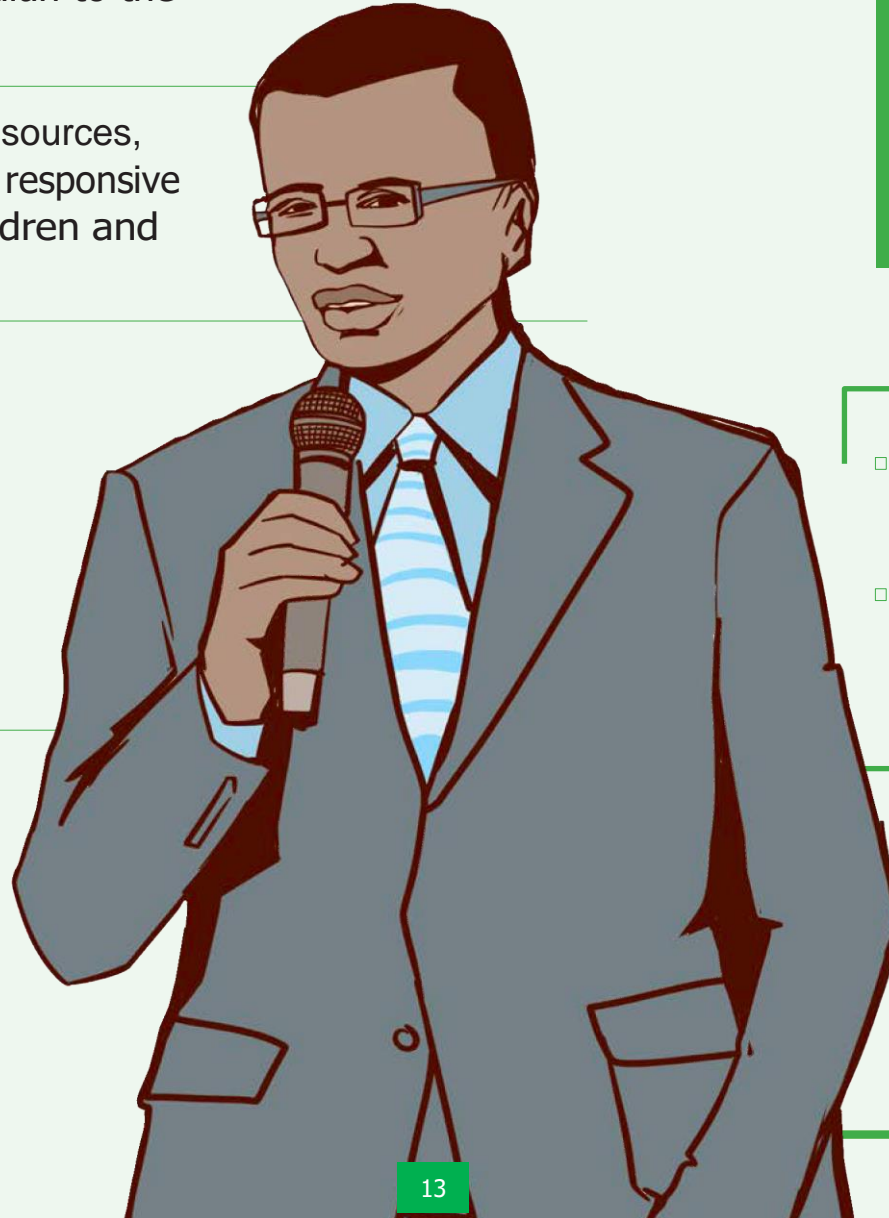
- Encourage the sons and daughters to accept other children in their homes.
- To support in caregiving.



# Government

## 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.



## Child



### Communication channel

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

#### 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.



#### 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).

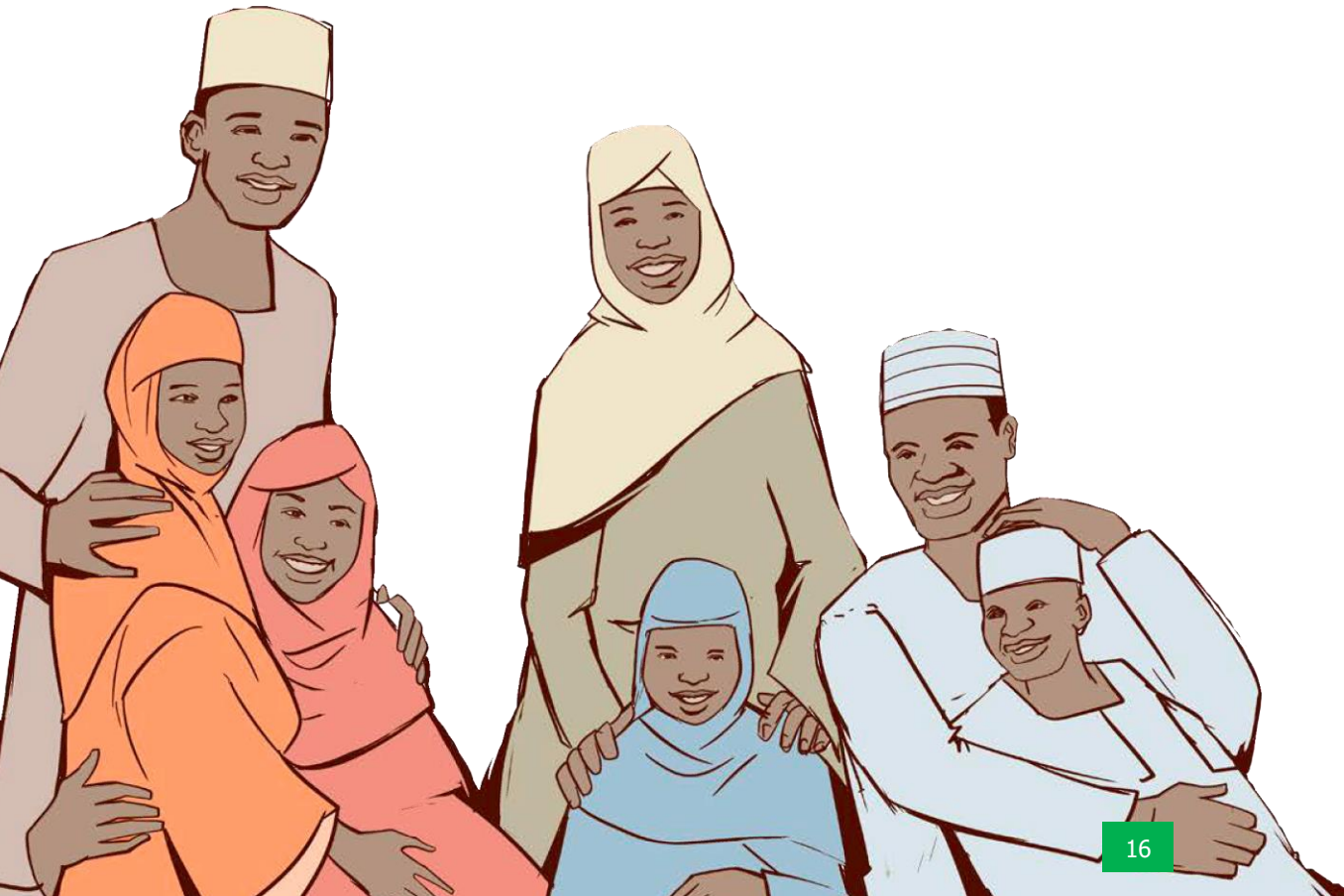


## Communication channel

Radio, TV, mobile phones, from their children mosques, WhatsApp, chamas, baraza, t-shirts, 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

**KAFALAH** →

SLOGAN & LOGO DRAFTS →

CO-CREATION WITH THE COMMUNITY



**KAFALAH**



**MALEZI BORA  
~~AFUMBANI~~  
TUWAJIBIKE**



**Malezi bora  
TUWAJIBIKE**

NOT TOO LONG

SLOGAN WORKS BETTER IN SWAHILI

MEMORABLE

CATCHY



# Kafaalah



Chaguo bora, Malezi bora  
Tuwajibike