

**USER GUIDE FOR 3D CHILD LABOUR
AWARENESS RAISING VIDEOS**

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3D AWARENESS-RAISING ANIMATION USER GUIDE : KWEKU AND THE BIRD

Introduction

"Kweku and the Bird" is an animated 3D series that presents Kweku, a 12-year-old boy who lives in a cocoa communities with his parents. Kweku does not attend school regularly. With the help of his friends, his father, the teacher and other community members, he will raise awareness on key issues that help improve the lives of cocoa farming families and the protection of their children.

1. Presentation of awareness raising film 1

Kweku and the Bird is presented as a series with 4 episodes. Each episode must be viewed separately according to the activities or events occurring within the community. The episodes are as follows:

- ***Episode 1 : Protecting children from dangerous work***
- ***Episode 2 : How school helps children find a better future***
- ***Episode 3 : The role of women and economic activities***
- ***Episode 4 : The community plays a key role***

2. Period of dissemination

The screening of the awareness-raising film 'Kweku and the Bird' must take place during the first year of intervention of the project/programme or activities in a community. The viewing of the episodes must take into account the following periods or events:

Episodes	Periods
Episode 1 :	<ul style="list-style-type: none">- Activités related to the agricultural calender: execution of dangerous work and light work;- Return to school;- School year;- School holidays.
Episode 2 :	<ul style="list-style-type: none">- Return to school;- School year;- School holidays.
Episode 3 :	<ul style="list-style-type: none">- Establishment of community structures (Community Child Protection Committees, Income Generating Activity Groups, Community Service Groups,);- Activities within the community
Episode 4 :	<ul style="list-style-type: none">- Establishment of community structures (Community Child Protection Committees, Community Service Groups,);- Activities within the community

Purchasing Clerk)												
Commercialisation / marketing												

During these periods, the educational film 1, in particular episode 1, can be shown to draw people's attention to preventive measures.

4. Some good practices for animating awareness sessions with educational film 1

Projection time	Good practices to observe
Before the film screening	<ul style="list-style-type: none"> ▪ Select the episode to be watched according to the established broadcast schedule and especially in connection with moments of intense activities or events in order to send a message that should encourage adults to become aware of child protection; ▪ Always use one episode per sessions ; ▪ Properly load the video projector and speakers the day before the screening, without forgetting to make a check list of all the awareness material with the films; ▪ Check that the film can be seen correctly and easily; ▪ It is best to watch the educational films at nightfall: between 5 and 7 p.m. or during the day only in a place that does not allow much daylight to filter through in order to preserve the quality of the images; ▪ Set up one (01) hour before the screening.
During the film screening	<ul style="list-style-type: none"> ▪ Follow protocol/custom regarding greetings or other small ceremonies before the screening starts; ▪ Always introduce yourself and announce the presence of the authorities (traditional, administrative, political, etc.). ▪ Announce the title of the educational film; ▪ Announce the course of the session and the duration of the screening: for example: a film screening interrupted by moments of discussion according to the themes and sequences identified over a period of one hour; ▪ Ask questions to the volunteers or designated participants and discuss the understanding of the parts watched, making sure that everyone has the same interpretation of the actions in the sequences watched; ▪ Always encourage the sharing of experiences on the different stages. ▪ Ensure that the awareness messages delivered have an impact on the behaviour of community members.
At the end of the screening	<ul style="list-style-type: none"> ▪ Designate participants (men, women, youth, children) to synthesize the discussions and draw lessons; ▪ Invite the traditional, administrative and political authorities, community leaders or opinion leaders present to make strong recommendations to the populations through a key awareness message; ▪ Remember to thank the authorities and all the participants for their presence and active involvement in this activity;

