USER GUIDE FOR 3D CHILD LABOUR AWARENESS RAISING VIDEOS

3D A	WARENESS-RAISING ANIMATION USER GUIDE : KWEKU AND THE BIRD	. 3
In	troduction	. 3
1.	Presentation of awareness raising film 1	. 3
2.	Period of dissemination	. 3
3.	Agricultural calendar of cocoa cultivation in communities	. 4
4.	Some good practices for animating awareness sessions with educational film 1	. 5
5.	Broadcasting schedule of the educational film 1: Kweku AND THE BIRD / Year 1	. 6

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 :	 Activités related to the agricultural calender: execution of dangerous work and light work; Return to school; School year; School holidays.
Episode 2 :	 Return to school; School year; School holidays.
Episode 3 :	 Establishment of community structures (Community Child Protection Committees, Income Generating Activity Groups, Community Service Groups,); Activities within the community
Episode 4 :	 Establishment of community structures (Community Child Protection Committees, Community Service Groups,); Activities within the community

3. Agricultural calendar of cocoa cultivation in communities

The agricultural calendar is an important tool for determining when activities should be carried out, especially for hazardous and light work.

	Schedule of activities											
ACTIVITES	JA	FEBRU	MAR	AP	М	JU	JU	AUG	SEPTE	ОСТО	NOVE	DECE
	Ν	ARY	СН	RIL	AY	NE	LY	UST	MBER	BER	MBER	MBER
Selection of												
land												
Land clearing												
Nursery												
phase/nurser												
У												
establishmen												
t and												
management												
Burning of												
land												
Planting of												
shade crops												
or food crops												
Сосоа												
Seedlings												
transplanting												
Weed control												
management												
(including												
removal of												
chupons)												
Phytosanitary												
treatment												
Pruning												
Fertiliser spreading/ap												
plication												
Pest and												
disease												
control												
Drainage												
canal												
Сосоа												
harvesting												
and breaking												
of pods												
Fermentation												
Drying												
Bagging												
cocoa												
Carting												
bagged cocoa												
beans to sale												
point												
(Licensing												
Buying												
Company OR												

Purchasing Clerk)						
Commercialis ation / 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	 Select the episode to be watched according to the established broadcast
screening	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	 Follow protocol/custom regarding greetings or other small ceremonies before
screening	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	 Designate participants (men, women, youth, children) to synthesize the
screening	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.
	and active involvement in this activity;

 Announce or remind about the next film and the screening period, including
the necessary arrangements to be made;
• Close the session by relaxing the atmosphere before the departure of the
participants.

5. Broadcasting schedule of the educational film 1: Kweku AND THE BIRD / Year 1

Educational Film		Dissemination timetable											
MONTH		JAN	FE	MAR	APR	MA	JUN	JULY	AUG	SEPT	ОСТ	NOV	DEC
DISSEMINATION			В			Υ	E						
	Kweku												
	Episode 1												
	Kweku												
Kweku	Episode 2												
and the													
Bird	Kweku												
Diru	Episode 3												
	Kweku												
	Episode 4												