

# Guidance document: Awareness-raising film on protecting children from pesticide risks

Raising awareness about the health risks of pesticide exposure is essential to protecting children, pregnant women, and members of cocoa-growing communities. It helps farmers, spraying service providers, and households understand the dangers associated with pesticides and adopt safer practices.

ICI has developed two films that provide practical guidance on how to better protect children from the harmful effects of pesticides.

## What are the films about?

The films depict everyday situations in cocoa-growing communities where children and pregnant women may be unintentionally exposed to pesticides. It highlights common risky behaviours and shares good practices to reduce exposure and better protect children, pregnant women and other community members.

The films are available in Twi, English, Baoule, French, Guere, Malinke and Moore.

## Who is the target audience?

These films aim to reach individuals and households involved in cocoa farming, particularly those who may not be fully aware of the risks pesticides pose to children and pregnant women. This includes:

- Children, parents and caregivers, especially those living in farming households
- Cocoa farmers, farm workers, and spraying service providers
- Community leaders, cooperative leaders, and members

## How to use the films?

The films can be played during awareness-raising sessions at the community or cooperative level in community centres, schools or other relevant locations.

They can also be shown during household visits within Child Labour Monitoring and Remediation Systems (CLMRS) to foster more personalised discussions on safe practices.

They can be used as part of training sessions on safe pesticide use and child protection to reinforce learning and encourage safer practices.

## Who can use the films?

Community Facilitators, Cooperatives, Community-based associations or committees, social workers or other relevant actors can use the films within their awareness-raising or training activities.

## When should the films be used?

Although the films can be used at any time, their impact will be greater if their distribution is aligned with the agricultural calendar. For example, screening them before spraying periods helps to remind farmers of good practices at a time when they are most relevant.