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SYRIAN WELLBEING COLLECTIVE

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WELCOME



# UNDERSTANDING THE CHALLENGE

Research indicates that:

- 2.9 MILLION CHILDREN UNDER THE AGE OF 5 HAVE GROWN UP IN THE SHADOWS OF CONFLICT
- EXPERIENCING CONSTANT FEAR AND UNCERTAINTY ABOUT THEIR FUTURE & UNDERGOING SEVERE EMOTIONAL DISTRESS
- MAJORITY OF CHILDREN SHOW SIGNS OF SEVERE EMOTIONAL DISTRESS
- PARENTS AND CAREGIVERS STRUGGLE TO COPE AND A CRITICAL SHORTAGE OF MENTAL HEALTH AND PSYCHOSOCIAL SUPPORT
- 89% OF ADULTS SAY CHILDREN NOW SUFFER PERSISTENT FEELINGS OF FEAR.
- 80.5% SAY THAT BEING SURROUNDED BY VIOLENCE HAS SEEN CHILDREN'S BEHAVIOR BECOME MORE AGGRESSIVE, SUCH AS FIGHTING AND SHOUTING WITH THEIR FRIENDS OR BULLYING OTHER CHILDREN.

## What is being done?

- insufficient technical support, training and follow up and usually work in silos
- Traditional methods of programming are not always the right fit in Syria
- conflict has fostered a culture of fear as CBOs are often forced to work under cover

Research conducted by:

- *Lapis*
- *Save the Children , Invisible Wounds*
- *OCHA, Humanitarian Needs Overview - Syrian Arab Republic (2017)*
- *The Lancet, Advancing Early Childhood Development from Science to Scale (2016)*

# THE SOLUTION

To address the gaps identified in the research phase, Lapis and PCI Media Impact have developed a capacity building strategy centered around two core components:

- A. *Building a collective of local PSS CBOs (with this pilot to focus on Southern Syria)*
- B. *Developing an Online Portal to host and share Outreach and PSS material*



## A. THE COLLECTIVE

- WITH A STATED OBJECTIVE TO 'IMPROVE THE PSYCHOSOCIAL WELLBEING OF CHILDREN, ADOLESCENTS AND CAREGIVERS IN SYRIA', THE COLLECTIVE AIMS TO ACHIEVE THIS BY:
  - ✓ Promoting the benefits of the Collective and the Portal
  - ✓ Raising awareness of psychosocial issues
  - ✓ Increasing the knowledge and update of self-care strategies

**The Collective is comprised of CBOs in Daraa, Quneitra and rural Damascus**

## B. THE PORTAL

An online portal has been developed with the following objectives:

- Host contextually relevant outreach and PSS material (both existing and newly developed) to support local CBOs
- Provide a collection of self care tools available to children, adolescents and caregivers

## C. Microsite (to be launched beg. of 2018)

Microsite has its key objective to raise awareness about available Child Protection, basic services and other related services available in Syria.





## SOME OF THE COLLECTIVE'S ACHIEVEMENTS

- *Establishment of the Collective and building of trust amongst members*
- *Capacity Building Trainings and development of communication material and tools*
- *IN APRIL 2017, THE COLLECTIVE KICKED OFF ITS FIRST AWARENESS RAISING CAMPAIGN, TO ENCOURAGE CHILDREN, ADOLESCENTS AND CAREGIVERS TO ADOPT SELF-CARE PRACTICES.*

## WHAT'S NEXT?

Bring together the interest and capacities of different stakeholders, to contribute to the sustainable development of the Collective through workshops, additional capacity building trainings and the development of new communication material and tools.



# **THE TRAINING WORKBOOK: HOW TO PLAN AND IMPLEMENT AWARENESS RAISING CAMPAIGNS**

**And**

**COMMUNICATION MATERIAL**

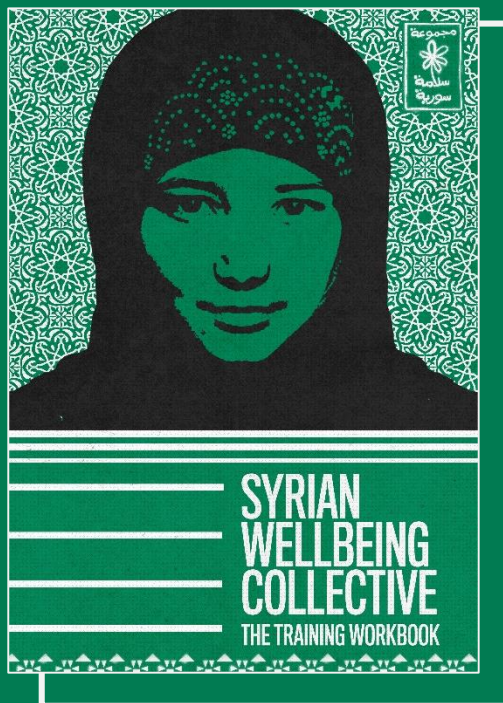


# COMMUNITY BASED CAMPAIGNS

How to Plan and Run Effective Awareness Raising Campaigns in Your Community.



# HOW TO USE THE MATERIAL



## WORKBOOK

In the case of the Collective's self-care campaign, the project was borne out of the insufficient services and support available in Syria to help children cope with their situation. Therefore, the messaging is focused on awareness raising of self-care practices that children, adolescents and their caregivers can implement themselves.

Text highlighted in grey refer to the self-care campaign, as an example of how to apply each lesson in practice.

Equipped with a better understanding of the issue affecting children, adolescents and caregivers, and the qualities of a strong campaign goal, you can now formulate an overall goal to address the issue you identified in step 1.1.

### THE CAMPAIGN GOAL IS:

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Text placed in box are exercises for you to do with your team.



*Refer to the exercise workbook for additional tips for using social media to disseminate your campaign message.*

The icon in the shape of a booklet refers you to additional exercises or supplementary resources available in the exercise book.



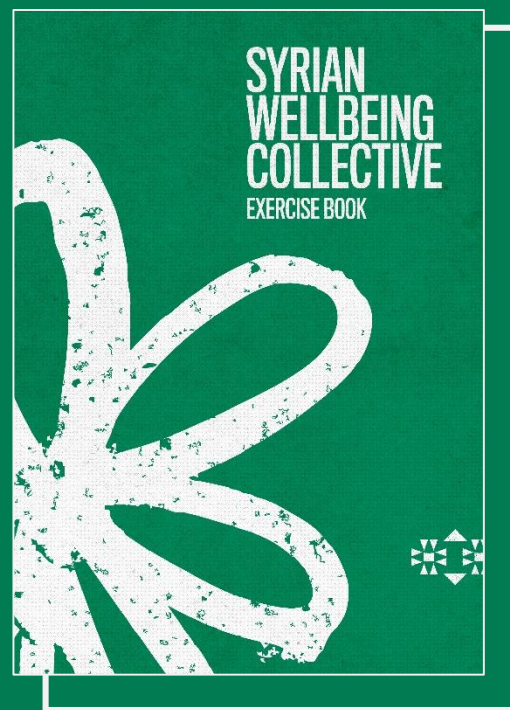
During team meetings, regularly check in to discuss challenges, successes, lessons learned and feedback from stakeholders throughout the campaign – identifying current or potential challenges or obstacles early on will help you to most effectively adapt and mitigate its affect on your campaign.

Tips on how to apply the guidelines appear next to the jasmine flower.



# HOW TO USE THE SUPPLEMENTARY MATERIAL?

## EXERCISE BOOK



Print out and fill in with your own ideas  
and decisions

## VIDEOS



Follow through while  
reading the workbook:

[https://www.youtube.com/watch?v=XU\\_1U\\_JzV-o](https://www.youtube.com/watch?v=XU_1U_JzV-o)

# GUIDING PRINCIPLES



Community  
Mobilization



Child  
Participation



Do No  
Harm



Gender Sensitivity  
and Inclusion



Consent and  
Confidentiality



Integrity

## PART ONE: CAMPAIGN PLANNING

- ❖ **Step 1: What needs to change?**
  - Identify the issue and define your campaign Goal
- ❖ **Step 2: Who need to be involved?**
  - Identify stakeholders and understand your target audience(s)
- ❖ **Step 3: How will the campaign contribute to change?**
  - Write your Campaign Plan

## PART TWO: CAMPAIGN IMPLEMENTATION

- ❖ **Step 4: What communication elements are needed?**
  - Communication elements – brand, messaging, materials and communication channels
- ❖ **Step 5: When will each action step take place?**
  - Campaign Timeline
- ❖ **Step 6: Did we achieve our goal?**
  - Monitoring & Evaluation
- ❖ **Step 7: How can we improve?**
  - Adaptation





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## PART ONE: CAMPAIGN PLANNING


### STEP 1: WHAT NEEDS TO CHANGE?

**Identify the issues** that negatively affect the psychosocial wellbeing of children, adolescents and caregivers in your community.

**Understand and analyze the issue(s)** and what needs to change, to improve the situation for. Is an awareness raising campaign the most appropriate tool?

**Formulate an effective goal for your campaign (SMART)**, to address the issue identified and to achieve the needed change.

*SMART (Specific, Measurable, Action oriented, Realistic, Time bond)*



## STEP 2: WHO NEEDS TO BE INVOLVED?

1. **Gather more information** about the issue you are addressing – its causes, impact, and possible solution and **map stakeholders** who should be involved in your campaign. **Exercise Book p9 +10**

2. Plan and prepare **focus group discussions**. Divide focus groups by age and gender differences. **Check Ex. Book pages 9-15**

3. Identify your **Target Audiences** and analyze how they can be engaged in your campaign.

### 2.1: STAKEHOLDER MAPPING AND INFORMATION GATHERING

PRIMARY STAKEHOLDERS		
SECONDARY STAKEHOLDERS		
TERTIARY STAKEHOLDERS		

#### FOCUS GROUP PLANNING GUIDE

**TARGET AUDIENCE:**  
(E.G. CHILDREN, YOUTH, OR CAREGIVERS)

**DISCUSSION QUESTIONS:**  
(ACCORDING TO THE TARGET GROUP)

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#	LOCATION	TIME	FACILITATOR + ASSISTANT	GENDER/AGE GROUP
1				
2				
3				
4				

It is important to **build trust among each target audience you decide to reach out to in your campaign as well as among influential stakeholders.**



## STEP 3: HOW WILL THE CAMPAIGN CONTRIBUTE TO CHANGE

### 1. Formulate your Campaign Objectives

objectives are formulated from the overall goal, but they are more precise and relate to the direct results of the campaign.

*Planned objectives should take into account **quantity** and **quality***



### 2. Write a Campaign Plan

Your campaign plan is simply the written collection of the decisions and choices you make throughout all steps of the campaign process. It will serve as a reference point throughout implementation, monitoring and evaluation.

## PART TWO: CAMPAIGN IMPLEMENTATION

### STEP 4: WHAT COMMUNICATION ELEMENTS ARE NEEDED?

#### CAMPAIGN BRAND

- ❖ Helps your audience identify with your campaign
- ❖ Distinct from your organizational brand.
- ❖ Engaging slogan

##### 4 Elements of a campaign brand:

Relevant  
Unique  
Adaptive  
Caring

*EXERCISE BOOK P16*

#### KEY MESSAGES

- ❖ Capture the attention of the target audience
- ❖ State the issue, clearly and simply
- ❖ Propose a solution
- ❖ Invites the audience to take specific actions
- ❖ Tailored for each target audience

*TEST YOUR MESSAGES!*

#### KEY MESSAGES

- ❖ Remember the **guiding principles!**
- ❖ **Balance and diversify** a mix of communication channels
- ❖ **Adapt** to each target audience
- ❖ **Repetition** is key!
- ❖ Prioritize **clarity!**
- ❖ Ensure your campaign logo and slogan is attached to all campaign materials

*EXERCISE BOOK P18-19*

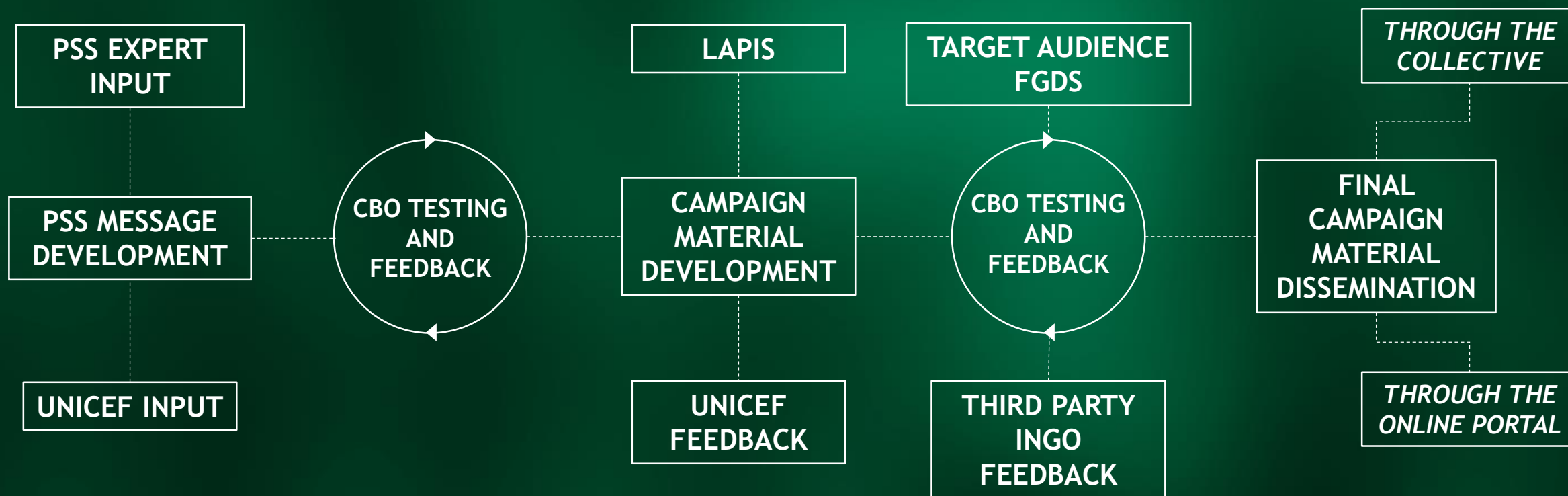
#### COMMUNICATION CHANNELS AND TOOLS

- ❖ Community Mobilization
- ❖ Print Material
- ❖ Videos
- ❖ Social Media

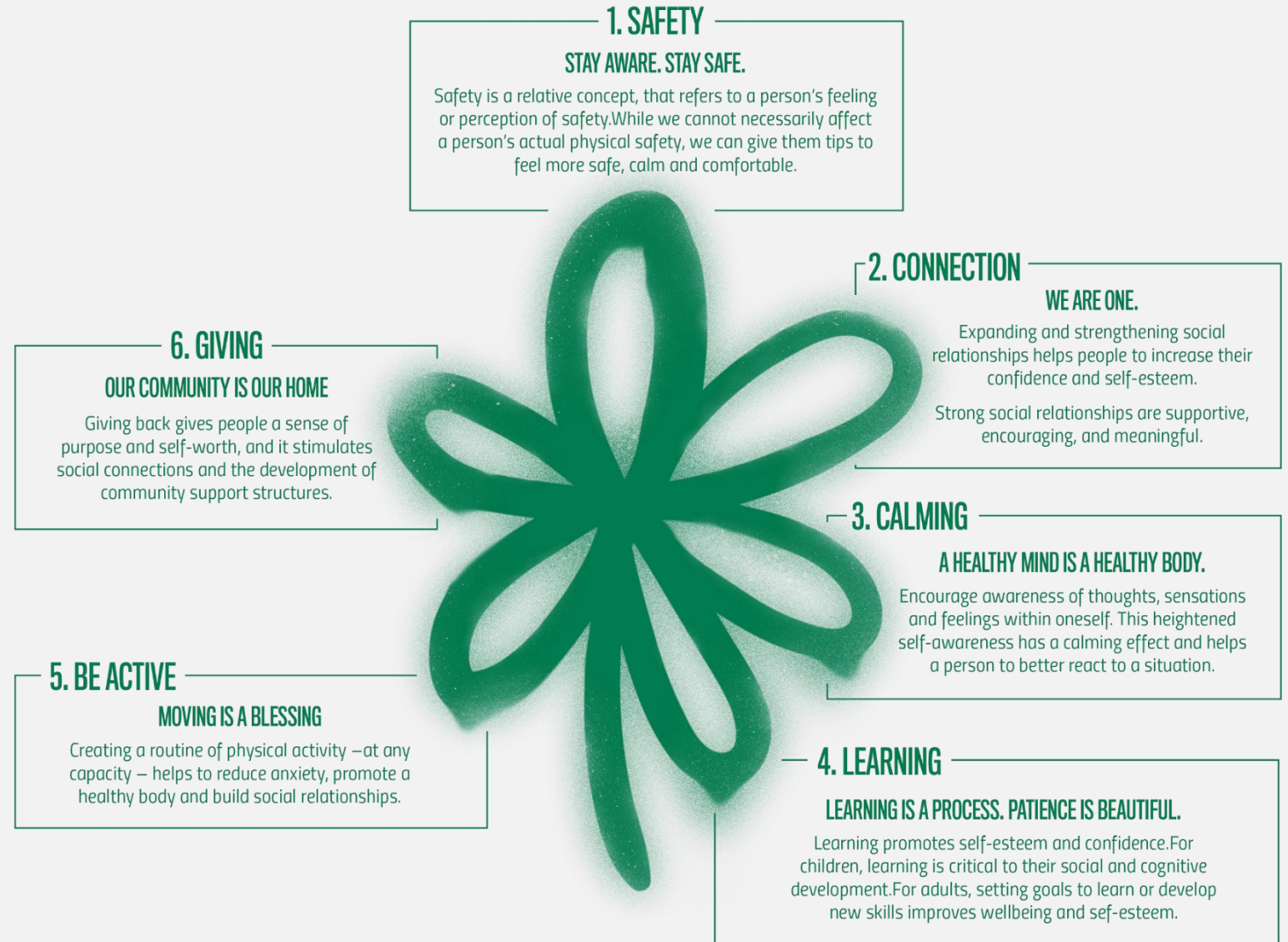
*EXERCISE BOOK P17 - 18*



# SYRIAN WELLBEING COLLECTIVE SELF-CARE CAMPAIGN- CREATIVE PROCESS



- ❖ Facilitates the dissemination of the messages
- ❖ Strengthens the overall message of the campaign
- ❖ Eases the connection and dissemination of the messages through different sectors and programs.



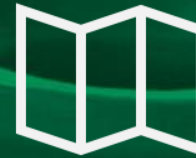


# SELF-CARE CAMPAIGN MATERIAL

As part of the Collective's first campaign, all communications material was developed through a participatory and community based approach and centered around self care.



12 Posters for children and adolescents



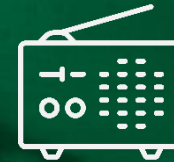
2 Brochures for caregivers and CBO staff



1 Comic Book for adolescents



6 Videos for all audiences



3 Radio interviews for all audiences



2 Flyers for caregivers & children



1 Flipbook for caregivers



6 Coloring pads for Children

# VIDEOS



A DAY IN THE LIFE -  
MAHMOUD



MAHMOUD INTERVIEW



# POSTERS

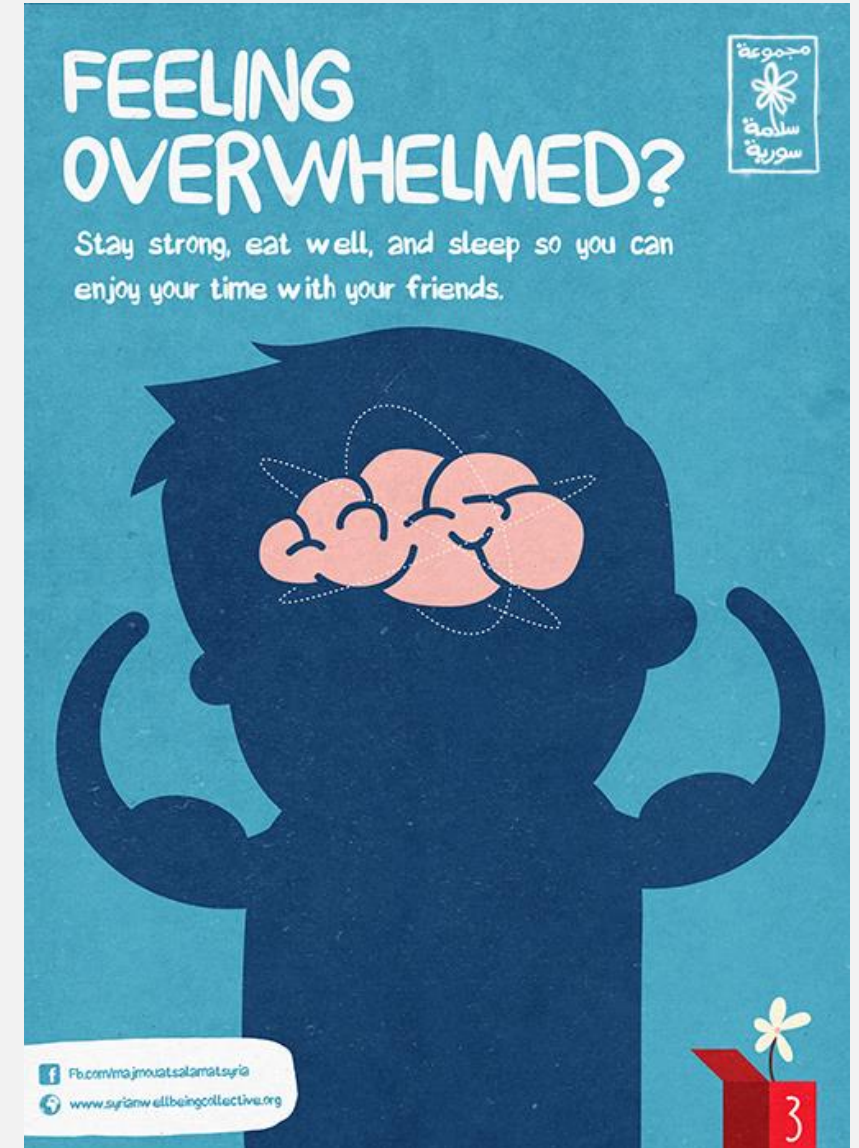
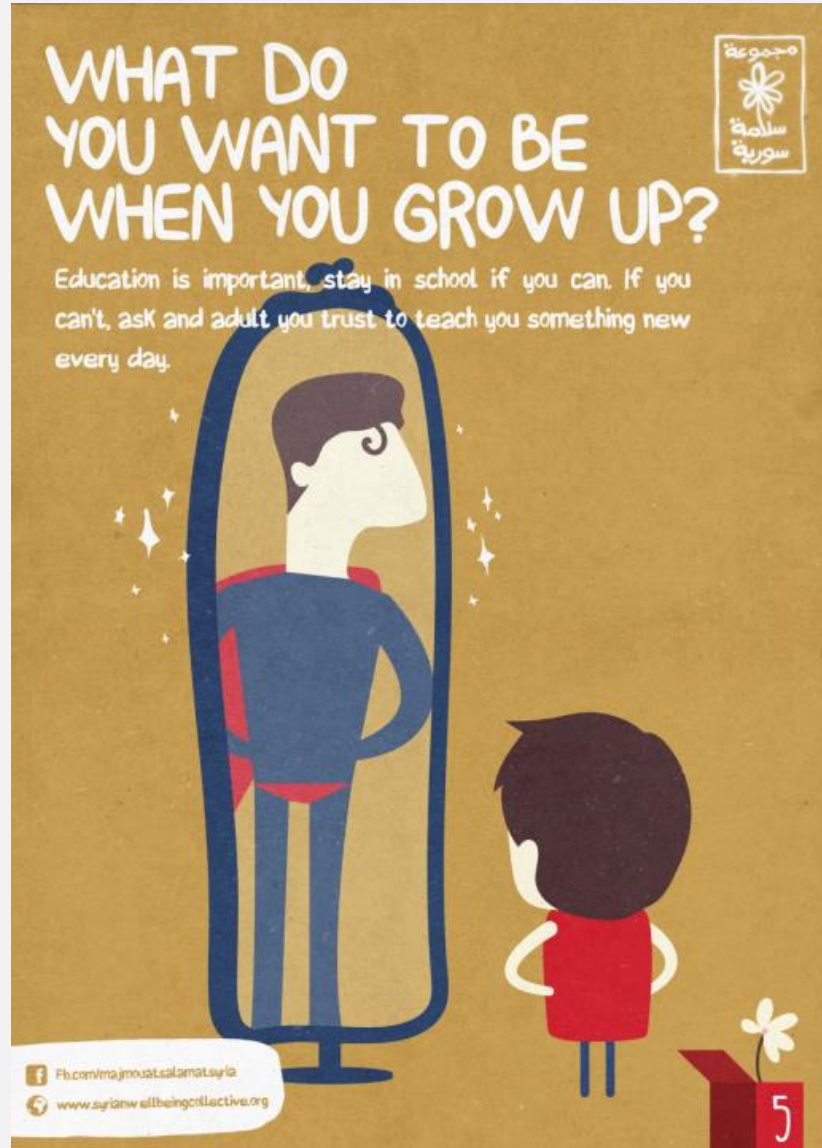




# POSTERS

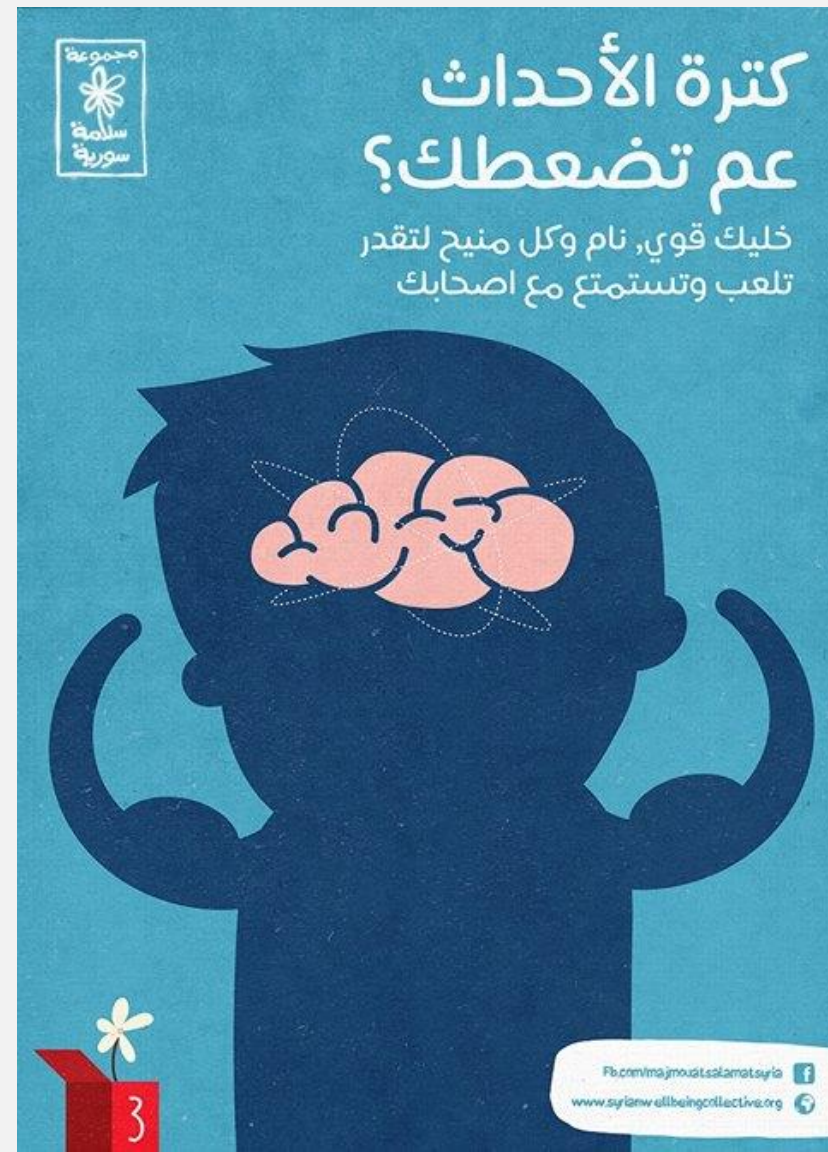


# POSTERS





# POSTERS





# COLOURING PADS

(LOW INK PRINT VERSION)

## WHAT DO YOU WANT TO BE WHEN YOU GROW UP?



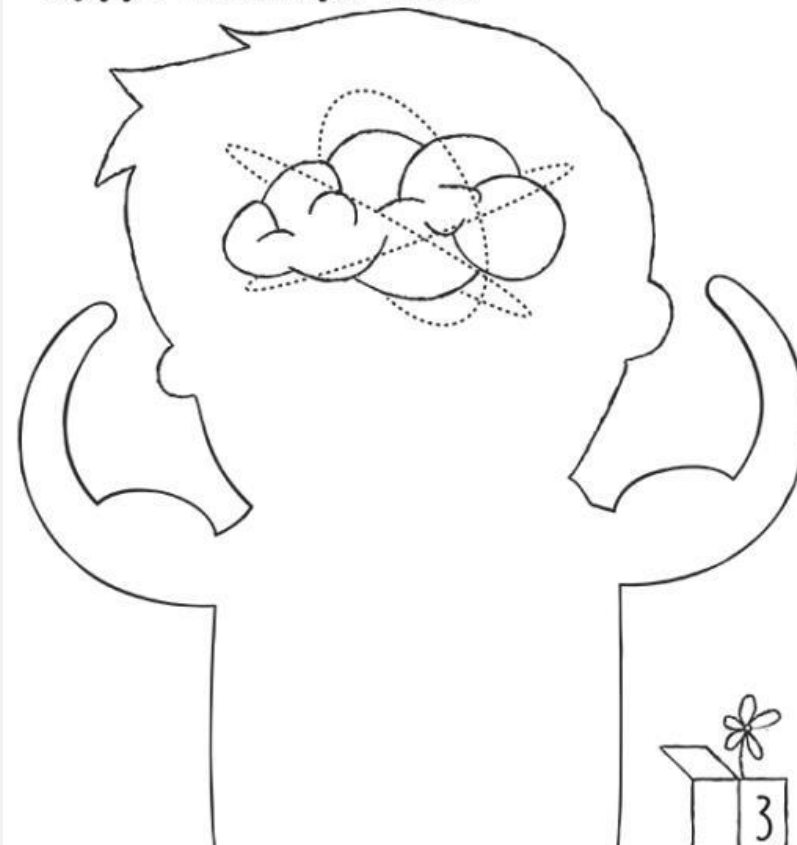
Education is important, stay in school if you can. If you can't, ask an adult you trust to teach you something new every day.



## FEELING OVERWHELMED?



Stay strong, eat well, and sleep so you can enjoy your time with your friends.





## MATERIAL DISSEMINATION



## CAMPAIGN ACTIVITIES







# STEP 5: WHEN WILL EACH ACTION STEP TAKE PLACE

CAMPAIGN STEPS	TIMEFRAME
PRE-IMPLEMENTATION	
PRE-CAMPAIGN PLANNING AND SET UP	
TARGET AUDIENCE/SITUATION ANALYSIS (FOCUS GROUP DISCUSSIONS)	
ROLES AND RESPONSIBILITIES	
ACTIVITIES CALENDAR	
SOCIAL MEDIA CALENDAR	
IMPLEMENTATION	
ON THE GROUND ACTIVITIES	
SOCIAL MEDIA POSTS AND ENGAGEMENT	
IMPLEMENTATION	
M&E	
ADAPTATION	

1. Set a general timeframe for the campaign

NAME	POSITION ON THE CAMPAIGN TEAM	RESPONSIBILITIES

2. Assign roles and responsibilities

4. Create a social media schedule

TASK (WHAT + WHERE)	PERSON RESPONSIBLE (WHO)	COMPLETION DATE (WHEN)	RESOURCES NEEDED (HOW)	EXPECTED OUT-COME	STATUS
e.g. implement awareness raising session with women	e.g. project coordinator	e.g. day/month/year	e.g. room, chairs, campaign flyers, projector, flipchart paper, pens.	e.g. Women understand the messages of the campaign, and have brainstormed ways to integrated the messages into their daily routine.	e.g. completed

3. Campaign Timeline

POST NUMBER	1	1
DATE	01-Mar-17	01-Mar-17
DAY	Wednesday	Wednesday
TIME OF POST	17:00:00	21:00:00
POST OBJECTIVE	Campaign launch/ informative	Campaign launch/ informative/ Page build
POST TEXT	The Syrian Wellbeing Collective can support, follow us to find out how.	Let your family and friends know about this. Invite them to like our page.
POST MEDIA	[Graphic with]  Why a Syrian Wellbeing Collective?  The Role of the Syrian Wellbeing Collective is to protect children from the effects of war and promote psychosocial support. We do this by strengthening self-confidence and help build positive relationships with families and the wider community."	[Graphic with]  What are the components of Self - Help?  Self-help consists of 6 core components which mutually support each other and overlap, these are: 1. Safety, 2. Calming, 3. Connecting, 4. Be Active, 5. Learning, 6. Giving
LINK	<a href="http://www.syrianwellbeingcollective.org">www.syrianwellbeingcollective.org</a>	Not Applicable







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## STEP 6: DID WE ACHIEVE OUR GOAL?

### 1. The activities implemented (“process”)

- ❖ Have all the activities been implemented? To what degree?


### 2. The effectiveness of the activities (“performance”)

- ❖ How well was each activity implemented?

### 3. Outcomes

- ❖ How have your target audience’s knowledge levels, attitudes and behaviors changed as a result of your campaign?

### 4. Impact

- ❖ Did you reach each of your objectives?
  - ❖ Did you reach your goal?
- 



## STEP 7: HOW CAN WE IMPROVE?

### ***Situation Monitoring and Feedback***

Regular analysis of changes in the situation and relevant challenges and risks to your campaign , based on participant feedback and situation monitoring

### ***Contingency Planning***

Plan and prepare for potential obstacles to your campaign, including:


- ❖ Identify and brainstorm potential risks – external, internal and situational.
- ❖ Assess the likelihood and risk level for each obstacle
- ❖ Brainstorm prevention and response steps to mitigate the impact of each obstacle to your campaign.

### BRAINSTORM EXERCISE: CONTINGENCY PLANNING

OBSTACLE (shelling/insecurity day of a planned event)	LIKELIHOOD (unlikely, likely, highly likely)	RISK LEVEL (low, medium, high)	PREVENTION STEPS (conflict monitoring; warn- ing system developed to inform community of event cancellation)	RESPONSE STEPS (cancel/postpone event)
1.				
2.				
3.				
4.				
5.				

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The process for campaign **planning** and campaign **implementation** can overlap. In some cases, you might need to go back and forth between steps, as you learn more or the situation evolves.

## PART TWO: CAMPAIGN IMPLEMENTATION

- ❖ **Step 4: What communication elements are needed?**
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“HEALING MINDS,  
INSPIRING HOPE”

Share their hope!