SYRIAN WELLBEING COLLECTIVE
أهلاً وسهلاً
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 UNCERTAINLY 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
- 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.
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

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

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

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

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
**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
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.

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.
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?**

<table>
<thead>
<tr>
<th>CAMPAIGN BRAND</th>
<th>KEY MESSAGES</th>
<th>KEY MESSAGES</th>
<th>COMMUNICATION CHANNELS AND TOOLS</th>
</tr>
</thead>
</table>
| ❖ Helps your audience identify with your campaign  
❖ Distinct from your organizational brand.  
❖ Engaging slogan  
4 Elements of a campaign brand:  
  Relevant  
  Unique  
  Adaptive  
  Caring | ❖ 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 | ❖ 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 | ❖ Community Mobilization  
❖ Print Material  
❖ Videos  
❖ Social Media |

**EXERCISE BOOK P16**

**TEST YOUR MESSAGES!**

**EXERCISE BOOK P17-18**

**EXERCISE BOOK P18-19**
SYRIAN WELLBEING COLLECTIVE
SELF-CARE CAMPAIGN - CREATIVE PROCESS

PSS EXPERT INPUT

PSS MESSAGE DEVELOPMENT

UNICEF INPUT

CBO TESTING AND FEEDBACK

CAMPAIGN MATERIAL DEVELOPMENT

UNICEF FEEDBACK

TARGET AUDIENCE FGDS

CBO TESTING AND FEEDBACK

THIRD PARTY INGO FEEDBACK

FINAL CAMPAIGN MATERIAL DISSEMINATION

THROUGH THE COLLECTIVE

THROUGH THE ONLINE PORTAL
- 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.
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.

**SELF-CARE CAMPAIGN MATERIAL**

- 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
FEELING STRESSED OUT AND LOST?

Stress is normal, especially in very challenging times. Spending time with your friends and loved ones and having routines can help you manage it.

WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

Turning something you want in life into a plan with small, achievable steps is a great way to make it happen. Setting goals for a new hobby or skill, whether big or small, can give you motivation, keep you focused, and increase your chances of achieving success.
متوتر وحساس
حالك ضايع؟

حوّل شو بدك تكون بس كبير؟

facebook.com/MojmocatSalomatSyla
www.syrianwellbeingcollective.org

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WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

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

FEELING OVERWHELMED?
Stay strong, eat well, and sleep so you can enjoy your time with your friends.
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MATERIAL DISSEMINATION

CAMPAIGN ACTIVITIES
STEP 5: WHEN WILL EACH ACTION STEP TAKE PLACE

1. Set a general timeframe for the campaign

2. Assign roles and responsibilities

3. Campaign Timeline

4. Create a social media schedule
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.
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.

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“HEALING MINDS, INSPIRING HOPE”

Share their hope!