

ORANGE SPARKLE BALL CASE STUDY

Public Health Comic Book & Animation

How can we communicate public health concepts through illustration and animation, so that they can be understood by school children across several countries and languages? How can we help the information reach children's families?

Cause Vision specializes in creating comic books that provide important messaging primarily through illustration. Cause Vision partnered with Orange Sparkle Ball on a public health messaging comic aimed at helping children, and their families, understand the importance of hand washing. The comic was created to be used in Thailand and Laos and thus had to be created using very few words to allow the message to be conveyed across languages. The comic was distributed at school and children were encouraged to take it home to use it to talk to their families about the importance of hand washing in preventing food borne illness.

Rationale

Orange Sparkle Ball created characters and a comic book that communicates public health messaging with minimal words, making the messaging accessible across countries. The comic was distributed in schools and children were asked to take it home to share with their families. Additionally, Orange Sparkle Ball animated the story to create a video to be played in schools. The comic was eventually distributed in 5 countries



TARGET AUDIENCES

- + Schoolchildren in SE Asia
- + Families of schoolchildren in SE Asia

GOALS + OBJECTIVES

- + Convey important messaging across languages
- + Help children and their families understand hand washing importance
- + Prompt children to talk to their families about the important messaging

