

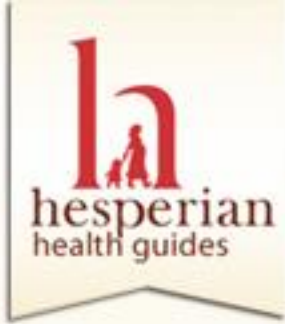
Images Save Lives:

Improving Health Communications and Messaging Through Images



May 21 2014

*Knowledge for action.
Action for health.*



About this webinar...

Sarah Shannon
Executive Director

1. Overview of image use for empowering health content

Robin Young
Outreach Manager

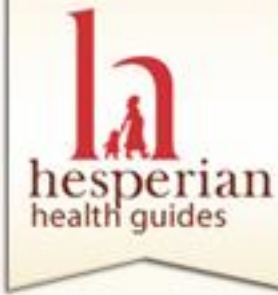
2. Tour of Hesperian Images

Miriam Lara-Meloy
Project Coordinator

3. Tips on illustrating community-based health content

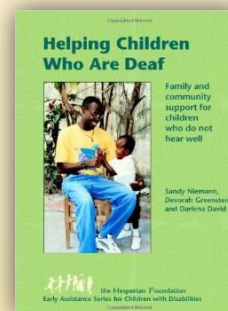
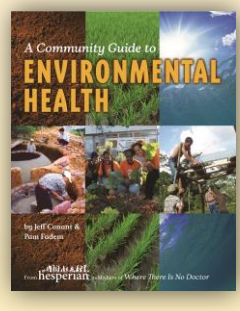
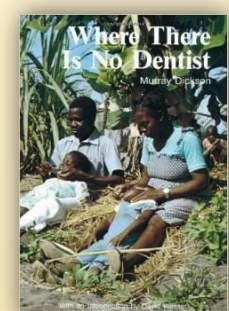
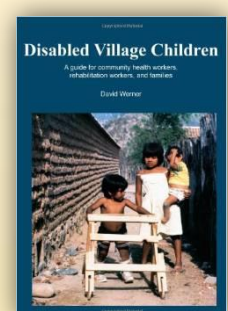
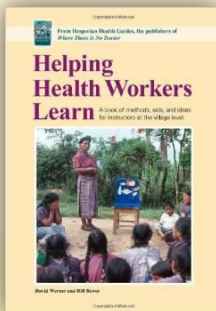
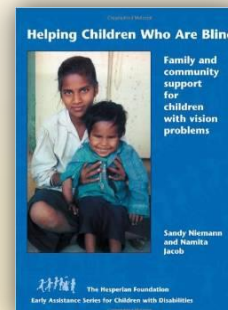
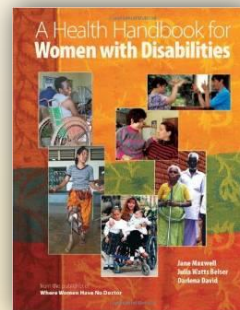
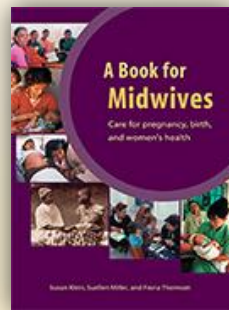
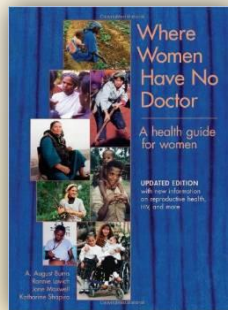
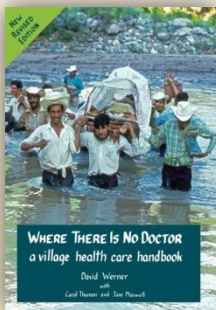


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Hesperian Health Guides

Hesperian books have been translated into over 80 languages, and are used in 222 countries and territories.



Where There Is No Doctor, is arguably the most widely-used public health manual in the world... a text that has meant survival for thousands in the Third World since the early 1970s."

- World Health Organization

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Audience



Hesperian Health Guides develops and publishes health content for educators, particularly for designing curricula in remote and resource-poor communities.

Empowering community health materials...



1. Start from people's own experience
2. Offer practical solutions
3. Find opportunities for compassion and validation
4. Encourage participation and action in ways that do not depend on literacy, and that encourage critical thinking

- **Medically accurate**
- **WHO approved**
- **Simple writing**
- **Heavily illustrated**
- **Easy to understand and use**

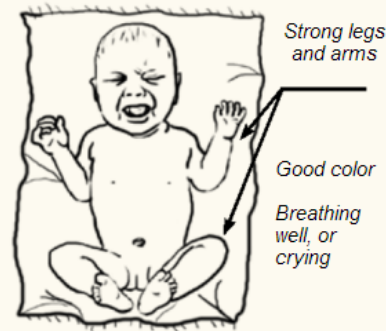
Care Just After Birth

In the first hour after birth, you can help the survival and long-term health of a baby:

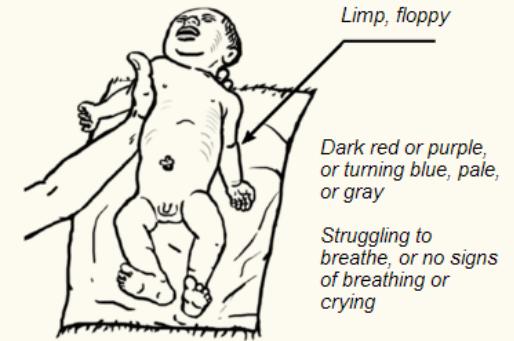
1. Make sure she is breathing well.
2. Keep her warm and dry, skin-to-skin with her mother.
3. Help her start breastfeeding.

Is the baby breathing well?

As the baby is being born, and as you are drying her and putting her to her mother's breast, check to see if she is breathing well. When you act quickly, you can usually save a baby who is not breathing.



This baby looks healthy.



This baby needs help fast.

If the baby is limp, blue, or not breathing

Do not hit the baby.

1. **Clear mucus from the baby's mouth** by gently wiping it with your finger wrapped in a clean piece of cloth. Or use a bulb syringe or suction trap to get the mucus out of the mouth, then the nose.



In this chapter:

- Chapter 27: Newborn Babies and Breastfeeding
- Care Just After Birth
- In The Next Few Hours
- Check the Baby Often During the First 2 Months
- Health Problems of New Babies
- Breastfeeding
- Medicines

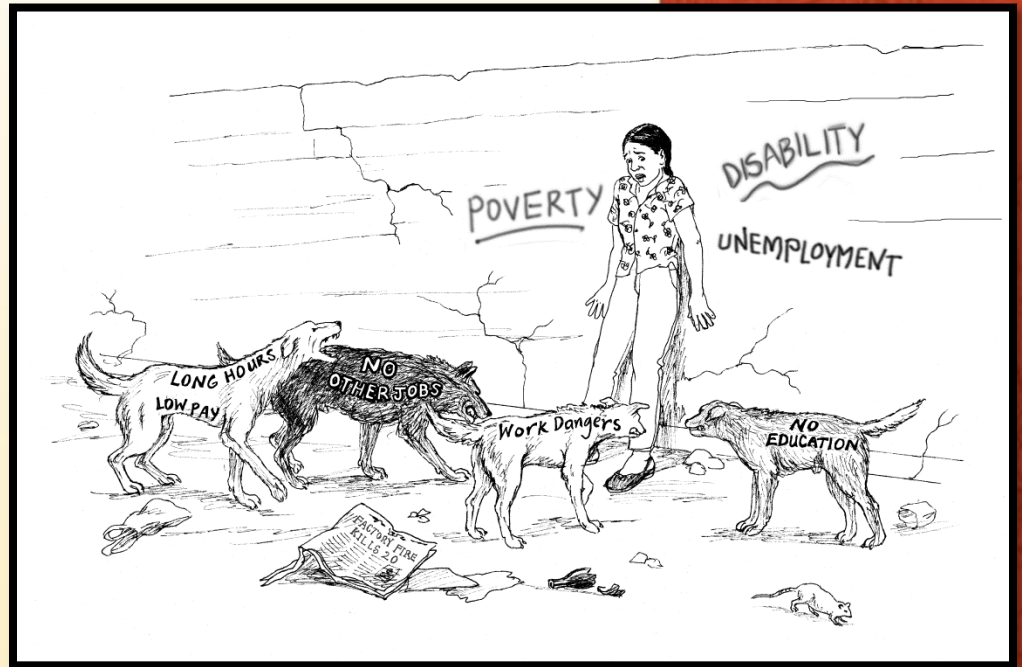
Iconic images



Use images to convey content

Images can:

- Make information accessible, represent complex ideas visually
- Illustrate processes, steps, materials, positions of the body, etc.
- Draw attention to key information
- Break up the space on the page
- Warm up the text



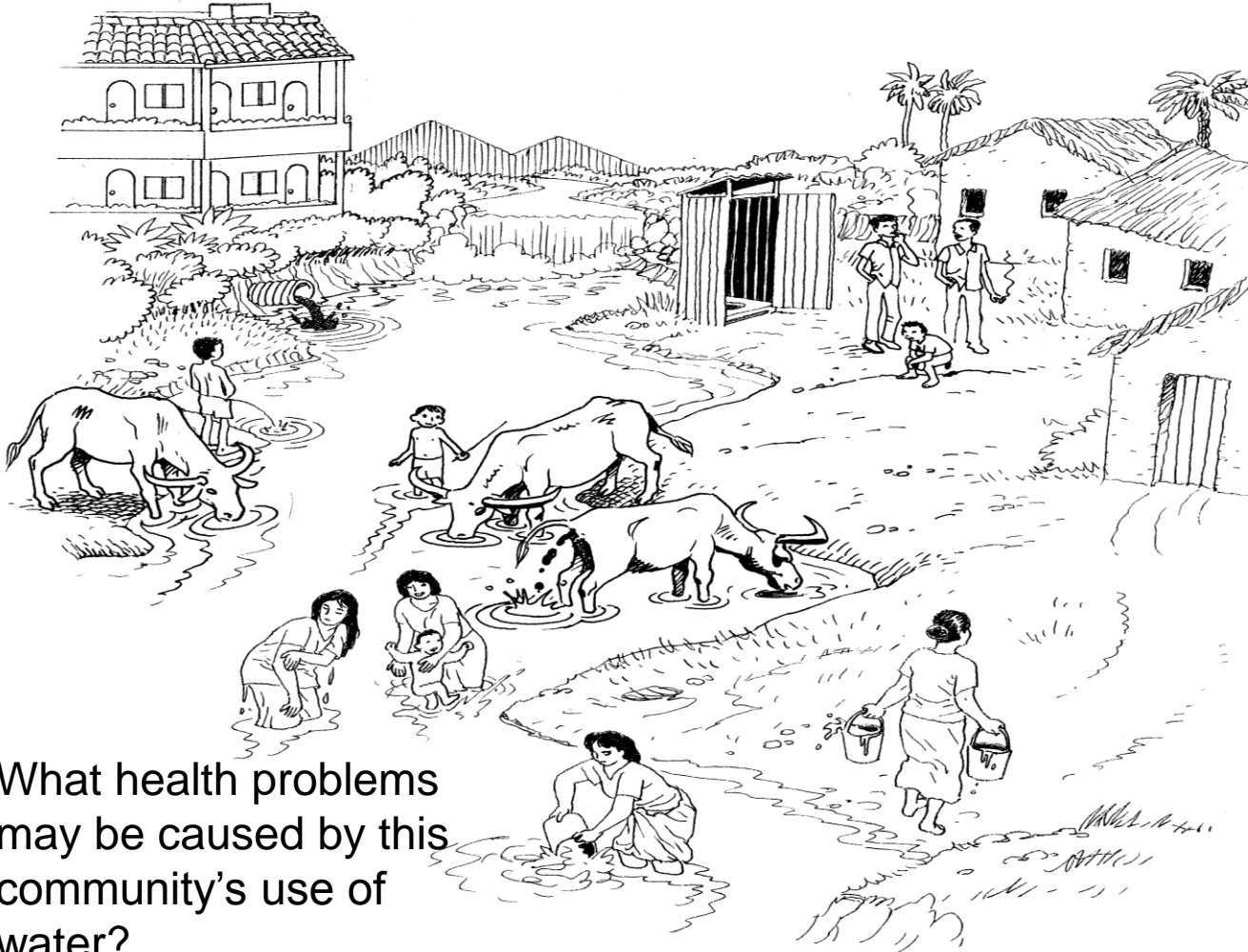
Use images to draw people in

Images can:

- Make it easier for people to relate to the information, feel that it reflects their own experiences
- Highlight feelings about a topic, provide humor where needed
- Enable a different, more personal voice than the one used in the text
- Create a sense of dialogue with the reader

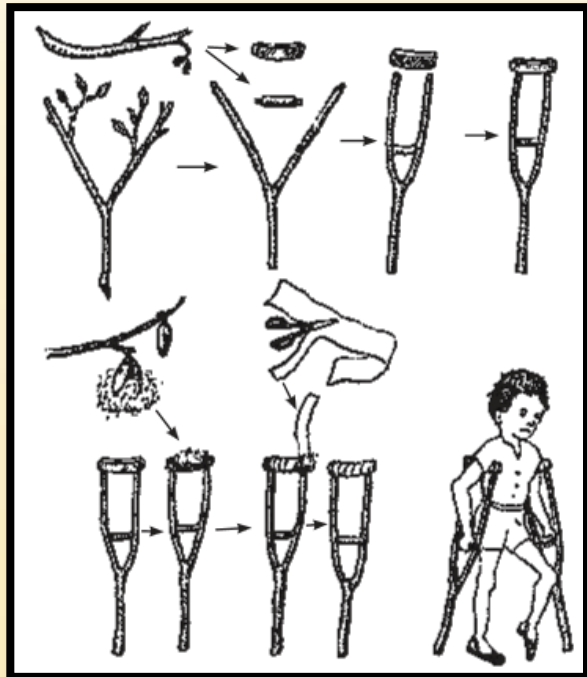


Drawings for discussion



What health problems may be caused by this community's use of water?

Technical drawings



Sequence drawings

Step 1:

Position the arm in its natural, resting position. The elbow should be bent.



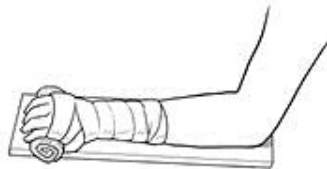
Step 2:

Wrap a layer of bandage, gauze, or thin cloth or use the sleeve.



Step 3:

Rest the arm on the splint. For legs, splint along the side.

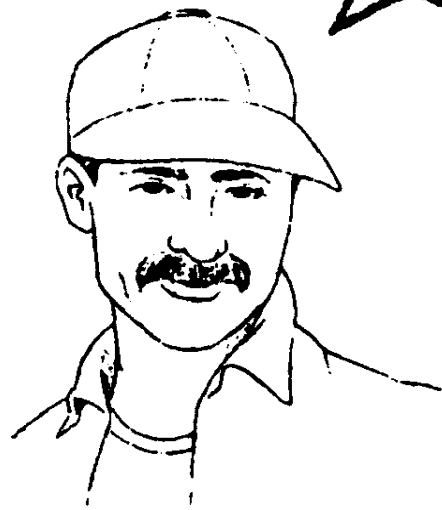


Step 4:

Wrap around the splint with a bandage or strip of fabric to hold it in place.



Dialogue drawings encourage critical thinking



I understand that pesticides are poison, but I still need to go to work on the banana plantation to earn money for my family. Sometimes I feel sick when I go home. How can I know if it is from the pesticides we use?

Model interactions



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Localization/adaptation

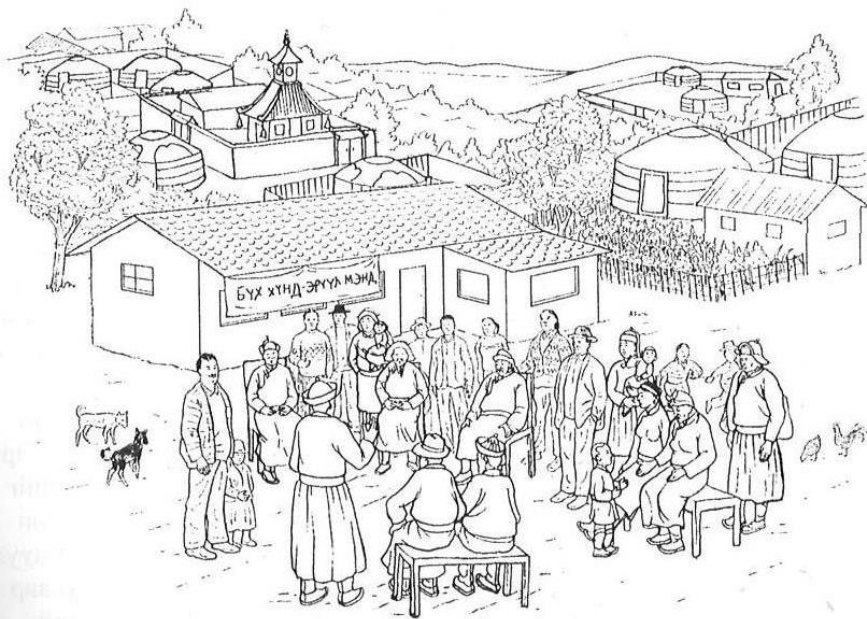


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د کمپونټی ماحولیاتی صحت ته ترقی ورکول



хуйн талаар сурталчила

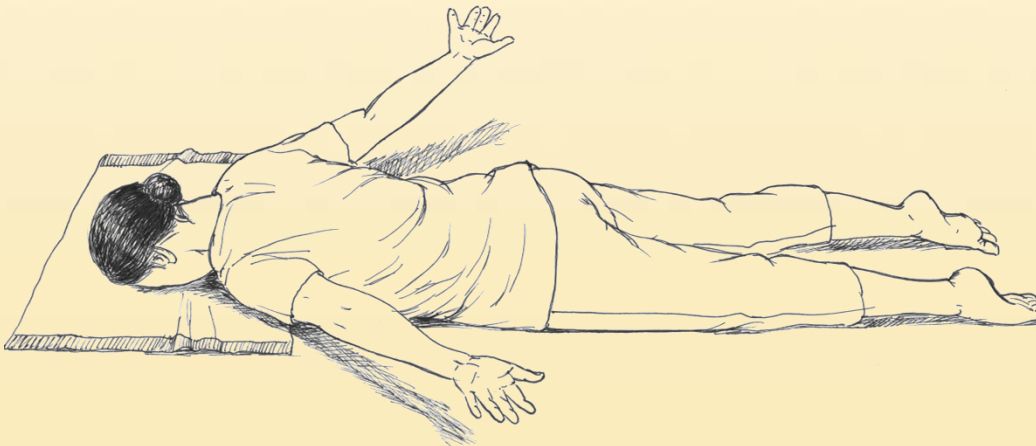


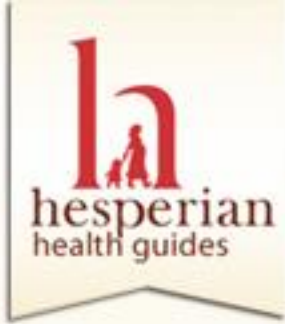
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Field Testing

Feedback:

- Depiction of emotion
- Scientific Accuracy
- Speech bubbles
- Relevance





Questions?



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Welcome to Hesperian Images

Welcome to Hesperian Images! You can browse and search more than 12,000 health illustrations from our renowned publications. Use "Search hesperian images" (above) to begin viewing our comprehensive library. For useful tips on how to better find what you are searching for, see [Hesperian Search Instructions](#).

Registered users can organize, purchase, and download images.

[Request Account](#)



How to Help

People like you helped us build this library.

Hesperian is a small nonprofit that relies on your support to continue developing resources. Please consider a gift today!

[→ I want to support](#)

Also, we would love to hear about how you are using this tool. [Write to us!](#)

Registered User Login

Username

Password

Stay logged in | [Lost Password](#)

[✓ Login](#)

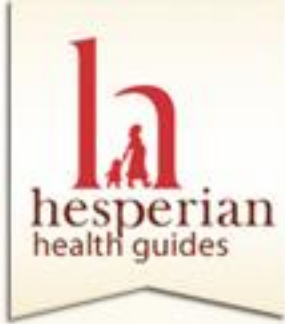
[→ Browse the gallery](#)

Not registered yet? [Request Account](#)

Many topics, styles, ethnicities

- Health worker training
- Women's health
- Reproductive health
- Family planning
- First aid
- Nutrition
- Workers' health,
factories
- Environmental health
- Disabilities
- HIV/AIDS
- Emotional and mental
health
- Early childhood
development
- Counseling





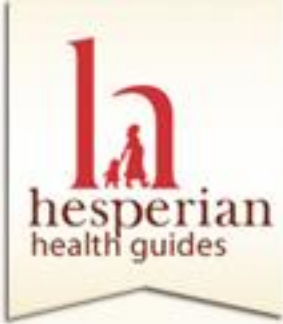
Using Hesperian Images



- Search for images using simple or advanced searches.
- Collect, save, share, and organize images in your “Lightbox”
- Purchase and download high quality, hand-drawn illustrations for prices that are much lower than standard stock image sites. Images cost \$5-\$36, depending on usage.



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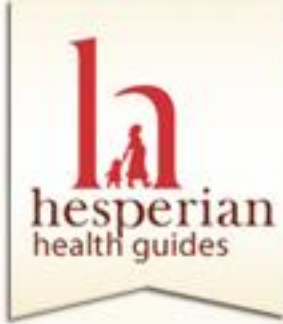


Using Hesperian Images

- Grassroots community health workers and educators can apply for free Gratis Images by emailing images@hesperian.org.
- Choose your file format and size, and return to download a purchased image as many times as you choose.
- www.hesperianimages.org



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Other Digital Tools



- **HealthWiki: free, online, searchable health guides for quick reference**



- **Language hubs: translated health guides and information about translations in process, translation partners**



- **Mobile app “Safe Pregnancy and Birth”**



- **eBooks and PDFS**

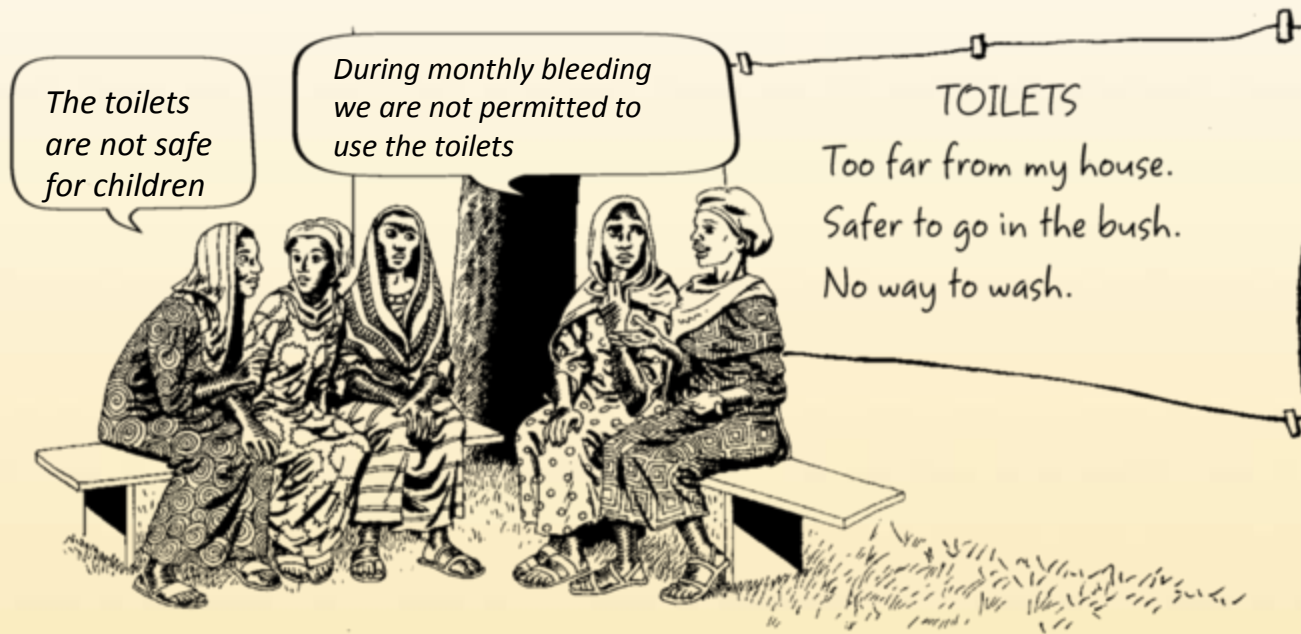
- **More coming soon...**



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Creating Health Materials

Create health materials that are accurate, easy to understand and tailored to the local context. Use the HealthWiki for easy-to-understand health informing and messages.





This content is from the
Advance Chapters of the
NEW Where There Is No Doctor

> Print/download this
chapter (PDF)
> Print this page

In other languages

- > العربية
- > Español
- > Filipino
- > Français
- > Kreyòl ayisyen
- > मराठी
- > বাংলা
- > Português
- > اردو

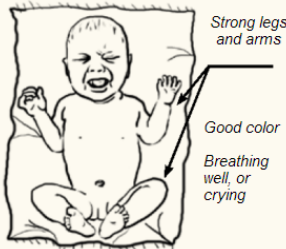
Chapter 27: Newborn Babies and Breastfeeding Care Just After Birth

In the first hour after birth, you can help the survival and long-term health of a baby:

1. Make sure she is breathing well.
2. Keep her warm and dry, skin-to-skin with her mother.
3. Help her start breastfeeding.

Is the baby breathing well?

As the baby is being born, and as you are drying her and putting her to her mother's breast, check to see if she is breathing well. When you act on a baby who is not breathing.



This baby looks healthy.

If the baby is limp, blue, or not breathing
Do not hit the baby.



This baby needs help.

In this chapter...

- Cha
- Bre
- Car
- In T
- Che
- Firs
- Hea
- Bre
- Mec

نئی جہاں ڈاکٹر نہ ہو < باب نمبر 27: نوزائیدہ بچے اور انہیں چھاتی سے دودھ پلاتا

باب نمبر 27: نوزائیدہ بچے اور انہیں چھاتی سے دودھ پلاتا

پیدائش کے فوراً بعد کی دیکھ بھال

اس باب میں:

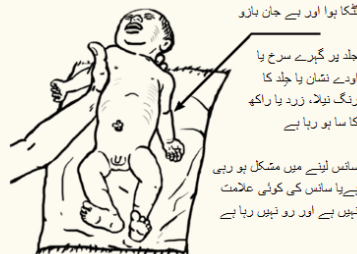
- باب نمبر 27: نوزائیدہ بچے اور انہیں چھاتی سے دودھ پلاتا
- پیدائش کے فوراً بعد کی دیکھ بھال
- اگلے چند گھنٹوں میں
- پہلے نو مہینوں میں بچے کا کتنا معائنہ کریں
- نوزائیدہ بچوں کی صحت کے مسائل
- چھاتی سے دودھ پلاتا
- دواؤں

بچے کی پیدائش کے بعد پہلے گھنٹے میں چند آسان اور سادہ کام بچے کی زندگی بچاتے اور لمبے عرصے کے لیے اسے صحت مند بنانے میں مدد دیتے ہیں۔

- 1 یہ یقین کریں کہ بچہ اچھی طرح سانس لے رہا ہے۔
- 2 اسے گرم اور خشک رکھیں، ماں کے سینے پر اس طرح ٹٹا دیں کہ درمیان میں کوئی کھڑا نہ ہو
- 3 ماں کی چھاتی سے دودھ پینے میں اس کی مدد کریں

کیا بچہ اچھی طرح سانس لے رہا ہے؟

جب بچہ پیدا ہو رہا ہو اور آپ اسے خشک کر کے ماں کی چھاتی سے لگا رہی ہوں، اس وقت غور سے دیکھیں کہ کیا وہ اچھی طرح سانس لے رہا ہے۔ یہ کام فوراً اور تیزی سے کرنے سے آپ ایسے بچے کی جان بچا لیں گی جس کی سانس نہ آ رہی ہو۔



ٹٹکا ہوا اور بے جان نازو
جلد پر گہرے سرخ یا
اودے نشان یا جلد کا
رنگ نیلا، زرد یا راکھ
کا سا ہو رہا ہے
سانس لینے میں مشکل ہو رہی
ہے یا سانس کی کوئی علامت
نہیں ہے اور رو نہیں رہا ہے



بازو اور
ٹانگیوں
مضبوط ہیں
رنگ اچھا
اچھی طرح
سانس لے رہا
ہے یا رو رہا
ہے

< واپس اردو و سائل

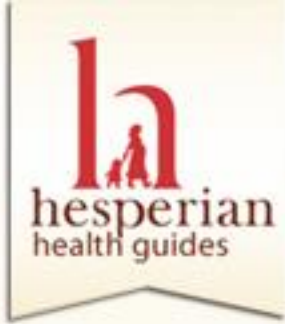


یہ مواد نئی جہاں ڈاکٹر نہ ہو کے پیشگی مواد پر
مبنی ہے

- > یہ صفحہ چھاپیں
- > صحت کے بارے میں اپنا مواد
خود بنائیں

دیگر زبانوں میں

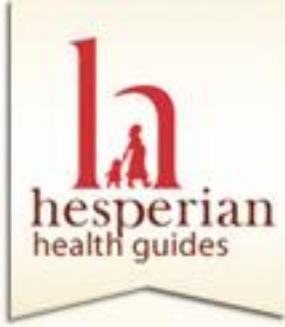
- Filipino >
- العربية >
- English >
- Español >
- Français >
- ગુજરાતી >
- ಕನ್ನಡ >
- Português >



Questions?



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Tips to illustrate content with Hesperian Images

- **1 or 2 images per page. Think of spreads.**
- **What content can be made into an image?**
 - **Technical**
 - **Main idea or theoretical ideas**
 - **Interaction**
- **Are there any opportunities to incorporate:**
 - **Context and cultural awareness**
 - **Gender equality**
 - **Power dynamics**

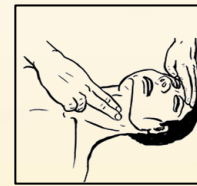
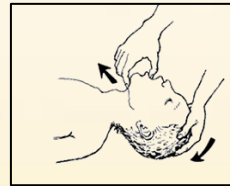


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Technical images

Show step by step.

- In the book it appears as a sequence
- In Hesperian Images they appear as separate images tagged with similar words.



Show as much of the person as is possible, instead of disembodied body parts.



Search for these images in Hesperian's image library:

1. **Keyword:** Rescue breathing
2. **Keyword:** "leg wound"

Main idea images

This book is in development and this image is not available yet from the Image Library.

1. Replace lengthy text and make content more appealing.

Child Labor

Many children go to work full time before they are 18 years old. In many places, it is legal for children as young as 14 to work in the factories. Even if it is not legal, many children work to help support their families.

The children most harmed by factory work are children younger than the legal working age who are working instead of going to school. Child labor harms children's development. It also denies children the opportunity to learn to read, write, or do math. Children who do not get an education have fewer work opportunities than adults.



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Main idea images

Search for these images
in Hesperian's image
library:

Keyword: Legal Abortion

2. Use images to convey complex ideas or concepts.



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Interaction images

Search for these images in Hesperian's image library:

- Advanced Search:** Talking Head Image?> Yes
- Advanced Search:** Number of people> small group, Age> Is > Mixed, Gender> is> Mixed, Setting> is> Inside, Keyword: table, kit
- Advanced Search:** Number of people > Small group



Talking heads can show personal reflections about the ways users' engage with the content.

2 people conversation helps us model community health worker behavior.



Small or large groups can show discussion, but-why activities, etc.

Interaction images

1. **Speech bubbles and captions make these images easily adaptable for your purposes.**

Will you take
the baby for
a little bit
while I rest?



I will take the
baby while
you rest.



Search for these images in Hesperian's image library:

Advanced Search:

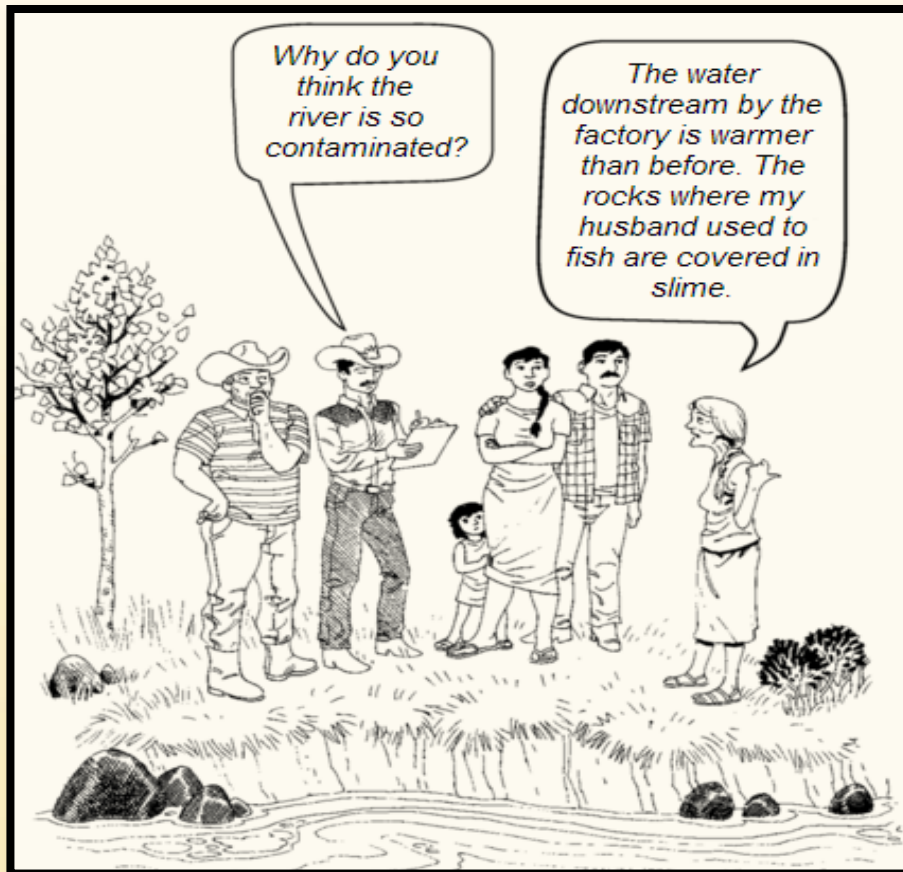
Number of people> Small Group, Ethnicity(ies)> Sub-Saharan African, Caribbean or African American Keywords: crying, parent, newborn

Interaction images

Search for this image in Hesperian's image library:

Keyword: "Environmental Health", River, Group

2. Make sure text in speech bubbles or captions reflects the emotions in the drawing, body posture, etc.



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For all images

1. Context and cultural awareness.



Search for this image in Hesperian's image library:

Advanced Search:
Number of People>
Large Group,
Age>Mixed, Gender>
Mixed, Keyword: Bed,
flower

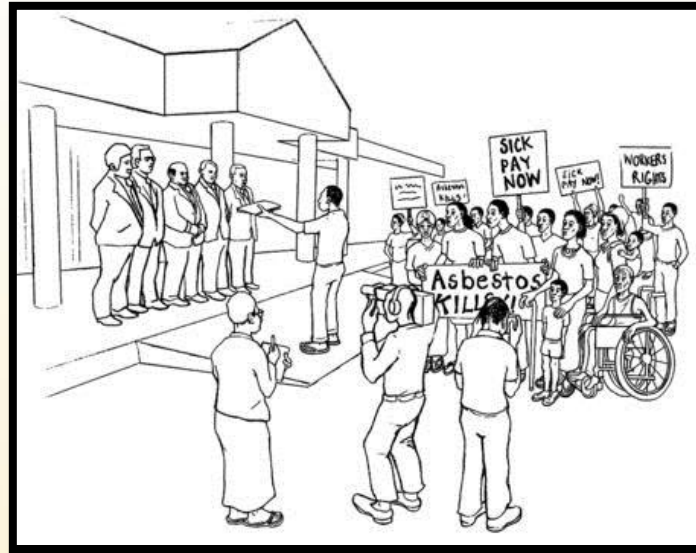
But be aware of stereotypes. For example, not everybody in the Middle East wears a head scarf.

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For all images

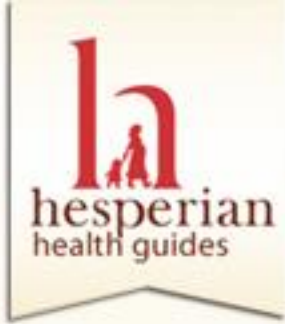
2. Include people with disabilities.

3. Think about people's body shape and face – age.



Search for this image in Hesperian's image library:

1. **Advanced Search:**
Number of People> Large Group,
Disability(ies)> "Wheelchair or Cart User"
2. **Advanced Search:**
Number of People> 1, Gender> Female,
Keywords: barefoot, standing
 Age> Teen
 Age> Adult
 Age> Old



Contact Information

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