CHAPTER III

SAMPLES FROM CAMPAIGN COMICS:

1. HEALTH

Teenage pregnancies in Malawi Measles campaign in the Caribbean Migrant workers' risky lifextyle in Zimbabwe AIDS story from Tanzania Sex education in the Caribbean HIV/AIDS-information to schools in Zimbabwe Safe sex, Côte d'Ivoire Boyfriends and AIDS, Tanzania Condom promotion, West Africa Cholera prevention in Tanzania Childre's nutrition in Tanzania

Teenage pregnancies in Malawi

Title: Mdyamakanda Author/Artist: Vic Kasinja

Publisher: Family Life Project, Ministry of Information, Malawi, 1992



Chiphetsa akondwa kwambiri, chimwemwe chidzadza tsayal Apita kukagula naapato zija. Ndithu ngati kutulo, poti nkoyamba m'moyo mwake kukhala ndi ndalama zambiri chorchi. 'ziz ndizo zinthu kaya, ndi zomwe m'mafuna.



Chiphetsa athawira pa windo. "Pano aliyense wagona."



hel ohtmai Chichetee?



Mtima wake ukumva kukoma ndi zomwe a Chikhwaya akumuchitira taiki ndi taiku.

This story of 20 pages dramatises what happens when a teenager starts receiving presents from a middle-aged man. Eventually, she gets pregnant and is expelled from school. The visual dramatisation is first-rate, and one can easily read the story without understanding the text below the panels.

Measles campaign in the Caribbean

Title: Making measles history

Author/Artist: UNICEF/Tomomi Kaharabata

Publisher: UNICEF Caribbean Office, Barbados, 1991

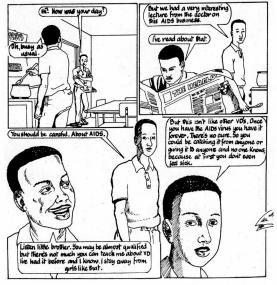




From 1990 to 1995 there was a large campaign to eradicate measles from the Caribbean area. A small 20-page comic book (size 14 cm x 9 cm) was one of the many communication methods used. The main message in the campaign was that all children between 9 months to 15 years should be vaccinated against measles. The characters in the book were all school children.

Migrant workers' risky lifestyle in Zimbabwe

Title: Dangerous love Author/Artist: I.P.P.F/Andrew Zakani Publisher: Baobab Books, Harare, Zimbabwe, 1990



There are many male migrant workers in the big cities in Zimbabwe. This 36-page story gives a dramatic account of how the risky lifestyle of these young men affects their wives and children back home in the rural areas. The main message is that HIV/AIDS is not a venereal disease as those that we know from before.

AIDS story from Tanzania

Title: Mitego ya Anasa II (Anasa's temptations II)

Author/Artist: Henry Likonde

Publisher: Benedectine Publishers, Nanda - Peramiho, Tanzania, 1992



This is the the story of Anasa, a young woman who moves to the big city and gets into loose living there. As a result she contracts HIV and later comes back to her village when she is dying of AIDS. The story has 112 pages and is distributed through churches and Christian bookshops in Tanzania. The artist, Henry Likonde, is also known as a church painter.

Sex education in the Caribbean

Title: The sex patch (comic strip)

Author/Artists: Arap Kundi

Publisher: UNICEF Caribbean Area Office, Barbados, 1991

The Sex Patch



The Sex Patch



The Sex Patch

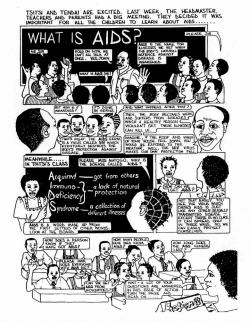


The strip is meant to encourage more open discussion about sex, normally a taboo subject. The strip is made available free of charge to UNICEF* partners in the area. The idea of using a fictitious patch as a main ingredient in the strip is genial. It removes the discussion from sex to a safer fictitious area, but the main point in the story - responsible sexual behaviour in the youth - is not missed.

HIV/AIDS-information to schools in Zimbabwe

Title: What is AIDS? Author/Artist: Action magazine staff

Publisher: ACTION, Harare, Zimbabwe, 1993



Action is a magazine that is distributed to most schools in Zimbabwe and also to some in Zambia and Botswana. Each issue has a theme. This story comes from the AIDS-them issue in 1993. The stories are usually very straightforward and educational. The magazine also publishes games and quizzes related to the theme in each issue.

Safe sex. Côte d'Ivoire

Title: Yannick Dombi - the choice to live Author/Artist: Fargas Publisher: S.L.F.D., Switzerland, 1996



This attractive, full-colour, 48-page comic book tells a story about youth in the affluent quarters of Abidjan. The realities of HIV/AIDS have recently become a part of their life. The main message in the book is to promote safe sex. The book is sponsored by the Societé Internationale d'Edition et de Diffusion, Geneva, Switzerland and distributed free of charge by the Societé Africaine de Representation en Libraire - SARL, Abidjan, Côte d'Ivoire.

Boyfriends and AIDS, Tanzania

Title: Kazi kwao (It's their problem)
Author/Artist: Morogoro 1996 Comics workshop /Michael Sagikwa
Publisher: Faraja Trust, Morogoro, Tanzanja, 1996





The story is about a girl, who is courted by three different boyfriends. One day they all arrive on the same but so thorogoror. The story is set in Morogoro and is targeted to young women there. The storyline was created in a comics workshop in Morogoro in 1996, with professional input from Faraja Trust, a local MGO for HIV/AIDS counselling.

Condom promotion, West Africa

Title: Betty learns a lesson Author/Artist: Aidstech/Lucques Nisset Raidon Publisher: AIDSCAP/USAID





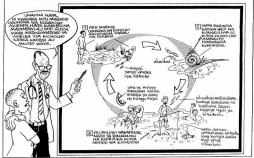
This USAID-sponsored AIDS information project has produced a series of comic books called "Emma Says..." The main character is a West African woman called Emma. The message in the series is safe sexual practises. Although the series has originally been made for West Africans, it has been translated also to Swahlii and distributed in East Africa.

Cholera prevention, Tanzania

Title: Mia kwa mia (100/100) Author/Artist: Katti Ka-Batembo

Publisher: Dodoma Health Education Project, 1998





The story is set in a school surrounding and features some boys that look after goats near the river in the afternoons. They use the river as a toilet, and after some turns in the story the connection between water hygiene and cholera is explained by a doctor at the local hospital.

Children's nutrition in Tanzania

Title: Lishe bora kwa watoto (Better nutrition to children)
Author/Artist: Jane/Kitange/Katti Ka-Batembo
Publisher: Inades Formation-Tanzania, 1995



This 20-page booklet was distributed in the Dodoma area through a mother and child health education programme by Inades Formation-Tanzania. In addition to a story there are specific instructions for preparing better food for children. The production of the booklet was co-sponsored by the Finnish-Tanzanian Friendship Society and the German Evangelical Center.

SAMPLES FROM CAMPAIGN COMICS

2. Agriculture and environment

Squatter farming in India
Cattle rearing in Kenya
Rodent control in Madagascar
Pesticide use in Tanzania
Farming as a profession in Tanzania
Local farming knowledge in Senegal
Erosino control in Tanzania
Beekeeping in Tanzania
Waste and litter in Zimbabwe
Anti-dam action in India
Global desertification, United Nations
Global climate action in Finland
Banforest action

Squatter farming in India

Title: Kuppan - the good farmer (translated from Tamil) Author/Artist: Noel Peter Shedden

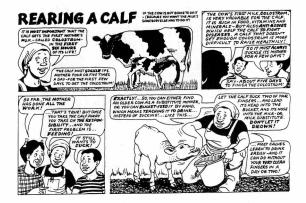
Publisher: Village Community Development Society, Tamil Nadu



This story, reflecting the difficulties of landless farmers, was made in Karasanoor, Tamil Nadu at an NGO campaign comics workshop, supported by the Finnish Comics Society, World Comics and Finnida. English translation from Tamil edited by Leif Packalén.

Cattle rearing in Kenya

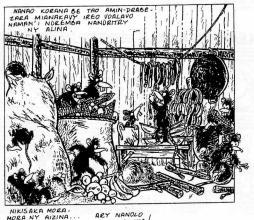
Title: Dairy cows and beef cattle Author/Artist: Hirst Studios, Nairobi Publisher: Mazingira Institute, Nairobi, Kenya, 1995



This 32-page booklet, which is aimed at primary level school-children in Kenya, gives the basic facts about cattle rearing. It is a part of a series called "Video books" that has been assisted by the African Forum for Children's Literacy in Science and Technology, and the Rockefeller Foundation.

Rodent control in Madagascar

Title: Aiza no hanovako azy? Author/Artist: Randria/Randriamantsoa Pierre Publisher: SCAVN/DPV, Madagascar, 1996









This book of 48-pages, which is directed to crop farmers in Madagascar, tells a story, from a rat's angle, about the control of roderts in crop storage. The story is followed by a technical section about traps and extermination methods. The book was financed by GTZ, the German Foreign Aid Authority.

Pesticide use in Tanzania

Title: Mbinu bora (Good practises) Author/Artist: IPM/William Temu Publisher: IPM, Shinyanga, 1995



This is a 32-page technical booklet about safe practises in the use of pesticides. The methods are shown step by step. This is an example on how to use the comics format, even when there is not a particular story to tell. The booklet is part of the Tanzanian-German Project for Integrated Pest Management in Shinyanga.

Farming as a profession in Tanzania

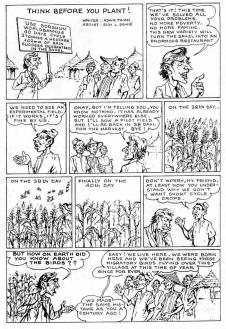
Title: Siri yetu na mme wangu (My husband's secret) Author/Artist: Hawa Kihwele/Katti Ka-Batembo Publisher: Inades Formation-Tanzania, 1997



In this 5-page story the husband is laid off from his job and starts farming to earn a living. It was pubished in a series called "Hadlihi za Wakulima" ("Farmers' stories), to which farmers can send their own stories, which are then converted by the comics artist Kattl Ka-Batembo into comics. The series is highly pooplar among farmers.

Local farming knowledge in Senegal

Title: Think before you plant! Author/Artist: Adam Thiam/Sidy L. Dramé Publisher: Baobab No 8, ALIN, Senegal, 1992



Baobab is the network bulletin of Senegal-based ALIN (Arid Land Information Network). The main readers are development project personnel all over Africa. The bulletin is published both in French and English. This story takes up the neglect of local knowledge in project design.

Erosion control in Tanzania

Title: Hifadhi ya udongo na maji... (How to control erosion with contours) Author/Artist: Katti Ka-Batembo

Publisher: DOVAP, Dodoma Village Afforestation Project, 1995









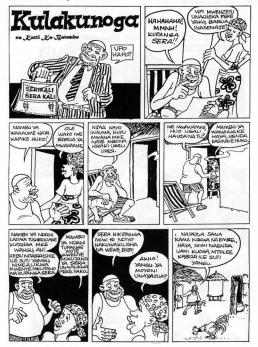
Michoro na Katti Ka - Batembo

This 10-panel story was printed on an A4-sized paper, folded as a flyer. The main issues of how contours prevent erosion are explained in a small story.

Beekeeping in Tanzania

Title: Kulakunoga (name of the character) Author/Artist: Katti Ka-Batembo

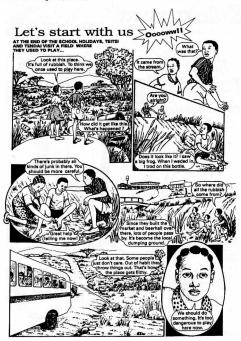
Publisher: Pambazuko magazine, Mviwata, 1995 -



Kulagunoga is a funny character that appears in a 2-page comics in each issue of "Pambazuko", the magazine published by "Mviwata", a farmers' organisation in Morogoro. Each issue has its own theme, which is also reflected in the comics. This story is from the issue on beekeeping.

Waste and litter in Zimbabwe

Title: Let's start with us Author/Artist: Action magazine staff Publisher: Action Magazine, Harare, 1994



Action Magazine is directed towards school children and this story deals with littering and waste in the neighbourhood. Each issue has a theme, and this sample is from an issue about a clean environment. The magazine is distributed to most schools in Zimbabwe and to some neighbouring countries.

Anti-dam action in India

Title: River of stories Author/Artist: Orijit Sen Publisher: Kalpavriksh, New Delhi, 1994

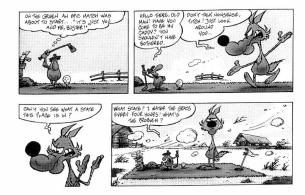


The Narmada Dam Projects in India generated a lot of protest from local environmental activists and also internationally. Origit Sen's beautifully drawn, 58-page story, tells about a journalist who visits the Narmada valley and comes into contact with the controversies of the project. The publisher, Kalpavriksh, is a Delhi-based environmental organisation.

Global desertification, United Nations

Title: There is no rug big enough to sweep the desert under Author/Artist: G.Silvestri

Publishers: United Nations Convention to Combat Desertification, Geneva, 1997



The UNCCD has used the popular Italian cartoon character "Lupo Alberto", created by G. Silvestri, as the leading character in this 28-page, attractive full-colour comic book that expedials by deserrification processes to young people worldwide. This kind of story, however, is surely somewhat too abstract, when read on a local level in a desertification risk area.

Global climate action in Finland

Title: Tampere 21 Initiative Authors/Artist: L. Peltonen and M. Ulvila/Leif Packalén

Publisher: Tampere 21 Coalition



TAMPERE 21 Initiative: The climate initiative demanded the reduction of greenhouse gas emissions. The civic groups proposed bicycle routes, rail transport, improvement of waste management and renewable fuels in power supply.



Active citizens: The TAMPERE 21 coalition initiated debate on the city plan by demanding environmentally considerate town planning. Contrary to usual practice, the decision makers had to react to the citizens' objectives.

These two strips were part of a report on the Tampere 21 global climate initiative by a group of NGOs in Tampere, an industrial town in Finland. The strips were included in the report to dramatise is contents. The report was chosen by the organisers of the HABITAT Conference in Istanbul, 1995, to be presented there as one of the 40 best (no internal order) environmental action reports in the world.

Rainforest action

Title: Amazonas

Authors/Artist: Activist group and Seppo Leinonen

Publisher: Coalition for Environment and Development, Turku 1996



This story was originally a set of seven colour posters on the issue of rainforests and how they are related to the lifestyles in the North. The posters were reduced to A4-size and put together as a small comic book, which was published as a supplement to the Finnish NGO-magazine "Kumppan". The angle and characters in the story are quite good, but the amount of text is a bit overwhelming, at least when read in the booklet version.

SAMPLES FROM CAMPAIGN COMICS

3. Human rights, democracy and civil society

Gender issue in Kenya Domestic violence in Papua New Guinea Working women in India Consumer action in Peru Racism in Europe Immigrant school children in Finland Dalit education in India Child labour in Peru Children's rights in Tanzania ANC-information in Sweden Revolutionary hero in Cuba NGO accounting in Côte d'Ivoire NGO management in Tanzania Traffic education in East Africa Youth employment in the South Pacific Multiparty elections in Tanzania Culture shock in the Central African Republic World Bank and workers' rights The debt issue

Gender issue in Kenya

Title: Just like a woman Author/Artist: W. Mutahe/Frank Odoi Publisher: National Council of Churches in Kenya, 1993



This 3-page story was included as one of eight in the 40-page book called "Responsible Clitzenship", published before the first multiparty elections in Kenya. There is a set of discussion questions after each story. The book was distributed mainly through churches and church-related organisations.

Domestic violence in Papua New Guinea

Title: Let's talk it over

Authors/Artist: Christine Bradley and Brian Deutrom/Bob Browne

Publisher: The Women and Law Committee, Boroko 1990





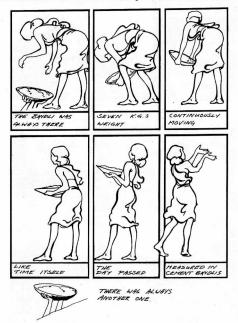
There was a large campaign against domestic violence in Papua New Guinea in 1990 and, this comic book of 24 pages was a part of the campaign material. It tells a story from the angle of two school children about their elder sister who gets married to a brutal man, and how relatives and the community take care of the matter.

Working women in India

Title: Kanthamma

Author/Artist: J.N. Sita/Mithradir

Publisher: Institute for Cultural Research and Action, Bangalore, 1986



Kanthamma is the story about a female construction worker who leads a difficult life. This story of 40 pages was the second in the ICRA Educational Series and was intended to generate discussion in women groups and create awareness about women's issues.

Consumer action in Peru

Title: Mujer y crisis (Woman and crisis) Author/Artist: COPAPMA activists

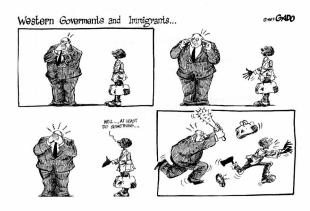
Publisher: The organisers of the First Assembly of Women in Maynas, Iquitos, Peru, 1989



This mimeographed, 16-page booklet, tells a small story about price fixing by local merchants and the women's situation. At the end of the story there is a call to join the Women's Assembly and discuss action. Even though it is quite poorly drawn, the messages are very clear and the story is powerful. The women can recognise their own situation in the story.

Racism in Europe

Title: Gado looks at Europe Author/Artist Godfrey "GADO" Mwampembwa Publisher: World Comics and "Kumppani"-magazine, Finland, 1997



This AS-sized booklet of 16 pages was published as a supplement to the Finnish NGO-magazine "Kumppani". It contains strips and cartoons about racism in Europe. Gado spent ten months in Europe in 1996-97 and the drawings were his comments to racism in Europe. The booklet was produced so that by enlarging the pictures one could make a small anti-racism cartoon exhibition for schools, workplaces etc.

Immigrant school children in Finland

Title: Felipe
Author/Artist: Oge Eneh/Leif Packalén
Publisher: Allianssi youth campaign against racism, Vantaa

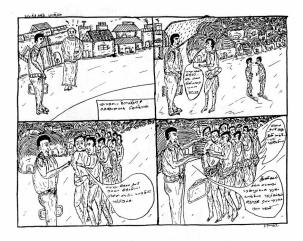


This is a page from one of three stories that were distributed to all 10-15 year-old school children in Vantaa, where a recent increase in the amount of immigrant children in schools made this campaign timely. The idea was that after having read the story, the teacher and class would discuss it. Cultural differences and tolerance were the main issues in the stories, which portrayed school children from Russia, Somalia and the Philippines as leading characters.

Dalit education in India

Title: A Dalit returns to his village Author/Artist: S. Anandhavel

Publisher: World Comics workshop report, Finland, 1997



The strip depicts a Dalit (untouchable in the Indian caste system), who returns from town after several years. His friends ask him what he brought with him. He replies: Books! This story was made at the first World Comics/Finnish Comics Society/Finnida-sponsored workshop with SAG/VCDS in India in 1997. These comics are intended for the use of NGO information campaigns in Tamil Nadu.

Child labour in Peru

Title: La hija del peón (The peasant's daughter) Author/Artist: CECADEO

Publisher: Comisión Evangélica Latinoamericana de Educacíon, Cristiana, 1978



The CFLE has published a number of stories related to children's rights. The stories, which are told in a highly realistic style, are spread mainly through church channels and are meant to generate discussion in church groups.

Children's rights in Tanzania

Title: Haki za watoto (Children's rights)
Author/Artist: Kuleana staff/Marco S. Tibasima
Publisher: Kuleana Children Center. Mwanza. 1996

Watoto wana haki ya kutolazimishwa kufanya kazi nzito...



...na wajibu wa kusaidia wale wenye kazi nyingi.



Watoto wana haki ya kupata lishe bora...



...na wajibu wa kutotupa chakula ovyo.



This mini-comic book (size 7 cm \times 10 cm) was published to promote children's rights, but it points out that children have responsibilities, too. The book, printed in colours, received support from UNICEF.

ANC-information in Sweden

Title: Bongy Author/Artist: Lars Tallert/Jan-Olof Sandgren Publisher: Afrikagrupperna, Stockholm, 1989



This 48-page comic book tells the story of how a young man (Bongy) joins the ANC in South Africa. The story and the artwork were made by Swedish artists with the purpose of dramatising the political struggle against apartheid. Afrikagrupperna is a Swedish NGO that has supported African liberation movements since the sixties.

Revolutionary hero in Cuba

Title: Che - nada mas (Che - nothing less)
Author/Artist: J.L.Guerra/Orestes Suarez Lemus
Publisher: Pablo de la Torriente, Havana, 1997



In Cuba, Che Guevara is regarded as the ultimate revolutionary hero and this 28-page book is part of his idolisation. It is a collection of short stories and was published to commemorate the 30-year anniversary of his death. For stories with action that can be shown visually, comics are perfect!

NGO accounting in Côte d'Ivoire

Title: Beaucoup d'argent rapidement (A lot of money, fast) Author/Artist: Jos Kassanda

Publisher: Agripromo magazine, Côte d'Ivoire, 1994

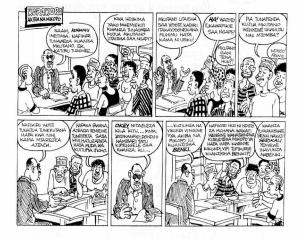


This story shows how inexperienced leaders in NGOs and cooperatives are tricked by fraudsters with a "money-doubling" scheme. The readers of Agriprom are active in organisations, where money management often is taken care of by trusted leaders, not necessarily by professionals in financial administration.

NGO management in Tanzania

Title: Kazi ya Mwenyekiti na Katibu (The tasks of Chairman and Secretary) Author/Artist: Katti Ka-Batembo

Publisher: Inades Formation - Tanzania, Dodoma 1997



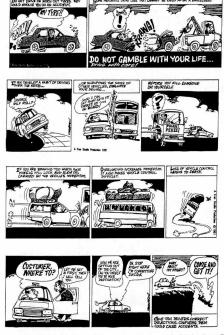
This 28-page booklet gives instructions on how to conduct meetings in NGOs. As NGO activity is relatively new in Tanzania, this booklet has an important purpose. It is distributed mainly to Inades Formation's partner organisations in the Dodoma region.

Traffic education in East Africa

Title: You are driving me crazy! (comic strip)

Author/Artist: Frank Odoi

Published: In Daily Nation (Kenya) 1989-92, Daily Times (Tanzania) 1995- and Monitor (Uganda) 1997-



The purpose of this strip is to introduce safety as an issue into the rapidly deteriorating traffic situation in the East African capitals. The strip uses humour in an odd, or even absurd, way. The fun is in the forefront and the message (safe motoring) builds up with time.

Youth employment in the South Pacific

Title: Village business

Author/Artist: Nelson Haripua

Publisher: Commonwealth Youth Programme, Fiji, 1992



The 2-page story was published in the Tok-Tok magazine no 1, which was compiled during a CYP workshop. The magazine promotes the opening of small business as an employment option. It was distributed free of charge to youths in the South Pacific area.

Multiparty elections in Tanzania

Title: Shiriki katika uchaguzi (Voting together) Author/Artist: ESAURP/Paul Ndunguru

Publisher: Eastern and Southern African Universities Research Programme/Tema Publishers, 1994



This publication, which explains the multiparty voting system, was first planned as a book with illustrations. When Paul Ndungrur was approached for the illustration work, he suggested to make it as a story in comics format instead. The 20-page booklet was printed in 300.000 copies and distributed before the 1995 election to different civic groups in Tanzania.

Culture shock in the Central African Republic

Title: Tales from the heart Author/Artist: Cindy Goff and Rafael Nieves/Seitu Hayden Publisher: Entropy Enterprises, U.S.A, 1987



This 24-page comics book tells the story about a female Peace Corps volunteer who went to the Central African Republic in the eighties. It deals mainly with the culture shock experienced by the American volunteers.

World Bank and workers' rights

Title: The World Bank Author/Artist: Aleck Dubro/Mike Konopacki Publishers: Public Services International, France, 1995

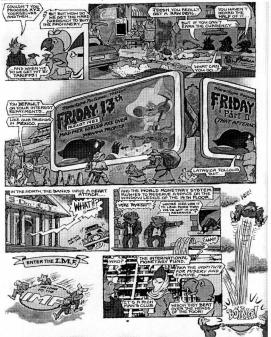


This all-colour comic book with 36 pages tells a suspense story of how an ex-employee at the World Bank helps organisations which are critical to the bank's dominant role in world affairs. The story and the criticism pay special attention to international labour rights.

The debt issue

Title: Alice in Latasica Author/Artist: Brick

Publisher: New Internationalist No 243, 1993



Latasics, a fantasy country of Latin America, Asia and Africa put together, is the main scene in this story. The debt issue, how It affects Latasics and boomerangs back to the North is explained from different angles. An extremely complex issue, as the debt is, has been very vividly analysed in these 21 pages by British catnonist Brick.