



FAQ status 09.04.

Who produced the comic?

- The comic was co-produced by Welthungerhilfe and WASH United. Our creative agency partner for graphic design and storytelling is an agency specialized on social impact, based in India
- Translations into local languages have been organized by Welthungerhilfe Country Offices. For all translations (including the world languages) two persons were responsible to make sure that the messages to prevent Corona from spreading are translated correctly

What is the story all about and what do we want to achieve?

- The comic tells the story of four children from different continents who suffer from not being able to have contact with their friends anymore. The children inform each other about the virus. Finally, the four most important behaviors are explained to prevent the virus from spreading.
- With the comic and the short film (to be published on 13.04.2020) we want to reach children worldwide to explain what is especially difficult for kids to understand: the social isolation we all have to comply with now.

What is the concept behind the comic?

Isn't it conflictive to distribute the comic in environments where people cannot wash their hands and keep distance?

- Corona knows no borders and affects all people. It is a global crisis that requires global solutions. Conceptually, it was important to us to create a story that could be told globally and that took up current research results. The comic is a global answer to a global problem.
- The comic takes up a situation which currently applies to most countries in the world: closed schools - a situation which is most difficult for children to understand.
- We have extensively discussed the different living conditions in different countries worldwide in detail and how these living conditions could be integrated into one. Finally, we decided to prevent the comic from discriminating against living conditions, especially in fragile contexts, slums or refugee camps. For this reason, we agreed to tell the comic in a same dignified living environment.

- The comic is about children and about Corona. It is not about social justice, different living conditions and human rights. We were strongly advised by experts who deal with comics professionally not to add any further narrative levels, but to concentrate on one level only: "how kids can help beat the virus".
- Still it can be conflictive and contra productive to distribute the Comic in an environment where people cannot wash their hands (lack of water) and keep distance (because people are forced to live in a crowded domestic environment). These situations might apply for example to slums, less developed suburbs, refugee camps or any other highly impoverished areas. Please carefully weigh pros and cons and apply to the do-harm-principle before you decide distributing the Comic under such circumstances. We are aware that in the situations described above, the spread of the virus will be difficult to fight, even in some situations almost impossible.

What are the core messages of the comic?

- Conceptually, it was important to us to create a comic that takes up latest research results. The four most important behaviors that are promoted are i) stay at home ii) keep your distance iii) wash your hands and iv) help to protect everyone around you.
- Being aware that different distancing is recommended (varies between 1-2m) we recommend 1.5 m distance between people. In all messages we strictly followed the recommendations from the Institute for Hygiene and Environmental Medicine, Charité Universitätsmedizin Berlin (Germany). For further information regarding distancing please refer to <https://theconversation.com/coronavirus-why-should-we-stay-1-5-metres-away-from-each-other-134029>

Can additional language versions be realized?

- Yes, additional languages are possible. Please send request to stephan.simon@welthungerhilfe.de cc to Jonas.verlande@welthungerhilfe.de

Can the storyline and the graphic design be changed?

- No, this is unfortunately no longer possible.
- If there are certain wordings that are in contradiction to your local context please send change request to stephan.simon@welthungerhilfe.de cc to Jonas.verlande@welthungerhilfe.de

Why is the narrative context urban and not rural?

- Urban, densely populated areas and especially mega-cities are particularly affected by the virus. In comparison, the risks in rural areas are lower. Our contact from the Institute for Hygiene and Environmental Medicine, Charité Universitätsmedizin Berlin explicitly recommended to focus on urban settings in the story line and to refer to the rural areas within the story.
- Basically, it was our goal to develop a comic that is as generic as possible and thus works globally, including in Europe. The current generic urban setting enables that.

Has the comic been certified?

- The product has not been officially certified but we have worked closely with Dr. Rasmus Leistner from the Institute for Hygiene and Environmental Medicine, Charité Universitätsmedizin Berlin (Germany) to ensure that the messages are based on the latest scientific findings. His technical support is highlighted in the imprint.

How do we create local ownership for the product? Do we seek for approval of local authorities?

- Part of the conception was to create ownership on local government level. We must avoid a situation where we distribute a product that undermines governmental efforts to cope with the crisis. Therefore, it is foreseen to get approval from the respective Ministry of Health combined with the opportunity for the ministries to brand the product with their Logo on the cover page.
- Country Versions that are approved by local authorities can be downloaded at <https://www.welthungerhilfe.org/coronavirus-comic/>

Why are download opportunities sorted by countries and not by language?

- On the Corona landing page we offer download opportunities for generic languages (world languages) and download opportunities for specific countries. The country versions have been approved by the relevant ministries. We cannot offer Kiswahili for Tanzania, because we do not (yet) have approval for this.

Can the comic be shared with and used by other organisations?

- Yes, wide use is explicitly encouraged. Sharing of the resource through external networks is highly appreciated.
- The Comic can be used by other organisations but only for non-commercial purposes. Any commercial use is prohibited.
- Changes in terms of content are not possible.
- Authors/Producers should be mentioned when sharing the material – please mention Welthungerhilfe and WASH United.
- For sharing: please use info-texts/teasers that can be provided in several languages. Please send request to Stephan.Simon@welthungerhilfe.de cc to Jonas.Verlande@welthungerhilfe.de
- Access the comic only at <https://www.welthungerhilfe.org/coronavirus-comic/> to make sure that you get the latest version.
- The comic can be offered to other organisations for use but we expect them to cover costs for printing.

Can logos of a partner organisation or any other organisation be integrated?

By default, this is not possible.

- Changes in terms of content or adding logos of other organisations except local Ministries is not possible. If there are individual requests please let us know (→ send request to Stephan.Simon@welthungerhilfe.de cc to Baerbel.Mosebach@welthungerhilfe.de).

Can logos of donors be integrated?

Logos of donors are by default not foreseen – for the following reasons:

- A logo of a donor for such a product is contra-productive in terms of local ownership and commitment.
- To avoid donor-branding and reduce donor visibility is meanwhile in line with donor policies
- Human Right-Approaches and all SDG stress that (in terms of sustainability) the responsibility for measures must be anchored locally.
- Most of institutional donors won't have problems to finance the distribution, if we manage to authorize the product by local ministries. Please contact your donor to verify the eligibility of costs.
- Our target group are children: they don't understand INGO or Donor logos on the cover page – the experience shows they find it even irritating. This is different, if the logo of their own country Ministry is on the cover.

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