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Date of Publication

2020

After Corona was declared as a pandemic by WHO, multiple government agencies, development agencies, and departments needed technically accurate materials for their relevant contexts. Department for Labor and Human Resource, Government of Punjab needed something immediate for industrial workers in large scale manufacturing settings particularly the textile sector which alone employs millions of workers.

This is where an animation video was developed on two animated characters. These two characters were developed for a project called "Communicating the Seven Golden Principles of Vision Zero", which was a legacy of the collaboration between Center for Communication Programs Pakistan and Labor Standards Programme.

Vision Zero is a global industrial principle that stands for zero accidents at the workplace. Center for Communication Programs Pakistan was facilitating the Labor Standards Programme, funded by the German International Development Agency, GIZ Pakistan in the development of educational materials about the 7 golden rules of vision zero. The education materials also included animation videos that were developed on the foundations of entertainment education, whereas the development process included the Human-Centered Design Approach. The output was a series of 7 videos, with two brand ambassadors, Biloo and Dhilloo (names of the characters), one of whom was the voice of reason whereas the other was the transitional character who used to gradually adopt the desired behavior. These two brand ambassadors became the face of the Labor and Human Resource Department of the Government of Punjab for communicating essential health and occupational safety messages to the industrial workers in the province of Punjab.

This video was developed in a record time of about a week because all essential design and conceptual guidelines were already in place which was a key learning for development of materials in emergencies and epidemics.

Tools

Examples

Entertainment-Education Curriculum

FGM Infographics

Training Toolkit on MSM Programming
for the MENA Region

Coronavirus disease (COVID-19)
Pandemic Resources on Coronavirus
and Disability

Toolkit to Spread Awareness and Take
Action on COVID-19

Interim Technical Note: Protection
from Sexual Exploitation and Abuse
(PSEA) during COVID-19 Response

COVID on the Breadline

Emerging Respiratory Viruses,
including nCoV: Methods for
Detection, Prevention, Response and
Control: Online Course

Key Messages and Actions for
COVID-19 Prevention and Control in
Schools

COVID-19 Infographic- European
Center for Disease Prevention and
Control

Audience

Special Industries

Region/Country

Pakistan

Communication Channel

Video

Intervention Level

Private Sector