

PICTORIAL EVIDENCE PROFILES FOR INVOLVEMENT OF THE LESS EMPOWERED CITIZENS IN HIGH-LEVEL DECISION MAKING

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Background



- Efforts to engage citizens in policy and decision-making have had significant strides globally
- Challenges still do exist such as;
 - Lack of trust in citizens by policy makers
 - Lack of trust in policymakers by citizens
 - Lack of capacity by citizens to engage
- Illiteracy further compounds these challenges

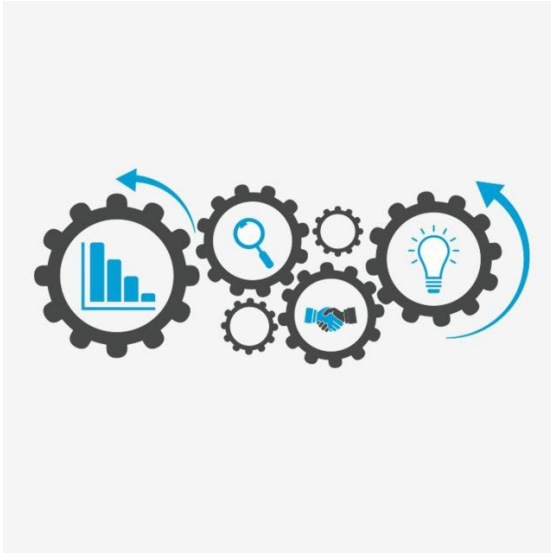
Background

- To pilot a pictorial evidence profile for engagement of the less empowered citizens through an evidence-informed citizen panel – Three case studies

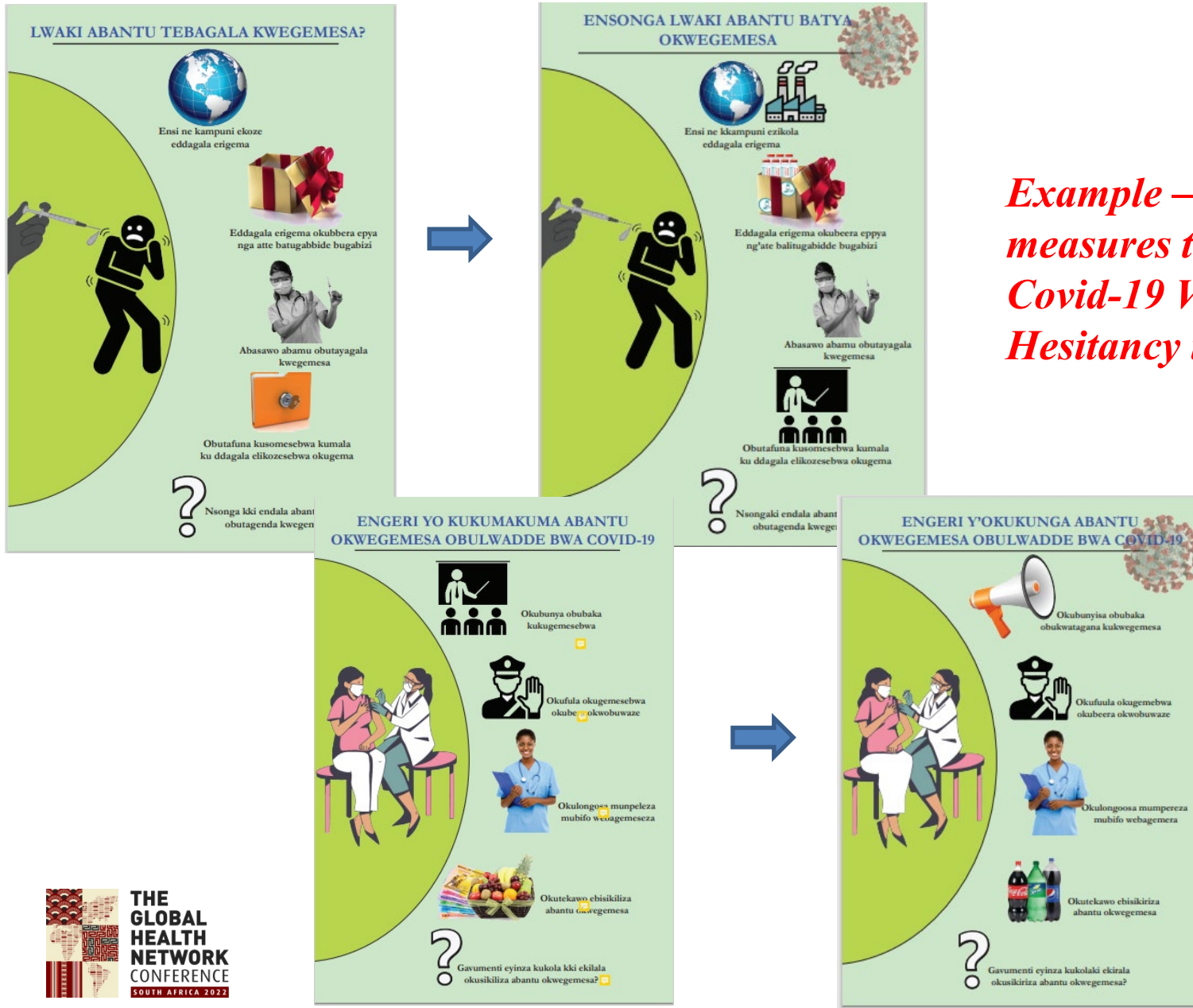


Methods

- Internal brain storming
- Initial draft by the internal team
- Internal review and changes to the initial draft
- External review – User testing



Methods



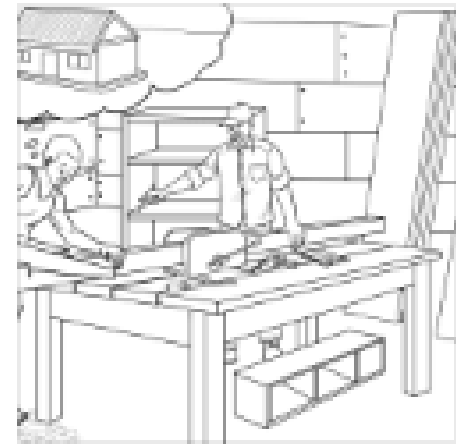
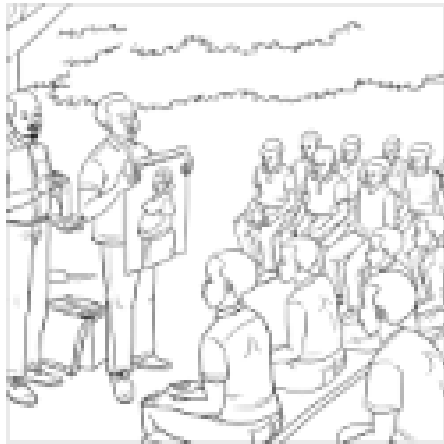
Example – Causes and measures to address Covid-19 Vaccine Hesitancy in Uganda

Methods

- Reverted to experts – illustrators from the publishing industry
- Shared briefs for the illustrators to develop a concept for illustrations
- Internal review of concept
- Development of illustrations
- External review – User testing

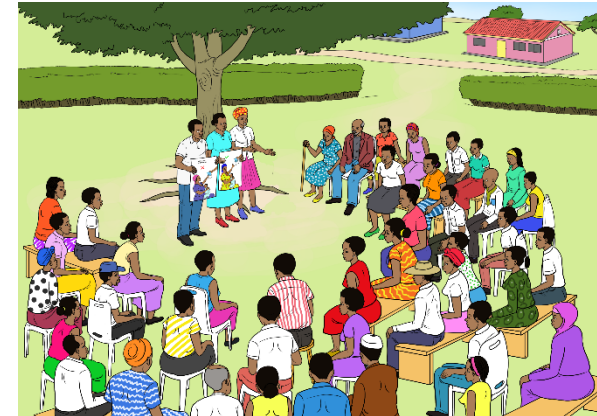
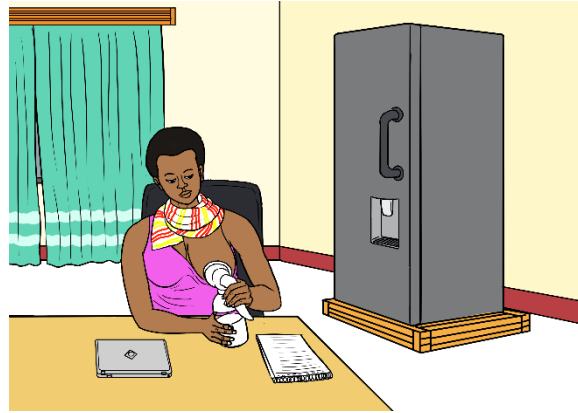
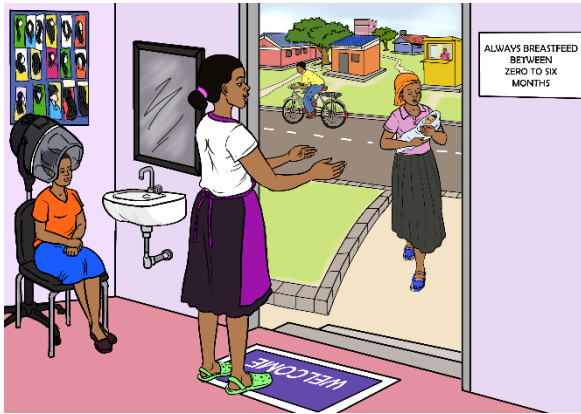


Methods



Example – Male involvement in control of teenage pregnancies

Methods



Example – Strategies for exclusive breast feeding in the informal sector

Results and Conclusions

Pictorial evidence profiles can be used to provide evidence to the less empowered for engagement in policy-making processes.

- Enabled citizens engage with the evidence leading to the panel
- Stimulated an evidence informed discussion during the panel

Challenges

- The number of iterations to get an illustration that correctly represents the text
- Remains a challenge of misinterpreting the illustrations
 - Requires discussing with citizens what the illustrations stand for
- High number of illustrations to represent all the information in the text
 - End up selecting the key messages which leaves out detail
- Need to pay close attention to context in the illustrations
 - Possibility of different illustrations for different audiences to communicate the same information

Conclusion

- Pictorial evidence profiles can be used to provide evidence to the less empowered for engagement in policy-making processes.
 - Enabled citizens engage with the evidence leading to the panel
 - Stimulated an evidence informed discussion during the panel

Contact

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