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
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
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