

McCANN

GAME FOR UNICEF

## BRIEF

To develop a board game similar to ***snakes and ladders*** that helps highlight the front line health workers as responsible community members who cater to their community's health needs.

# SIMILAR WORK FOR UNICEF

In the SNM campaign collateral, we developed a simple board game as part of the Leaflet to make it more engaging.



# **MOVING FORWARD**

We aim to solidify the positive role of the health workers and their role in the community and make the game more informative and relevant to our cause.

**WORK IN PROGRESS**



# GAME PLAY

- Roll the dice to move forward
- If you land on an illustrated cell, pick the matching card and follow the written instructions
- If you land on the slide, make sure to follow its movement (*up or down*)
- If you land on the bridge, move forward as shown on the board





# CARDS

BOILING WATER (PREFERABLY FOR 10 MIN) KILLS ALL KINDS OF BACTERIA AND OTHER GERMS MAKING IT SAFE AND HEALTHY FOR DRINKING

*\*YOU'VE BOILED YOUR DRINKING WATER.*  
**MOVE 5 STEPS FORWARD\***


DRINKING 8 GLASSES OF WATER A DAY IS ESSENTIAL TO HELP YOUR BODY FIGHT INFECTIONS AND FLUSH OUT TOXINS.

*\* YOU'VE HAD YOUR SHARE OF WATER FOR THE DAY.*  
**MOVE 4 STEPS FORWARD\***

GET EVERY CHILD UNDER 5 VACCINATED WITH POLIO DROPS EVERY TIME IT IS OFFERED BY OUR COMMUNITY'S HEALTH WORKER.

*\*YOU'VE BEEN VACCINATED*  
**MOVE 10 STEPS FORWARD\***

# CARDS

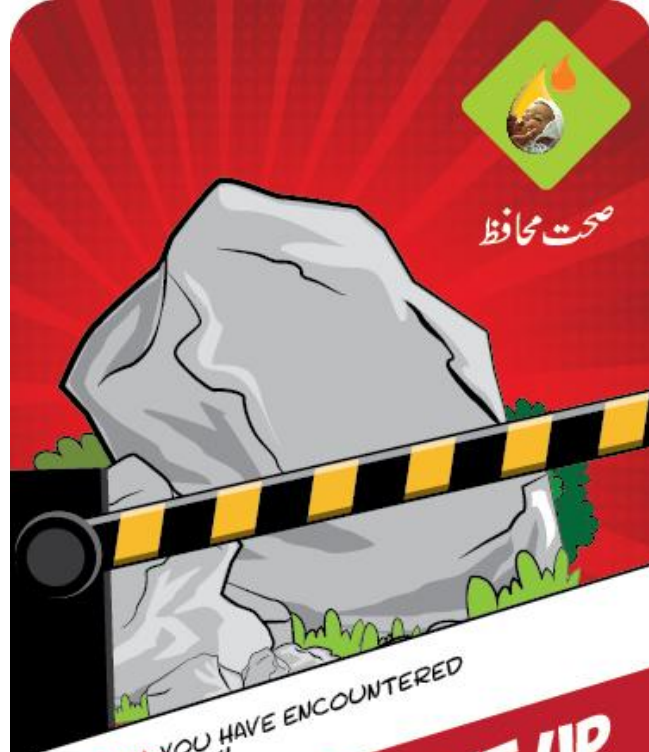


صحت محافظ

HANDWASHING IS ESSENTIAL AND THE MOST EFFECTIVE PRACTICE TO STOP GERMS FROM SPREADING FROM ONE PERSON TO ANOTHER.

CLEAN AND GERM FREE HANDS ALLOW YOU TO **MOVE 4 STEPS FORWARD\***

This card features a vibrant orange background with a stylized illustration of hands being washed with blue water and bubbles. A green diamond icon with a flame and a germ is in the top left. The text is in both Arabic and English, emphasizing the importance of handwashing.



صحت محافظ

CAUTION: YOU HAVE ENCOUNTERED A ROAD BLOCK!

**WAIT UP.**  
YOUR NEXT TURN WILL RETURN AFTER TWO ROUNDS

This card has a red background with a grey rock formation and a black and yellow striped barrier. A green diamond icon with a flame and a germ is in the top right. The text is in both Arabic and English, warning of a road block.



صحت محافظ

KEEPING THE ENVIRONMENT CLEAN AND HEALTHY IS OUR RESPONSIBILITY AS IT GUARDS US FROM ALL KINDS OF DISEASES.

**\*YOU HAVEN'T KEPT YOUR ENVIRONMENT CLEAN. MOVE 10 STEPS BACKWARDS\***

This card has a grey background with a pile of trash including a juice carton, a banana, a glass, and a plastic bottle. A green diamond icon with a flame and a germ is in the top right. The text is in both Arabic and English, warning about environmental cleanliness.

# PLAYER COUNTERS



# PACKAGING



# NAME SUGGESTIONS

1. SEHAT KA MISSION (*Mission of Health*)
2. SEHAT KI RACE (*Race of Health*)
3. SEHAT PHELAO (*Spread Health*)
4. BANJAO SEHAT MUHAFIZ (*Become a Sehat Muhafiz*)

## **LIFE SIZE VERSION**

This will be a simpler and shorter version of the board game. We will replace the illustration cells with a cell which will be called SEHAT SAWAL (Health Question).

The information on the cards from the board game will become questions for the players.

Each time a player lands on the Sehat Sawal cell, the game moderator will ask the player a question, the correct answer will allow the player to move forward.



# GAME PLAY

- Spin the pointer to move forward
- If you land on a Sehat Sawal cell, answer the question correctly to move forward
- If you land on the river stream, follow its movement
- If you land on the waterfall, follow its movement



# FLOOR MAT DESIGN

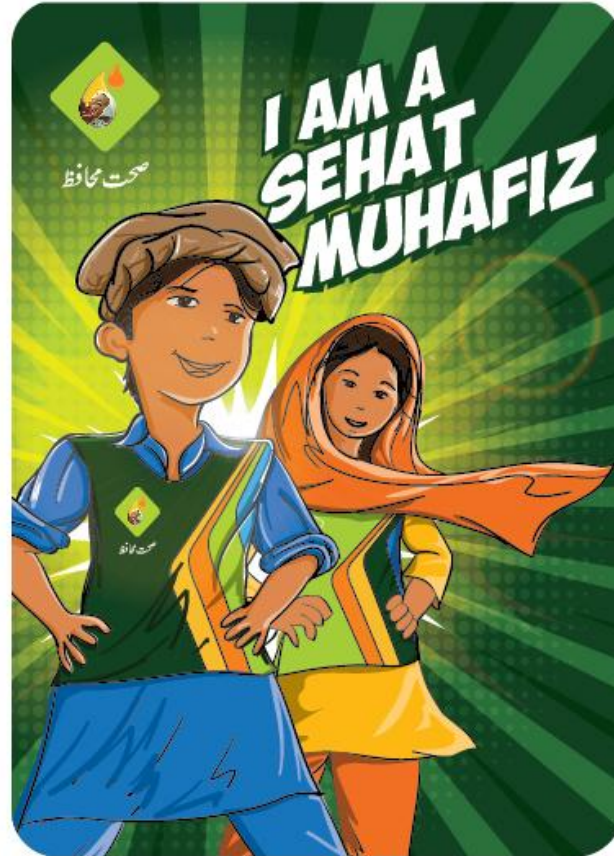
(10'x10')



# SPINNER



# QUESTION CARDS



**SEHAT  
SAWAL?**

Q. TILL WHAT AGE SHOULD CHILDREN  
BE GIVEN POLIO DROPS ?

A.5

B.10

C.7



# PLAYER GEAR



FRONT

BACK



FRONT

BACK

Text on the back reads – Together we will defeat polio

# PACKAGING



# PACKAGING

The mat will be folded in to half and then rolled to be placed inside.



# PACKAGING

The spinner will connect together with a rivet.

The spinner mat will be rolled and placed inside.

The pointer will be put inside vertically.

The dial on the top will also be placed inside the cylinder. It can also be placed inside the cap of the cylinder.



**THANK YOU**