

Overview

Project: Grow Great

Video Title: Introduction to Stunting and the Grow Great Initiative

Link to [Design Doc](#)

Estimated duration: 2-3 min

Production team members: Carlos, Semay

Stakeholders: Nicola

Approval Status: Approved by Nicola on 7/11/2018

Last updated: 7/11/2018

Timeline

20 July (English and Sepedi)

21 August (siswati)

17 September (Xhosa)

Learning Objectives

At the end of this lesson, the learner will be able to:

LO1: Describe the basic causes and effects of “stunting” on a growing child

LO2: Describe the opportunities that exist to prevent stunting

LO3: Introduce the grow great campaign and share campaign aim - ending stunting by 2030

Relationship between community health worker and family - demonstrating action oriented intervention. What is the change the the CHW achieves.

Full Text

A Community Health Worker is eating with her mother. Her mother's plate is nearly empty while her own plate is still full of food.

Mother: My dear, you said you were hungry, but you still haven't finished your food. Did something happen at work today?

CHW: Yes, mama. On one of my home visits, I saw a patient, a little girl, and I can't stop thinking about her. When I measured her height, and compared it to previous measurements, it was clear she isn't growing well. She is stunted.

Return to dinner scene.

Mother: Stunted... That sounds serious.

CHW: It is. It can delay a child's physical growth and brain development and have lasting effects. In my years of being a health worker, I've seen that children who are not growing well are less likely to finish school and more likely to be unemployed. Can you believe that one in four children in South Africa are stunted?

Mother: Don't be discouraged, my dear. You are a Champion for Children! When you visit her home, you can encourage her family to do the things that will help her catch up.

CHW: You're right, mama. I think of all the ways you helped me to reach my full potential.

Flashback to when CHW was a little girl.

CHW: You breastfed me, and when I was 6 months old, you started feeding me healthy foods.

You made sure we had clean water to drink and washed my hands before we ate every meal.

You played with me, told me stories, and taught me new things every day.

Mother: I didn't do this alone. I had the help of our family and friends who supported me to have a healthy pregnancy and raise you.

CHW: I think it was because of this loving environment that I did so well in school and was able to become a community health worker.

Return to dinner scene.

Mother: What made you remember all this, my dear?

CHW: Because now that I'm pregnant with my first baby, I want to make sure she grows healthy and strong.

Mother: He will grow strong *if* you eat your food.

The first 1000 days are most important, you know. It starts now while you are pregnant and continues until your baby’s second birthday. This is when your baby’s mind and body develop the most.

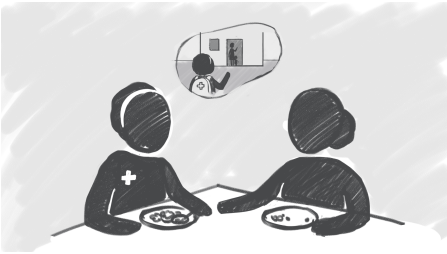
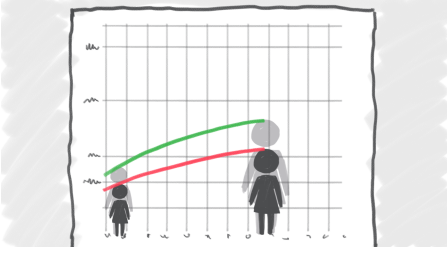
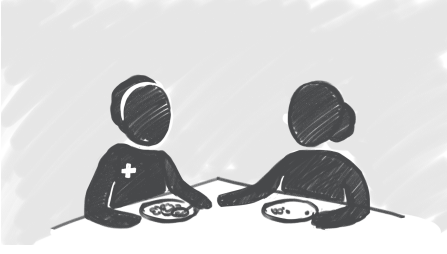
CHW: I talk with my patients about this everyday, mama. But sometimes I do forget to look after myself.

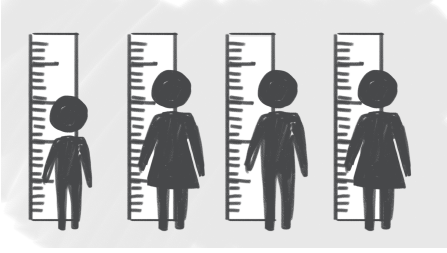
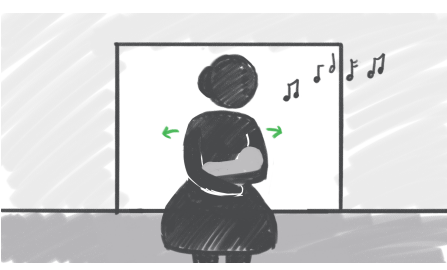
Mother: I know it can be hard, my dear. Just remember to take care of yourself throughout your pregnancy, both mind and body. Eat healthy foods. And attend all of your clinic visits. If you do these things, your child will grow great, just like you!

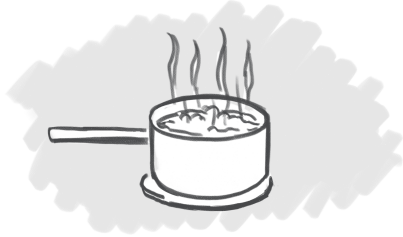
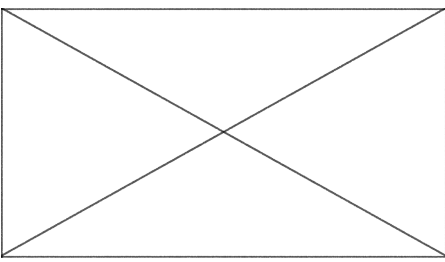
CLOSING SCREEN: 1 in 4 children in South Africa are stunted. Stunting arises from prolonged undernutrition that affects a child’s physical and mental growth and development.

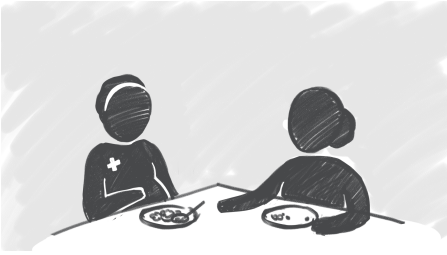
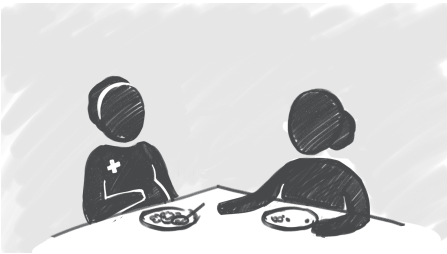
AV Script / Storyboard

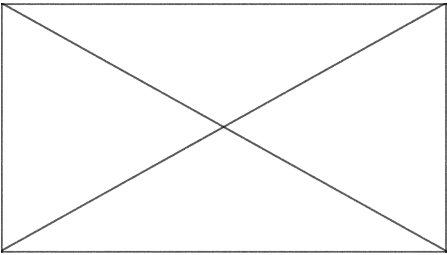
#	Storyboard Art	Audio (Voiceover, Speaker, Music, Sound Effects)	Video (Description of scene, Camera Movements, On Screen Text, Graphics)	LO
1.		Mother: My child, you said you were hungry, but you still haven’t finished your food. Did something happen at work today?	A Community Health Worker is eating with her mother. Her mother’s plate is nearly empty while her own plate is still full of food.	

2.		CHW: Yes, mama. On one of my home visits,	As the CHW begins telling her mother about her day, a thought bubble with the scene she is describing appears above them.	
3.		I saw a patient, a little girl, and I can't stop thinking about her.	Zoom in to the thought bubble where the CHW is greeting the mother and girl at their home.	
4.		When I measured her height,	Cut to interior of home where the little girl is standing against a wall being measured by the CHW. Transition from child being measured, to the child on the chart.	
5.		and compared it to previous measurements, it was clear she's not growing well. She is stunted.	The patient is shown superimposed over her growth chart. She is animated to grow over time, moving from left to right on screen, with her growth line being plotted on the chart. Behind her is a silhouette of the size of a healthy child, to show that she is smaller than she should be.	LO1
6.		Mother: Stunted... That sounds serious.		

7.		CHW: It is. It can delay a child's physical growth and brain development and have lasting effects.	Return to scene with CHW and her mother at the table.	LO1
8.		In my years of being a health worker, I've seen that children who are not growing well, are less likely to finish school and more likely to be unemployed.	Cut to classroom scene where the smaller children fade one by one.	LO1
9.		Can you believe, 1 in 4 children in South Africa are stunted?	4 of the children from the classroom move into position to form an infographic of 4 children being measured, 1 smaller than the rest.	
10.		Mother: Don't be discouraged, my dear. You are a Champion for Children! When you visit her home, you can encourage her family to do the things that will help her catch up. CHW: You're right, mama. I think of all the ways you helped me to reach my full potential.	Return to scene with CHW and her mother. Mother reaches out and holds the CHW's hand.	LO3
11.		You breastfed me, and when I was 6 months old, you started feeding me healthy foods. [sound clip of mother humming a lullaby]	Flashback to when CHW was a baby and her mother is breastfeeding and singing to her new baby.	LO2

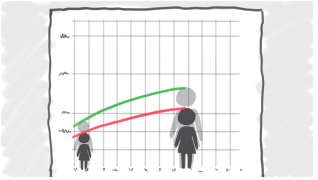
12.		You made sure we had clean water to drink and washed my hands before we ate every meal.	Water boiling in a pot.	LO2
13.		You played with me, told me stories, and taught me new things every day.	Flashback to scene of younger version of mother lifting small child up - kicks her feet in joy.	LO2
14.		Mother: I didn't do this alone. I had the help of our family and friends who supported me to have a healthy pregnancy and raise you.	Scene with other family and friends	LO2
15.		I think it was because of this loving environment that I did so well in school,	Flashback of child version of CHW in front of the chalkboard.	LO2
16.		and was able to become a community health worker.	She grows into the adult version wearing her CHW clothing and standing in front of a clinic.	

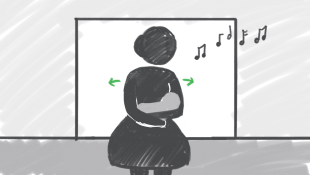
17.		Mother: What made you remember all this, my dear?	Return to scene with CHW and her mother at the table.	
18.		CHW: Because now that I'm pregnant with my first baby, I want to make sure he grows healthy and strong.	CHW turns her chair and places her hand on her round belly, revealing that she is pregnant.	
19.		Mother: He will grow strong if you eat your food.	Mother nudges the CHW's plate toward her.	
20		The first 1000 days are most important, you know. It starts now while you are pregnant and continues until your baby's second birthday. This is when your baby's mind and body develop the most.	Infographic of first 1000 days... timeline showing pregnant woman, infant, crawling baby, and toddler with 2 year birthday cake	LO2
21.		CHW: I talk with my patients about this every day, mama. But sometimes I do forget to look after myself. Mother: I know it can be hard, my dear.	Return to scene with CHW and her mother.	

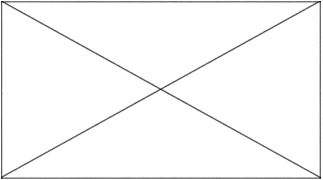
22		Just remember to take care of yourself throughout your pregnancy, both mind and body. Eat healthy foods. And attend all of your clinic visits. If you do these things, your child will grow great, just like you!	Pregnant woman, animated circles over her body and mind. Plate with healthy food. Clinic.	LO2
23			END SCREEN In South Africa one in four children under the age of 5 years children is stunted. Stunting arises from prolonged undernutrition that affects a child's physical and mental growth and development. Be a Champion for Children in your community. The Grow Great Campaign logo Any other logos? Digital MEDIC disclaimer	LO3

Translations

#	Storyboard Art	English	Sepedi	Siswati	Xhosa
1.		Mother: My dear, you said you were hungry, but you still haven't finished your food. Did something happen at work today?	[00:00:00 - 00:00:00] insert translation with timestamp here	[00:00:00 - 00:00:00] insert translation with timestamp here	[00:00:00 - 00:00:00] insert translation with timestamp here

2.		CHW: Yes, mama. On one of my home visits,			
3.		I saw a patient, a little girl, and I can't stop thinking about her.			
4.		When I measured her height,			
5.		and compared it to previous measurements, it was clear she's not growing well. She is stunted.			
6.		Mother: Stunted... That sounds serious.			
7.		CHW: It is. It can delay a child's physical growth and brain development and have lasting effects.			

8.		In my years of being a health worker, I've seen that children who are not growing well, are less likely to finish school and more likely to be unemployed.			
9.		Can you believe, 1 in 4 children in South Africa are stunted?			
10.		Mother: Don't be discouraged, my dear. You are a Champion for Children! When you visit her home, you can encourage her family to do the things that will help her catch up. CHW: You're right, mama. I think of all the ways you helped me to reach my full potential.			
11.		You breastfed me, and when I was 6 months old, you started feeding me healthy foods. [sound clip of mother humming a lullaby]			
12.		You made sure we had clean water to drink and washed my hands before we ate every meal.			

13.		You played with me, told me stories, and taught me new things every day.			
14.		Mother: I didn't do this alone. I had the help of our family and friends who supported me to have a healthy pregnancy and raise you.			
15.		I think it was because of this loving environment that I did so well in school,			
16.		and was able to become a community health worker.			
17.		Mother: What made you remember all this, my dear?			
18.		CHW: Because now that I'm pregnant with my first baby, I want to make sure he grows healthy and strong.			

19.		Mother: He will grow strong <i>if</i> you eat your food.			
20.		The first 1000 days are most important, you know. It starts now while you are pregnant and continues until your baby's second birthday. This is when your baby's mind and body develop the most.			
21.		CHW: I talk with my patients about this every day, mama. But sometimes I do forget to look after myself. Mother: I know it can be hard, my dear.			
22.		Just remember to take care of yourself throughout your pregnancy, both mind and body. Eat healthy foods. And attend all of your clinic visits. If you do these things, your child will grow great, just like you!			

23.

