

DIGITAL BRIEF

INTRODUCTION

“Disability need not be an obstacle to success” – Professor Stephen Hawking

Unfortunately, disability is an obstacle and a limitation to success in developing countries. The World Health Organization estimates that, in the developing world, there are 40 million amputees, and only 5% of them have access to any form of prosthetic care. About 95% do not have access to any form of prosthetic care and services. Amputees living in poor communities in Nigeria and other African countries do not have access to prosthetic care, so they hop around with the aid of sticks, crutches and join the colony of beggars and destitute in our streets.

Poverty increases the risk of amputation and amputation exacerbates poverty. The number of people requiring amputation is on the increase, thus increasing the number of persons, young and old, requiring post-amputation rehabilitation including prosthetic care and services. Diabetes also increases the risk of amputation. It is expected that there will be great increases in numbers of diabetic patients seen in the developing countries. Diabetic foot gangrene is one of the leading indications for major lower limb amputation. Limb gangrene arising from trauma as well as traditional bone setters (TBS) intervention are among the leading indications for limb amputations. The inappropriate management of fractures by the Traditional Bone Setter (TBS) continues to make significant contributions to the prevalence of amputation especially in the poor communities of Nigeria. Other indications for amputation include malignant bone tumors, vascular insufficiency, congenital anomalies, chronic osteomyelitis and trauma.

In Nigeria, majority of amputees are young and the indication for limb amputation varies from place to place and most often they present very late when limb salvage is no longer a viable option. 70-90% of amputation in Nigeria are performed in the lower limbs; below knee (BK) amputation is the leading level of amputation, followed by above knee (AK) amputations.

The person who has lost a limb must confront not only the physical reality of mutilation but also the body image changes associated with it and the personal meanings they carry. The importance of establishing systems for providing proper care becomes more important.

Persons with disabilities are at a disadvantage in educational attainment and employability. Persons with disabilities including missing limb/s resulting from amputation are at a disadvantage in educational attainment. Women and girls with

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missing limbs experience the combined disadvantages associated with gender as well as disabilities. When parents are poor and cannot pay school fees for all children, the child with disability will often be neglected.

Children with missing limbs have to deal with negative attitudes in schools including bullying. Many of them drop out of school because of inaccessible and inconducive environment for persons with disabilities.

THE FEET OF GRACE FOUNDATION:

The Feet of Grace Foundation was founded in 2015 by Irene Olumese, a lungs transplant survivor after twenty years of living with chronic respiratory diseases and debilitating neuro-muscular diseases. She is a bilateral below-the-knee amputee (double lower limb amputee) and was incorporated as Not for Profit organization by the in Nigerian in January 2016. The motivations were summarized as follows:

Vision: That all may walk again.

Goal: To improve the quality of life of amputees in poor communities.

Mission: The Mission is two-fold; to inspire hope and to enrich lives.

Irene uses her testimony of the grace of God that kept her through the twenty years of living with a chronic and debilitating disease to spark the flame of hope in the lives of others of those facing challenging life situations.

The Foundation enriches lives by raising funds to provide prosthetic services and care including but not limited to provision of limbs and wheelchairs. The Foundation also supports catalytic activities to alleviate poverty for amputees and physically challenged persons through the provision of educational scholarships and seed funds for small-scale income-generating activities for amputees.

The Feet of Grace Foundation focusses on Women and Children in the delivery of its support.

Though Feet of Grace Foundation is a faith-based organization, it is non-discriminatory in the provision of its support and services to needy amputees and physically-challenges persons.

The Feet of Grace Foundation believes that the loss of limbs should not be a limitation to living a full life. We, therefore, wish to make One Dream of living life without limits despite missing limbs come true for amputees.

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ACTIVITIES

In April 2015, over fifty friends joined Irene Olumese and her family in Geneva for the first edition of the Feet of Grace Foundation Charity Walk tagged; *Hit the Street for Their Feet 2015*. It was 5km Walk to raise 15,000 Swiss Francs. Ever since then similar walks have taken place in several locations around the world including Geneva and Zurich, Switzerland; Abuja Nigeria; Leeds, Kent and Surrey, UK; and Claremont and Rancho Cucamonga, California and State College, Pennsylvania, USA.

Next Event – Hit the Street 2023

This walk is scheduled to take place in Lagos on the 17th of June 2023. The theme of the event is ***“Towards a Society More Comfortable for Amputees”***.

In the words of Maya Angelou “Your legacy is every life you touch for good each day”. So, Feet of Grace Foundation wishes to encourage their audience and followers to start building a legacy that will last well beyond their lifetime.

OUR INVOLVEMENT

This is a call for you to use your professional skills as a Designer/Art Director to support the walk scheduled by the Feet of Grace Foundation on the 17th of June 2023. The focus of your intervention is to amplify the theme of the event ***“Towards a Society More Comfortable for Amputees”***.

The truth is that beyond giving, there is so much that can be done to make life more comfortable for amputees if people will only give this a thought even for a second. One of such ideas is to make our homes and public places - hotels, theatres, churches, mosques, schools, malls and transportation systems easily accessible to amputees. These changes are not expected to happen overnight and may require government legislation to ensure adherence, but what is most important at this stage is to create an awareness about the plight of amputees and the societal change that is required.

TARGET AUDIENCE:

- Donors, Working Adults, Decision Makers, Men & Women, 18-60 years (Individuals, Corporates, Government, etc.)

TARGET MARKET: Lagos in the first instance, but this could become a template for other cities worldwide. So, the ideas should be applicable to any major city.

BUDGET: While there is no budget for this campaign, we ask that you should not discard a great idea based on a cost that is reasonable. We may be able to negotiate

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with generous suppliers and media owners for discounts and pro bono support. Your submission may also include ideas for fund raising.

DELIVERABLES

You are expected to create a digital-led campaign. The objective is for you showcase how the power of digital media can answer the brief and provide a creative solution aligned with the digital revolution (online and/or mobile), which may include the use of social media, or any other digital led execution, or any digital technology led solution.

You're required to submit an A3 format entry that showcases your digital campaign (see image of layout below). A four-part written submission, that must include:

1. Campaign summary (maximum 150 words) inclusive of an image summarizing the campaign.
2. Creative insight - How can creativity & digital be utilized to solve the problem using social media platforms and technology to trigger awareness and activate action to meet the overall objective? Please consider the varying target audience as part of this. (Maximum 150 words)
3. Solution - What are the platforms, technologies, and tools you have chosen and why? Social media platform and/or mobile platform recommendations and rationale considering the varying target audience. (Maximum 150 words)
4. How does it work? - How does your digital/social solution answer the brief and solve the problem faced by the client? Description of the assets, formats and messaging that could be created across each phase for social media and any other digital components recommended. (Maximum 150 words). Kindly support this with examples of three social media and/or mobile platforms (jpeg)

Submission: Deadline -18:00 GMT + 1 Friday, 5 May 2023

- Your work will be judged by a selection of industry experts.
- Judging is done anonymously, do not label the work with your name or the name of your company.
- The winners will be announced by 12 May 2023 and will be celebrated on stage at the Pitcher Awards Ceremony on 20 May 2023

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TEAM 44

CAMPAIGN NAME
The "Up For Schools" Hotspot.

SUMMARY SLIDE

INTEGRATED SOCIAL MEDIA CAMPAIGN SUMMARY
We created hotspots that could be unlocked by answering a question, but only someone with a proper education would be able to do so.

Image summarising campaign (JPEG)

Four part written submission (150 words max per section)

WRITTEN SUBMISSION

Creative insight
Education is the key to everything. In order to understand and improve your living situation, you need to go to school and learn how to read and write and do math amongst other things. Our campaign shows how knowledge unlocks doors and how it gives you access to further information and a better life.

What is your solution?
We create Hotspots in all the major cities in the world. In order to use them all you have to do is answer a simple question asked by real kids without education. Parents with proper schooling shouldn't have a problem to answer them while the kids do.
"What is the capital of India?"
"240 + 25 = _____"
"Who was the first man on the moon?"
The correct answer works as your password and gives you unlimited access to the Internet and knowledge.

How will it work?
Young people are constantly looking for ways to connect with the Internet. We use their behavior and offer them free Internet in exchange for their attention to our solution. Besides that they will also get the chance to sign our petition either by quickly typing in their personal details or simply by using their finger print on their phone.

Example of three social media platforms (JPEG)

SOCIAL MEDIA PLATFORMS

Platform 1 **Platform 2** **Platform 3**

Figure 1 Submission Layout