

## COPYWRITING 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 17<sup>th</sup> 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 copywriter to support the walk scheduled by the Feet of Grace Foundation on the 17<sup>th</sup> 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

1. Create a unique, emotive, memorable and actionable caption for a placard to be used during the walk. Submit this as text on a plain digital square card of 1000 X 1000 pixels saved as JPEG file.
2. Create a radio ad of not more than 60 seconds to address this issue. Note that although you should invite everyone to turn up outside for the walk on the 17<sup>th</sup> of June, this is not the focus of the radio ad. The focus of the radio ad is to create awareness about the plight of amputees and then invite everyone to join the walk as a sign of their commitment to change. The audio material should be submitted as an MP3 file and the script submitted as a Word document.

**Mandatories:** An end line that identifies the message is from the Feet of Grace Foundation.

**Voices:** You should submit signed waiver form for every voice you record

**Use of Copyrighted Materials:** Use only library music that is free of copyright. If you choose to use copyrighted music, you must also provide documentary evidence that you have the license to use the music.

**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