COMMUNITY BASED SAFEGUARDING

Visual Toolkit

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Acknowledgements

Limitations - It should also be acknowledged that there were significant constraints in the toolkit development process due to the global COVID-19 pandemic with restricted travel and access, in particular for community consultations. As such, the authors recognize that this will likely result in further revisions needing to occur to ensure it is adequately addressing community needs.

What is the toolkit?

All humanitarian and development agencies have an obligation to prevent sexual exploitation, abuse and harassment (PSEAH) against staff and the communities they serve, otherwise known as Safeguarding. Building off the "No Excuse for Abuse" video created by InterAction and Translators Without Borders, this toolkit was created as a resource for agencies to utilize as a visual means of communicating with impacted communities on key safeguarding messages. The ultimate goal for this toolkit is to support communities in realizing their rights in regard to PSEAH and promote a 'speak up' culture.

The toolkit consists of different visual representations of key safeguarding messages, derived from the (IASC) Six Core Principles Relating to Sexual Exploitation and Abuse, as well as, guidance on how to apply these visuals. It is aimed at an international audience and is generally applicable across cultures and varying levels of literacy with the variations provided. It has been designed specifically for use by those agencies and organisations engaging directly with international communities in both humanitarian and development contexts.

This toolkit is an open sourced, editable, free resource.

What is in the toolkit?

- **11 key messages with 29 corresponding visuals (PDF)**
- **29 visuals without the key messages text (PDF)**
- **Editable Adobe Illustrator files for visuals (with and without text) and interchangeable background elements**
- **Framed versions of the posters (no text) with space to add context relevant reporting mechanisms (PDF)**
- **Toolkit Guidance Document and technical guide**
- **PowerPoint versions of visuals with text, to enable easy editing of key messages into different languages**

Visuals and corresponding messages

An example visual for each of the 11 key messages is shown below. Please note that there are multiple versions of each image within the toolkit.

Aid workers must treat everyone with respect	Aid organisations encourage everyone to report abuse	Aid workers are not allowed to ask for or accept bribes for aid

|		
Aid workers are not allowed to have sexual relationships with community members	**Aid workers are not allowed to ask for or accept bribes for employment**	**Aid Workers must never pay for sex**
Aid workers must never have sexual relationships with anyone under 18 years old	**Aid organisations encourage complaints - There are safe ways to complain**	**Aid Workers must never harass you**
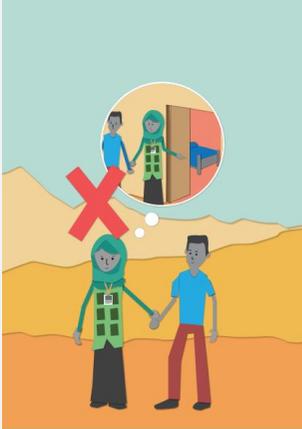
| Aid workers must never exchange aid for sex | Aid workers must never exchange sex for employment |
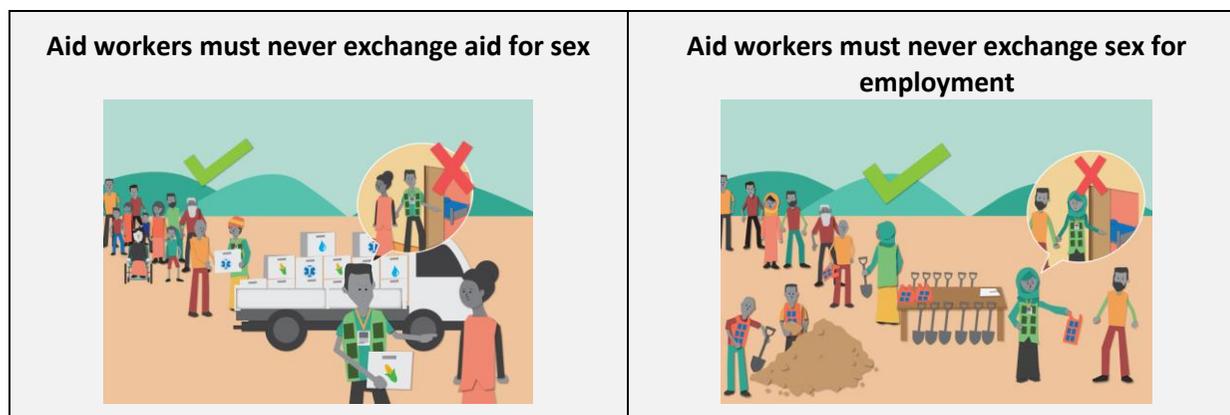
How to use the toolkit

This toolkit contains 11 visuals and corresponding messages, each with at least two depictions some have up to six depictions, considering context and situational sensitivity needs (e.g. breaking down gender stereotypes of "perpertrators" vs. "survivors"). The visuals can be used with or without the text. Currently, the messages are in English but additional languages will be added as funding allows to allow for wider application globally.

This toolkit is not designed to be a standalone resource, but rather an Information, Education and Communication (IEC) resource accompanying wider training/awareness raising efforts within communities. It should ideally be incorporated alongside other safeguarding training resources, such as the "No Excuse for Abuse" video, and embedded within community-based feedback mechanisms to allow for maximum effectiveness. Before usage, we highly encourage you to train staff on these tools and ensure organizational preparedness in responding to community complaints or conversations that may arise from their use.

While the audience for the visuals/messaging will be determined by your organization or project's target populations for maximum effectiveness, it is designed to be used in a community/project setting and is appropriate for varying levels of literacy. We encourage complementary usage of the tools in both dynamic communications between staff and communities (ex. embedded with community leader discussions, or beneficiary meetings) and static means (ex. a posters hung on a project site).

The toolkit can be used to create multiple safeguarding visuals (example 1) as part of a wider package of community messaging (ex. using multiple visuals together on a training slide), or the visuals can be used to create a standalone visual (example 2 - a single visual on a poster). Visuals are designed to be used with or without the accompanying text, and both formats are supplied.
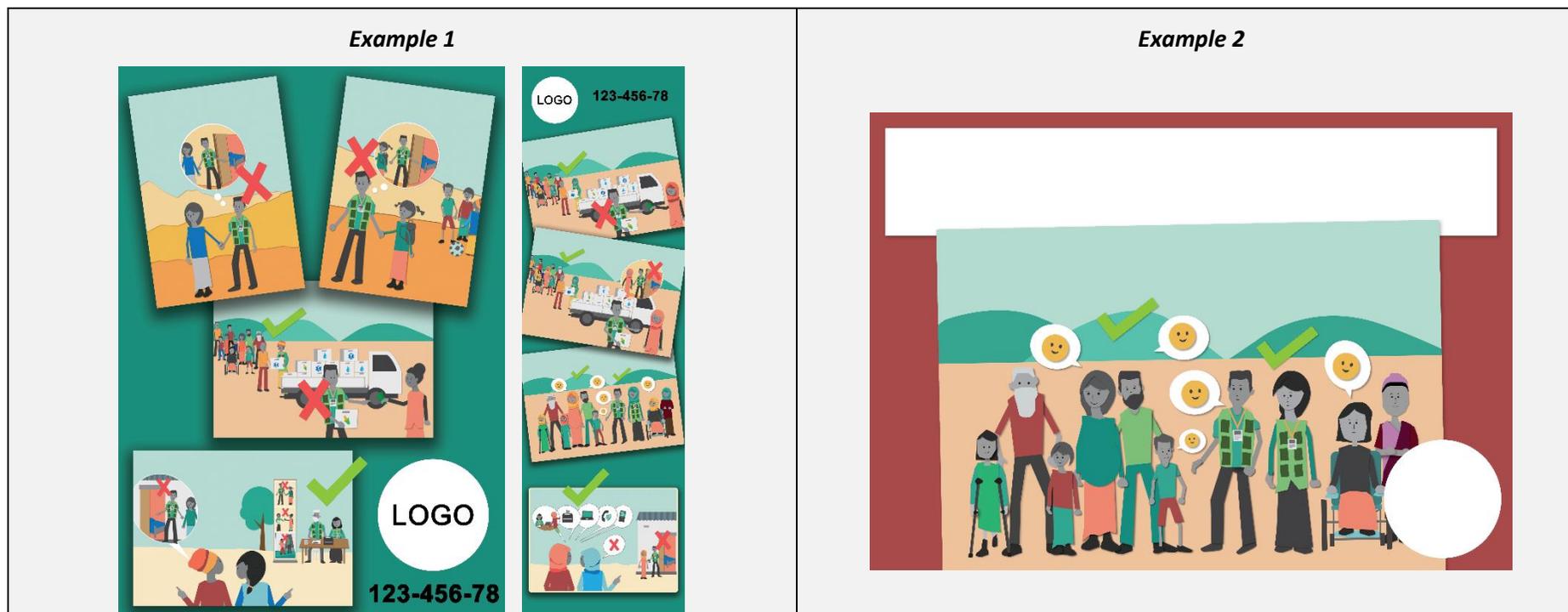
The toolkit is editable (via Adobe Illustrator) and adaptable to meet a range of contexts and requirements, for examples backgrounds on visuals can be changed, characters can be exchanged, and text added. This will require user software knowledge of Adobe Illustrator and adherence to the Technical Guide within Annex 1 of this document.

All agencies and organisations are _strongly encouraged_ to insert their relevant reporting mechanisms when using the visuals, for example (but not limited to), contact numbers, emails, focal point details.

The toolkit has been designed to be able to be used both electronically and in print. All print files are A3 size.

How to access the toolkit

The toolkit can be accessed via InterAction's website https://www.interaction.org/blog/launching-the-safeguarding-community-visual-toolkit/ where the different resources and file formats can be downloaded.

Annex List

- **Annex 1: User Guide** – how to use and edit the visuals to their full potential and in line with permissible editing guidelines
- **Annex 2: Frequently asked questions and answers**

COMMUNITY BASED SAFEGUARDING

Visual Toolkit

DISTORTING/SCALING

- Poster artwork should **never** be distorted or stretched.
- Artwork must be used at supplied proportions.


Distorted example

Stretched example

Correct application
(as supplied)

APPLYING LOGOS AND ADDITIONAL REPORTING MECHANISMS

- Any additional logos or text added to the poster must be placed within the white areas
- The additional logo must appear in the white circle which has been placed to ensure it does not interfere with the graphic elements
- Only high resolutions logos should be used
- All additional text must be placed within the white box at the top of the page
- The white block and logo space are sufficiently spaced from the edge of the page to ensure clear layout

Lorem ipsum dolor sit Lorem ipsum dolor sit amet **CONSECTETUER ADIPISC**

Additional text correctly placed in the white block area. Text must always be in Calibri font and using colours from the supplied colour palate (page 5)

Always use maroon background (c=26 m=81 y=68 k=14)

Poster must be rotated at 1 degree

Logo placed in bottom right hand corner in the supplied space.
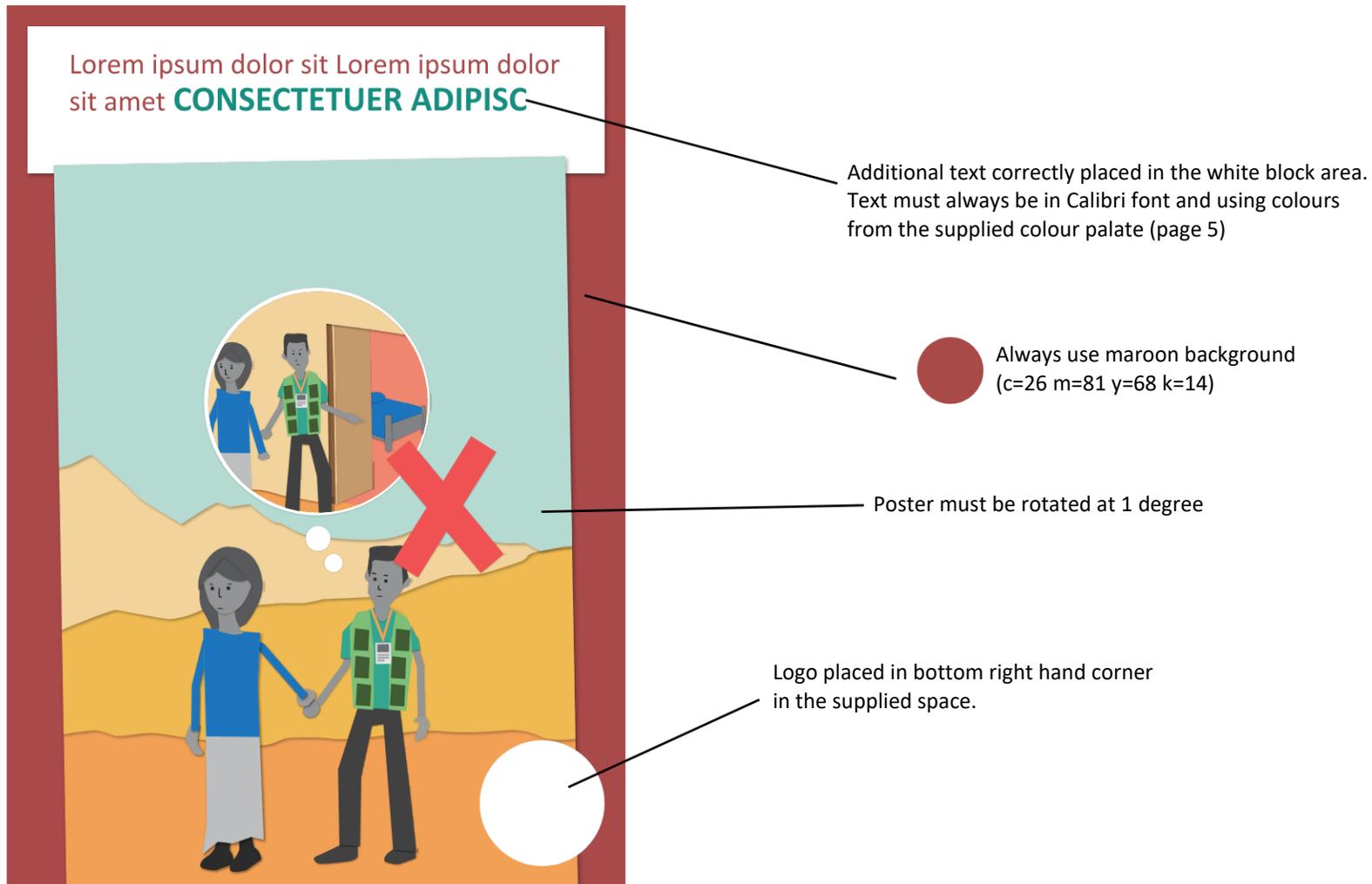
APPLYING LOGOS AND ADDITIONAL REPORTING MECHANISMS

- See examples of correctly applied logos and text

COLOUR APPLICATION

- Colours should never be altered or changed in any way
- Always stick to the supplied artwork colours

Supplied colours

Manipulation of colours
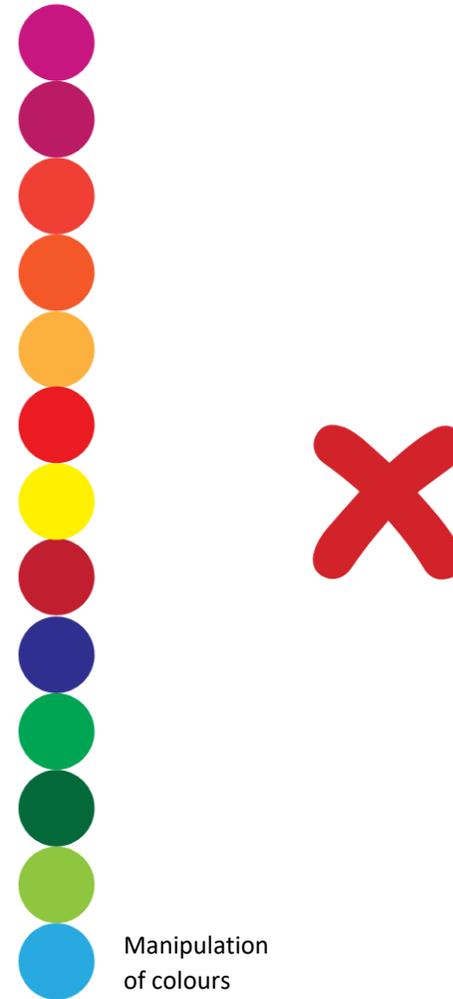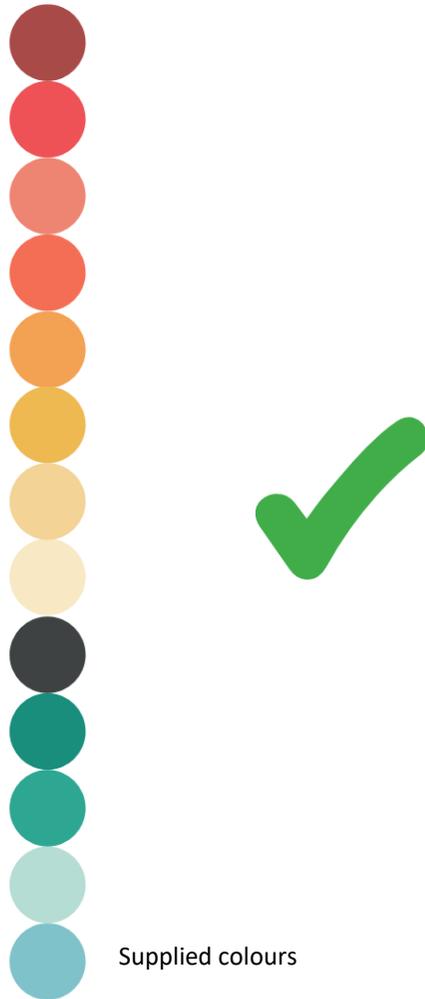
TYPE APPLICATION

- Specific fonts need to be used for heading and body text
- Raleway Semi Bold needs to be used for all headings (supplied for download)
- Calibri Regular needs to be used for all additional body text
- Body text should never be less than font size 10
- Never use additional fonts
- Font colour within main visuals must always be navy blue (as applied in the visual artwork)

RALEWAY SEMI-BOLD
(HEADINGS)

## AID ORGANISATIONS ENCOURAGE EVERYONE TO REPORT ABUSE

Omnietur aut utasim erchici aut pligent dolor mint etur sequo moloratusam nisit magnis estium volut erum que raepe que necepro molorios inulles editest, quo beatiis reperum lanis delitat optatur, corate dolor a doluptatiat aut quo ideliti oribuscita aut ea quid utem quam.

NAVY
(C=100 M=95 Y=5 K=0)

CALIBRI REGULAR
(BODY TEXT)

BACKGROUNDS

- The following image thumbnails display a variety of background which can be used (available as AI files)
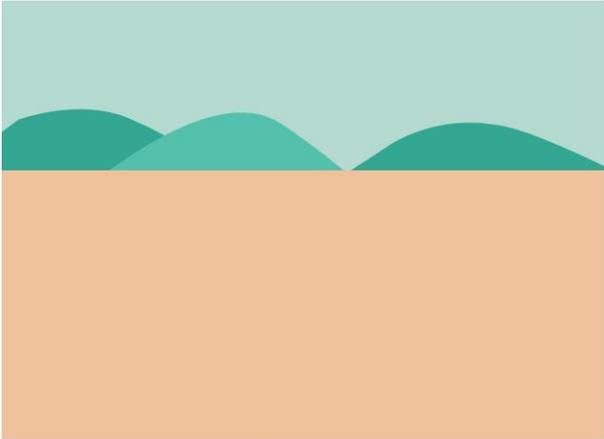

OUTSIDE SETTING 1
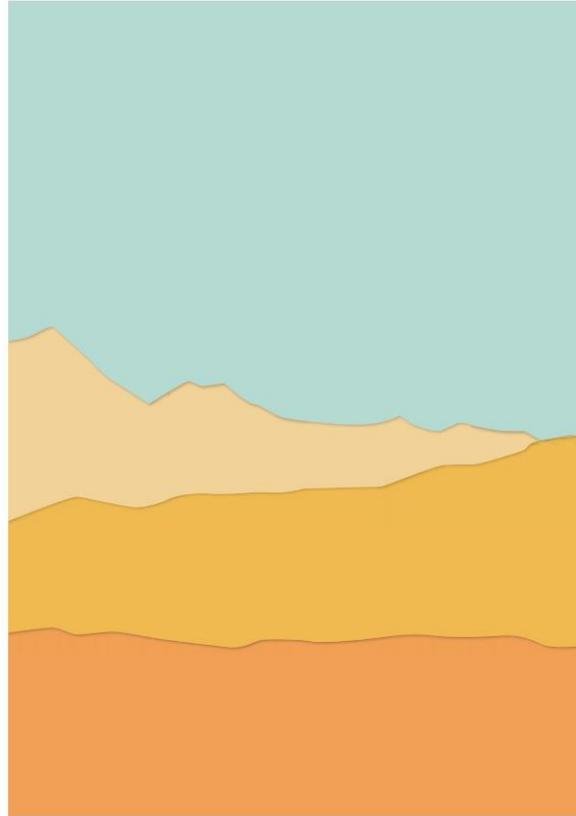
OUTSIDE SETTING 2

URBAN SETTING

LOW INCOME HOME SETTING
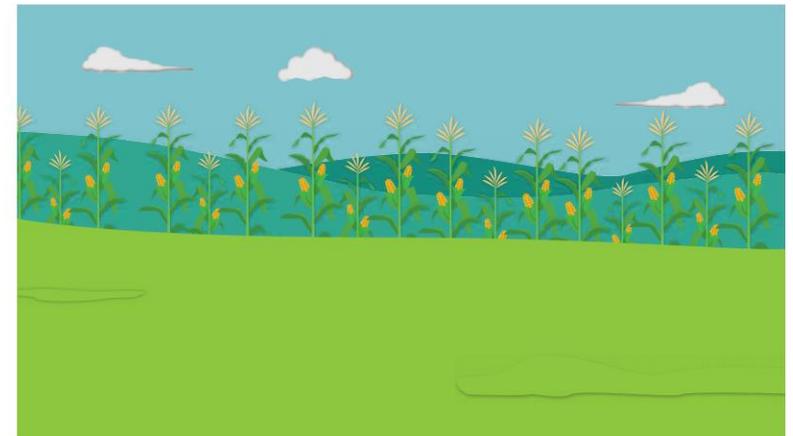
RURAL SETTING

CHARACTERS

- The following is a breakdown of a selection of characters used in the posters


Aid workers

Community members

EDITING DOs AND DON'Ts

- The background in each picture can be swapped out but the other elements should not be manipulated in any way
- The characters used in the foreground can be swapped out (for example an old man can be replaced with a young child), but the actions and movements should not be changed in any way
- **Any questions relating to editing guidelines can be directed to the following email address: denna@rooftop.co.za**
- **Additional characters, backgrounds and elements can be requested using the email address above to further contextualise graphics**

Standard background

Do not change colours

Do not add new graphic elements

Standard character

Manipulating character design and character actions
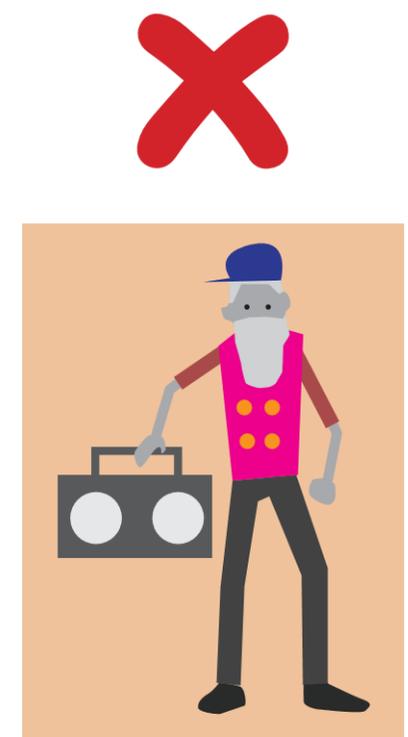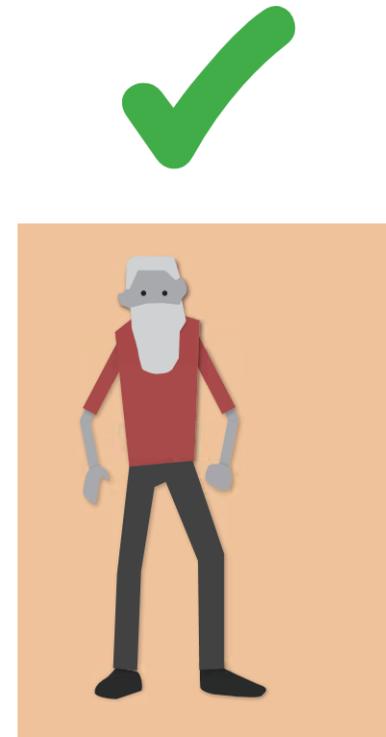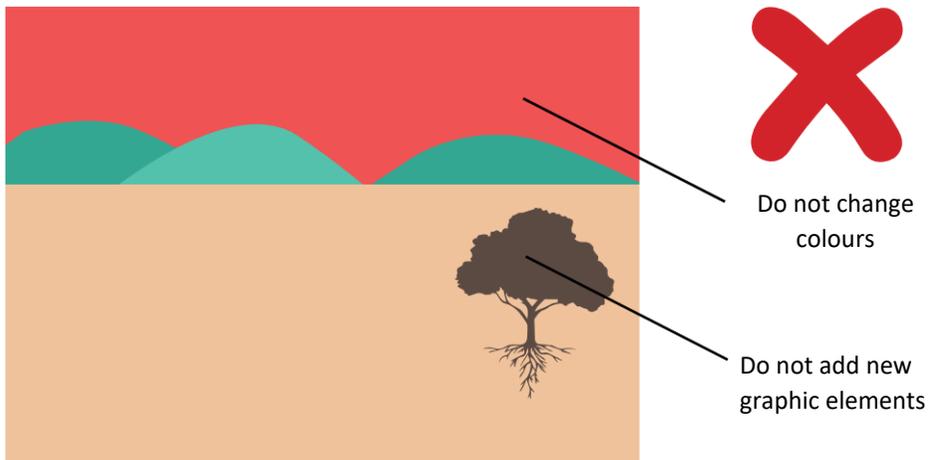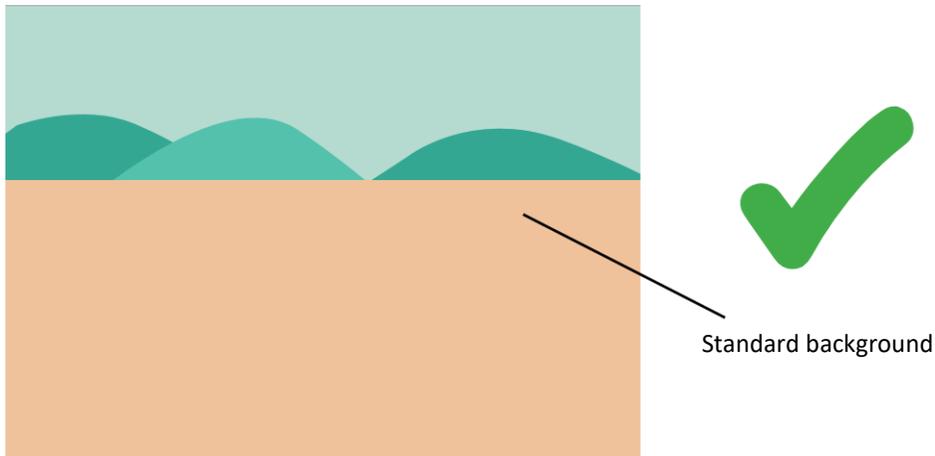
TECHNICAL INFORMATION

- The posters are supplied in two file formats: PDF and AI
- PDF files are supplied for printing
- AI files are supplied for further editing in Adobe Illustrator
- The posters are supplied in three options:
  - With headline text
  - Without headline text
  - In a ready to use poster format leaving room for the placement of additional logos and text (e.g. reporting mechanisms)
- All graphics are supplied in CMYK and A3 formats
- In addition, the background artwork used in each graphic is supplied as separate files

Annex 2: Frequently asked questions and answers

1. **What if I want to customize further?**
   While the visuals have been designed to be as universally applicable as possible, further contextualization is possible using the supplied Adobe Illustrator files and interchangeable background elements, in line with Annex 1: Technical Guide. . However, if you would like to customize the visuals further (ex. creating different characters, scenes or entirely new visuals for different messages), you are welcome to contact the design firm, RoofTop, via their website www.rooftop.eu to discuss further.

   If you do create new visuals and resources from the toolkit, we kindly request in the spirit of the opensource nature of this project these new materials be shared with InterAction for consideration to be added to the toolkit for wider application and usage across the sector.

2. **What if I need the messages in another language?**
   The toolkit is currently available in English, however translation are taking place and as these become available, they will be added to the toolkit. If you require the toolkit to be translated into an additional language not yet provided, you are welcome to contact Translators Without Borders via their website www. translatorswithoutborders.org to make a request.

   We kindly ask, in the spirit of the opensource nature of this project, that additional translations sourced be shared with InterAction for consideration to be added to the toolkit for wider usage across the sector.

3. **Will the toolkit be updated?**
   The toolkit was originally published in February 2021. There are plans to review the toolkit in 2022, subject to resources from the contributing organisations. If you have feedback on the toolkit or suggestions for updates please send this to: safeguarding@wateraid.org

4. **What acknowledgements must be extended when utilizing the toolkit?**
   When using the posters for community engagement the toolkit does not require referencing or acknowledgment. When using this toolkit in training for example please reference the full resource title (Safeguarding Community-Based Visual Toolkit2021) and location so that others are able to access it in its entirety.