

Please draw my chicken: The merge of graphical recording in community engagement for co-creating program design

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INTRO AND OBJECTIVE

Working in low literacy communities necessitates a comprehensive approach that integrates behavioral sciences and indigenous knowledge systems. The objective of this process is to demonstrate how graphical recording facilitates the convergence of behavioral sciences and indigenous knowledge systems to inform interventions aimed at reducing acute malnutrition in low literacy communities.

Utilizing graphical recording techniques, insights from sociology, anthropology, and behavioral economics are synthesized with local knowledge systems to enhance program effectiveness and social inclusion.

METHODS

Nawiri employs a participatory approach, integrating graphical recording methods in community engagement sessions. Local community members, including caregivers of children under 5 and pregnant and lactating women, actively participate in discussions and knowledge-sharing exercises.

Graphical recorders capture key insights, visualizing complex concepts and indigenous practices. These visual representations are then analyzed alongside behavioral science principles to inform program design and implementation strategies. Graphical records serve as tangible artifacts that promote social accountability, allowing stakeholders to track progress and ensure alignment with community priorities. These recordings are laminated and left in the community and serves as a reminder of where the project began and helps track changes.

RESULTS

Graphical recording proves instrumental in capturing nuanced insights from low literacy communities. By visualizing indigenous knowledge and behavioral science findings, the Nawiri project gained a deeper understanding of community needs and preferences.

This approach fostered social inclusion by valuing local expertise and empowering community members to actively contribute to intervention design. In one community in Garbatulla sub-county, Isiolo county one community member shouted, **"Please draw my chicken!"** to highlight his point that he was a positive deviant in a community that does not consume chicken. The narrative was similar across community units in both counties.



CONCLUSION

- Graphical recording proves instrumental in capturing nuanced insights from low literacy communities. By visualizing indigenous knowledge and behavioral science findings.
- By harnessing visual representations of community insights, Nawiri built on the how and who to engage in developing the Projects SBC strategy. This promotes social inclusion and fostering social accountability.
- This approach highlights the importance of culturally sensitive interventions that empower communities to drive change from within, ultimately leading to more effective and sustainable outcomes in the fight against malnutrition.

