

# BOLLOCKS TO POVERTY

## BANNER ARTWORK BRIEF

### THE BASICS

#### What are the illustrated banners on our website for?

At the top of every page on the Bollocks to Poverty web section ([www.actionaid.org.uk/bollocks](http://www.actionaid.org.uk/bollocks)) there is an illustrated artwork banner to represent the different issues that ActionAid works on and the ways in which people can get involved.

#### The banner needs to capture the spirit of ActionAid

ActionAid works with some of the world's poorest and most vulnerable people in Africa, Asia and the Americas. We help people fight for their human rights to food, shelter, work, healthcare and a voice in the decisions that affect their lives. We don't impose solutions, but work with communities over many years.

ActionAid doesn't see victims of poverty, we see people working to end it. We were set up in the UK, but our head office is now in South Africa and 89% of our staff come from poor countries.

We also campaign and challenge the governments, companies and institutions whose policies and practices are making people poor.

#### You're not just an artist but an activist!

Your illustrations will help to inspire and motivate people to explore some of the issues of global poverty and maybe to commit their own time and efforts to help eradicate it. We hope that by learning a bit more about ActionAid and the way we work you will also be inspired.

We ask every artist who produces a banner to write about their experience of producing the artwork. It doesn't need to be long! just a few words about any challenges you experienced whilst creating the artwork or any personal thoughts about the issues you explored. We also need a photo of you to accompany your words.

Click here to see one of our current artist's statements:

[http://www.actionaid.org.uk/101720/banner\\_artwork.html](http://www.actionaid.org.uk/101720/banner_artwork.html)

### ARTISTIC GUIDELINES

#### ActionAid's approach to the portrayal of subjects

Poor people are not victims; they are the people working damn hard to change things. We believe in showing people living in poverty as positive, active members of



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## WOMEN'S RIGHTS

### Why does ActionAid work on women's rights?

Women around the world are more likely to live in poverty, just because they are women. Their unequal position in society means they have less power, money, protection from violence and access to education and healthcare.

- 70% of the world's poorest people are women and girls
- One in three women will be raped, beaten, coerced into sex or otherwise abused in her lifetime.

Sexual violence against women increases their risk of HIV infection, and the denial of basic rights like land ownership and education mean women and girls starve. Despite these injustices, women everywhere are standing up to claim their rights and to fight poverty.

**Women's rights run through all our work.** For example, in Ethiopia we have been helping the *Network of Ethiopian Women* conduct training for women parliamentary candidates, to enhance their chances of being elected. In Pakistan we have been a key part of the campaign to challenge the Hudood Ordinance which, among other things, criminalises women who have been raped. Find out more about our work and the connection between women's rights and poverty here:

[http://www.actionaid.org.uk/index.asp?page\\_id=100011](http://www.actionaid.org.uk/index.asp?page_id=100011)

ActionAid believes that women are powerful forces for change. Like the women in Ethiopia who set up a shopping centre:

[http://www.actionaid.org.uk/102112/sisters\\_doing\\_it\\_for\\_themselves.html](http://www.actionaid.org.uk/102112/sisters_doing_it_for_themselves.html)

### ActionAid's 6 degrees project

6 Degrees is a project to connect women around the world and raise awareness of women's rights. Last year the president of Epic Records, Amanda Ghost, re-recorded Chaka Khan's classic anthem I'm Every Woman for the project. This year some really inspiring women like Yoko Ono, Dame Judi Dench and a number of inspiring women we work with across the world have written poems for a Haiku poetry book:

[http://www.actionaid.org.uk/index.asp?page\\_id=101741](http://www.actionaid.org.uk/index.asp?page_id=101741)



Emebet Akmel helped set up a shopping centre with other women in Ethiopia.

*"I was one of the first members of the cooperative. My life started to change just like they said it would. Now I have money to take care of myself."*

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## EDUCATION

### Why does ActionAid work on education?

Education is the key to unlocking poverty. It helps people earn a living, protect themselves from HIV and build peace in war torn areas. Yet 75 million children, half of them in Africa, are missing out on school. Education is often seen as a privilege. It is not. Education is a right recognised in the Universal Declaration of Human Rights. ActionAid believes that every child has the right to a free, quality education, which the state must provide.

**The education system is in crisis** in most places where ActionAid works. It isn't easy for a poor family to send their child to school when their child could be providing vital support to help the family survive. It becomes even harder when their child comes home complaining they've been beaten or that no teacher arrived today. ActionAid works with communities and governments to develop practical solutions, and ensure that schools are safe and provide a good quality education.

**ActionAid uses a diverse and innovative approach to adult learning** called Reflect. The Reflect approach not only develops people's literacy, it teaches them how to access information or demand services more effectively. Reflect circles (groups) strengthen people's ability to speak for themselves, their dignity and self-confidence.

*"I am Nafisa, I am 45 years old, and have always wanted to read and write. Before joining the Reflect circle my life was a routine of looking after the household without knowing what is going on outside that domain.*

*"I wanted to read newspapers like my daughter and son, and I wanted to organise the household budget in my own way*

*"Sometimes I would pay the wrong amounts to the shopkeeper and this made me feel embarrassed when he returned the money back to me. I wanted a change in my thinking.*

*"I am now mobilising resources from the neighbourhood to make a sandouq (revolving fund) for the production of food that will be sold for the benefit of the women in the quarter.*

*"I now feel that I am ready to play a larger role in leading the community."*  
Nafisa is a member of a Reflect circle in Sudan

To find out more about our work on education visit:

[http://www.actionaid.org.uk/index.asp?page\\_id=100038](http://www.actionaid.org.uk/index.asp?page_id=100038)

### ActionAid is part of the Global Campaign for Education

ActionAid joined forces with other organisations and teachers' unions from around the world to launch the Global Campaign for Education. The Global Campaign for Education works to hold governments accountable to their promise to provide education for all by 2015. This year the Global Campaign for Education is teaming up with FIFA to give the World Cup this summer 1GOAL – to make education for all happen: <http://www.join1goal.org>

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## DISASTERS AND EMERGENCIES

### Why does ActionAid work on disasters and emergencies?

ActionAid do emergencies because we're there. We have large well-organised teams on the ground in poor countries, so when disaster hits, we're in a position to respond instantly and effectively. Every year more than 300 million people flee their homes to escape conflict or natural disaster and it is the most vulnerable and least powerful who suffer the greatest impact.

**ActionAid works hard to predict emergencies and prevent conflict** (with a system awarded by the UN). In emergency situations we provide immediate relief and we commit to long term projects to help communities rebuild their lives and reduce their vulnerability to future disasters and conflicts. We encourage local people to be involved in the relief and recovery, so they are at the centre of the decisions that affect them and their communities.

Find out more about emergencies work here:

[http://www.actionaid.org.uk/index.asp?page\\_id=100036](http://www.actionaid.org.uk/index.asp?page_id=100036)

**We measure our success by how well people are living six months, a year or two years after a disaster.** That means paying attention to their physical and mental well-being. We don't medicalise their problems or treat normal grief as though it were a mental illness. We develop and support ways in which people can cope, personally and as a community, with what may seem an incomprehensible experience. This process is known as psychosocial care.



Adlene Pierre rescues belongings from her home in Savanne Desola, an area of Haiti flooded by hurricane Gustav in 2008.