

What we learned

- Such a campaign will be effective only in communities where there are leaders who can *inspire* their people to be *involved*.
- And, for such leaders to be effective, they need outside intervention for *materials* and *tools of mass communication*.
- The message must be tailored to each group within the society: students, women, youth, and the village as a whole.
- For information to be acceptable it must reflect the exact style and traditions of a community, and yet it must also contain scientific facts and validation from outside sources.
- *Presentation* is very important. For example, in preparing materials it was important to use good quality paper and color printing.
- The students were the greatest motivators. Once they took ownership of the message, their enthusiasm was infectious.

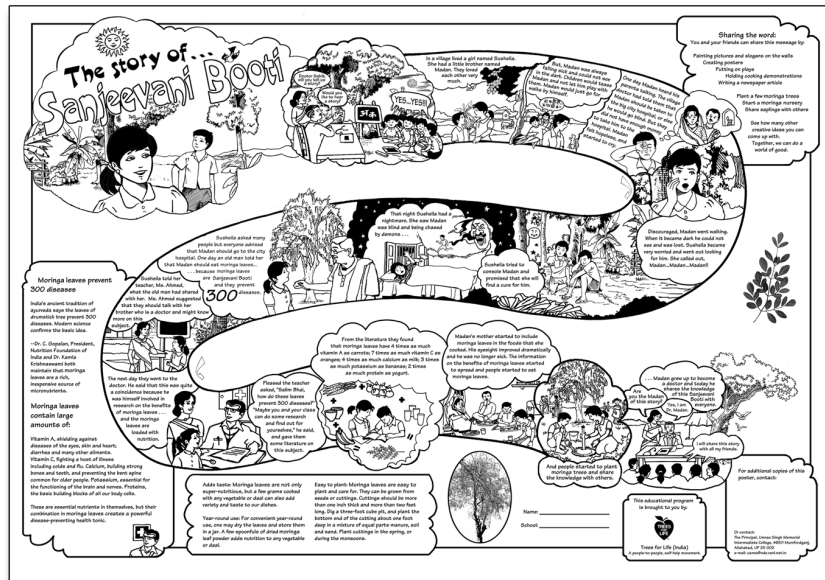
How you can help others

Our next step was to make the process easily replicable by community leaders at a grass-roots level.

As a result, we developed an interactive educational poster. This black-and-white “coloring poster” tells a story about the benefits of Moringa leaves in comic book style. Each student at a village school is provided with a poster to color and take home. All the families in the village can thereby learn about Moringa leaves.

These posters have been very effective in communicating the message. The text, artwork and size of the poster can be easily adapted for different languages and regions.

We recommend this poster to anyone wanting to increase the dietary use of Moringa leaves. It is *simple, inexpensive, quick and easy to implement* — and above all, *effective*.



See poster online at: www.treesforlife.org/moringa.
Click on “Moringa Poster.” Actual size: 58cm x 42.5cm

Trees for Life empowers people by demonstrating that in helping each other, we can unleash extraordinary power that impacts our lives.

We do this by enabling people around the world to help plant fruit trees in developing countries. Each tree protects the environment and provides a low-cost, self-renewing source of food for a large number of people.



www.treesforlife.org

If you are serving communities with the Moringa tree, we would be glad to work with you. Please contact us:

In France – Céline Louis, 10, Place Thomas, Clermont-Ferrand 63000 • 33-473921085
Fax: 33-473921085 • celinelouis28@hotmail.com

International Office – Trees for Life, 3006 W. St. Louis, Wichita, KS 67203-5129 • (316) 945-6929
Fax: (316) 945-0909 • info@treesforlife.org

For additional copies: www.treesforlife.org/moringa/brochure

TREES FOR LIFE
SOCIAL MARKETING

INCREASING THE DIETARY USE OF MORINGA LEAVES

In 1996, Trees for Life conducted a campaign to identify replicable methods for motivating people to increase their dietary use of nutrient-rich Moringa leaves. This campaign was conducted in 20 villages of Orissa, India

We offer this information to people who wish to serve their communities using the Moringa tree.





The Campaign

What is Social Marketing?

Social Marketing is the use of marketing principles and techniques to advance a social cause, idea or behavior.

Empowerment of people

The objective was for people to share knowledge of Moringa leaves among themselves.

Empowerment of people was the key to our strategy. *Involvement* of people was the key to empowerment.

Thus, local people helped design the campaign and participated in all phases and levels.

Design of the campaign

Local villagers and experts determined how the message should be delivered. It was decided that the campaign should address four major groupings of village society: *Students*, *Women*, *Youth* and the entire *Village*. Appropriate communication strategies were developed for each group.

Students:

Students in classrooms were informed about the nutritional content and health benefits of Moringa leaves in an illustrated comic book, "Madan and the Miracle Leaves." Students were also provided with materials to create posters that they could take home.

Teachers were provided with information, seeds and planting materials to establish drumstick tree nurseries at their schools.

Women:

Mothers and other women were the main target of communications, because they did the cooking. Volunteers used flip charts to share the information in small informal gatherings of 15-50 women. These gatherings were followed by cooking demonstrations, in which women prepared traditional and new recipes using Moringa leaves.

Youth:

Most villages had an organized group of post-high-school-age youth to work with social and cultural programs in their village. These youth had great dedication and enthusiasm. They were trained to conduct surveys, lead presentations and organize plays for their villages.

Village:

It was considered important that the entire village as a whole be provided with the message. This was done primarily in two ways:

1. The Moringa saplings were blessed by local priests before distribution. This gave the saplings sacred value and assured that people would plant and care for them.
2. A musical drama in local dialect was enacted at night. It was important for people to write, create and enact their own dramas.

Results

Twelve months after the completion of the campaign, an independent team surveyed the change in *knowledge*, *attitudes* and *practices* of the local people.

It was found that people who included Moringa leaves in their diets three to four times a week had **increased from 30%** in the baseline study **to 84% one year after** the campaign.

International Standards

This campaign was conducted in cooperation with Opportunities for Micronutrient Interventions (OMNI) Research of Washington, D.C. and followed international standards of conduct and discipline.

