

Sharing High-Quality Images for Nutrition SBCC and Promoting Best Practices in Graphic Design

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September 19, 2017



SPRING is committed to raising the bar for IYCF and other nutrition SBCC materials, and to sharing resources between and across programs.



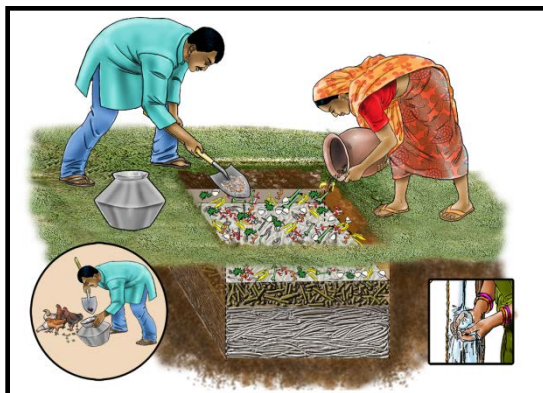
To date, we have collaborated with UNICEF on several C-IYCF adaptations, including finalizing the full generic package in Nigeria, and developing C-IYCF counselling cards for our programming in Kyrgyzstan.



SPRING has also created IYCF and MIYCN images based on the UNICEF generic C-IYCF Package for training materials that support our nutrition-focused community video work in India, the Sahel (Niger and Burkina Faso), Guinea, and Senegal.



Most recently, we've adapted existing IYCF images and applied the photo-to-illustration process to create new high-quality materials for several other nutrition-related SBCC projects in India, Sierra Leone, Ghana and Nigeria.



Victor Nolasco, Graphic Artist and Trainer Based in the Dominican Republic



- Over 25 years of experience in the photo-to-illustration technique, working with various organizations.
- Principal Artist of the generic C-IYCF Counselling Package
- Principal Artist for SPRING's graphic illustrations across its country portfolios
- Has conducted workshops on the photo-to-illustration technique in seven countries under URC/CHS, and also under the SPRING project, most recently in Guinea in July 2017.

Thank you!

For more information and ideas, please visit:

<https://www.spring-nutrition.org/technical-areas/sbcc>



www.spri -

The IYCF Digital Image Bank

A collaboration between SPRING and UNICEF

Andrew Cunningham, MPH

September 19, 2017



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Strengthening Partnerships, Results,
and Innovations in Nutrition Globally

Overview

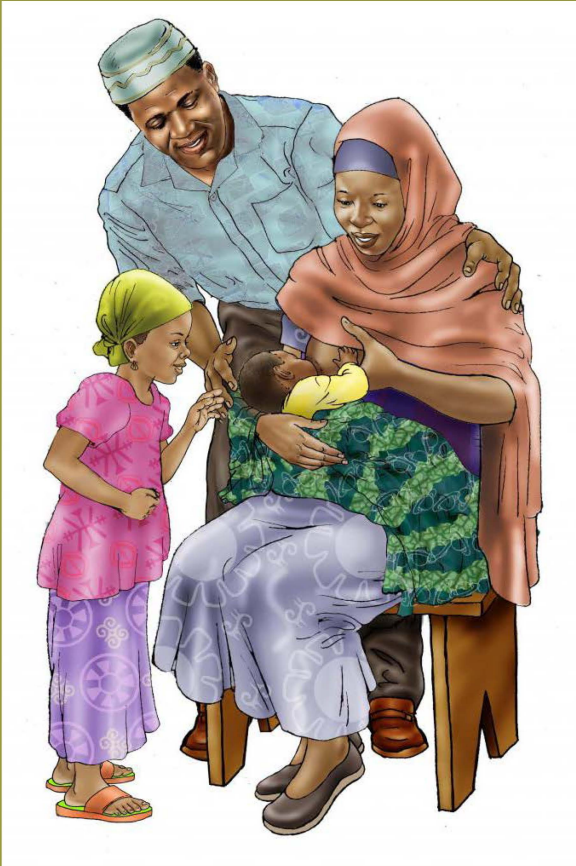
- Discuss the utility of photo to illustration (PTI) images for SBCC materials.
- Demonstrate the features of the IYCF Digital Image Bank, and accompanying resources.
- Invite you to use the IYCF Digital Image Bank and contribute your own images.



Background

- High-quality images are necessary for SBCC.
- C-IYCF Counselling Package is the standard.
- New updates and adaptations are needed.





Objectives

- Provide a repository of C-IYCF images for use and adaptation.
- Provide detailed resources for organizations to adapt existing images for IYCF programs.



Development of the Image Bank

- Image Coding
 - By topic
 - Organization
 - Origin
 - Keyword
- Visual grouping
 - Image series
 - Adaptations

Most Popular Keywords

mother and child

infant

breastfeeding

child

mother

breastfeeding positions

feeding

sick baby

woman

food

meal

cup feeding

father

bowl

illness

water

baby

sitting

complementary feeding

handwashing

3 packages >10 contexts
>700 images





Resources for Creating and Adapting Illustrations

PTI Video Tutorial

- For graphic artists
- Details the graphic process

PTI Guide

- For SBCC Managers
- Details the PTI process and provides guidance in working with artists
- Can be used to follow along with the PTI Video Tutorial

<https://iycf.spring-nutrition.org/resources>

Future Plans

- Publish the PTI Guide
- Add French support for keyword search
- Incorporate feedback from users
- Upload additional submissions from users and C-IYCF partners
- Contact info@spring-nutrition.org to submit

Thank you!

For more info, please visit:

<http://iycf.spring-nutrition.org>

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Welcome to the Infant and Young Child Feeding Image Bank

Explore Images Developed Using the Photo-to-Illustration Process

The Infant and Young Child Feeding (IYCF) Image Bank is a collection of over 700 images, developed from adaptations of UNICEF's [Community Infant and Young Child Feeding Counselling Package](#). These, and other similar images about recommended IYCF practices, have been used in more than 70 countries for counseling and training to promote behavior change for improved maternal and child nutrition.

UNICEF and the USAID-funded Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project have partnered to make these images available for others to download, adapt, and use freely for any non-for-profit purposes. Please see the [How to Credit](#) page for more information on how to appropriately credit the use of these images.

Please use the search bar below to begin your search. You can use keywords or limit your search by collection, country, or topic using the drop-down menus.

To learn more about adapting these images for your program or how to create your own, please visit our [About](#) and [Resources](#) pages.

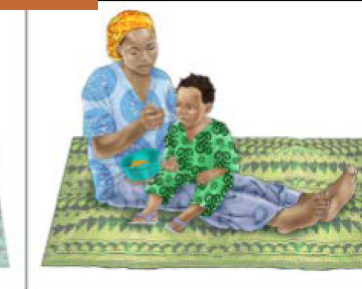
Explore the Illustrations

Search

Country

Nutrition Topic

Collection



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Explore the Illustrations

Search

Country

- Any -

Nutrition Topic

- Any -

Collection

- Any -

Apply

Reset

Most Popular Keywords

- mother and child
- infant
- breastfeeding
- child
- mother
- breastfeeding positions
- feeding
- sick baby
- woman
- food
- meal
- cup feeding
- father
- bowl
- illness
- water
- baby
- sitting
- complementary feeding
- handwashing



Learn more about how to create high-quality images through the photo-to-illustration process.



Explore

Search

Country

Nutrition Topic

Collection

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Reset

Displaying 1 - 20 of 735



Explore

Search

Enter your keywords

Nutrition Topic

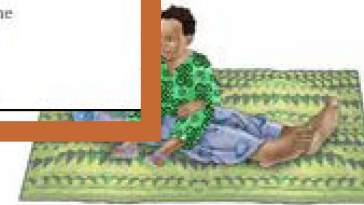
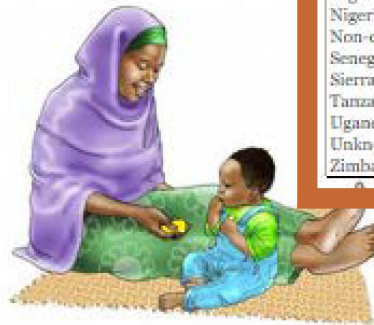
- Any -

Collection

- Any -

- Any -
- Benin
- Ethiopia
- Guinea
- India
- Kenya Dudaab
- Niger
- Nigeria
- Non-country specific
- Senegal
- Sierra Leone
- Tanzania
- Uganda
- Unknown
- Zimbabwe

Displaying 1 - 20 of 735





Explore

Search

Enter your keywords

Country

- Any -

Nutrition Topic

Collection

- Any -
- Any -
- Agriculture
- Animals
- Breastfeeding
- Child Health Care
- Complementary Feeding
- Counseling
- Cup Feeding
- Family
- Family Planning
- Fathers
- Food
- Food Practices
- HIV and AIDS
- Hygiene
- Malaria
- Maternal Health
- Maternal Nutrition
- Objects
- People

- Any -

Apply Reset



Explore

Search

Enter your keywords

Country

- Any -

Nutrition Topic

- Any -

Collection

- Any -

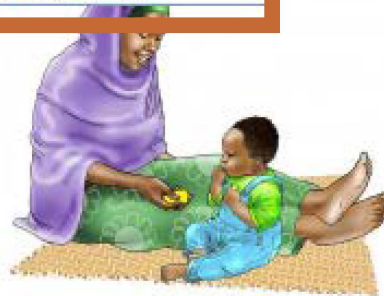
- Any -

- Black and White C-IYCF Counselling Cards
- Generic C-IYCF Counselling Cards
- Nigeria C-IYCF Counselling Cards

Apply

Reset

Displaying 1 - 20 of 742



Explore

Search

banana

Country

- Any -

Nutrition Topic

- Any -

Collection

- Any -

Apply

Reset

Displaying 1 - 20 of 742



Explore

Search

banana

Country

- Any -

Nutrition Topic

- Any -

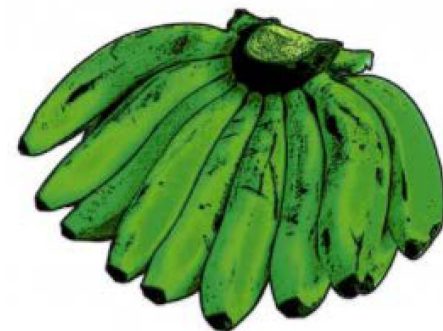
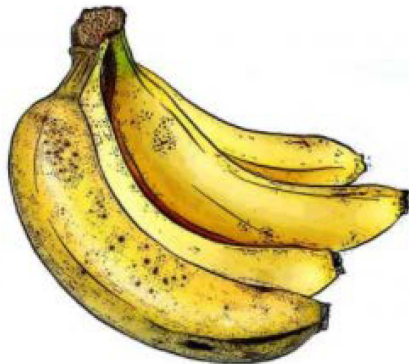
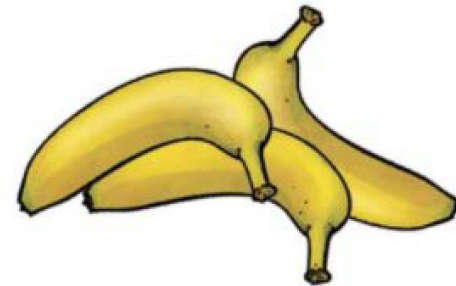
Collection

- Any -

Apply

Reset

Displaying 1 - 10 of 10



Explore

Search

father

Country

- Any -

Nutrition Topic

- Any -

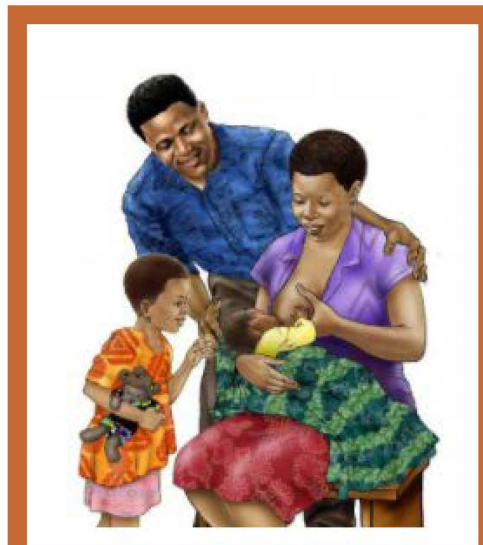
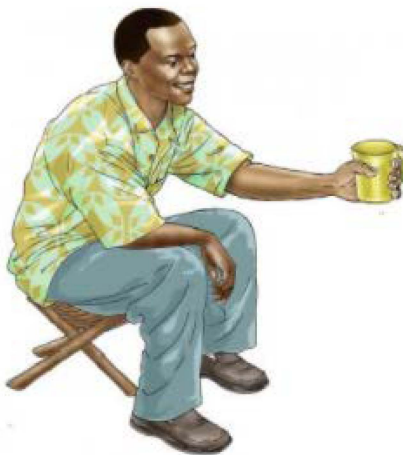
Collection

- Any -

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Family - Family Support for Breastfeeding - 00 - Non-country specific

Download the design file

Attachment	Size
Family - Family Support for Breastfeeding - 00 - Non-country specific	34.17 MB

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Small	Large	Original
Download (120.76 KB)	Download (216.10 KB)	Download (589.05 KB)

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Similar Images (from other contexts)



Organization: UNICEF/URC-CHS

Country: Non-country specific

Nutrition Topic: Family

Organization: UNICEF/URC-CHS

Country: Non-country specific

Nutrition Topic: Family

Practice: Family Support for Breastfeeding

Sector: MIYCN

Keywords:

family

father

mother


child

infant




family of four

Family - Family Support for Breastfeeding - 00 - Non-country specific

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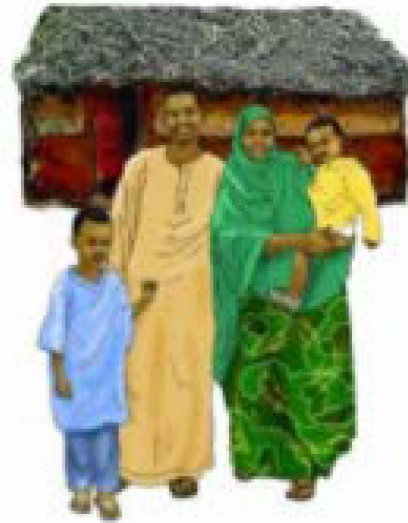
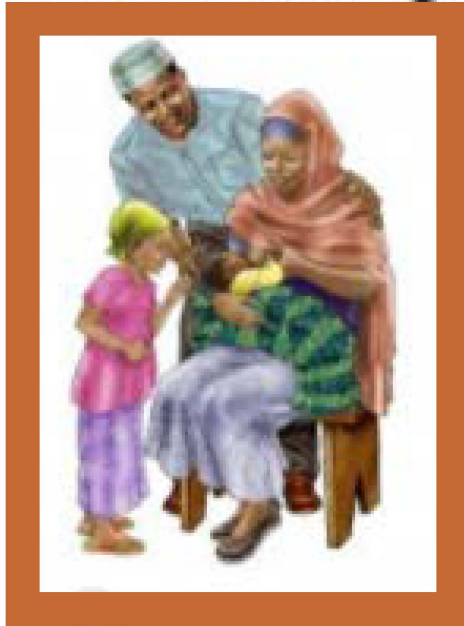
Attachment	Size
 Family - Family Support for Breastfeeding - 00 - Non-country specific	34.17 MB

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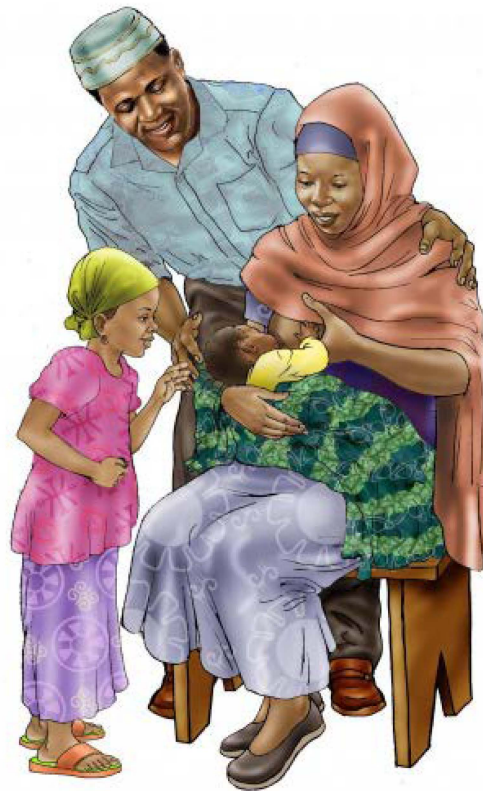
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Similar Images (from other contexts)



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Family - Family Support for Breastfeeding - 00B - Niger

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Family - Family Support for Breastfeeding - 00B - Niger	44.38 MB

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Organization: SPRING

Country: Niger

Related Images (from the same context)



Similar Images (from other contexts)





Family - Family Support for Breastfeeding 0-24 mo - 00B - Senegal

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Family - Family Support for Breastfeeding 0-24 mo - 00B - Senegal	66.83 MB

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Related Images (from the same context)



Similar Images (from other contexts)



Explore

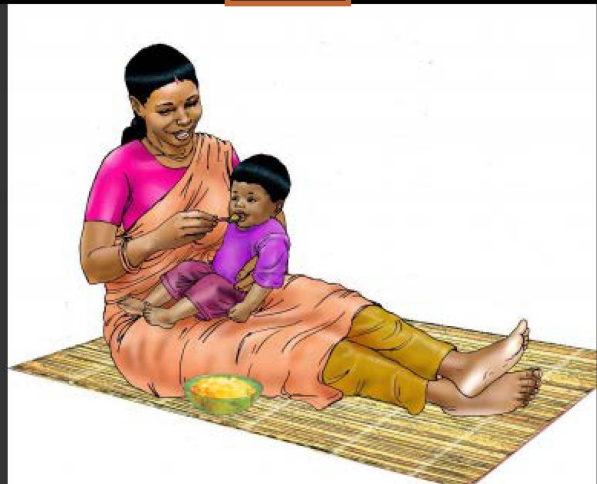
Search
 Country
 - Any -

Nutrition Topic
 - Any - Collection
 - Any -

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Complementary feeding - Complementary Feeding 6-9 months - 04 - India

Download the design file

Attachment	Size
Complementary feeding - Complementary Feeding 6-9 months - 04 - India	53.25 MB

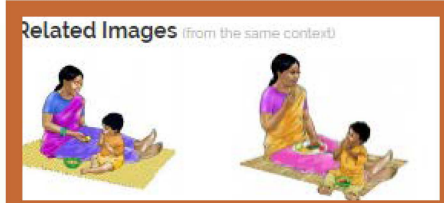
Download low-resolution files

Small	Large	Original
Download (68.55 KB)	Download (127.46 KB)	Download (779.16 KB)

Please credit SPRING for the adaptation and use of this image (Complementary feeding - Complementary Feeding 6-9 months - 04 - India) accessed from the USAID/SPRING-UNICEF IYCF Digital Image Bank (iycf.spring-nutrition.org). Commercial use, redistribution, or selling of these images and materials is prohibited.

Organization: [SPRING](#)
Country: [India](#)
Nutrition Topic: [Complementary Feeding](#)
Practice: [Complementary Feeding 6-9 months](#)
Sector: [MIYCN](#)
Keywords:

-
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How to Credit

SPRING would like to specifically acknowledge the adaptation and use of content and materials with permission from the United Nations Children's Fund (UNICEF) [Community Infant and Young Child Feeding Counselling Package](#), developed through a partnership among UNICEF New York, Nutrition Policy Practice, and University Research Co., LLC-Center for Human Services (URC-CHS) and released in 2010. A special thanks to the graphic artists who have created the beautiful illustrations featured in this image bank, and specifically to Victor Eugenio Peña Nolasco, who has not only developed countless images using the photo-to-illustration process, but also led numerous trainings to build capacity in this technique for artists around the world.

- All images in this image bank are free to be downloaded, adapted to meet local needs and reproduced for the following purposes:
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Collections

In 2010, UNICEF developed and launched an integrated package of training, counseling, and take-home materials known as the [Community Infant and Young Child Feeding Counseling Package](#), using high quality graphic illustrations. Since then, the generic C-IYCF package and the corresponding images have been adopted and/or adapted by UNICEF and partners in over 70 countries globally.

These packages are an enormous resource for nutrition social and behavior change programs, as they provide specific messages and practices with high-quality visuals that may be adapted for use in programs globally. Below you will find links to the original generic package developed by UNICEF, Nutrition Policy Practice, and University Research Co., LLC-Center for Human Services (URC-CHS), as well as several examples of counseling materials from adaptations created for various contexts. Special thanks to the UNICEF country offices, partnering organizations, and country governments who have adapted and shared these materials as valuable resources. As image files for these packages become available to us, they will be added to the image bank. If you have a package or images from an adaptation to contribute, please contact SPRING at info@spring-nutrition.org

Explore Image Collections

See all the images on this site from the following collections.

<p>Generic C-IYCF Counseling Cards</p>	<p>Nigeria C-IYCF Counseling Cards</p>	<p>Black and White C-IYCF Counseling Cards</p>
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Download Counseling Card Collections

Created using the photo-to-illustration process

Generic C-IYCF Counseling Cards

[Download \(PDF, 3.6 MB\)](#)

Kenya (Dadaab) C-IYCF Counseling Cards

[Download \(PDF, 49.5 MB\)](#)

Malawi C-IYCF Counseling Cards

[Download \(PDF, 9.04 MB\)](#)

Nigeria C-IYCF Counseling Cards

Rwanda C-IYCF Counseling Cards

Uganda C-IYCF Counseling Cards



Share Your Experience

First (Given) Name

Last (Family) Name

E-mail Address *

Country/Countries in Which You Work

Organization You Represent

Do You Have Illustrations to Contribute?

Feedback



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Resources

The Photo-to-Illustration Guide gives program managers the resources they need to plan for and produce high-quality illustrations for use in their print and web materials. This guide explains the technical process artists use to create illustrations and gives guidance on how to find artists and collaborate with them to create visual materials that clearly and effectively communicate key messages.

The Photo-to-Illustration Guide is forthcoming (September 2017).

The Photo-to-Illustration Video Tutorial (below) demonstrates the steps of the technical process, from reference photography to line drawing, color, volume, patterns, and a final image for layout. The video is intended as a visual companion to the Photo-to-Illustration Guide. Both program managers and illustrators alike can use the video to understand the process and begin to create their own high-quality images.



 [Download the transcript on the SPRING website](#)  (DOC, 665 KB)



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