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

Peggy Koniz-Booher
Senior Advisor and Team Lead – Nutrition/SBCC

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
The IYCF Digital Image Bank
A collaboration between SPRING and UNICEF
Andrew Cunningham, MPH
September 19, 2017
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
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.
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 1000 images, developed from adaptations of UNICEF’s Community Infant and Young Child Feeding Counselling Package (CIFC). 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.

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Explore the Illustrations

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

Download the design file

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Download low-resolution files

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Please credit UNICEF/URC-CHS for the adaptation and use of this image (Family - Family Support for Breastfeeding - 00 - Non-country specific) sourced from the USAID/SPRING/UNICEF IYCF Digital Image Bank (iycf.springsnutrition.org). Commercial use, republication, or selling of these images and materials is prohibited.

Organization: UNICEF/URC-CHS
Country: Non-country specific
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 - Non-country specific

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Please credit UNICEF/URC-CHS for the adaptation and use of this image (Family - Family Support for Breastfeeding - oo - Non-country specific) 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.
Family - Family Support for Breastfeeding - 00B - Niger

Download the design file
Attachment Size
Family - Family Support for Breastfeeding - 00B - Niger 44.98 MB

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Small Large Original
Download (137.63 KB) Download (206.63 KB) Download (482.68 KB)

Please credit SPRING for the adaptation and use of this image (Family - Family Support for Breastfeeding - 00B - Niger) accessed from the USAID/SPRING-UNICEF ICF Digital Image Bank (info@spring-intl.org). Commercial use, redistribution, or selling of these images and materials is prohibited.

Organization: SPRING
Country: Niger
Family - Family Support for Breastfeeding 0-24 mo - 00B - Senegal

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Related Images (from the same context)

Similar Images (from other contexts)
Complementary feeding - Complementary Feeding 6-9 months - India

Download the design file

- Complementary feeding - Complementary Feeding 6-9 months - 04 - India (53.45 MB)

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- Small (68.35 KB)
- Large (127.48 KB)
- Original (179.46 KB)

Please credit SPRING for the adaptation and use of this image (Complementary feeding - Complementary Feeding 6-9 months - 04 - India) sourced from the USAID/ SPRING UNICEF IYCF Digital Image Bank (http://springnutrition.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: MIFCN
Keywords:
complementary feeding, mother and child, meal, bowl, spoon, sitting, mat
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:
  1. Print materials for use in interpersonal communication sessions
  2. Print materials for use in group communication sessions
  3. Online publications for information and capacity building purposes
  4. Educational purposes and materials
- Commercial use of these images and materials is prohibited.
- Redistribution or selling of the images and materials is prohibited. If anybody would like to share the images or materials, please share the link to this site so other users can download the materials themselves.
- No express written permission for use of the images or materials is required.

Acknowledgement guidance: USAID/SPRING, the United Nations Children’s Fund (UNICEF) and University Research Co., LLC-Center for Human Services (URC-CHS) have contributed a significant number of illustrations to this Image Bank, and continue to own and retain the copyrights to these images. All images found in the Image Bank are tagged with the specific organization responsible for developing the image, and this source should be acknowledged.

Sample acknowledgement: Please credit ORGANIZATION for the adaptation and use of this image (IMAGE NAME) accessed from the USAID/SPRING-UNICEF IYCF Image Bank (iycf.spring-nutrition.org). Commercial use, redistribution, or selling of these images and materials is prohibited.

For any questions, contact: info@spring-nutrition.org
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 Counselling 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-CISH), 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.

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

Download Counseling Card Collections
Created using the photo-to-illustration process

- Generic C-IYCF Counselling Cards
  Download (PDF, 3.0 MB)
- Kenya (Dadaab) C-IYCF Counselling Cards
  Download (PDF, 49.5 MB)
- Malawi C-IYCF Counselling Cards
  Download (PDF, 9.04 MB)
- Infant and Young Child Feeding
- Maternal, Infant and Young Child Nutrition
- Infant and Young Child Feeding
- National Counselling Cards for Community Workers
- National Counselling Cards for Community Health Workers
- Uganda National Counselling Cards

- Nigeria C-IYCF Counselling Cards
- Rwanda C-IYCF Counselling Cards
- Uganda C-IYCF Counselling 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

Submit
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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