

# UNFPA WCARO Country Profiles

*Targeted advocacy materials to combat female genital mutilation*



## Features

- Content formats include posters, flyers, profiles for 9 countries and the region
- Powerful and country-specific visuals
- Visually-appealing display of indicators
- Available in English or French
- Ready-to-print content for dissemination

## Benefits

- Easily digestible information on a complex topic
- All original files available for later customization / updating
- Powerful visuals to distribute to stakeholders

## Facts

Stakeholders	UNFPA
Geographic Area	WCARO
Time Period	2016
Topics	FGM, Gender
Services	Content building; advocacy material design
Link	<a href="http://bit.ly/2iKld25">http://bit.ly/2iKld25</a>
Reference	Meike Keldenich UNFPA
Administrator	Jeeveeta S. Agnihotri <a href="mailto:jagnihotri@communitysystemsfoundation.org">jagnihotri@communitysystemsfoundation.org</a>

## Budget

USD 0.019 million

As part of its campaign against Female Genital Mutilation, the UN Population Fund's West and Central Africa Regional Office (UNFPA WCARO) invited CSF to design targeted advocacy materials.

CSF's Graphic Design unit produced a series of country profiles, posters and flyers for nine countries covered by UNFPA's West and Central Africa Regional Office, including Burkina Faso, the Gambia, Guinea, Guinea-Bissau, Kenya, Mali, Mauritania, Nigeria, and Senegal.

CSF worked with both regional and country offices to coordinate the collection of data on FGM's prevalence and on attitudes towards the practice. The resulting advocacy packages are composed of maps, tables, graphs, and written content from country offices. Available in French and English, the printed advocacy materials were distributed to country offices for dissemination.