



Project Final Report

Name of the Organization: The Selina Saga

Submission Date: 30.01.2025

Project Information (250 words)

- **Briefly describe the project**

In the coastal areas of Bangladesh, women confront a complex array of health challenges exacerbated by salinity, yet societal taboos shroud these issues in silence. Gynecological ailments and mental health disorders, fueled by elevated salt levels in water and crops, persist unchecked due to cultural stigmas. This perpetuates a cycle of neglect, leaving women without essential care and vulnerable to long-term health complications.

To address this, our project employs storytelling through an animation video to shed light on the profound impact of salinity on women's health. Collaborating with artists, health experts, and communities, the video aims to spark vital conversations, challenge taboos, and foster acceptance. By crafting culturally resonant content, we seek to bridge cultural divides and deepen understanding. Setting ambitious goals, we aim to reach a broad audience and drive tangible change. We intend to disseminate the video widely and stimulate dialogue through online and print campaigns. Monitoring progress and gathering feedback will ensure sustainability, extending the project's impact beyond its initial phase.

Focusing on Shatkhira, where salinity's effects are acute, our project seeks to empower women and mobilize support for their health and rights. By breaking the silence, we aspire to create a future where women are empowered advocates for their well-being, free from the constraints of cultural stigma.

- **Start and end date of the project:** From 15.08.2024 To 24.01.2025
- **Targeted participants of the project :** women & adolescent
- **Location of the project:** Our project area is Shatkhira, Khulna.

Objective of the Project (Write down in bullet points)

- To develop an animation video that vividly portrays the detrimental effects of salinity on women's mental and physical health in coastal regions of Bangladesh.
- To collaborate with artists and community members to create a compelling and culturally relevant animation.
- To address salinity-induced health challenges faced by women in coastal areas, contributing to broader discussions on women's health and well-being.
- To complete the production and release of the animation video within six months, followed by a one-year campaign to promote dialogue and awareness through online sharing and localized print campaigns in targeted communities.

Measuring the progress of the project				
	Name of activities	Target	Progress	Remarks
1	Animation Video Production	Complete video within 6 months	Completed	Delays in online release impacted outreach
2	Community Screenings	Reach 200+ people in Shatkhira	575 reached	Positive response
3	Social Media Campaign	10,000+ views in first month	Achieved 25000+ views	Strong engagement
4	Stakeholder Engagement	Collaborate with artists, health experts & local leaders	Achieved	Helped ensure cultural relevance
5	Raising Awareness on Taboos	Initiate discussions on women's health	Limited progress	Cultural barriers remain a challenge

Narrate the achievement of your project according to your project objectives
<ol style="list-style-type: none"> To develop an animation video highlighting the health impacts of salinity on women in coastal Bangladesh. <input checked="" type="checkbox"/> Achieved: The animation video was successfully produced, depicting the effects of salinity on women's gynecological and mental health. To collaborate with artists and community members to ensure cultural relevance. <input checked="" type="checkbox"/> Achieved: Partnered with artists, health experts, and local stakeholders to create a culturally appropriate and scientifically accurate animation. To raise awareness and initiate discussions on salinity-induced health issues. <input checked="" type="checkbox"/> Achieved: On-site screenings in Shatkhira reached 575 people, while online campaigns engaged 26000+ viewers, fostering critical conversations. To complete production within six months and run a one-year awareness campaign. <input type="checkbox"/> Partially Achieved: Production was completed on time, but the online release was delayed. However, outreach efforts effectively spread awareness, supporting ongoing engagement.

People reached			
<ul style="list-style-type: none"> Number of people reached directly through project interventions. 			
Event/Activities	Number of people reached		Total
	Women	Men	
Screening (On-site Campaign) - Shatkhira	355	220	575

Total	355	220	575

Total number of people reached directly: 575(Women and Men)

● **Number of people reached through social media (On particular awareness-raising issues)**

Posting date in social media	Number of people reached (Viewer)	Social media Link (FB/YouTube)
24.01.2024 (Facebook)	25000+	https://www.facebook.com/share/v/1AwAC1Tknq/
24.01.2024 (linkedin)	192+	https://www.linkedin.com/posts/the-selina-saga_climatejustice-beyondeconomics-activity-7288761778472173568-E_JH?utm_source=social_share_send&utm_medium=member_desktop_web
24.01.2024 (youtube)	97+	https://www.youtube.com/watch?v=SIojnWfQe10&t=24s&pp=ygUPdGhlIHNIbGluYSBzYWdh
Total	25289+	

Total number of people reached (social media): 25289+ (Women and Men)

The CAP-RES project has three objectives as follows:

Objective 1: Create an enabling environment and foster individuals to enhance their knowledge of climate change issues and develop problem-solving skills.

Objective 2: Generate factual evidence from local practices to scale up at the global level.

Objective 3: Improve institutional efficiency and effectiveness in decision-making and put climate intervention into practice.

Based on these above objectives which one is more relevant to your project? How do your project objectives and activities achieve this objective? (Maximum 200 words)

Objective 1: Create an enabling environment and foster individuals to enhance their knowledge of climate change issues and develop their problem-solving skills:

Our project, *The Selina Saga*, directly aligns with this objective as it focuses on raising awareness about the health impacts of salinity, a climate change-induced issue in coastal communities.

Through the production of an animation video, we have educated individuals in these communities about the detrimental effects of salinity on women's health, particularly gynecological and mental health issues. The video serves as both an informative tool and a conversation starter, fostering dialogue in areas where such topics are often taboo. By collaborating with local health experts, artists, and community leaders, we have created an environment conducive to learning and problem-solving,

where community members are encouraged to address these challenges collectively. Our outreach campaigns further enhanced this knowledge-sharing process, empowering individuals to not only understand the impacts of climate change but also to think critically about solutions for mitigating these effects.

Through these activities, we have successfully worked toward achieving Objective 1 by educating and fostering problem-solving capabilities within the community regarding climate change-related health issues.

Skills/Capacity

- What new skills/capacity you have developed?
 - **Storyboarding and Animation Production** – Gained experience in planning and creating visual content for animation.
 - **Community Engagement and Social Awareness** – Developed skills in organizing small-scale campaigns and focus group discussions to address health issues related to salinity.
 - **Stakeholder Management and Partnership Building** – Learned how to collaborate effectively with health experts, local leaders, and other stakeholders.
 - **Digital Marketing** – Improved proficiency in using social media platforms to promote content and create impact.

- What knowledge or skills do you think would have improved your project?
 - **Advanced Animation Techniques** – A deeper understanding of motion graphics, character animation, and visual storytelling could have enhanced the quality and engagement of the animation video.
 - **Effective Public Speaking and Advocacy** – Stronger communication skills for presenting findings and advocating for policy changes could have increased the project's influence.
 - **Project Management and Scheduling** – More refined skills in managing timelines, resources, and teams could have improved efficiency and ensured timely completion.

“Lesson-learned” of your project

The key lessons from this project include the importance of cultural sensitivity, especially when addressing taboo topics. Community engagement takes time, and smaller, intimate gatherings proved more effective than large-scale campaigns. Strong partnerships with local stakeholders were essential for success, and flexibility and creativity were crucial in overcoming technical and resource constraints. Finally, continuous monitoring and feedback helped improve the project’s effectiveness and ensure it stayed on track.

What are the challenges/Risks you faced during the project activities? How you overcome/minimize those challenges?

Sensitive Issues and Taboos:

Addressing health problems caused by salinity was challenging due to cultural taboos around these topics.

- Solution: We worked closely with local community leaders to ensure the content was culturally appropriate and used storytelling to present the message in a relatable and non-confrontational way.

Community Access and Engagement:

Reaching remote communities and engaging participants was difficult.

- Solution: We utilized local networks and community centers for better access and also conducted online campaigns to extend our reach.

Technical Issues in Animation Production:

There were technical difficulties in animation design and post-production editing.

- Solution: We collaborated with professional animators and trained our team to handle basic animation tasks, reducing delays.

Community Engagement:

Encouraging participation in health discussions was initially challenging.

- Solution: We focused on smaller workshops and focus group discussions to create a comfortable environment for open dialogue.



Selected best 5/6 pictures of the project intervention

Add most relevant photos of your activities with captions (not more than 4).





