How can you reach people who don't spend any time online?

WHY?
'Digitally excluded' people aren't influenced by the campaigns that happen online, we need to reach them effectively in the lowest-tech way possible.

HOW?
By involving 'community influencers' and putting them next to the message that we're communicating, social pressure is built to conform for the benefit of ourselves and others,

WHAT?
1) Take photos of people like chiefs, elders, priests and other respected members of the community holding the message.

2) Print & photocopy this image, then post it across trees and other places that people pass in the neighbourhood!

EXAMPLES
'Stay Home' to encourage social distancing.