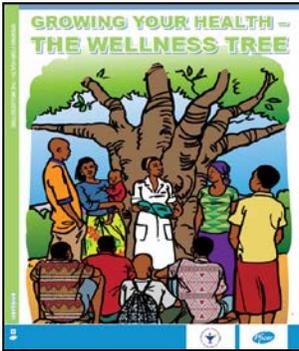


## Focus Groups Quotes Following Launch of “The Wellness Tree” Speaking Book



The launch of “The Wellness Tree” Speaking book took place on Tuesday, October 16, 2012, at the community hall in Orange Farm, South Africa. The International Council of Nurses (ICN) proudly announced a new tool to help in the understanding of non-communicable diseases in rural communities. This is the first Speaking Book in the world created on this topic. Sponsored by Pfizer, it covers issues of healthy eating, healthy living and growing your health in order to help prevent illnesses like diabetes, hypertension, and cancer. It also encourages people to make good lifestyle choices. Well-known South African actress, Lillian Dube, the voice of “The Wellness Tree”, who has battled diabetes, breast cancer and mental health problems, also attended the event.

Speaking Books were handed out to everyone who attended the launch event. Several weeks later, SADAG went back to assess people’s reactions towards the book. Individuals were asked to participate in a brief focus group discussion about the use, relevance and effectiveness about the Speaking Book. Below are some direct quotes from users of the Speaking Book when asked about various aspect of the tool.

- What did you think about the Speaking Book?
  - “It’s great! Even people who cannot read can learn from it.”*
  - “It is great for the kids because to them it is like a story.”*
  - “This is a good tool to promote healthier living.”*
  - “It’s great. Even if you are blind you are still able to learn from it.”*
- How was the sound of the book?
  - “The sound is very clear.”*
  - “You can hear the message very clearly.”*
- What did you think about the writing in the book?
  - “It’s very plain English.”*
  - “It’s very easy to understand, they use simple language.”*
- What did you think about the pictures in the book?
  - “The pictures tell the story very nicely.”*
  - “Just by looking at the pictures you can tell what the message is.”*
  - “The pictures are very colorful and nice.”*
- Did the voice of Lillian Dube have any impact?
  - “She is a role model for us, so people listen to what she is saying.”*
  - “People believe what she is saying.”*
  - “The youth look up to her, so they will listen to her.”*

***"The elders also respect her because she herself is a survivor."***

- Do you think that the Speaking Book is useful in teaching people about NCDs?

***"Yes, it is a very good tool"***

- Why was it useful for you?

***"It showed me the importance of exercise in healthy living."***

***"You can spread the knowledge very easily."***

***"It is a tool for the prevention of diseases."***

- What part of the speaking book was the most useful to you?

***"Every single page is important, all 1 to 16."***

***"It showed you the change that can happen with healthier living."***

- Was the use of the 'Tree' a good way to learn about NCD's?

***"Yes, it is a very easy thing for us."***

***"The kids can understand it easily."***

- What are the 'Roots' of your health?

***"It refers to your family history, which says you can have a higher risk of getting diseases."***

- What are the 'Branches' of your health?

***"It talks about your diet."***

***"It says the choices you make to live healthier can have a big impact on you."***

- Which things in the environment can affect your health?

***"It explains that things like air pollution are bad for your health."***

***"It says that there are certain things that are poisonous for your body."***

- Have you shown the Speaking Book to other people?

***"Yes!"***

- To whom have you shown it?

***"I've shown it to the kids where I work."***

***"My parents thought the book was very nice."***

***"I showed my friends the book."***

***"I showed it to the elders at my work."***

- Where have you shown it?

***"I took it home and showed my family. They liked it very much."***

***"I have taken it to my church to show the people there."***

***"I use it at my work at an NGO."***

- How many people have you shown the book too?  
*"I've shown it to about 30 people."*  
*"I think I've shown it to more than 15 other people."*  
*"There are 10 elders in my group that have learned from this book."*
- What did the others think of the Speaking Book?  
*"The people want more books!"*  
*"People want to use the book repeatedly."*  
*"The kids liked it. They all wanted a chance to press the button and hear the messages."*
- Were there any problems you had when you were using the book?  
*"There were no problems with it."*  
*"It worked perfectly."*  
*"We didn't have any problems using the book."*
- Do you think the Speaking Book can be improved?  
*"A louder volume would make it better for larger groups."*  
*"A translated one would be good. Some people struggle with English."*  
*"A book with brail would be nice. Then blind people can also read it"*
- Do you think that people can benefit from the Speaking Book?  
*"Yes!"*
- Who do you think can benefit from it?  
*"This tool is great for teaching those who are struggling to read."*  
*"This book is even great for the blind."*  
*"This is very good for teaching the elders."*  
*"The kids love the book. They listen to the messages."*  
*"It works great for teaching people who cannot read."*

