

Info Animations Covid-19, Vientos Culturales, Mexico

“This initiative was designed specifically for the 21 percentage of Mexican population which is indigenous. There are hundreds of Indigenous languages in Mexico, and in many communities they are the primary means of communication. During the COVID crisis, many of these communities have decided to stay in look down, prohibiting any access for outsiders. Most of them have received workers and migrants returning from touristic areas and the US, carrying the virus into the communities which do not count with health services of any kind. At the same time, they face a serious dearth of helpful information with culture relevance in they own language. It’s a dangerous situation that we tried to understand and address with quick action.

In an extraordinary “Balancing act” we have been creating info animations for kids, which give all the valuable information about COVID19 to them and to their families as well. Until know we have produced five animations in Spanish and dubbed them into more than 30 Indigenous languages. In order to do so, we analyze all the official public health information; we analyse cultural aspects, the living situations in the communities and the main communication channels. In order to not become outdated, less information is more. We focus on all the aspects which will not change over time and we accompany the different stages of the pandemic (acknowledge, prevention, treatment, social values like solidarity etc.) delivering a new item every 7 to 10 days. The main target groups are children and their families from rural and indigenous communities all over México. The main distribution channel is Whats app followed by private and public TV. For getting more and more translations into different languages, we added on the end of every animation a call with our contact data, so all the natives who want to have the items in their language, can contact us. We send them the scripts; they translate and send us back their voice mostly recorded with cellphones. We edit the videos with their voice and we send the videos back into the communities.

The distribution success is based on sharing, sharing, sharing and free download for everybody. Our drobox contains a written permission, so people, channels, communities do not need to contact us for downloading, and they have even the permission to add their logos for broadcast and distribution. Every TV channel in the country has permission to download and broadcast the animations, and they do so! This initiative is unique in Mexico as the government is not attending at all the lack of information for native communities. But the real value of this initiative is that in addition of providing information, hope and tranquility to our children and families, it literally saves lives.”

<http://vientos.tv/>