

UNFPA@30 #ChampionsOfChange #SnowBallEffect



Concept

Have you heard of the "snowball effect"? It's something small at first, which grows, attracts new elements, gains momentum, and gradually transforms into something of great proportions. This is how change happens. At UNFPA, we believe in the power of example and positive values that, once shared, can lead to social change.

#ChampionsOfChange is a social media campaign based on the idea of the snowball effect. Month after month, we will showcase people from different communities, with different professions, genders, and ages, who, supported by UNFPA programs and its partners, have made a significant impact on themselves and others. Whether they are ambitious young people, civil servants, teachers, doctors, entrepreneurs, mothers, fathers, elderly individuals, or people with disabilities – they all stand out for their behavior, which differs from that of the majority, and have made a difference where they live and work.

We believe these are the champions of change, who influence others for the better and whose stories deserve to be known by as many people as possible.

If you like the idea, we invite you to be part of this movement and share the message further. Tag people and companies who have stood out through positive behaviors and have made a difference in their field, inspiring others, using the hashtags #ChampionsOfChange #UNFPA30.

This campaign is organized in the context of the 30th anniversary of UNFPA in Moldova. We want to highlight the impact and the wonderful results achieved during this period, as well as to encourage future actions.

The idea is inspired by the organization's logo, whose central element is the circle, symbolizing life, movement, and replicability.



Examples of Success Stories to be Identified and Developed

The company is encouraged to create a mechanism for identifying the most relevant success stories, keeping in mind the key messages outlined below.

Hashtags: #UNFPA@30 #ChampionsOfChange #SnowBallEffect

MONTH	Story (suggestions)
Ianuarie	Prevention of cervical cancer – a woman who prevented cervical cancer and invited other women to do the same
Februarie	Digital violence – an activist for online safety
Martie	Peer to peer educator providing CSE in VET schools, replicating the “snowball” effect information among students
Aprilie	Business employer who made a change in the job practices to support families with children
Mai	Family doctor who assists couples, especially vulnerable, with contraception choices to avoid unwanted pregnancies
Iunie	Parent/father who is a member of Fathers Clubs and changed the approach to parenthood, promoting it among friends
Iulie	Survivor of violence who escaped the circle of abuse and motivates other women to follow her example
August	Mayor/local decision maker who increased the budget for youth sector and made a difference for young people
Septembrie	Teacher who motivates young people to adopt safe behaviors and convinces school staff that CSE is important
Octombrie	Old woman who goes to university or practices sport inspiring older peers in the community to do the same
Noiembrie	Aggressor who managed to change behavior and reunite with his family
Decembrie	Youth volunteer who drives action in the community supported by the Youth Centre

Execution

Text

Each story must meet the criteria of uniqueness and change. The person must stand out through actions, attitude, and behavior that differ from the majority, with the potential to inspire others. By "story," we mean that the protagonist has promoted positive behavior around them – within their family, among friends, and at work. Like the snowball, the small change initiated by them will lead to a much greater change in society.

Photos

The photographs will be organized and staged in advance, following the example of the image above. A unique and representative element will be used in all the photographs – the circle/ball (similar to the snowball). For this purpose, UNFPA has produced special balls as a decorative element. Each photograph will feature the protagonist of the story, along with other people who have benefited from their actions, holding the balls. The first ball will display a message that represents the campaign.

Examples

- A young educator, dressed in a t-shirt with the logo, will be the first in the photograph, followed by other young educators.

Message: *I know how to recognize abuse (prevent pregnancy) and I share this with others. I am a champion of change.*

- A father, a member of the Fathers' Club (dressed in a t-shirt with the logo), will be the first in the photograph, followed by other fathers and children.

Message: *I am on parental leave. I am a champion of change.*

- A woman with disabilities will be the first in the photograph, followed by other individuals with disabilities.

Message: *I fight stigma through fashion. I am a champion of change.*

- An employer with family-friendly policies at their company (dressed in business attire) will be the first in the photograph, followed by male and female employees.

Message: *I have opened a kindergarten at my company. I am a champion of change.*

- A woman who has prevented cervical cancer will be the first in the photograph, followed by other women who followed her example.

Message: *I take regularly the cervical smear test to prevent cervical cancer. I am a champion of change.*

- A public official, followed by young volunteers from the Youth Center.

Message: *I have doubled the local budget for youth. I am a champion of change.*

- A teacher who teaches health education in school, followed by students.

Message: *I support and promote education on sexual and reproductive health. I am a champion of change.*

- An older person with digital skills, followed by other seniors from the project, both women and men.

Message: *I pay my bills online / I am active on social media / I run 3 km every day... I am a champion of change.*

- A perpetrator who has rehabilitated and returned to his family, followed by other men (or his family?).

Message: *I have overcome violent behavior. I am a champion of change.*

- A young volunteer from the Youth Center, followed by other young people.

Message: *I have been volunteering since I was 10. I am a champion of change.*

At the end of the campaign, an online Newsletter will be produced, featuring excerpts from the stories, as well as key results of UNFPA's 30 years of work, including figures and program-level activities. Additionally, a banner will be created featuring all the campaign protagonists, with the photos possibly inserted into circles associated with the UNFPA logo.