



# CREATING SUSTAINABLE CHANGE FOR FAMILIES WITH CARE'S WOMEN FOR CHANGE PROGRAM

## CARE WOMEN FOR CHANGE PROJECT

**AFFILIATE:** Cooperative for Assistance and Relief Everywhere

**FUNDER:** Mars Wrigley

**DURATION:** 2021-2022

**REGION:** Asunafo North district, Asunafo South district, Dormaa West district, and the Sunyani Municipal, Ghana

**LANGUAGE:** Twi



## Role of Talking Books in Brong Ahafo

In Ghana, [Cooperative for Assistance and Relief Everywhere \(CARE\)](#), used the Amplio Talking Book (ATB) to train and support community health volunteers (CHVs) for [the Mars Wrigley-funded CARE Women for Change project](#). The initiative aimed to improve health, financial literacy and gender and child protection targeting Village Savings and Loans association (VSLA) groups.

## Amplifying Messages to Improve Access to Quality Health and Financial Information and Other Services

CARE Ghana, partnered with [Amplio Ghana](#) from December 2021 through December 2022 to utilize Talking Books for the delivery of CARE Women for Change content on Health, Financial Literacy, Gender, and Child Protection to selected VSLA's and communities in the Asunafo North district, Asunafo South district, Dormaa West district, and the Sunyani Municipal in Ghana. The main objective for the application of Talking Books was to achieve consistent and accurate messaging and enhance the adoption of recommended practices and behavior for 50 selected VSLA groups across 4 districts. This action directly benefited 50 VSLA groups totaling 1,156 members across 4 districts. Indirectly, the project benefitted 5,625 people.



## KEY MILESTONES

**4,050**  
total women reached

**50**  
VSLA's totaling 1,156 members  
across 4 districts were impacted

**100**  
VSLA group representatives were  
trained on the operation and  
maintenance of ATBs, and how to  
record feedback

**24** MESSAGES ON HEALTH  
CHILD PROTECTION, GENDER AND  
FINANCIAL LITERACY PLAYED

## Strengthening VSLAs Through CARE's Key Message Delivery

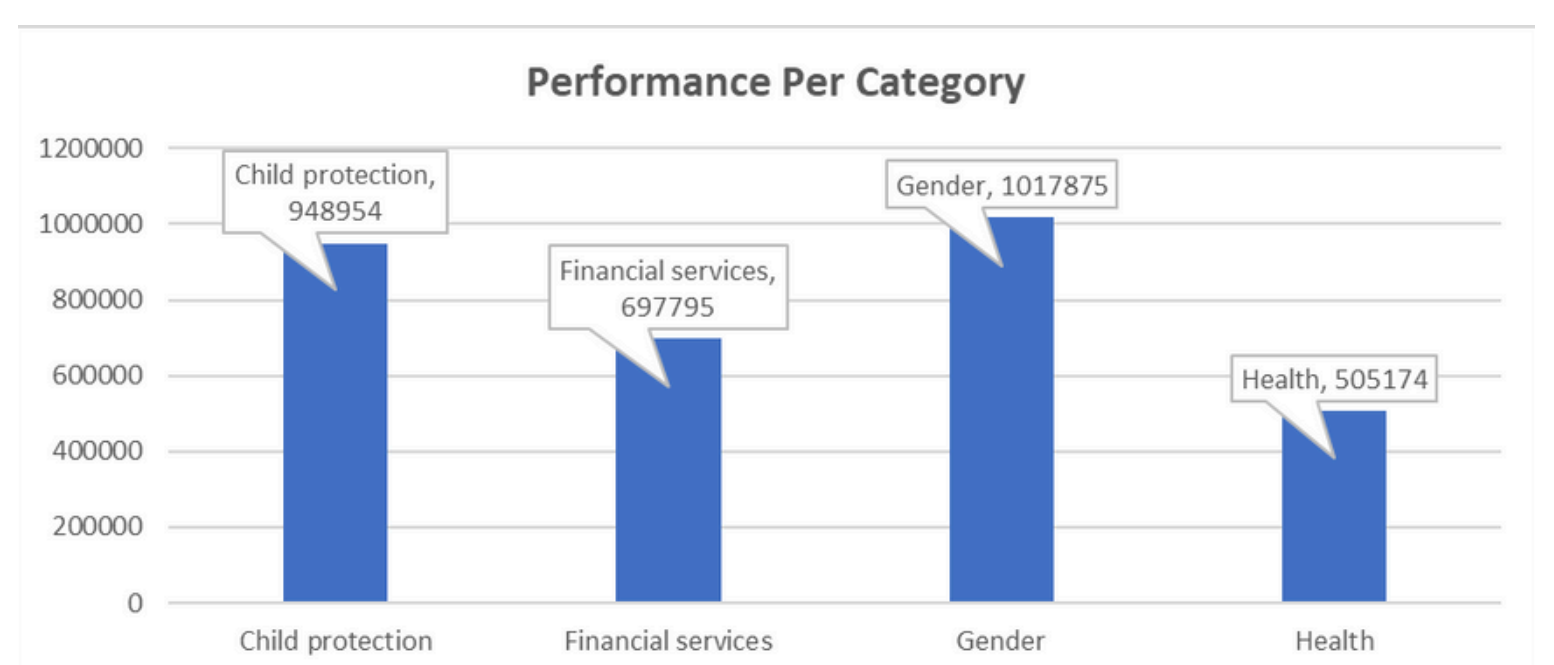
CARE delivered consistent and accurate training content on good financial management practices to VSLA groups. **72%** of women had their knowledge and skills on four topics; Financial Management, WASH, Health, and Gender/ Social Issues increased. CARE's capacity and that of the district level actors to implement and sustain digital solutions for SBCC increased through [Talking Books](#).

*Listening to the Talking Book together transformed how we approach our finances, making us stronger as a family.*

- Dorcas Nkuah, VSLA Group Leader, Asunafo South District

## Creation of Engaging Content for Improved Decision-Making

For the CARE Women for Change project, Amplio produced Talking Book content in expert interview and drama formats. The content, developed from literature reviews and materials provided by CARE International Ghana, and recorded in Asante Twi by knowledgeable experts, focused on enhancing joint decision-making practices among participants.



## An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is a rugged, battery-powered audio device designed for low-literate adults and youth. Users can select and play messages on demand and record their feedback. A built-in speaker lets families and groups listen and learn together.

Learn more at [www.amplio.org](http://www.amplio.org)

