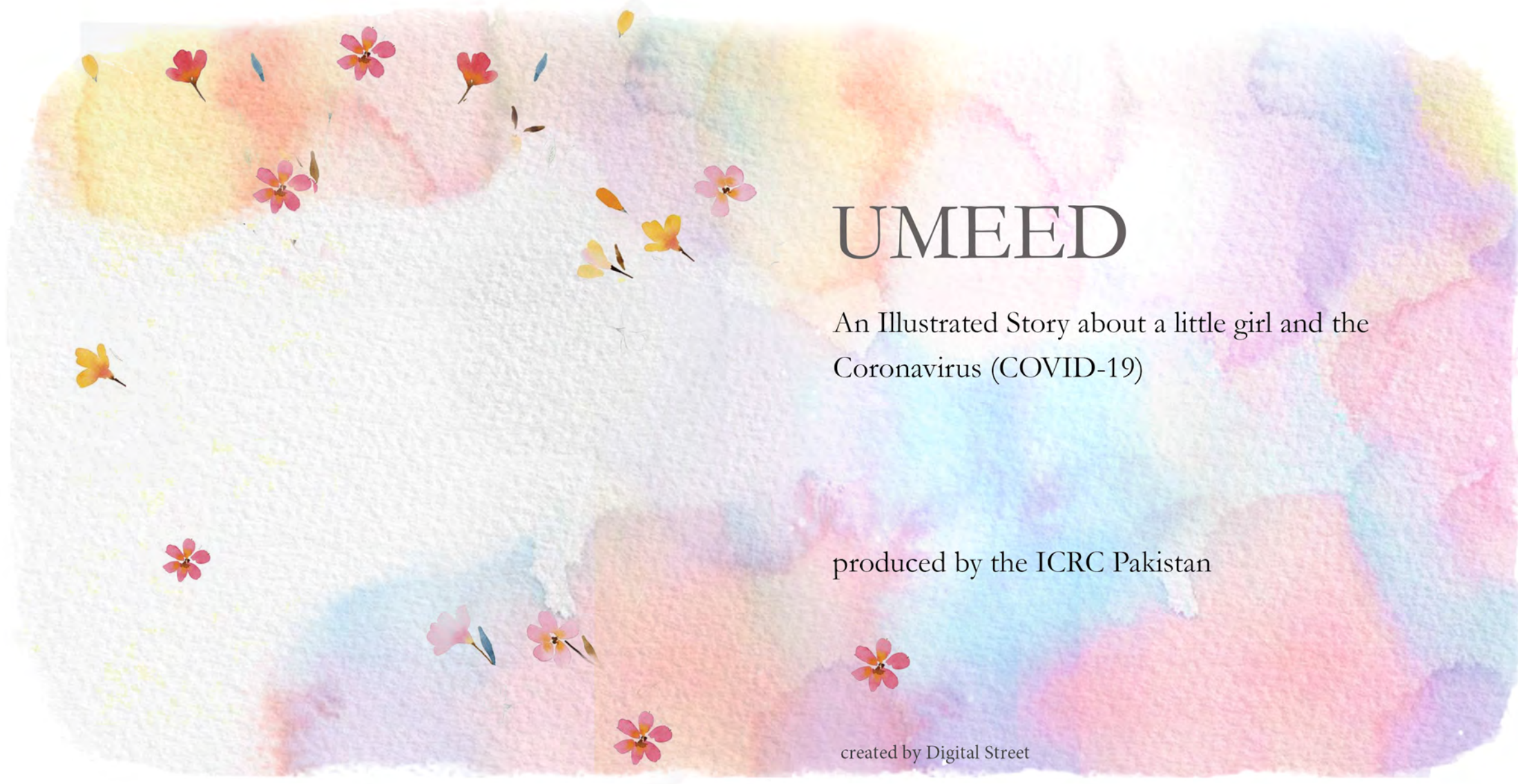




UMEED

An Illustrated Story about a little girl and the
Coronavirus (COVID-19)

produced by the ICRC Pakistan

created by Digital Street

There was once a little girl called Noor
Who lived in the city of Bahawalpur

With her Ammi and Abu and Dado you see
She was the luckiest a girl could be





But right around the time
She was about to turn nine,

The world lost its shine
And nothing was fine.



Something TERRIBLE took over the land.
Something STRANGE no one could understand.

A new type of virus that wore a crown,
And one by one, knocked people down...





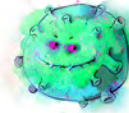
Now Noor had to stay home and not see a single friend,
No more hide & seek, no more playing pretend.

She felt so lonely with no end in sight,
Oh how she missed school, with all her might!

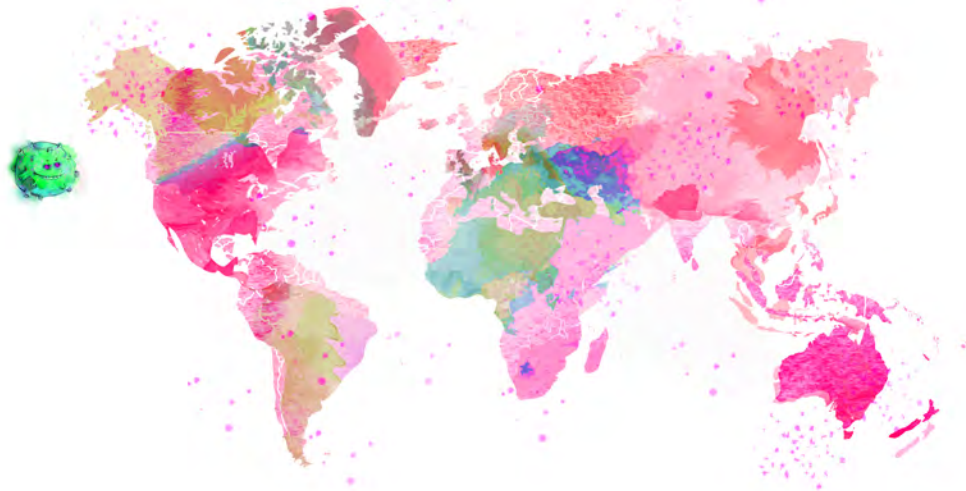




One day her Abbu saw her crying in her room,
So he hugged her and said “it’s not all doom and gloom!”



We are in a pandemic meri choti si jaan
This virus has spread all over, from Russia to Pakistan





But there are many things YOU can start doing today
You can make the world safer, this virus YOU can slay!”

Never before such wonder Noor had felt,
As her Abbu told her of the power she held.



“The mouth, eyes and nose we’ve seen
Are best not touched with hands unclean!

A 20 second hand wash will kill
Those pesky germs that make you ill

So let’s wash our hands as often as we can,
We need to stay safe jaan that’s the plan

By using a tissue to cover your sneeze,
You limit the spread of the virus with ease.

But you need to make sure the tissue then goes
Into a bin with a lid that can close





Spit is contagious beti but so is a smile
So smile and spread joy and not anything vile

The best greeting is a smile, wave or bow
From a distance of 2 meters, at least for now

These are all things to remember, Noor
It doesn't matter if you're rich or poor.



Clean not just your hands but everything you use,
If we all work together, there's no way we can lose!

Let's stand together so this virus we can fight
Let's stand together to make the world bright

So Noor, help us by shining your light
Shine it with might into the darkness of this night”



“Oh WOW!

Abbu, I get it now!

Pandemics will pass if we all do our part

I wish I had known this from the very start”







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