

# ONE FOR ALL ALL FOR ONE



ONE FOR ALL  
ALL FOR ONE

This is a not-for-profit publication

# ONE FOR ALL, ALL FOR ONE PROJECT.

One for All, All for One comic © 2022 is licensed under  
CC BY-NC-SA 4.0. To view a copy of this licence, visit:

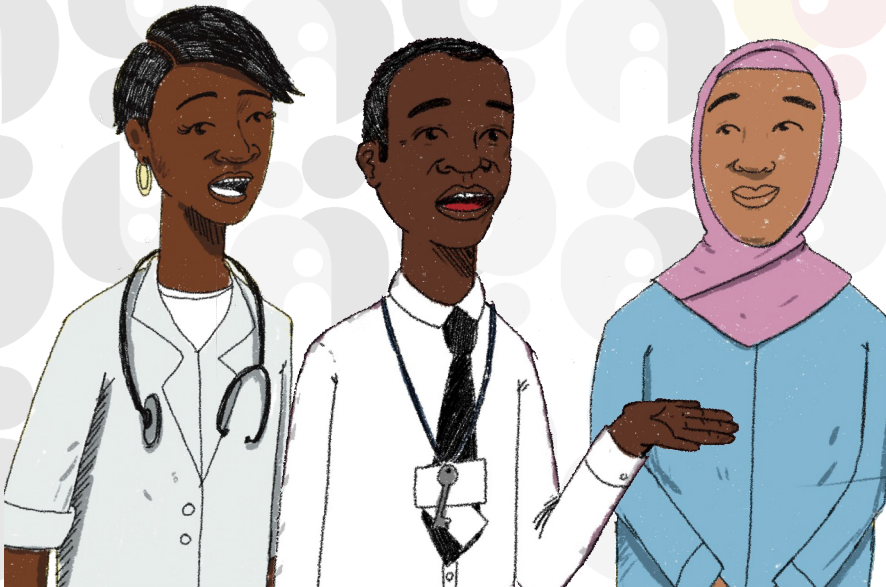
<http://creativecommons.org/licenses/by-nc-sa/4.0/>

A digital version of the One for All, All for One comic is available at:  
[cutt.ly/OneforAll](http://cutt.ly/OneforAll)

First printed in South Africa by PocketMedia®  
and in the UK by Comics Printing UK.

Apart from any use permitted under UK copyright  
law, no part of this publication may be copied,  
reproduced, stored, or transmitted, in any form  
or by any means, without prior permission in  
writing of the publisher.

Copyright © 2022 held by  
University College London & Vocal  
UK, Malawi & South Africa.  
All rights reserved.  
[vocal@mft.nhs.uk](mailto:vocal@mft.nhs.uk)





# **ONE FOR ALL ALL FOR ONE**

**Writer: Nabeel Petersen**

**Artist & Colourist: Mohamed Hassan**

**Co-writer: Adilah Petersen**

**Letterer: Robin Jones**



**ONE FOR ALL  
ALL FOR ONE**

# EDITORIAL

*My name is Rodrick Sambakunsi and I would like to thank you for joining us in reading this comic book. This comic book is part of a wider project called “One for All, All for One” which aims to stimulate dialogue and informed choice about vaccines and immunisation.*

The project addresses vaccine hesitancy, which is increasing, worldwide.

Community protection through vaccination is a cornerstone of population health and an essential research target. Previous work in our research programme in Malawi has identified the concept of community protection as a priority for engagement with vaccines. Through this project, we wanted to explore the concept that a vaccine will “help your child and your neighbour’s child” and that we can all have a voice in research and the communication of science.

The One for All comic has been developed as an engaging, powerful, and accessible way of delivering a true-to-life and character-driven narrative about vaccination, and research into vaccine development. As graphic medicine, it intersects the space between comics and the discourse of healthcare. We hope the comic will support conversations between people, patients, communities, health professionals, researchers, and policy-makers. The comic might be most popular among students and young adults. Some of the young people we’ve worked with during the project have indicated that the comic should form part of their reading materials at school!

The comic was co-created by working closely with young people, students, community-based youth groups, young parents, health surveillance assistants, community and religious leaders, healthcare professionals and researchers in Malawi, an artistic team based in South Africa and the wider international project team. This happened through a series of in-person and online workshops, during 2021, which were, inevitably, disrupted by Covid-19. Working with so many people on this project has been a game-changer; different insights and perspectives have contributed greatly to the project. I believe the lessons from the co-production process of this comic will reveal invaluable insights to other projects seeking to engage and involve people with science and research.

The project came at the right time. It has already made huge positive contributions towards Covid-19 vaccine discourses in Malawi. I hope the comic will contribute to similar discourses elsewhere too.

**- Rodrick Sambakunsi, MPRU Public Engagement Manager, Malawi Liverpool Wellcome Trust Clinical Research Programme.**



# EDITORIAL

*A world re-connected by the onset of a pandemic led us all to strive for ways of working together, apart.*

Hello, my name is Nabeel and I am the writer of this comic. My experience of working together on this international project bridged many barriers and challenges, as we – as a team – were committed to exploring egalitarian and equitable practices of communicating science and working together to improve research and engagement.

The seemingly insurmountable challenges of working on an inter-country project were made possible because we, collectively, found ways of working together, apart with a creative team in South Africa, workshops held in and with regular feedback from people in and from Malawi and partners in the UK. Finding people with similar passions, values and commitments to collaboration, co-production and co-learning in the context of public and science engagement was the single most guiding principle amidst the chaos, and this was a wonder and an honour to observe and be part of. We did not know we would be working on comic books or videos. We were simply committed to following the interests and guidance of all stakeholders involved, especially those present in workshops delivered online in Malawi. Those workshops were filled with people from all walks of life that shared a passion about and commitment to humanity, expression and health. We are grateful for their involvement and willingness to not only share with us, but guide us to bring their voices, interests and concerns to life.

It was an exhaustive task to involve so many voices, institutions and committees, but absolutely rewarding when those involved were equally excited by these comics and the manner in which all voices were included.

Amidst the chaos lay a world re-connected, apart yet together. This seems to be apt considering the creative process we collectively designed and shared. Together we did it. One for All, All for One!

## **- Nabeel Petersen, Writer**

As the artist involved in this project at the beginning, we were uncertain of what the output would be. This was left open to be decided by the persons involved in the workshops to collectively consider the best and most practical ways to communicate vaccine information to others. This made the process really exciting, as it could have taken any direction, and I was very happy to learn that the output would be a comic book and animation/motion graphics. In my spare time, I have always made my own abstract and silly comics with only images and no words. This was my first time working on a full comic book with a script, real life setting and an impactful message that would reach many people.

It was a challenging yet insightful process, with many teams of people working from all over the world. Spending many hours in meetings, workshops, feedback sessions and revisions to refine and polish the message and output. I saw how we all learnt how to work better and more efficiently together, and watched our skills improve with each draft of the comic.

From the beginning, this project involved the coming together of people for a common goal and objective. Each person brought a different and equally important skill to the table to achieve this goal. We had to pay attention to each others' strengths and weaknesses, and find ways and means to best support each other to achieve this goal. I am very grateful to have been a part of the process, and this project is a clear example of what can be achieved when people come together. Reinforcing the name and message of the project "One for All, All for One".

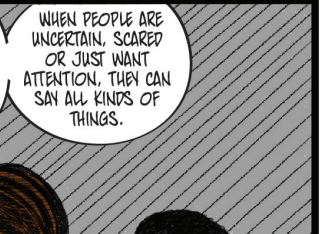
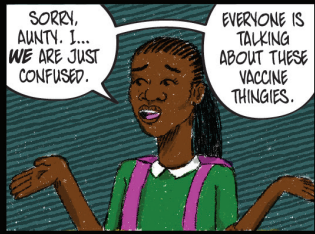
## **- Mohamed Hassan, Artist and Colourist**



# CHAPTER ONE: What to believe?

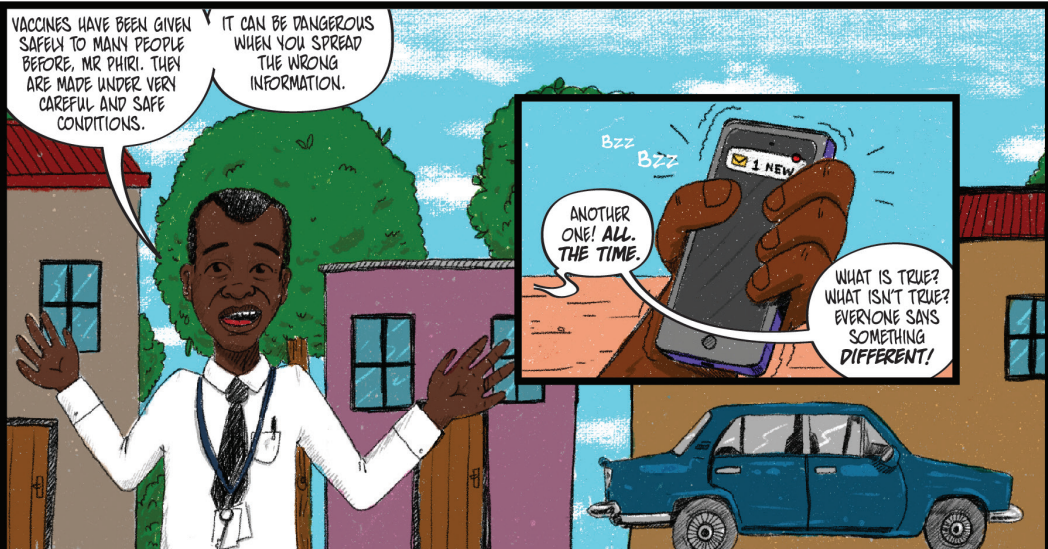










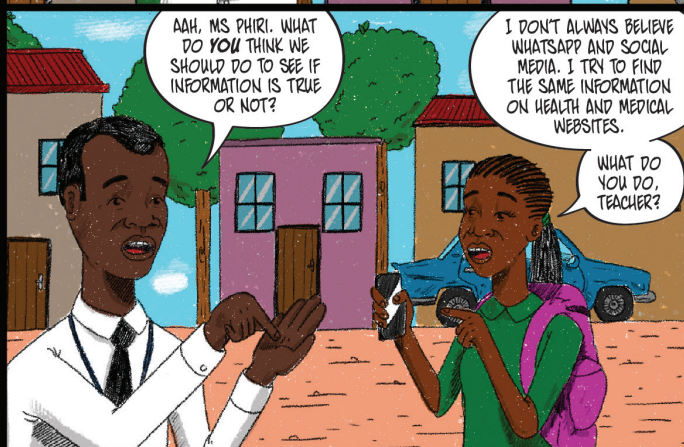


VACCINES HAVE BEEN GIVEN SAFELY TO MANY PEOPLE BEFORE, MR PHIRI. THEY ARE MADE UNDER VERY CAREFUL AND SAFE CONDITIONS.

IT CAN BE DANGEROUS WHEN YOU SPREAD THE WRONG INFORMATION.

ANOTHER ONE! ALL THE TIME.

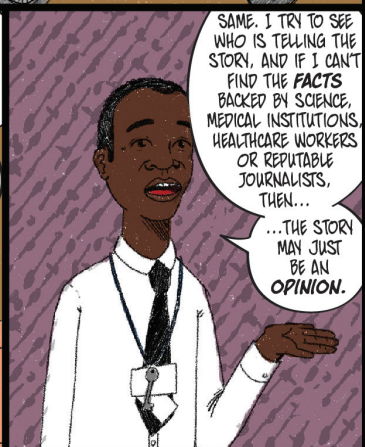
WHAT IS TRUE? WHAT ISN'T TRUE? EVERYONE SAYS SOMETHING DIFFERENT!



AAH, MS PHIRI. WHAT DO YOU THINK WE SHOULD DO TO SEE IF INFORMATION IS TRUE OR NOT?

I DON'T ALWAYS BELIEVE WHATSAPP AND SOCIAL MEDIA. I TRY TO FIND THE SAME INFORMATION ON HEALTH AND MEDICAL WEBSITES.

WHAT DO YOU DO, TEACHER?



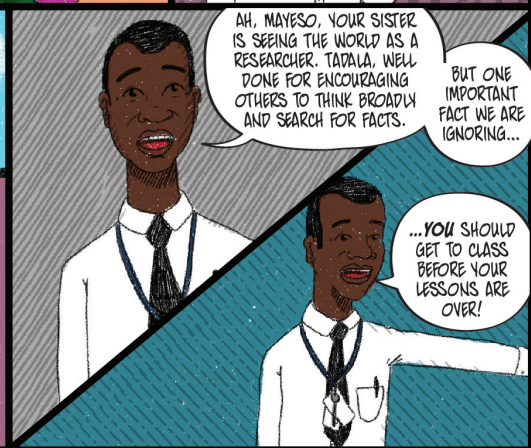
SAME. I TRY TO SEE WHO IS TELLING THE STORY, AND IF I CAN'T FIND THE **FACTS** BACKED BY SCIENCE, MEDICAL INSTITUTIONS, HEALTHCARE WORKERS, OR REPUTABLE JOURNALISTS, THEN...

...THE STORY MAY JUST BE AN **OPINION**.



YEP. I TRY THIS TOO. THIS IS WHY I AM ALWAYS CHECKING MY PHONE.

NOW YOU ARE ALSO A TEACHER, MS PHIRI? WHEN CAN I COME TO YOUR CLASS?



AH, MAYESO, YOUR SISTER IS SEEING THE WORLD AS A RESEARCHER. TADALA, WELL DONE FOR ENCOURAGING OTHERS TO THINK BROADLY AND SEARCH FOR FACTS.

BUT ONE IMPORTANT FACT WE ARE IGNORING...

...YOU SHOULD GET TO CLASS BEFORE YOUR LESSONS ARE OVER!

# CHAPTER TWO: Who to trust?



LATER THAT DAY...

IT'S CONFUSING! SOME PEOPLE SAY VACCINES ARE GOOD AND SOME PEOPLE SAY VACCINES ARE BAD.



BUT...BUT...THAT IS WEIRD! TO PUT A NEEDLE IN MY BODY. I DON'T KNOW WHAT WILL HAPPEN TO ME!



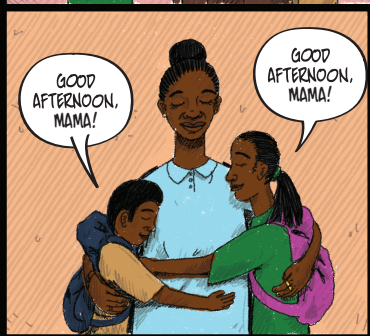
GOOD AFTERNOON, CHILDREN.

!GURGLE!



GOOD AFTERNOON, MAMA!

GOOD AFTERNOON, MAMA!



PUT YOUR BAGS DOWN.

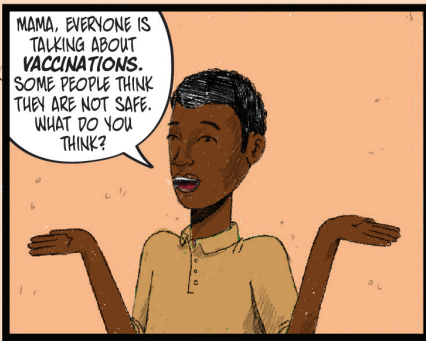


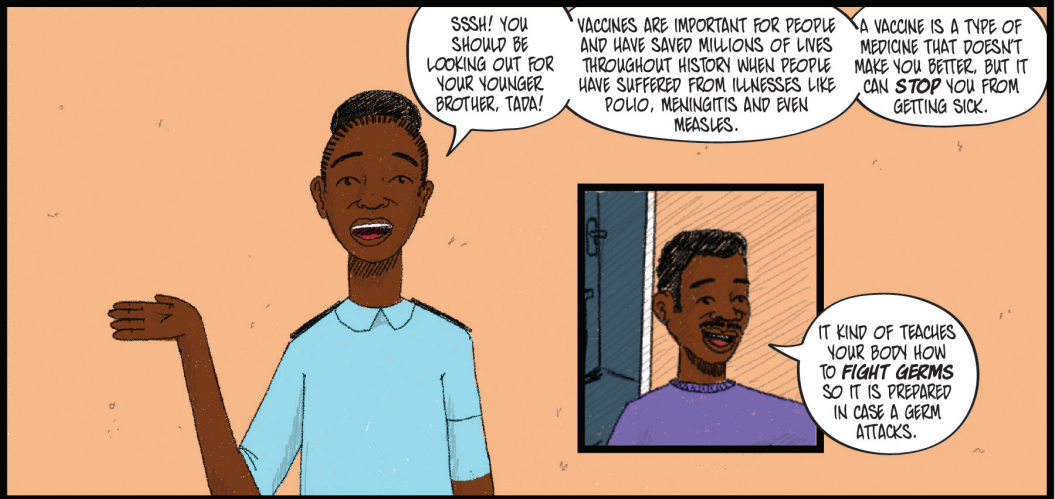
WASH YOUR HANDS, AND DO IT PROPERLY!

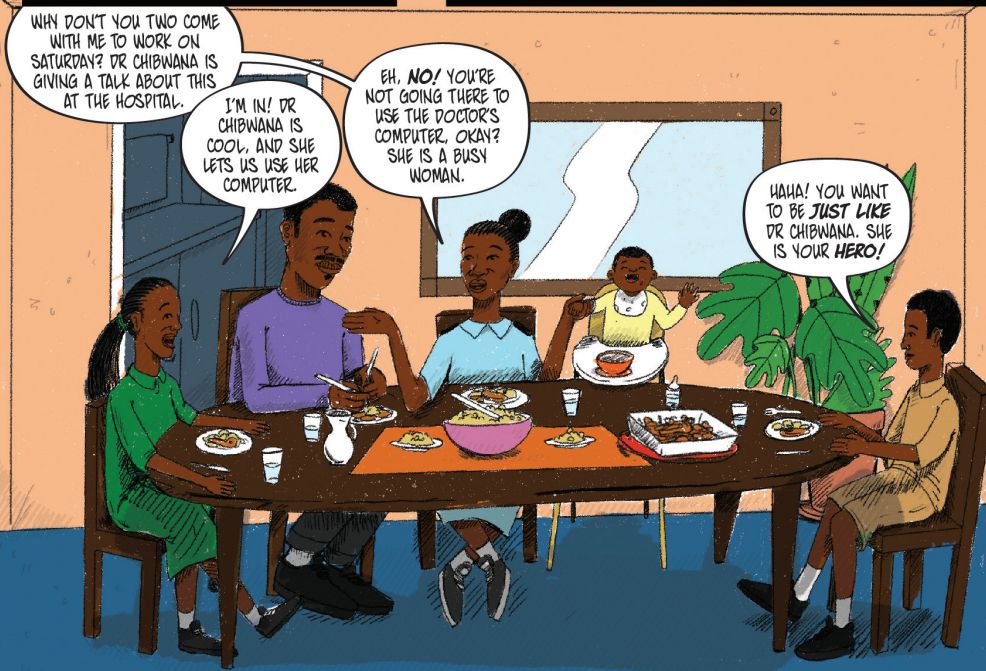
GET THE TABLE READY, MY CHILDREN.

SPLISH!

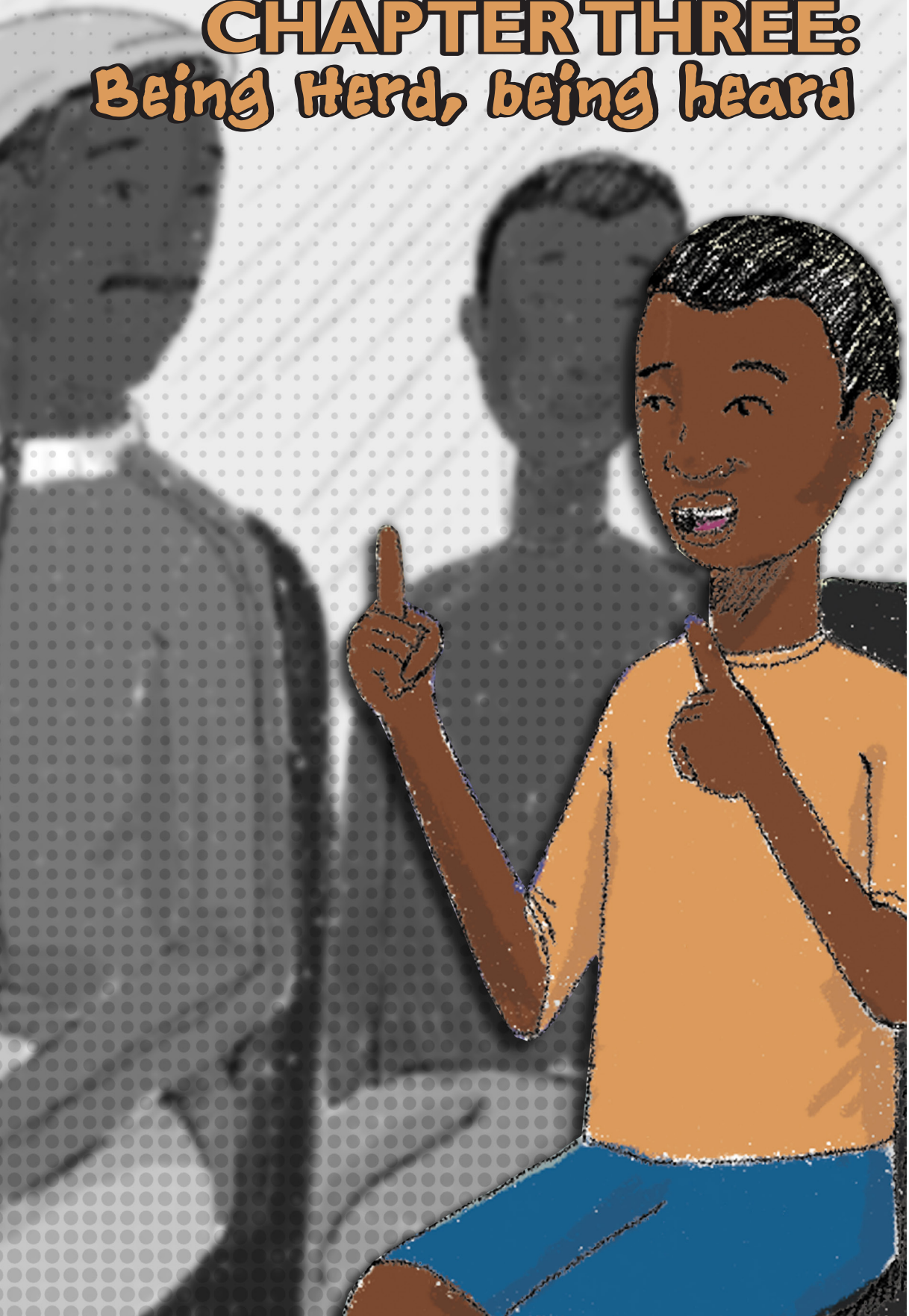




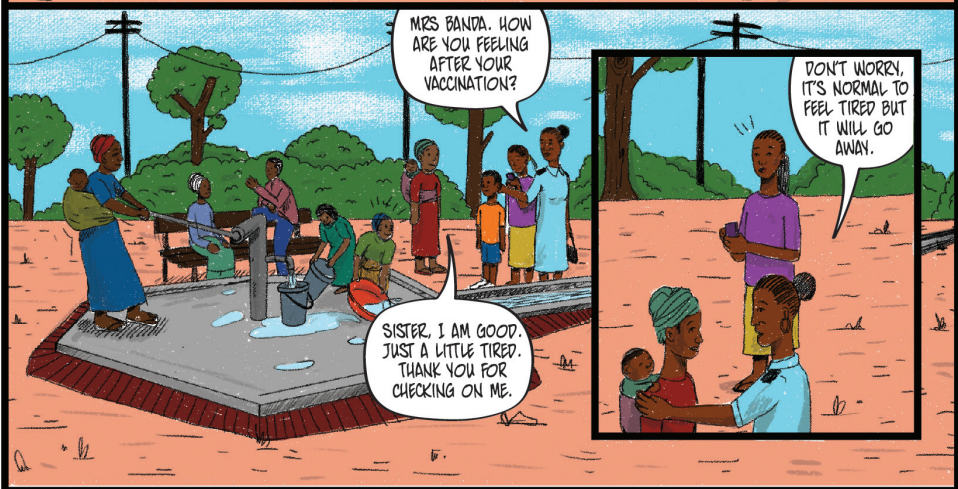
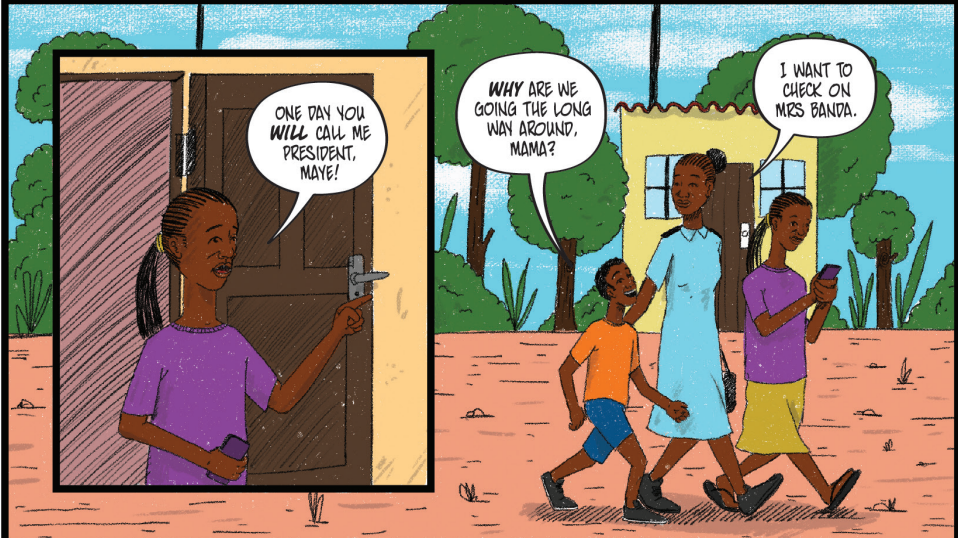
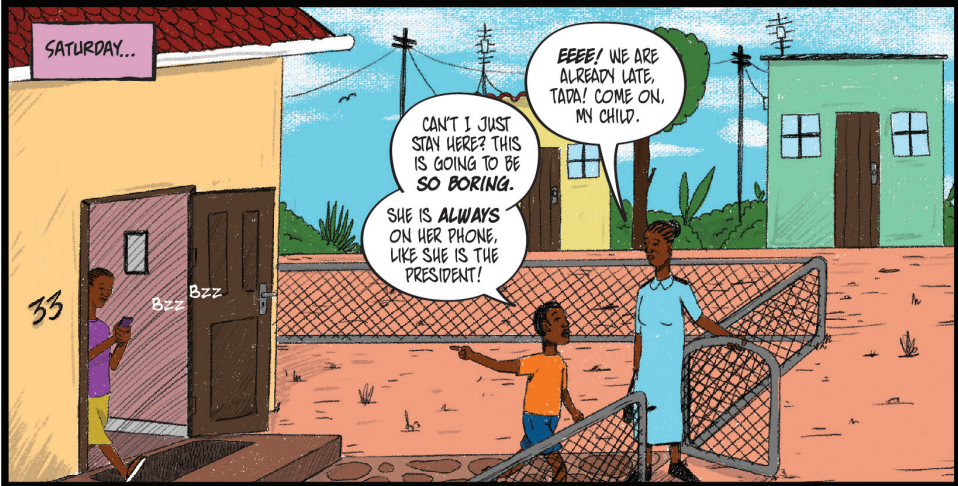




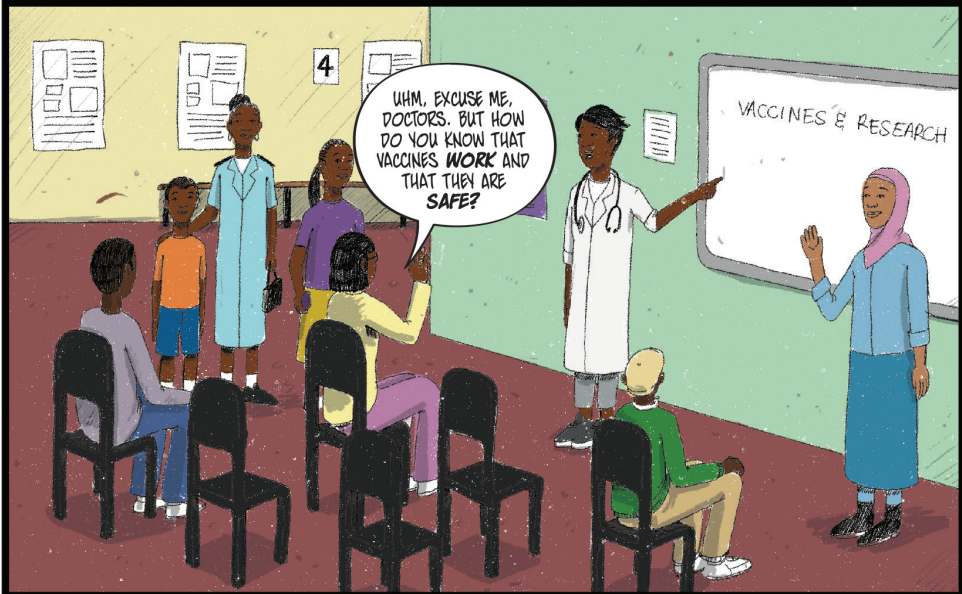
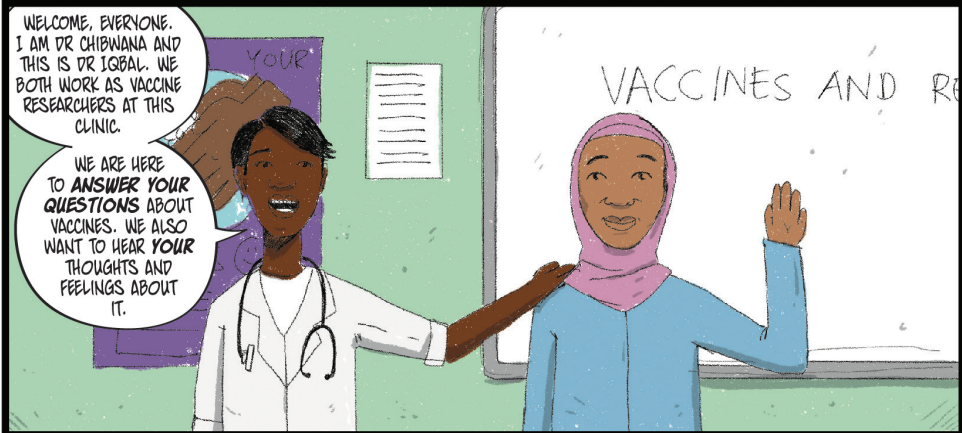
# CHAPTER THREE: Being Herd, being heard



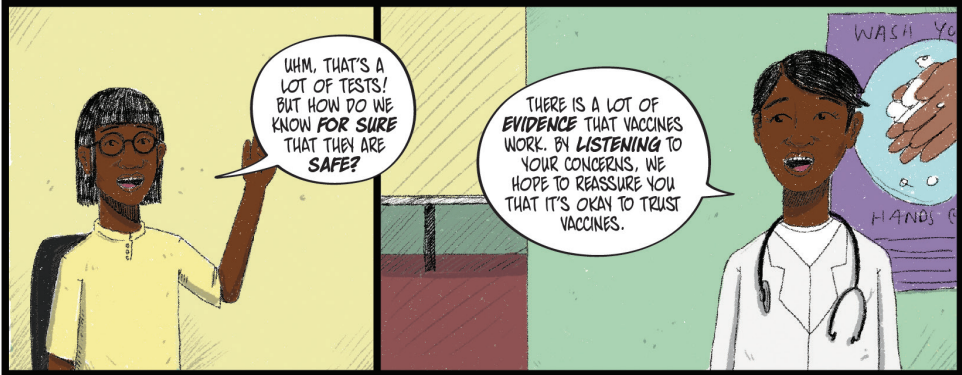






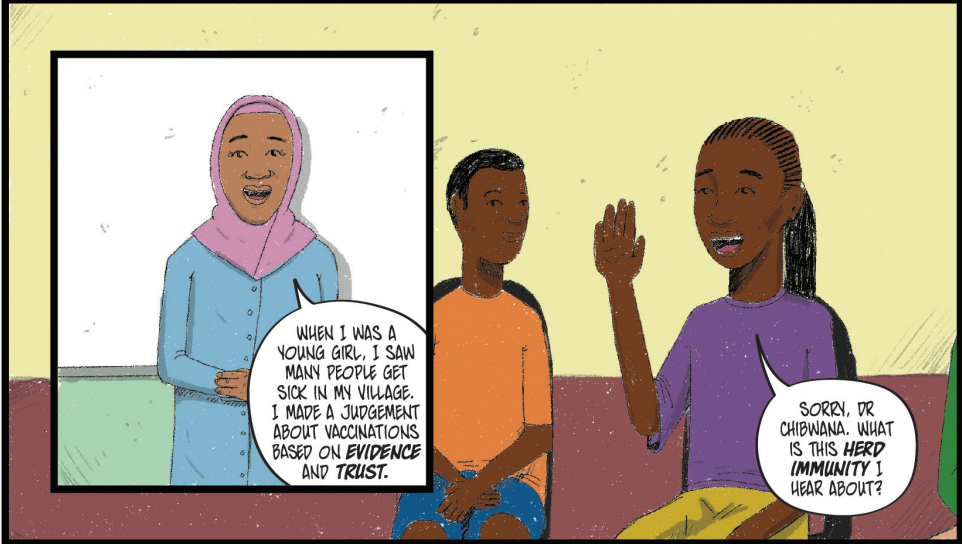






UHM, THAT'S A LOT OF TESTS! BUT HOW DO WE KNOW **FOR SURE** THAT THEY ARE **SAFE**?

THERE IS A LOT OF **EVIDENCE** THAT VACCINES WORK. BY **LISTENING** TO YOUR CONCERNS, WE HOPE TO REASSURE YOU THAT IT'S OKAY TO TRUST VACCINES.



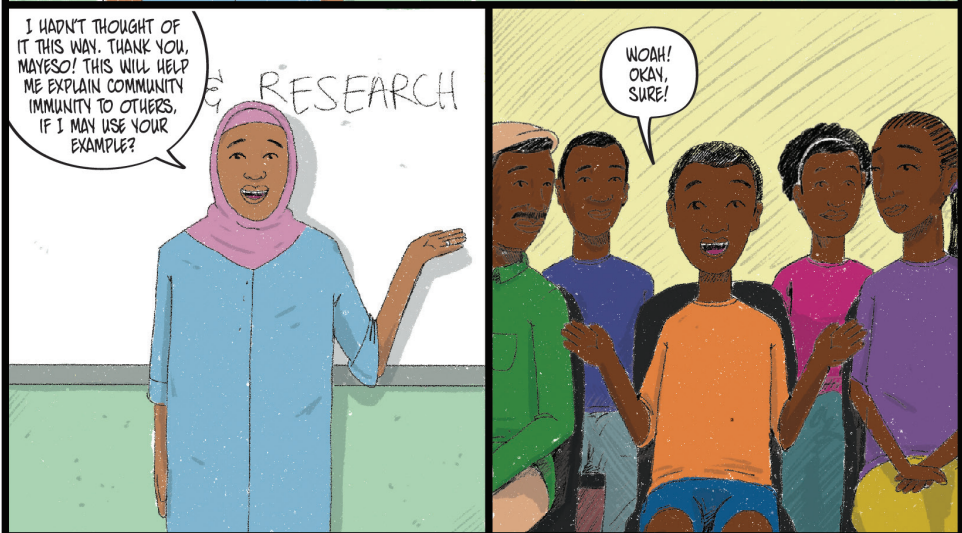
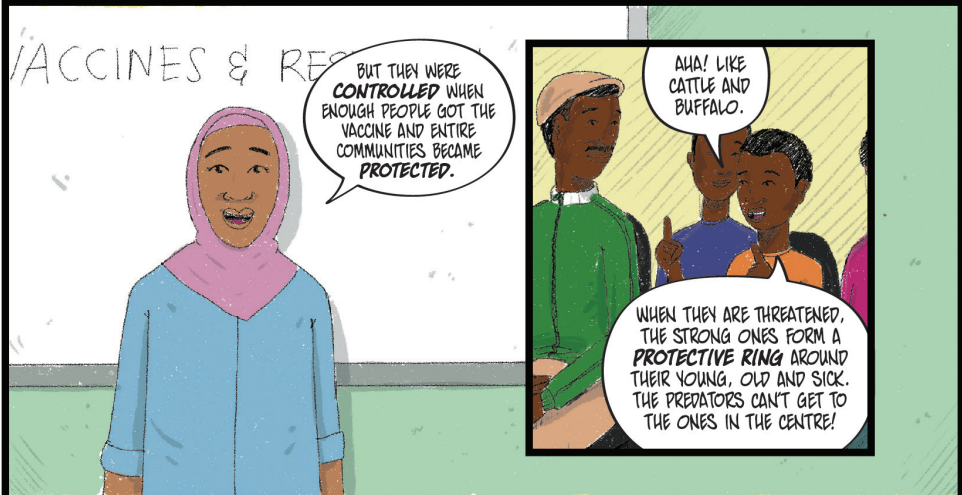
WHEN I WAS A YOUNG GIRL, I SAW MANY PEOPLE GET SICK IN MY VILLAGE. I MADE A JUDGEMENT ABOUT VACCINATIONS BASED ON **EVIDENCE** AND **TRUST**.

SORRY, DR CHIBWANA. WHAT IS THIS **HERD IMMUNITY** I HEAR ABOUT?



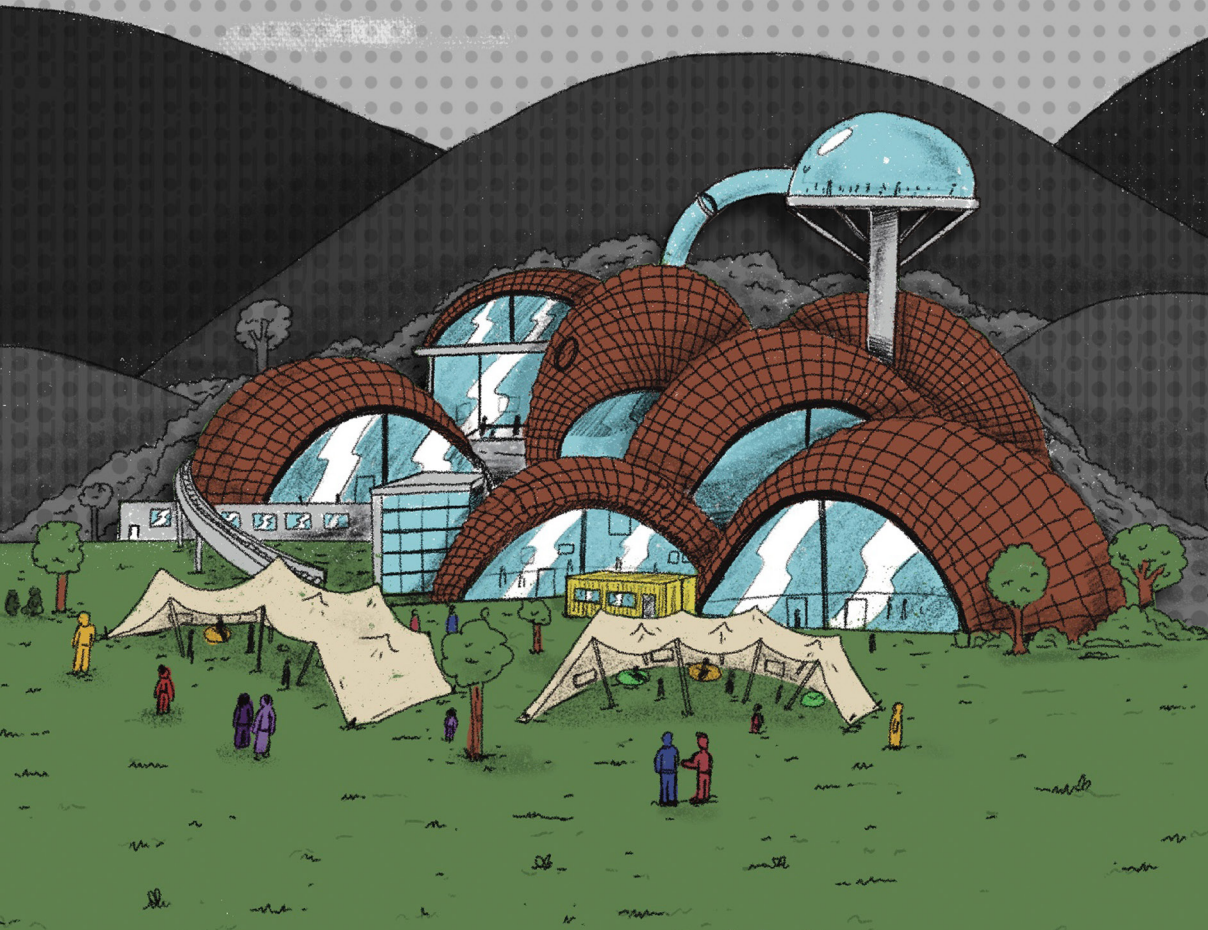
SOME PEOPLE CALL IT **COMMUNITY IMMUNITY**.

THAT HAPPENS WHEN MOST PEOPLE BECOME **IMMUNE** OR **PROTECTED** FROM A DISEASE, MOSTLY THROUGH VACCINATIONS. IT BECOMES HARDER FOR THE INFECTION TO SPREAD FROM PERSON TO PERSON.



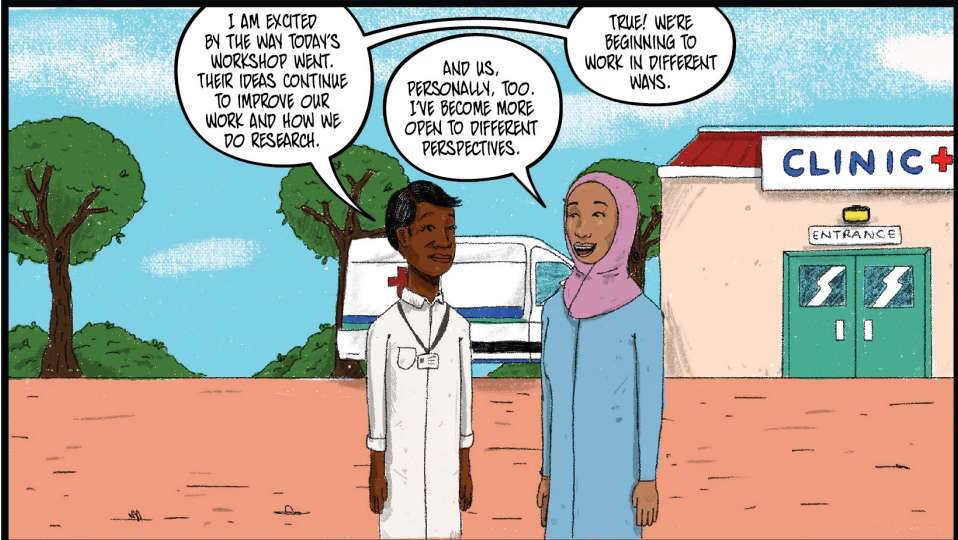
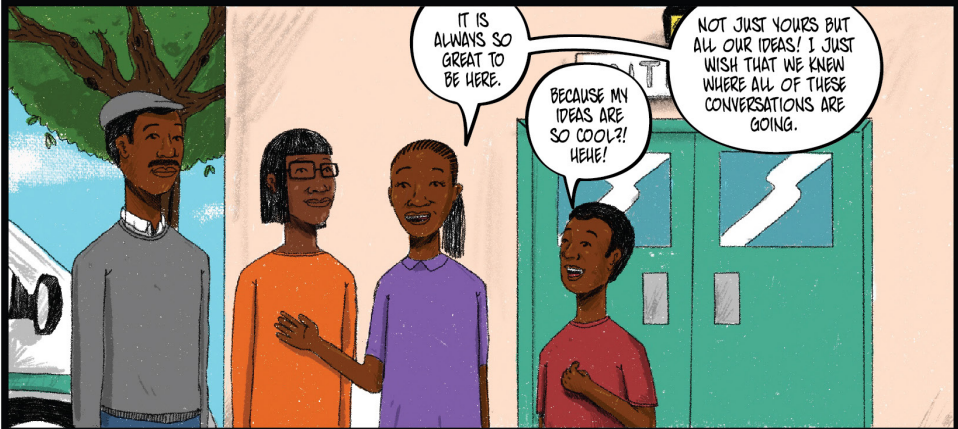
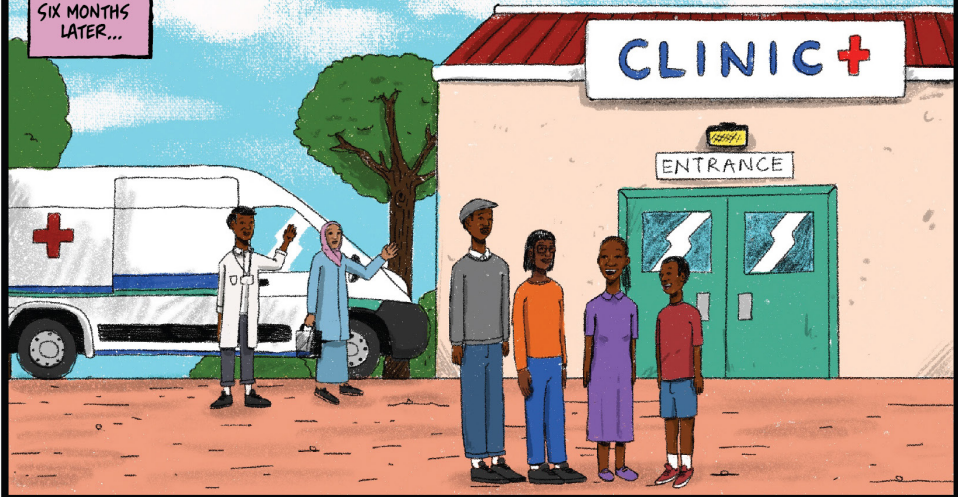


# CHAPTER FOUR: Together we can!

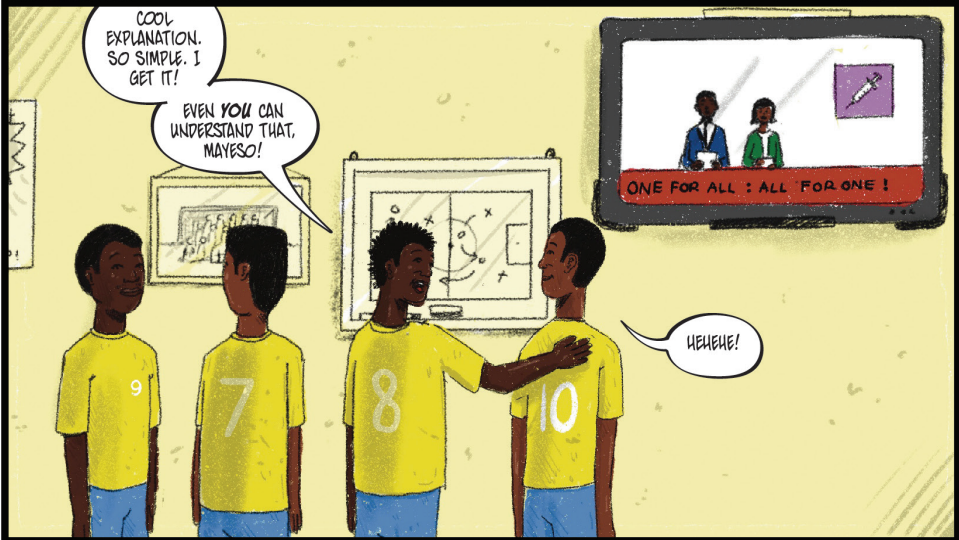
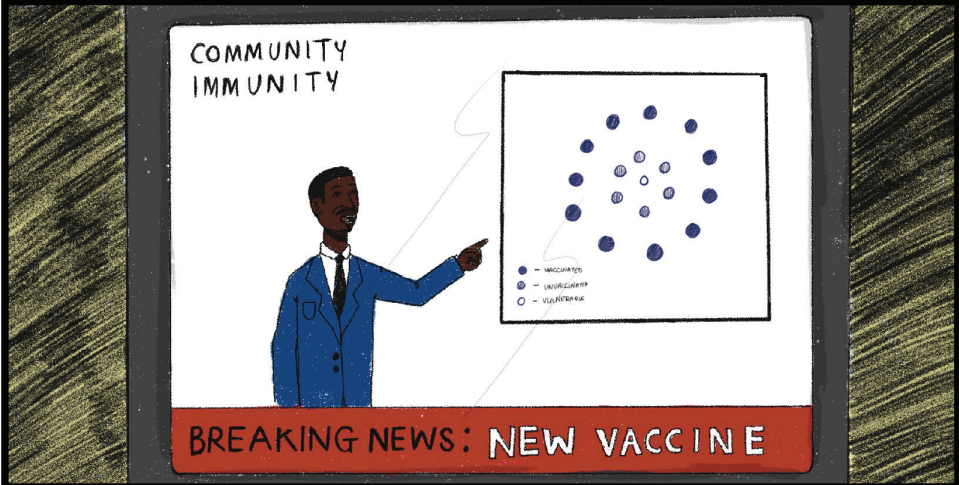




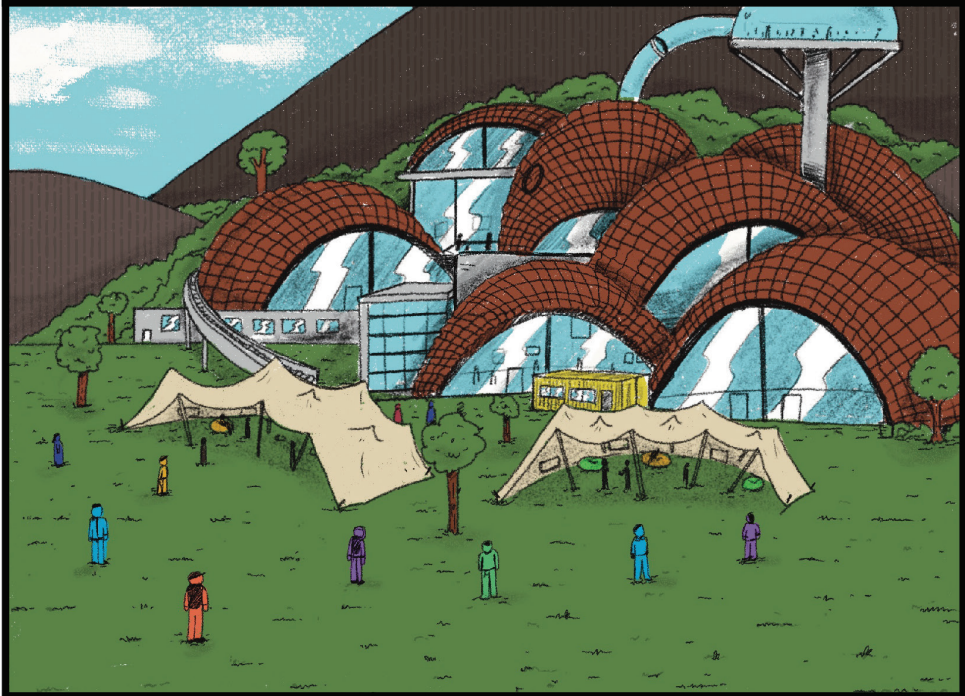
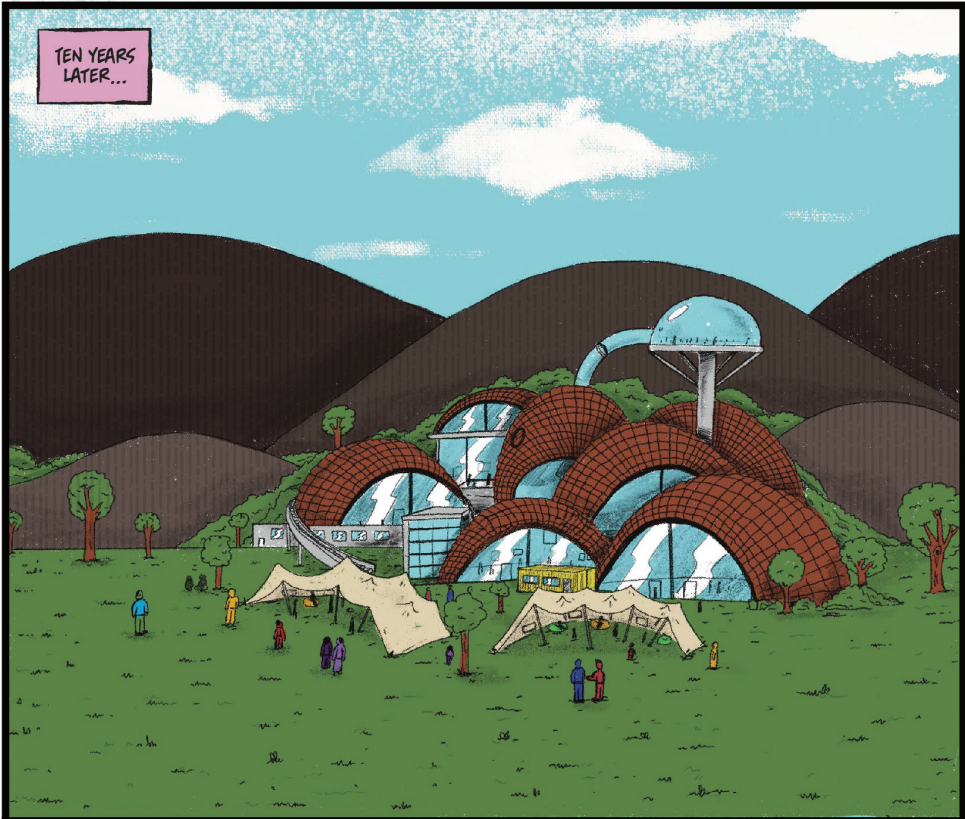
SIX MONTHS LATER...

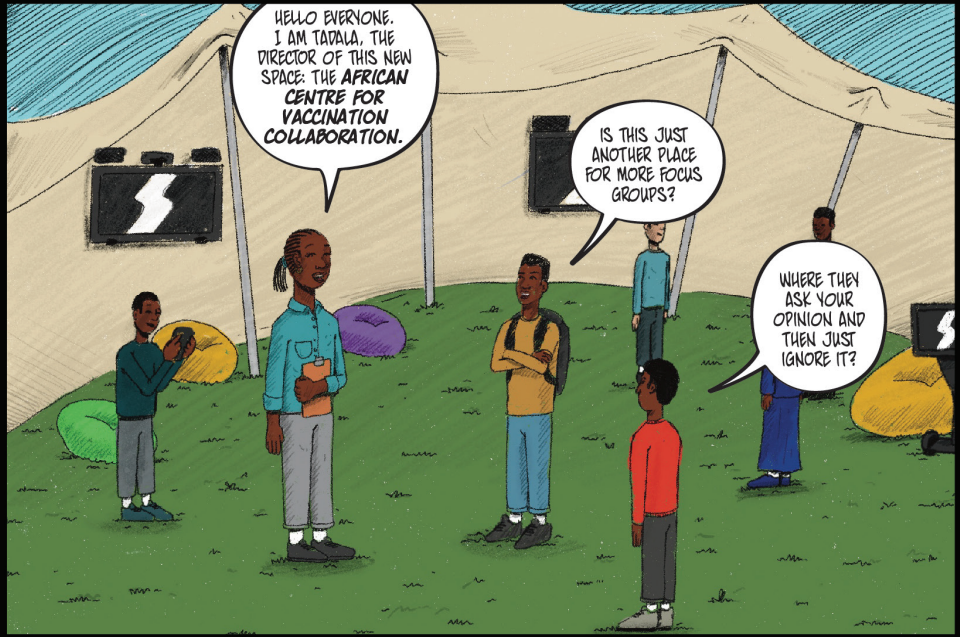
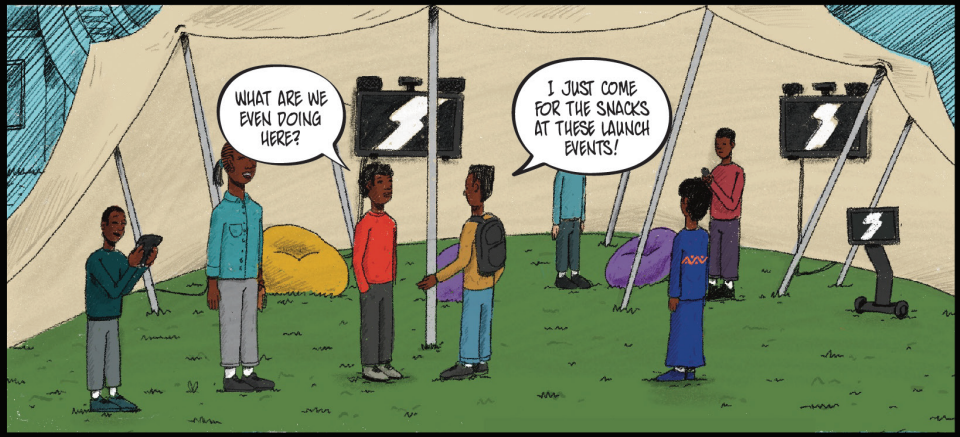


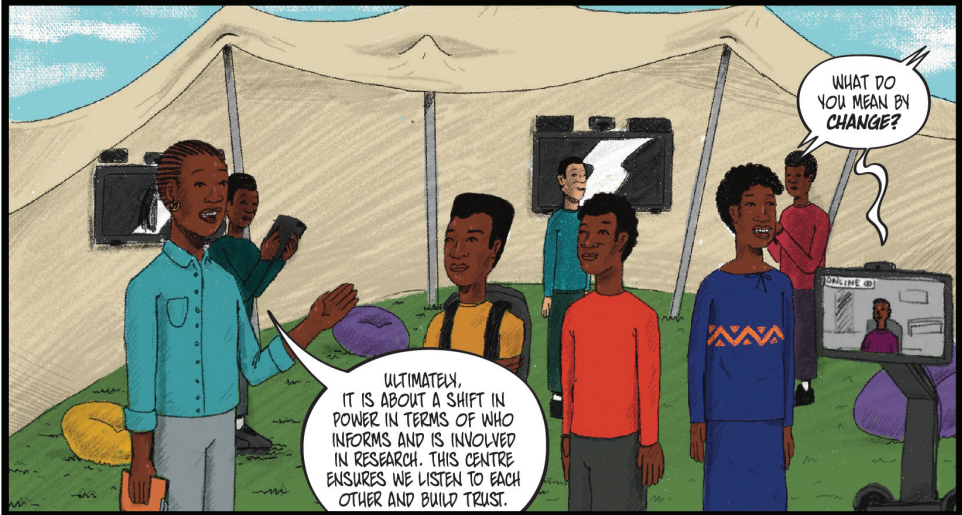


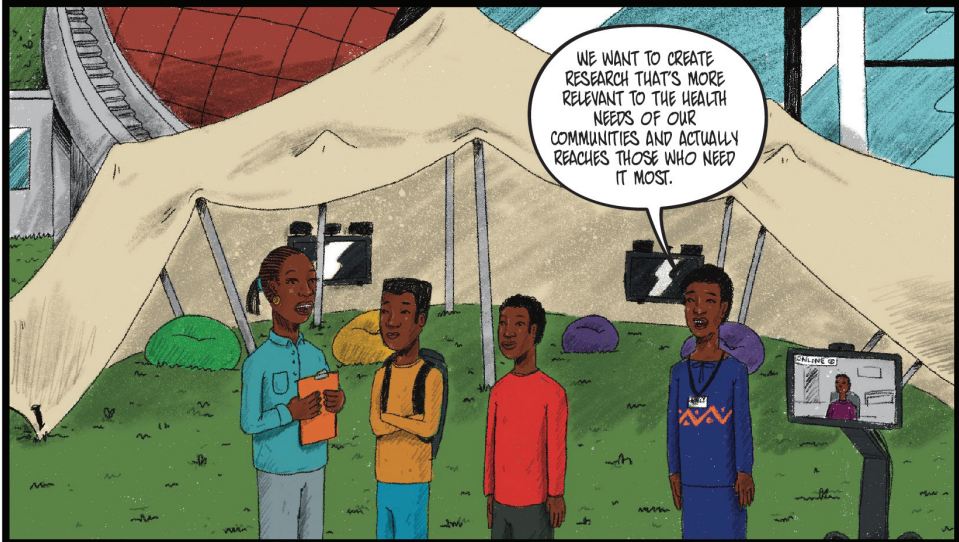


TEN YEARS  
LATER...









# EDITORIAL

*Hi all – thanks for reading the comic. I'm Bella, the project Co-Lead and I'm Director of Vocal, which is part of Manchester University NHS Foundation Trust and is a place that creates opportunities for people to find out about, and have a voice in, health research. Back in 2019, the idea for One for All arose from conversations with researchers based in sub-Saharan Africa, science communicators across the globe, and people in Malawi and the UK making everyday decisions about vaccination.*

Collectively – and as many others are too – we were concerned that we were communicating about vaccines and immunisation all wrong, at a time when global vaccine coverage was dropping, often putting the most vulnerable at risk, and misinformation was rife. So, we got together: as a bunch of scientists, science communicators, community engagement experts and people with lived experience of vaccines and vaccine hesitancy, from sub-Saharan Africa and the UK. Our aim was to co-create widely accessible communication formats, to encourage dialogue about immunisation. We were particularly interested in exploring how narratives around community immunity (sometimes called herd immunity or community protection) and collectivist approaches in science might resonate with different cultures across the globe, and in the voices of the global South leading the narrative.

Luckily, the National Institute of Health Research and Wellcome in the UK liked our idea and One for All was born. And then: COVID. The global pandemic which both reinforced the urgency of our work and turned our project upside down.

Our co-creation process moved mostly online across Malawi, South Africa and the UK, with some periods of (masked) in-person workshops. This injected a level of complexity and learning that we hadn't anticipated, but we were determined to stay true to our process. The ambition was to listen and learn from people from all walks of life – including young parents, faith leaders, communities, policy-makers and beyond – to co-create the narrative of One for All. We also drew on evidence from science communication and social science research. At the outset, we weren't sure of the best medium for communication: the discussions that took place in the workshops not only informed the content of the narrative, but the format too: this comic. We wanted to choose a format that was accessible, entertaining and informative, and with the potential to be adaptable to different languages and geographical locations. In this way, we hope to cross cultural boundaries and enable access to a wide audience. We also made films of the comics with voice overs, which really bring the characters, their context and experiences to life. The comic and the films can be translated (under Creative Commons licence) by getting in touch with the project team.

But this is not the end. Now starts a period of exploring and understanding how the comics are received and what difference (if any!) they might make to awareness, informed choice and dialogue around vaccines, including in the context of vaccine research and development. The comics will be shared in clinics, communities and with researchers in Malawi, South Africa, UK and beyond. We hope that they will encourage people, policy-makers and researchers to think further about how they might collaborate in equitable and positive ways.

My last word must go to everyone who was involved in this project. My thanks to the project team who dealt with global disruption with creativity, dedication and good humour, and especially to all our community and scientific partners who played a role in the development of this comic and the wider project. Together, we made it!

**- Bella Starling**





# ONE FOR ALL WAS A BIG TEAM EFFORT:

## With thanks to...

### PRODUCTION TEAM CREDITS

**Nabeel Petersen.** *Producer & Writer:* Creative Director, Interfer & Pivot Collective.

**Mohamed Hassan.** *Illustrator & Colourist:* FOK©.

**Rodrick Sambakunsi.** *Public Engagement Manager:* Malawi Liverpool Wellcome Trust Clinical Research Programme.

**Bella Starling.** *Project co-Director & Engagement Lead:* Professor of Inclusive Research & Director, Vocal.

**Robert Heyderman.** *Project co-Director & Scientific Lead:* Professor of Infectious Diseases & International Health, UCL.

**Kondwani Jambo.** *Project Malawi Lead & Advisory Board Member:* MRC/DFID African Research Leader Fellow, Malawi Liverpool Wellcome Immunology Laboratory.

**Adilah Petersen.** *Comic Coordinator & Co-Writer:* Interfer & Pivot Collective.

**Kauthar Dramat.** *Video Producer & Animator:* Eleganza Visual Investors (EVI).

**Sara Kenney.** *Engagement Strategist & Project Advisory Board Member:* Wowbagger Productions.

**Kirsten Murray.** *Editor & Project Manager:* Freelance.

**Rob Jones.** *Letterer & Designer:* Freelance.

**Yankho Seunda.** *Video Sound Producer:* Ntongo Creatives.

**David Hyde.** *Press & Public Relations:* Superfan Promotions.

**Hannah Bahedry.** *Publicity Coordinator:* Superfan Promotions.

**Joab Frank Chakhaza.** *Media & Communications Consultant:* Freelance.

### ADVISORY BOARD

**Mary Chambers.** Head of Public Engagement with Science, Oxford University Clinical Research Unit (OUCRU).

**Kanny Diallo.** Associate Researcher, Centre Suisse de Recherche Scientifique en Côte d'Ivoire. Molecular epidemiologist.

**Anna Wang Erickson.** Assistant Professor of Paediatrics & Associate Director, Institute for Infection, Inflammation, & Immunity in Children, University of Pittsburgh.

**Una Rennard.** Public Contributor.

**Todd Swarthout.** Infectious Diseases Field Epidemiologist, Malawi Liverpool Wellcome Trust Clinical Research Programme.

**Cathryn Wood.** Director of Strategy & Development, Development Media International.

### ...and the One for All comic co-creation team:

*Alice Chiwaya, Bishop Mary Mary Nkhoma, Chief Chilomoni, Chief Gamulani, Chrissy Banda, Christopher Baluti, Grace Chikoti, Innocent Macheso, Jacqueline Gunsalu, Lameki Zidana, Lawrence Austine, Latif Ndeketa, Macfarlane Mbewe, Mackshon Chitseko, Marah Chibwana, Mary Lingani, Pastor Munyaradzi Moffat, Mustafa Jafali, Rodney Mtayamanja, Ruth Khofi, Silvester Luwemba, Stella Khumbanyiwa, Susan Kampini, Violet Muthalika.*



# A CALL TO ACTION



This comic is part of the wider One for All, All for One project, which aims to promote dialogue about vaccines and community immunity, and to encourage everyone to have a say in health research, including as part of research into vaccines and immunisation.

As well as this print version, a digital version of this comic is available in English and Chichewa. Short animated films of the comic are also available, with English and Chichewa voice overs that really bring the characters to life.

You can find the digital comic and films on Vocal's website at [cutt.ly/OneforAll](http://cutt.ly/OneforAll)

The One for All team would love the comic and films to reach as many people as possible, and for the conversations to flow from these pages into daily lives.

## What can YOU do?

Please **spread the word** about the comic and the films. We can send you some more copies of the comic if you get in touch.

Are you interested in **translating the comic and films into another language?** Please contact Rodrick Sambakunsi [rsambakunsi@mlw.mw](mailto:rsambakunsi@mlw.mw) or [vocal@mft.nhs.uk](mailto:vocal@mft.nhs.uk). We can make this happen together.

Use the comics and the films to talk to someone who might be unsure about vaccines, or who might want to have a say in research.

**Follow us** on social media, on Twitter [@letsgetvocal](https://twitter.com/letsgetvocal)

**Seek out and contact** your local health research networks and ask how you can get involved.



ONE FOR ALL, ALL FOR ONE FUNDERS:



ONE FOR ALL, ALL FOR ONE PARTNERS:



Blantyre District Health  
Office (DHO) Material  
Vetting Committee



**When it comes to questioning vaccines and community immunity, teenage siblings Tadala and Mayeso just don't know what to believe!**

**Caught up in the flurry of voices surrounding them, the pair must interrogate information and search for answers to ultimately find their own conclusions. With the help of family, scientists and their community, Tadala and Mayeso challenge traditional research and communication methods. They soon discover the value of different perspectives that helps them engage with their community and science, and the long-term impact that inclusive collaborative research can have.**



“Based on the idea that vaccines protect whole communities as well as individuals, we have worked with citizens, community leaders, health professionals, scientists and policymakers to create the One for All comic. This graphic medicine project is already getting people talking and thinking about how to make sure that vaccine research is relevant to everyone, and that vaccines continue to be valued as one of our most effective public health tools.”

**- Professor Robert Heyderman, Scientist**

“Apart from giving information on how vaccines are made, who is involved in the development of vaccines, misinformation and misconceptions about vaccines, the comic book also encourages dialogue among different groups within our communities, which is a powerful thing.”

**- Pastor Munyaradzi Moffat, Pastor**

“I am very proud to be part of this groundbreaking vaccine engagement project... The vaccine engagement resources developed by One for All will significantly promote dialogue and improve uptake of different vaccines currently being offered in Blantyre.”

**- Chrissy Banda, Blantyre District Health Office**