



Strategic Communication Capstone

(RAA Campaign)

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1. Background:

1.1 Problem Statement

The issue is one of the most dangerous issues that pose a threat to the society. Almost in each Gulf country, there should be one maid or even more, which makes it as a serious phenomenon. This issue has spot the light on many physical or physiological effects resulting from the use of such employment. In addition, the signals of educational and social side effects behind the huge flow of these non-Arab maids being posed to the religion as well as the culture of the country itself. Accordingly, this can cause changes in the children's language, religion, and education due to the long-term sustainability of the case as well as the essence of the effect. In fact, the total number of maids working in Qatari and non-Qataris' households in 2010 is 84004, as the Qatar's population in 2011 is 1,669,435, and according to the population of Qatar, 5% of them are maids working in households in 2010, (Ministry of Development Planning and Statistics, Census 2010) . Moreover, the number of maids working in Qatari's families is 74208 and the average number of maids working in each Qatari home is 2.1, which means two maids for each family (Ministry of Development Planning and Statistics, Census 2010). All of these statistics shows that the number of maids according to the population of Qatar is increasing, and they are part of Qatari society as each house has at least one maid or more. Thus, there is a research done by Yale University, which shows how care giving by maids has several negative effects on the intellectual development of the children. The reason behind this is that maids provide less social interaction with the children than their mother does (Windsor, n.d.). This shows how children need to be looked after by their mothers and spend more time with them to get love as well as support to avoid future consequences. Moreover, The National Institute of the Child Health and Human Development has shown in a research that children who spend their time with their maids were likely to exhibit more behavioral problems than those who were taken care by their

mothers (Neal, 2003). Unfortunately, in Qatari society that is the campaign focus, we can see that the children are under the maids' hand, and the mothers' job is being completely neglected, the maids are being the children's primary mothers. Moreover, the mothers in Qatari society are not aware of the consequences of the maids' care for their children, and their main concern is to have maids as a kind of prestige in front of others, or even leave their children with the maids alone to go outside for shopping without their children to who keep nagging on them. Therefore, since the presence of the maids in our Qatari society has adverse effects on the children and on the society as a whole. We must stand up and be united against any negative impact on our ideology, culture, and values of our children and our future. Mothers should feel that their children should be safe, in order to build a society with good culture and civilization.

1.2 Purpose

The purpose of our campaign is to make the Qatari working/ non-working mothers to assume their responsibility towards their children.

1.3 Focus

Our campaign focus is on the negative aspects of having the maids on the children's education, religion, language in order to provide solutions for the problem.

2. Literature Review (Secondary research):

The maids in Gulf are considered to be part of the family members, as they stay at home for 24/7 even in holidays and weekends. Instead of making the maids responsible for their normal house chores such as cleaning, cooking, washing clothes, they are taking the position of mothers to be caregivers for the children. Spending time, feeding, talking, bathing, and playing with the children have extended the work of the maid. This has recently shows the influence of housemaids on the children's acquisition of bad education, imitation of religion, and bad language.

2.1 The Effect of Maids on Children's Language:

Maids in the Middle East have adverse effect on children's development of language at their early age. Since the children are spending more time with the maids, their first language will be weakened. The first language of the children is so essential in their first year, and should be developed by the language of their parents. Nevertheless, most of the parents are ignoring the influence of maids who speak different languages on their children's language. As the research shows that "58 per cent of children under the age of three in the region spend 30 to 70 hours a week with domestic workers" (Karaman, 2005). This reveals how long the parents leave their children alone with their maids, which shows how the maids can have time to have their negative effect on the children, even though the maids do it spontaneously. The children also will be distracted by hearing two languages, one from their maids, and the other which is less heard from their mothers, this will create a contradiction for them to see which language to acquire. Moreover, the children's development of their physical emotions, cognitive, and social learning are all in their first year. There are many studies in Gulf countries about the effect of the maids on the language of children:

Local study in Qatar:

In Qatar there is a study by a Qatar University student who did a research about the impact of maids on the Qatari children. This study shows how the issue is rising, because the mothers are hiring more maids for their children to take care of them. The researcher Bothaina Al-Nasr has distributed a questionnaire among 20 participants, which are randomly chosen, and are Qatari mothers. Thus, the results shows that " the main negative effects of having a maid were low mother-child attachment (50%), decline of Arabic language use by children (25%), and these cause less family interactions (90%)" (AlNasr, 2014). The percentage of 25% of the children who their Arabic language is weak is so high, which is related to their mothers' attachment, and this attachment is love and passion. However, their mothers have no connection with them, which make their children victims of shaking their native language, and make them less interacted with their families. In addition, this study advice the mothers to let their maids do the cleaning and cooking only, without having them exposed to their

children. Therefore, the maids should stay away from taking the mothers' caring activity, and instead the mothers can put their children in a daycare that can raise their children in a good way when they are working.

Saudi Arabia:

The maid's existence in the house is one of the most important things in every Saudi's house. It also has been a kind of prestige in front of others to have maids for their children, and even more than one if they can afford it. However, this can result in having negative effects on their children that the parents do not know or notice. Children under the age of three try to imitate the person who are staying with (Alshuraidi, 2013). Consequently, they will try to imitate their maids, as they are spending more times with them than their parents. Therefore, some of the children in Saudi Arabia speak like their maids, which adversely affect their linguistics. The children also acquire the maids' broken vocabulary, which all consist of command verbs. These command verbs that the maids are speaking resulted from the parents who are commanding them to do things like " Take" which is in Arabic "Sheley", so they will use the verb as it is in anything without converting it to a noun when it necessary in the sentence. This will make the children speaks with commanding verbs all the time, instead of using a noun and a verb. It also shows a decline in children who suffers from talking a regular Arabic, in which they found that the children have difficulties in their speech. For instance, some children are stammering while they are speaking, and some do not speak that much because of embarrassment as well as lack of self-esteem. Moreover, as the children are exposed to the maids their native language will be weakened by their maids; this will make the process difficult to let them speak their native language correctly. However, by making the mothers spend more time with their children, then the children can feel it is easier to acquire the language of the one who spend their time with.

United Arab Emirates (UAE):

A study in the United Arab Emirates (UAE) have looked in to the effect of maids on the children's overall development, and how the effects could hamper the children's development in the future. Language skills are essential for the child at his/her early stage,

and how he/she is fluent in his/her native language. In addition, an Arabic child being exposed to a non-Arabic maid who has no background about the real Arabic language is a dangerous issue. The director of the Child Department at the Ministry of Social Affairs said that “How can the children gain the necessary skills from house maids who are young girls and are not qualified?” (Alshoomi, 2005). This shows how the Emirati mothers think that their children do not need to be structured earlier in education, and ignore the fact that the children are learning spontaneously from their maids. Moreover, the more the children spend their time with their maids, the more they are being exposed to the language their maids are speaking (Alsuwidan, 2011). To illustrate, the child will acquire some undesirable terminologies that might be unethical to their native language. Accordingly, the children’s linguistics will be threaten by mixing them with the maids’ linguistics, as they will practice talking like their maids eventually.

2.2 The Effect of Maids on the Children’s Religion:

Local study in Qatar:

The adverse effect of maids on the children is that the children are naive about issues related to their religion, so the maids can easily influence them. Additionally, choosing non-Muslim maids is a dangerous issue as the children will spend a lot of time with them, and the maid will be their role model. Due to that, they will act like her and this helps in encouraging bad beliefs and customs. The maid may cover up for the children if they do something wrong and motivate them to do it (Al-Muhannadi, 2012).

Kuwait:

According to Dr. Mohammed al-Najdi, Chairman of the Scientific Society of Islamic Heritage Revival in Kuwait, those non-Muslim maids have a negative effect on the beliefs of the child. Studies and researches have proven that most of the maids brought in to the Gulf region are not Muslim, and that 25% of maids discuss with the children some issues related to religion and belief. When a child does not spend much time with the mother, and spend it with the maid during the day and night. Thus, the child will feel that the maid is the one who

are more comfortable with. The maids also feed and dress the children, and according to the child the maids mean everything in their life. Therefore, the child takes the feelings, morals, and beliefs from the maid, as she is his/her first teacher. The doctor has also stated that non-Muslim maids teach children to believe that there is another god with Allah SWT. They do this by praising false gods like the sun, moon, planets, statues like the Buddha, cows and others. In addition, the maids pray to Jesus (may peace be upon him), and they urge the false gods. When a child grows up to this he/she will eventually get used to such matters. Some maids also work to teach children some words and phrases that violate religious beliefs such as promising to something other than Allah SBWT. The children will feel some love and respect for the religious belief of their maid, as she will be the one that takes care for them and loves them. As the maid performs religious rituals, such as Hinduism, Buddhism or others, this will have a deep impact on the child, as he/she will be susceptible to it in his/her young age, so the child will imitate the maid. Therefore, the maid must be observed from time to time, and not to the mothers should not trust the maid, even if she was Muslim. Some Muslim maids have actions that can sometimes be worse than non-Muslims. The preacher Abdul Rahman Al-Samawy, Imam and Khatib at the Ministry of Awqaf and Islamic Affairs in Kuwait says, "The maids are either non-Muslims or Muslims but they come from an open environment and their habits are different to our habits, because someone that is not on the correct path cannot properly guide the children. If the upbringing of children by the maids was unsupervised by the parent there can be negative effect. As the maid may not be Muslim and others may not be of a particular religion, but worshiper of fire". Research shows that the majority of maids, about 97.5% practice religious duties according to their religious beliefs, i.e. Christianity or Buddhism or Hinduism. The study believes that these maids pose a serious threat in front of Muslim's children; as they classify it by the most dangerous thing to children, because they are ignorant of their religion, which can be easier to influence them. The maid will either weaken the religion and belief of the child, infuse values and principles that are contrary to Islam, or she will teach him/her rituals from her religion (Al-Shafai,

2013).

Egypt:

Dr. Affaf Al-Najjar, a professor in Al-Azhar University, stated that the religious beliefs of the maid would have negatively affected the children. Particularly since the childhood is the most important time of the children's life as they will get to know the principles of Islam, and that will stay with the child forever. In the developed countries they know how important childhood is therefore they focus heavily on this period. With the presence of the non-Muslim maid, this will be a cultural invasion to the children, and may make them away from their principles and morals. Islam has taught us to bring up the children in the best possible way, particularly in the first few years. It is the mothers' job of raising the children as the prophet (PBUH) said, "the man is a guide for those living in his house and he is responsible for them, and the woman is guide for those living in her husband's house and his children and she is responsible for them." Therefore, what is the responsibility of the mother if she does not guide her children? Dr. Al-Najjar adds that financial status does not matter, and that the need for a maid must be limited to house chores only. In the house the mother must supervise the maid all the times, and the mother must not be just a babysitter for her child, but his/her mother every time (Askar, 2009).

2.3 The Effect of Maids on the Children's Education:

Local study in Qatar:

The maids have a huge effect on children's behavior, as the maids aim to develop the non-independent behavior that makes the child rely on others. This has a negative impact on children, because it makes them do not trust in themselves and abilities, as they become hesitant by losing their courage. Moreover, 54% of mothers confirm that, there is a problem with their children that lead them to gain the habits of lying, laziness, and negative dependency (Khalifa, 2006). This leads to have a negative impact on children, because it makes them do not believe in themselves and their abilities.

Saudi Arabia:

The impact of maids in Saudi Arabia has a bad impact on the children's personality. A study

was conducted in KSA (Kingdom of Saudi Arabia) about “the impact of maids on children” shows that the maids could affect badly on the children’s education, in which they might grew up with a shaky (unstable) personality by losing their sense of responsibility and belonging to their family (Al-ansari,1989. Moreover, there are some basic needs that children must have it from their parents: First the need of their parents’ existence that has disappear completely when the child is with maid, because the maid could not give the child all the answers that he/she wants to know. Second, the need for mental growth, in which the child needs a full environment of experience and experts that encourage him/her to research, think and practice (Al-ansari, 1989). It is clear that a large part of the child's personality is being structured in his/her early years, as a result of educational practices as well as the contact with the maid who affects the child own language, customs and culture to become a stranger in his/her social environment. Additionally, the low level of education and culture of the maid can make the children believe her incorrect ideas through the myths and illusions by providing fake stories. Consequently, by making the children acquiring the maids’ languages and customs, can affect the social structure of the child.

Syria:

Most of children think that maid is their real mother, and sometimes prefer over their mothers. A study was conducted in Syria about “The phenomenon of foreign workers in the Syrian Family” found that 70% of problems that happened to the children are due to the adoption of the maids by socializing with her. Thus, the role of the mother and her responsibility towards her children has declined. Actually, autism occupies the tendency of the child in isolation and reclusion due to the lack of compassion and the dispersion of the child psychologically between the mother and the maid (Maatty, 2012). This means that the existence of maids leads to a variation in the method of socialization between the maid and the mother, and this leads to affect the raising of the children. As a result, if the maid spends a lot of time with the children, this make them believe that the maid is their mother, and will get used to the customs, and affected easily. Moreover, the maid should be qualified and have

experience in child-rearing, and the parents should monitor the maid, in order to know how they deal with their children, because the child cannot express the actions that happened to him/her, which may affect him/her in the future, and perhaps lose the calmness, by making him/her depressed. All of these can lead to personality disorder and remains in his/her all lifetime.

3. Primary research:

In order to know the situation in the Qatari society, we have conducted a survey in Arabic, to know more details about the maids' effects on language, education, and religion of the children, which is our aim of the survey. For the survey (for the survey questions see appendix 1) we have distributed 100-printed surveys, in order to be there for any question to clarify, and to make sure that everyone has answered all of the questions. Our target audience for the survey was Qatari working/non working mothers 18-35 years old with children from 2 months to 5 years old. Moreover, we did 5 interviews that include open-ended questions regarding our campaign.

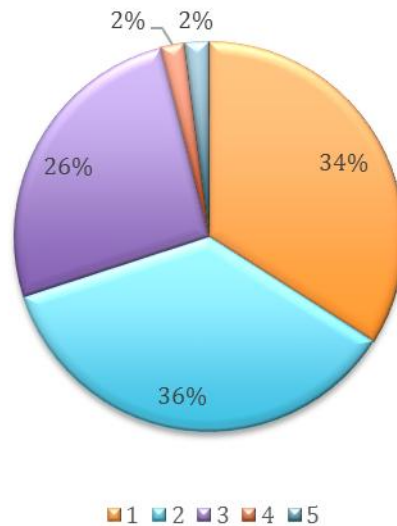
3.1 Survey Analysis

Preliminary data:

A questionnaire was conducted to study the effect of maids on children. The sample we have chosen for the study was 100 Qatari mothers. The survey has stated that, 94% of the mothers for this study are married, whereas, only 6% are divorced. Moreover, 24% of the mothers have only one child, while 64% of them have between 2 to 4 children, and 12% of them have 5 to 6 children. As for the age group 86% of them were between 21 -30, in which 4% of them were aged between 18 – 20, and 10% were aged from 31 – 35. As for their education levels, all of the mothers had completed high school, while 64% of them have a college degree. As for their occupation, 34% are currently completing their college degree, 54% are working, and the remaining 12% are housewives.

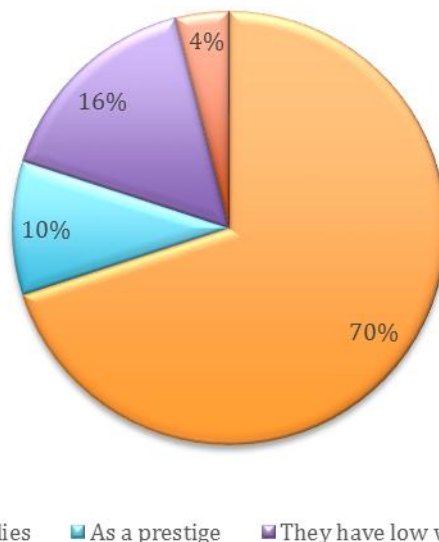
*Even though the answers of the survey might not be completely reliable, however, we have analyze why the sample have chosen certain answer over another.

The number of maids at Qatari's home



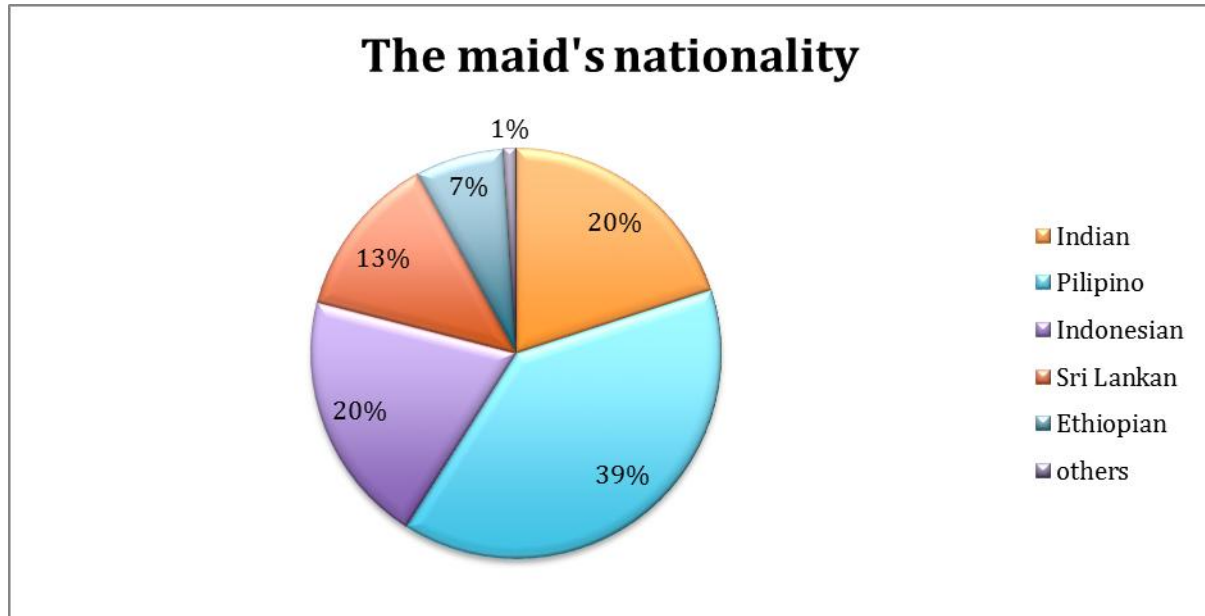
This chart shows that 36% of the mothers in Qatar have 2 maids at their home, while only 2% have 5 maids. This shows the high dependence on maids and the increasing number of having them at home. Moreover 34% of mothers have one maid, which reveal how the Qatari families should have at least one maid at their home.

Reasons for having a maid to take care for children



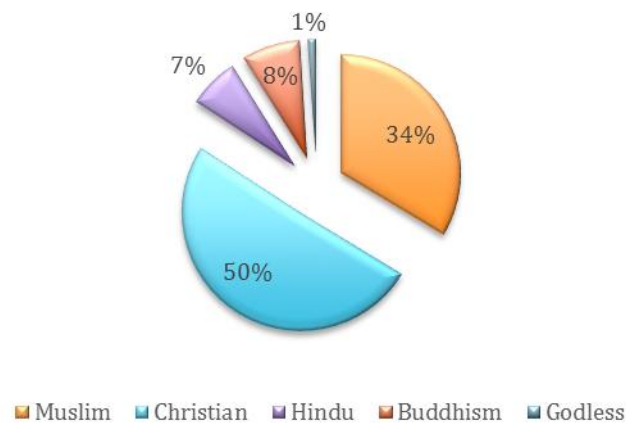
The chart shows that 70% of the mothers have maids, because they are busy at work or studying. This shows that most of the mothers in Qatar are working, and the reason for

having a maid in their house is because they are not free to sit with their children and take care of them, which is so threaten. Moreover, 4% of the mothers have another reasons for having the maid, one of them said that she needs the maid to help her for domestic work, while the other said that she needs the maid for taking care of the children.



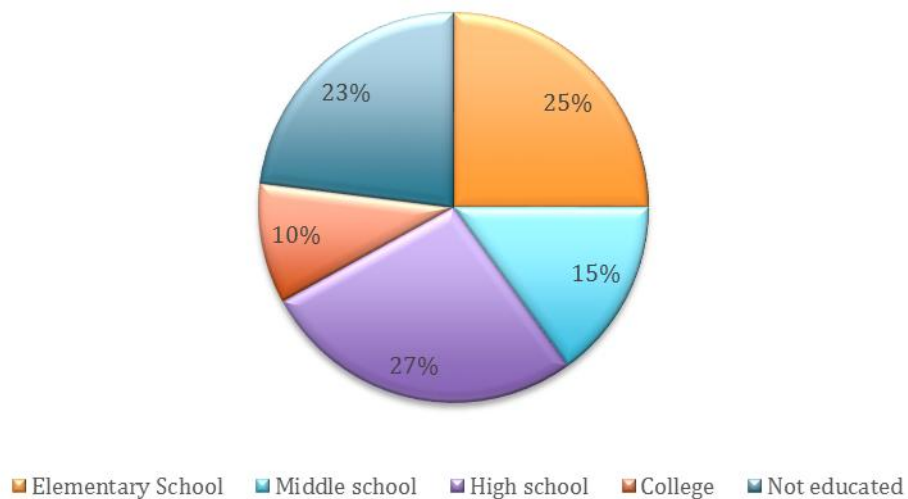
This chart above shows that 39% of the maids in Qatar are Pilipino, which is a large number, while 7% of them are Ethiopian, and only 1% is other nationality, as one has written that her maid is from Eritrea. The Ethiopian maids are with less percentage, and this is might be a reason why “The India Times” has written in its newspaper that over 30,000 of the Ethiopian maids have ran away in Riyadh, Saudi Arabia (2013). This shows how the recruitment offices have decreased hiring the Ethiopian maids for that reason, because they are not safe for the children, and they might leave them alone if they ran away

Religion of the maid



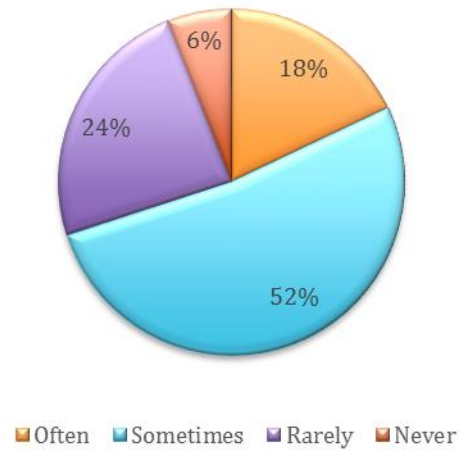
This chart above shows how Christianity is spread in Qatar, in which 50% of the maids are Christian, while 7% are Hindu, which is a very serious issue that can affect the children's religion.

Educational level of the maid



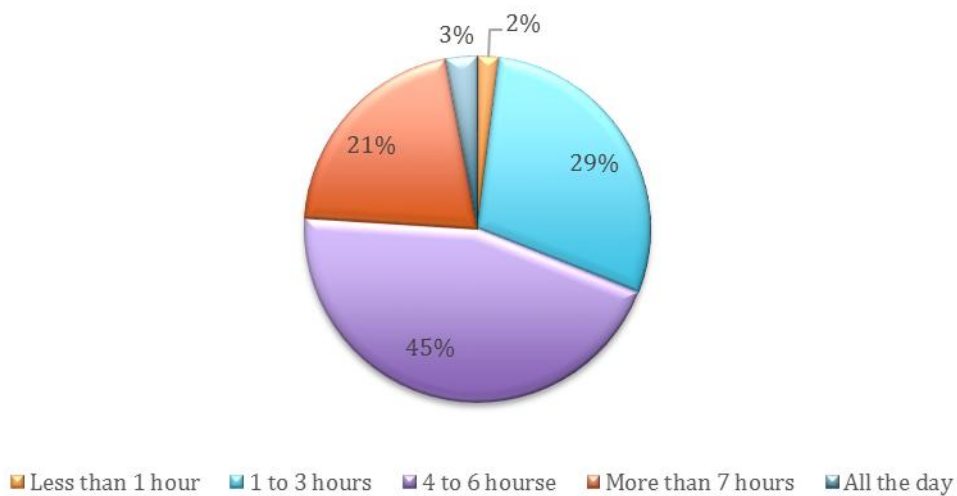
This chart shows that 25% of the maids' educational level is elementary school, while 23% of the maids are not educated, which is a huge percentage that can affect the children's education.

Do you leave the maid with the children without supervision?

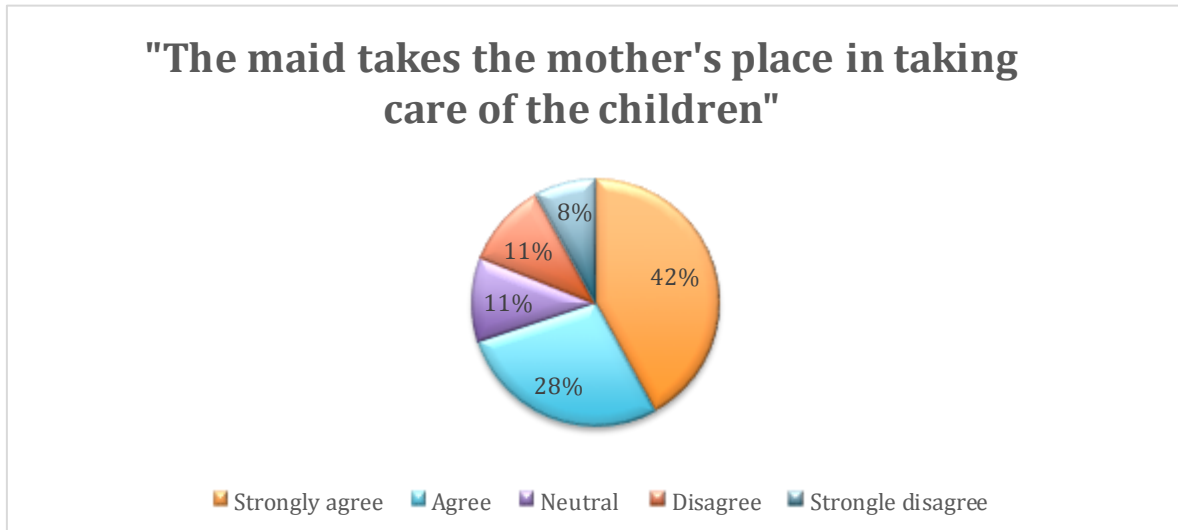


This chart shows that 52% of the mothers leave their children with the maids, while only 6% do not, which is a good percentage, because they might be aware of maids' effects on their children, while 52% of the mothers might not be aware of the issue. In addition, 18% of the mothers leave their children often with the maids, which is a huge risk on their children, as their time is almost with maids more than their mothers.

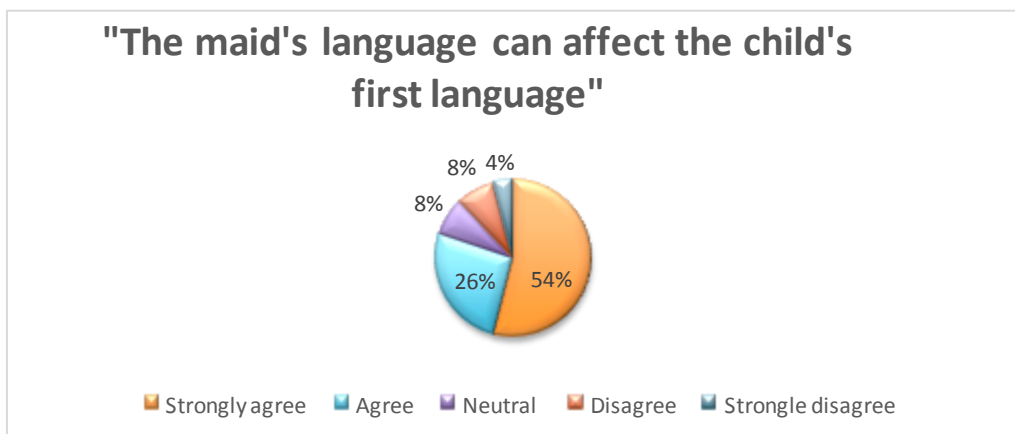
How long it takes for child sitting with the maid?



This chart shows that 45% of the children sit with the maids from 4-6 hours a day, which is a lot of time spent and this can make the maid has her effect on them regularly. In other hand, only 1% of the children sit with the maid less than 1 hour. However, there are 3% of the children sit with the maids all the day, which means that they might play, eat, and sleep with them the whole time.

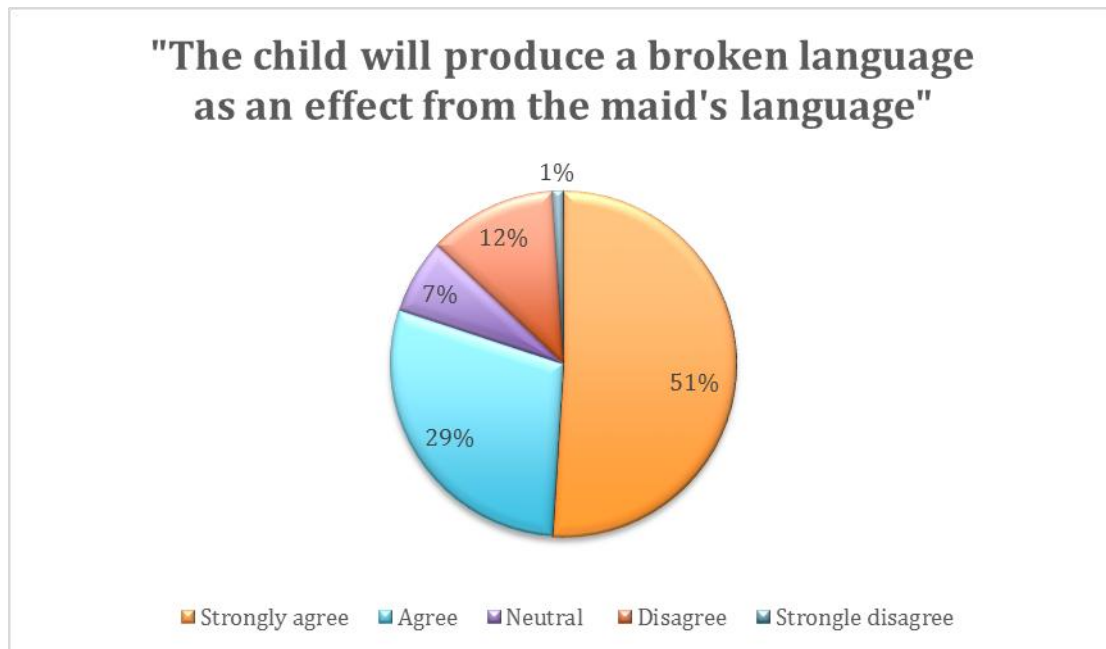


This chart shows that 42% of the mothers strongly believe that the maids have taken their place in taking care of the children, which shows that the mother knows that her children is getting care from another person rather than her. In other hand, only 8% of the mothers disagree that the maids take their place in caring. They might deny that fact, and do not want to admit it.

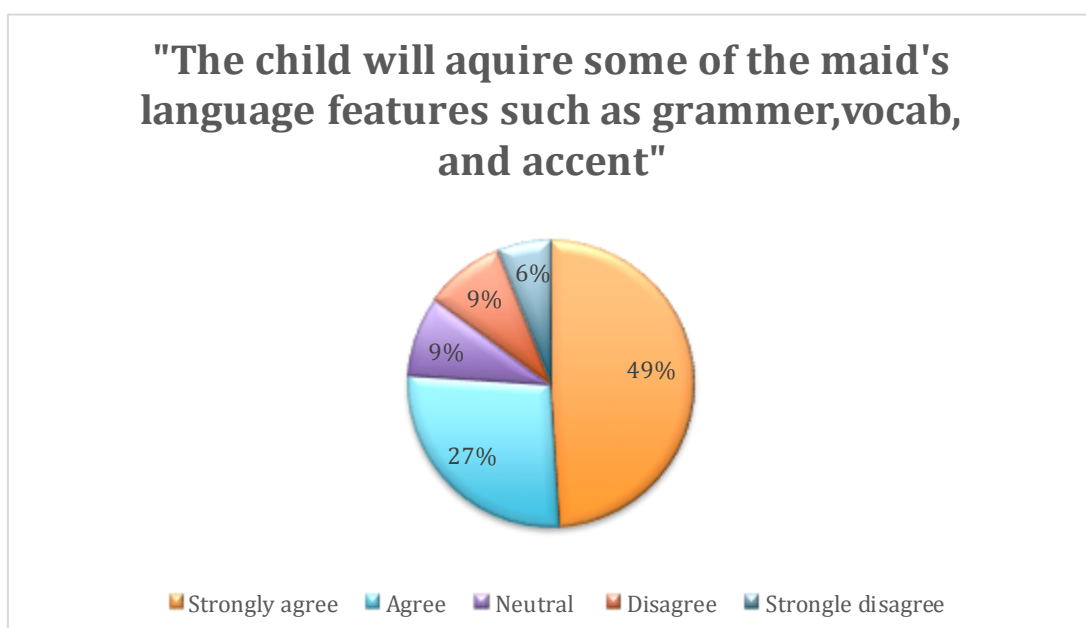


This charts shows that 54% of the mothers have agreed that the maid can affect their children’s first language. Accordingly, this relates to what Bothaina Al-Nasr has said about

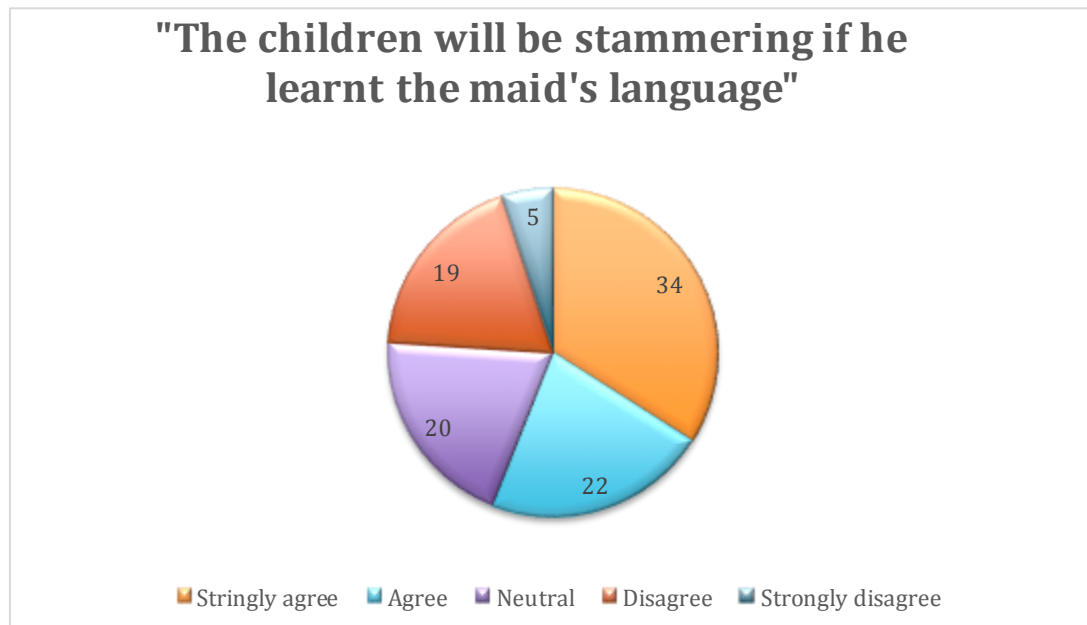
the low attachment of mother to her child, which result in bad Arabic language for her child (2014). In addition, only 4% have disagreed that phrase.



This chart shows the high percentage of mothers who believe that the child will produce a broken language if he/she stays long time with the maid, in which 51% of the mothers strongly agreed. In addition, only 1% of the mothers strongly disagreed about the fact that her child might produce a broken language. This might be that the mother does not admit the fact that her child produces bad language when staying with the maid, because she might think that this will reflect her as a bad mother.

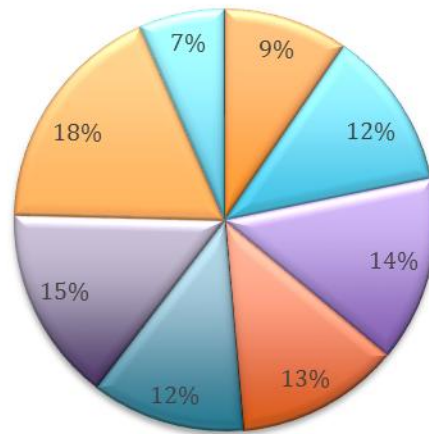


This chart shows that 49% of the mothers strongly agreed that their children would acquire some of the maid's language features. However, only 1% strongly disagreed and maybe because this mother is the same mother who solved the previous question, and the reason is that she doesn't admit that her child is acquiring the maid/s language features spontaneously, or maybe she didn't notice that.



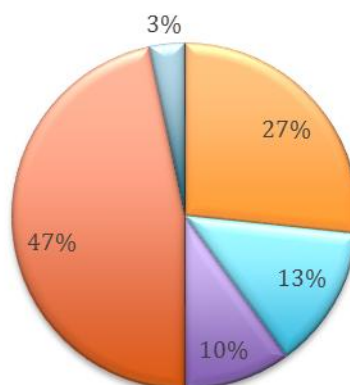
This chart shows that 34% of the mothers strongly agreed that their children might be stammering if they have a conflict in learning their first language and learning their maid's language. In contrast, 19% of the mothers disagreed, and 5% of them strongly disagreed, and this might be because their children is acquiring the maid's language in their very early stage. It might be that since their children's age is between 5 months and 2 years, as stammering starts to appear at the age of 3, so the mothers cannot notice the bad language acquired. Moreover, 20% of the mothers are neutral, in which this shows that they might not notice their children stammering yet, or they have noticed it several time but didn't recognize that this stammering is from learning her child the maid's language.

will mothers take the maid with them to the following places to take care of the children?

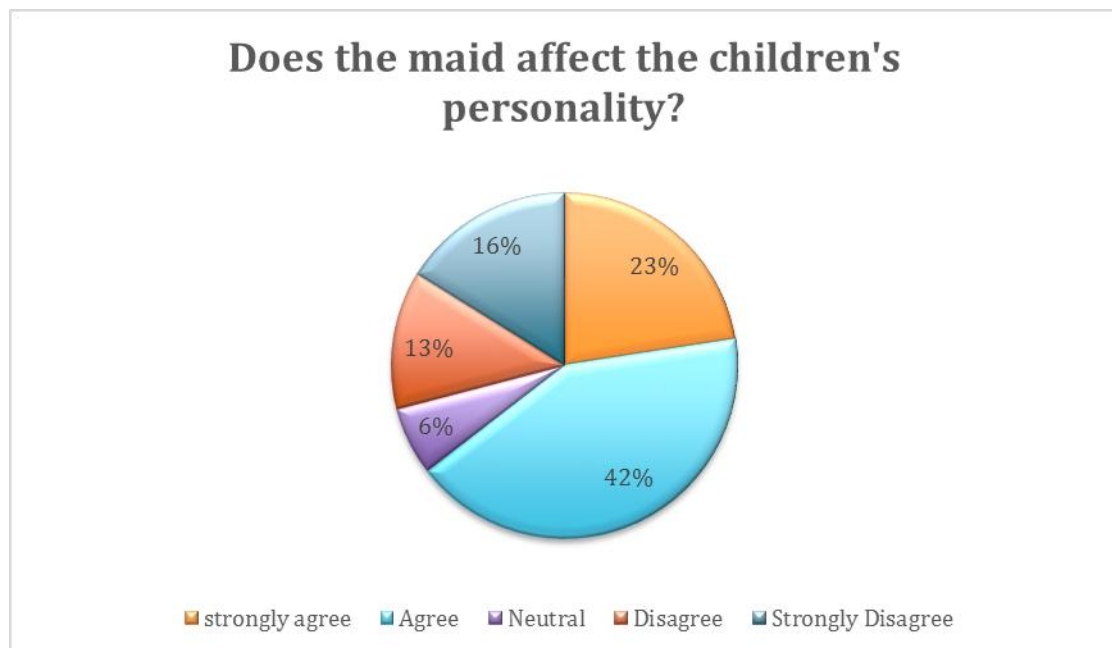


The chart above shows that 18% of our samples take the maids with them to their friends and family houses in order to take care of them, while only 7% of them strongly accept the idea of taking the maids with them in travelling, which is weird, because they depend on maids even when they are travelling to have fun with their families.

Does the maid become the alternative mother for the children?

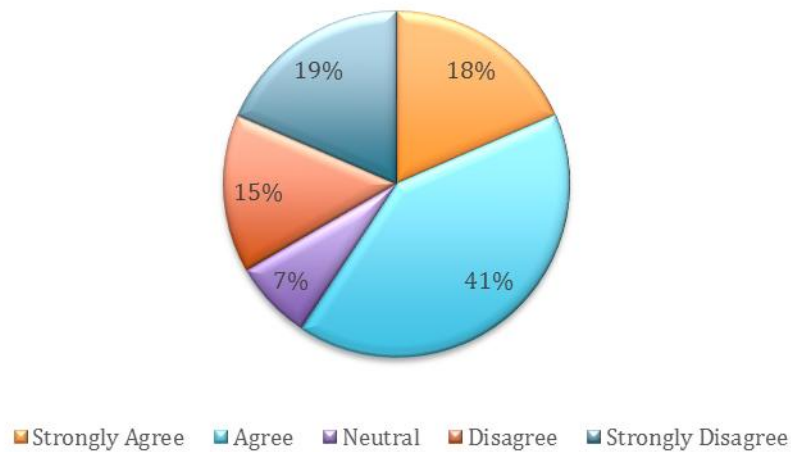


In the chart above, when we have asked about the possibility of replacing the maids to be as an alternative mother, 47% disagreed that the maid can be replaced with the mother in order to take care of the children, and only 3% strongly disagreed. As a result, this could prove that the mother cannot be replaced by the maid, and according to Dr. Ahmed Alsaai, the professor in Education College at Qatar University, he totally agreed and said that it depends on mother if she puts her child with the maid for a long time, if she does, the maid will become the alternative mother even if the mother do not want to accept that situation.



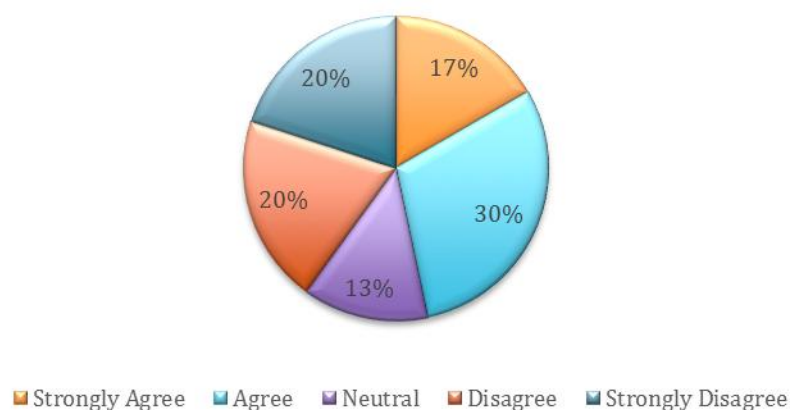
The chart above showed if the maid affects the children's personality, in which 42% have agreed, while 16% strongly disagreed, it might be that they don't know the seriousness of the problem that could affect their children's personality. These results support Dr. Alsaai answers in the interview about the maid and children personality, he said "children are being influenced quickly by the people who are surrounding them, especially the children in their first three years".

Does the academic level of the maid affect children's education?



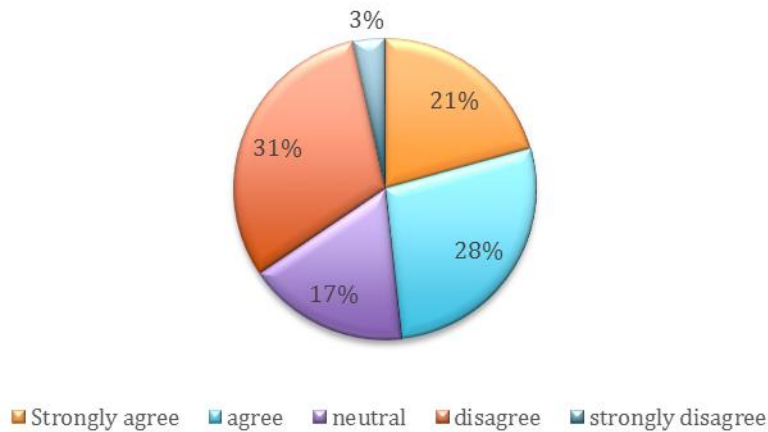
When we asked the mothers of our sample if they think that the academic level of the maid could affect children education, 41% have agreed while 7% were neutral. According to Dr. Ahmed Alsaai, the educated maid might have a specific agenda in educating the child which could affect the child purposefully, whereas un-educated will educate the child with her limit knowledge that could affect the child negatively.

Does the maid affect children in being non-independent?



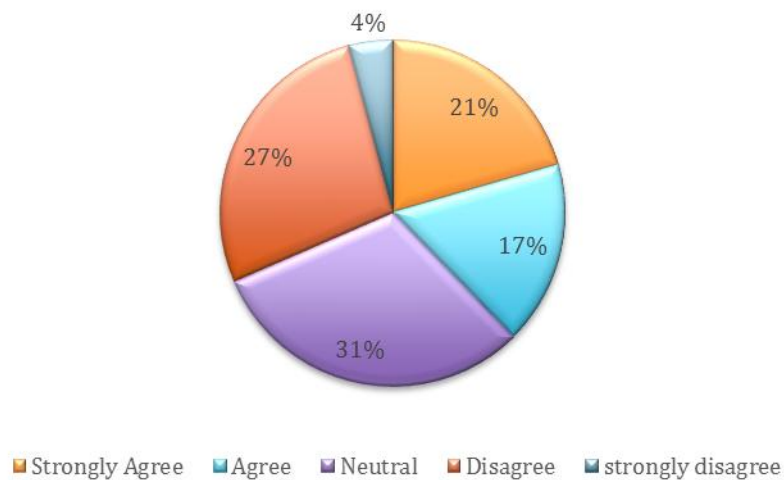
About the effect of maids and leading children to be non-independent, we have found that 30% of the mothers have agreed, while 20% have strongly disagreed.

Does the maid make the child acquire some bad habits such as lying?



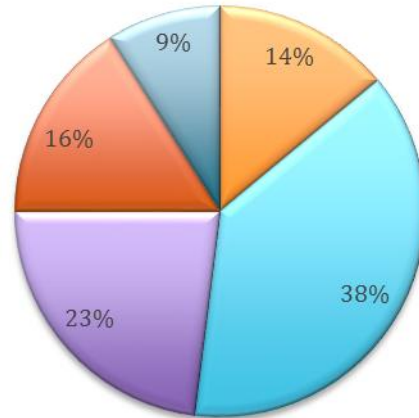
The above chart shows that 31% of the mothers have agreed that the children are acquiring bad habits from the maid, while only 3% of them strongly disagreed.

Does the maid aim to educate children to gain bad habits such as theft?



Regarding the question above if the maids are the reason for children to gain some bad habits like stealing, the following chart clarifies that 21% of the mothers have strongly agreed that the maids are the main reason of making children steal some stuff outside home, while 4% of the samples do not know if the maid have the responsibility for the children's bad habits.

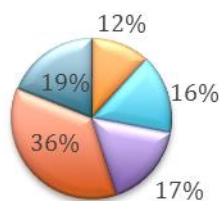
Does the maid effect the children's religion?



Strongly Agree Agree Neutral Disagree Strongly Disagree

When we have asked about the effect of the maid on the children's religion, 38% of the mothers agreed that the maid affect the religion, and only 9% strongly disagreed. The majority of the mothers agreed that the maids can effect the religion of the children. This proves that the maids affect the religion. According to Dr. Mohammed Al-Najdi, Chairman of the Scientific Society of Islamic Heritage Revival in Kuwait, the maids can affect the children's beliefs negatively.

Does the maid motivate the children to practise rites contrary to Islam?

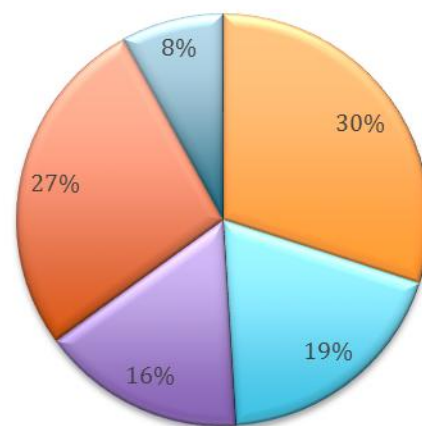


Strongly Agree Agree Neutral Disagree Strongly Disagree

The mothers were asked if they believed that the maid motivates the children to practice rites contrary to Islam, 36% were the majority of mothers who disagreed, whereas the lowest percentage was 12%, and they were strongly agreed. It's true that the percentage of the mothers that agreed is lower than those who disagreed, but since there are some that mothers have agreed, that means this is a dangerous issue and it's certain that they had several bad

experiences. Accordingly, Dr. Mohammed has stated that the children could be taught to disbelieve in Allah SWT and believe there are other gods. The child imitating the maid's religion will achieve this point, in which the maid is praising other gods such as the sun, moon, planets, statues, cows and others. Moreover, the children may see the maids praying to Jesus(may peace be upon him) and they urge non-existent gods. By the time the children grow up they will be accustomed to this, and it will be normal for them.

Does the maid give negative thoughts about Islam to the children?



Strongly Agree Agree Neutral Disagree Strongly Disagree

Regarding the question if the maid give negative thoughts about Islam to the children, 30% strongly agreed and 8% strongly disagreed. The large percentage of the mothers that agreed with the statement in the above question reiterates what the preacher Abdul Rahman Al-Samawy, Imam and Khatib at the Ministry of Awqaf and Islamic Affairs in Kuwait said. Additionally, Al-Samawy believes that the maids, regardless of their religion, come from different countries and are used to different habits. Most of their habits are contradicting with Islamic laws.

3.2 Open-ended question in the survey

There was an open question in the questionnaire about alternative solutions that can be followed by mothers to take care of their children instead of maids. For that question, 60% thought it would be best to use a day care center, 30% suggested to keep the children with family or relatives, and only 10% said that the mother should have time for her children.

3.3 Interview

We did five interviews, with open questions to see the views about our campaign social issue.

First Interview Regarding the Education :

This is an interview carried out with Ahmed Alsaai, the professor in Education College at Qatar University. The first question was about the effect of the maids on educating the children. The answer was that there are many effects whether it is negative or positive, and it depends on the amount of power that given to the maid.

The second question was “is it possible to replace the maid with the mother and be the alternative mother to the child? The professor mentioned that it depends on the mother if she put her child with the maid for a long time. For example, if the child eat and drinks with the maid, and sit along time with her. All these reasons will lead the children to behave like her behavior speak her language and there will be some kind of imbalance in his education.

The third question was “how can the mother reduce these effects on her children? And does the maid affect the child’s personality?” Alsaai has answered that mother must specify time for her children and husband, because the successful women can determine how to manage and balance between the work and home. Moreover, the maid can influence the children, particularly at the children’s early stage of life.

The fourth question was “does the academic level of maid affect the child education?” The answer was that “It is clear that the non-educated maid differs from the educated maid in many ways: the educated maid might have a specific agenda in educating the child which could affect the child in purpose, whereas un-educated will educate the child with her limit knowledge that could affect him/her negatively.

The last question was “are the results of treating children negatively are because of the maids?” The professor said that the most important cause, since some families are treating the maids badly. For instance, if the family treated the maid badly she will reflect her anger into the children, and she might hurt them. In addition, parents should be aware of the maid’s psychological and emotional life in order to know how to deal with her.

Second Interview Regarding the Religion:

A Discussion regarding the maids took place with an interview with Sheikh Abdulla Al-Naama. The Islamic teachings showed that the fathers and mothers are responsible of properly upbringing their children. The parents should follow a sound method and the value of Islam to achieve their children a correct Islamic upbringing. This coincides with the prophet (PBUH) words “you are all guardians and your are all responsible of your younger” There is no doubt that the responsibility of upbringing the children is fully on the parents and they are accountable for upbringing and educating their children. If this responsibility is left for the maids then people should accept the consequences that could affect the religion morals and psychological side.

The non-Muslim maid may have an impact on the religion of the children, since some of the maids practice their religion and try to influence children. It is done directly when the maids try to call the children to their religion, and indirectly when the children unknowingly copy the maid’s religious prayers. The prophet (PBUH) has warned us about the negative impact of upbringing the children to a religion other than Islam as he said, “All new born are born on primitiveness and his parents either make him a Jew, Nasrani or Christian.” It is also a right of the children in Islam that someone is able to correctly up bring them. There is no doubt that a non-Muslim maid will play the role of the parent and could influence the religion of the children.

A Muslim maid may transfer misconceptions regarding religion to the children. As the maid may come from a place with low Islamic awareness and ignorance; and there may be some Islamic infringements that could be transferred to the children.

One of the most important ways to solve this problem is to leave the responsibility of upbringing the children to the mother, especially in the child's first few years. Additionally, the children should be aware of Islam through Islamic gatherings and talks. The mothers could also attend workshops to aware them of the negative effects of leaving their children with maids.

Third Interview Regarding the Language:

Interview with Dr. Tariq Khwaileh Professor of psycholinguists, college of Arts and sciences.

There were 3 open-ended questions, and he answered the following:

Do you think that the maid can affect the children's acquisition of first language.

It depends on two factors:

1- The age of the child:

If the child's age from newly born to 7 years, then the maid can definitely affects and influence the child's first language by her language. Accordingly, by making the child spends more time with the maid he/she can easily learn his/her maid's language.

2- The language and communication of the maid:

The maid will be equivalent to a traditional mother, and will regularly talk to the child. Thus, the child spontaneously will acquire the language of the maid, or some features of the maid's language, rather than his/her mother's language.

How the child will acquire the maid's language (vocab, accent, grammar)?

In Linguistics, there is something called "universal grammar", and this means that all humans are born with the tools to learn any language, that's why if you take a child from Qatar and you put him/her with Chinese family, they will learn Chinese, and vice versa.

Thus, the maid will start speaking to the child with her own language; the child immediately will acquire whatever the input is. The child will get the structure and the phonemes (sounds of the letters) of the maid as he/she spends more time with her.

Do you see any contradictions when the child is learning the maid's language, and hearing his/her mother's language?

It depends on the level of exposure (spend), and how many hours of the day the children are exposed to the maid's language. Consequently, the more the child spend his/her time the maid, the more he/she will be thinking that this is his/her mother's language, and they will acquire it easily.

Fourth Interview Regarding the Language:

Interview with Dr. Fatma Alkubaisi Professor of Violence in sociology, college of Arts and sciences. There were 3 open-ended questions, and she answered the following:

Do you think that the maid has become the alternative mother for the children in the Qatari society?

Unfortunately, the Qatari family ought to have a maid in their house, as the families do not hire the maids for domestic work merely, however, they make the maid perform as a maid for their children. Thus, the mother will think that if she has a maid then her role as a mother is over. Thus, in the early stage for the foundation of the child, the mother's role is neglected, but the maid is given the role instead to take care of the children. The mothers do not aware for the problem, because they do not see any adverse effects for leaving their children with the maids.

Will the child acquire the maid's language?

What differentiate the Muslims from others are the language and the religion, and this is their identity. Thus, when the child spend more time with the maid whose religion and language is different, this will affect the child's first language. For instance, if the child know how to speak Arabic, but he/she will be affected from the maid's Arabic language which is not the standard Arabic or the right one, since the maid's Arabic language is not the proper one but the easiest way to communicate even with wrong grammar.

What do you recommend to solve this social issue?

The mothers should supervised their children, and try to spend more time with them as much as they can, in order to decrease the maid's influence on them. Moreover, the mothers should communicate with their children, and try to speak with them.

Phone Interview with The Qatar Nanny Training Academy:

An interview conducted with Kholoud Al-mannai, the director of Qatar Nanny Training Academy.

- What are the conditions that should be available in the nanny to attend the academy?

First the maid should belong to an Arabic country such as Sudan, Mauritania and Djibouti. Second, the age of the nanny should be between 30 to 35 (mature). Third, the certificate is not less than high school diploma.

- How much is the duration of the training?

10 months.

- What are nannies training and learning in the academy?

The nannies are learning the value and importance of the national heritage in the identification, and Arab customs and traditions. Also, the training program includes specialized courses in all aspects of child care, including first aid, nutrition, cleanness, and education, cultural and Arabic and Islamic studies.

- Can I train my personal maid in the academy?

No, because they should be from an Arabic country.

- How many nannies have been graduated from the academy this year?

14 and it the first class of the academy.

4. Situational Analysis (SWOT)

Since our campaign is a social campaign, we did the SWOT based on the society that the campaign will be applied in.

4.1 Strength:

- Family is essential in the Qatari society, so unity is important also, especially under the circumstances of globalization and the challenges, which led to bring maids to keep up with the development and help mothers to take care of the children.

- Qatari society is characterized as a cohesive society that depends on the religion, culture, values and interdependence among its members, which makes family aware of ethical religious values and ideals that mothers teach it to the children by spending more time with them.

- Qatar supports the vision of social development in 2030, which is based on safe society, morality, social welfare, and able to cope and interact with other communities, which could be achieved through mothers educating and paying attention to their children.

4.2 Weakness:

- The sharp growth of development has resulted several changes that touched all the structures of society, and affected the functions of the family. Consequently, bringing a maid to take care of the child caused a transform in the tasks of the family.

- Women's social and cultural change, and her work for long time led to bring a maid to take care of the children, which resulted a lack of balance between her duties in raising children as a mother and working as woman.

4.3 Threats:

- The improvement of economic and individual income led to raise the standard of living at high rates, and showed the desire to appear luxury, which resulted to bring more than one maid as a necessary process.

- Due to the women's work, children sit alone for long time with the maid, in which the maid can easily affect the children during the mother's absence. Moreover, spending time with the maid affect the children's religion, education and language.

4.4 Opportunities:

- The emergence of negative factors such as bringing a maid and her impact on the child might be positive, such as the maid can learn the Qatari values, culture and language through Qatar Nanny Training Academy.

- Support the families to protect and educate their children according to culture, religion and language of the country, so the maid cannot affect children by her ideas, beliefs, and language.

5. Target Audience

5.1 First Target:

Demographic: Qatari working mothers. Married between 18-35 years old, have children from 2 months to 5 years, middle income, high education degree.

Geographic: Qatar – Doha

Psychographic (lifestyle): Middle social class. Have long working hours ex. from 7:30 AM till 2:00 PM. Work makes the need of a maid to look over the children. Due to the busy schedule, mothers are unaware of the disadvantages of the maids. Moreover, due to the good economic condition, they do not mind to pay for the maids.

Attitudes: working mothers think that depending on the maids is easier to leave their children with them at home, while they are working. Moreover, they think that instead of taking the children to the day care and waste time that may cause delay in their work, it is better for them to just leave them with the maids.

Values: The working mothers are ambitious to reach high position in their work; they love and are very sincere to their work. Also, try to improve themselves.

Behavior: Due to the high income of the Qataris, it is easy to have more than one maid.

5.2 Second Target:

Demographic: Qatari mothers who do not work. Married between 18-35 years old, have children from 2 months to 5 years, middle income, middle education degree.

Geographic: Qatar – Doha

Psychographic (lifestyle): Middle social class, High school and diploma degree holders. Love to socialize with other people and go out with her friends to do shopping.

Attitudes: Since the unemployed women are more sociable with people, they think that they will be more comfortable by leaving their children with the maids at home, when they are hanging out with their friends. They think that having their children hanging out with them will disturb them. In the other hand, even if the mothers had their children hanging out with them, they will leave them with the maids alone in a playground area while the mothers will do shopping.

Values: Due to the cultural forces, mothers are unaware of the problems that the maids might cause. Culture imposes the existence of maids, due to that mothers are cautious to be complete in this respect. Moreover, as their husbands are the ones who fund the home, so they are also paying the maids with salaries.

Behavior: Due to the high income of the Qataris, it is easy to have more than one maid.

6. Campaign Name, Logo, Slogan, and Character

The campaign name, logo, and slogan, were carefully chosen, because they reflect the campaign identity. In addition, the character was drawn with passion, in order to represent the character as an ideal mother for our campaign.

6.1 Campaign Name:

Since we are living in a Qatari society, in which it is an Islamic society. Thus, to be comprehensive in Islamic religion, we should take care of all aspects of life, and be

responsible depending on the role we have given by god. Ibn `Umar (May Allah be pleased with them) has reported: The Prophet Mohammad (PBUH) said, "All of you are guardians and are responsible for your subjects. The ruler is a guardian of his subjects, the man is a guardian of his family, the woman is a guardian and is responsible for her husband's house and his offspring; and so all of you are guardians and are responsible for your subjects"[Al-Bukhari and Muslim]. Consequently, the word “Raa” is an Arabic word, in which it means “guardian” or protector in English. Accordingly, “Raa” means that the mothers should take responsibility towards their children.

6.2 Campaign Logo:

The campaign logo is a smooth line that represents “Raa” alphabets in Arabic. In addition, the logo shows a mother carrying her child with love and care. The aim of the logo is to show how the mother should express her love to her children by taking care of them, and be responsible for them. Moreover, the color of the logo from the color psychology perspective is baby blue, which is the color of responsibility. We have used only one color to make the logo strongly stand out. “RAA” was printed in pink to represent the love and the care.



6.3 Campaign Slogan:

The campaign slogan was inspired from the Prophet Mohammad (PBUH) Hadith “ All of you are guardians and are responsible for your subjects.”

6.4 Campaign Character:

We have drawn a character to grab the attention of the target audience for our campaign, to give our campaign a special feature, and in order to be easier for the target audience to recognize the campaign through this character that will be in all our ads. We named our character using an Arabic name “Hanan”, which is “care” in English. She represents a Qatari woman who has to work, so when she returns home she stays with her child and gives him/her care, love, and is responsible for him/her. She likes to



spend her time with her child, and if she is busy, she keeps the child with her mother or her bigger sister. Hanan never relies on maids because she believes that they can affect the child. We have dressed “Hanan” a black Abaya to show her identity as a Qatari mother, which is our target audience, and dressed the baby in yellow color to show that the baby can be either a girl or a boy.

7. Communication Objectives and Goals:

7.1 Primary objective: Awareness stage: To raise awareness about the effect of maids on children’s education, religion, and language.

7.2 Secondary objective: Action stage: To motivate our audience to spend more time with their children to give them care and love.

7.3 Behavior, Knowledge, Belief Objectives and Goals

	Behavior objective	Knowledge objective	Belief objective
Objectives	We want our target audience to take responsibility of their children.	We want our target audience to know that solely responsible for the upbringing of their children	We want our target audience to believe that their children need their responsibility
Goals	Increase the number of mothers who <u>take</u> responsibility of their children	Increase the number of mothers who <u>know</u> that they are the only responsible for the upbringing	Increase the number of the mothers who believe that their children need their responsibility.

8. Expected Barriers, Benefits, and Competition when Executing the Campaign:

*Desired behavior: mother takes responsibility and spend time with her children without depending on the maid.

8.1 Expected Barriers: (Why our target audience would not do the desired behavior?)

- 1- The mothers think that they are good/ideal mothers, and they do not want to admit that they are not taking their supposed responsibility towards their children.
- 2- The mothers think that the maid will decrease some of their responsibilities towards their children, in order to take some rest.
- 3- The working mothers think that the maids help them to look after their children when they want to relax. In the other hand, the non-working mothers also think that the maids can look after their children in order to enjoy shopping and hanging out with their friends.
- 4- Some of the mothers do not believe that the maids can affect negatively on their children, and are unaware of the problem.
- 5- The mothers think that they have provided everything for their children like financial and materialistic needs (iPads, money, toys...etc.) .

8.2 Expected Benefits: (How we can motivate our target audience to do the desired behaviour?)

1-The ideal mothers should extend their feelings of responsibility towards their children by playing, and spending more time with their children. They can often speak to them, let their children express themselves, and they will gain an excellent socialization with their children.

2- If the mother are tired they can leave their children with their relatives, in which they can be supervised by them, and safe rather than being under the maid's effects.

3- The Qatar Nanny Academy will provide good educated maids, but the mothers should supervise their children, so they can feel the connection.

4- If the mothers want to hang out with their friend and drink coffee, they can choose a coffee shop near the playground so they can see their children playing, and enjoy their time with them. Moreover, if the mothers want to do shopping, they can put their children on the trolley or they can rent one with any preferred shape, so they can walk with their children, and have a lovely time with them.

5- Spending time with the children will make the mothers' relation to their children stronger.

6- Money and materialistic things for the children are not enough; the mothers should give love and care to their children. This will make the children have good relations with others, even their mothers, and will make them have good language, education, and religion.

7- The mothers will not suffer in the future if their relations to their children were strong.

8- Speaking with their children will make their language be strong, and they will not stammer.

9- Teaching their children the basic of Islamic religion, will make them very strong, and will not be affected from other religions.

10- Educating their children with the right manners, will make the children have high morals, and self-confident.

8.3 Competing behavior: (What behavior our target audiences prefer to do instead of doing the desired behavior?)

1- It is easy to order for a maid from outside the country, as there is lack of restrictions and laws of ordering in terms of the religion, nationality or age.

2- The large size of the responsibility on the working/non-working mothers so they feel the load on them.

3- Maids will take care of the children when they are outside.

4- Low wage of the maids and high income of the Qatari families to afford at least one.

5- It is a cultural force; each mother has a maid for her children, so they think they should have one.

6-They think that the Maids do care about their children, because they also have children.

9. Positioning statement

We want working/non-working mothers in Qatar to assume their responsibility towards their children, and to do not depend on the maids.

9.1 Behavior Focused Positioning:

The mothers should be aware of their children and spend lovely time with them.

9.2 Benefit Focused Positioning:

Child safe from maids' effects, and the mothers will spend more time with their children to give them love and care.

9.3 Competition Focused Positioning:

Non educated maid's and not trained.

10. The 4Ps of marketing

10.1 Product:

Desired behavior: mother's responsibility

What is mother's responsibility?

Women's life is multitasking, unlike men; women should balance between various aspects of life. Women need to balance between their husbands, family, career, education, and raising

their children. Thus, the mother has many responsibilities she must take care off, however, our focus will be on the mother's responsibility towards her children.

How the mother takes responsibility towards her children?

Mother at work:

- 1- First option: The working mother can leave her children with safe hands. For instance, in her mother's house so her mother can take responsibility for her grandchildren and make sure they are not alone with maids. Therefore, if this option does not suit the mother then she can go for the second option.
- 2- Second option: The working mother can put her children in a day care where the staff are qualified in contrast to the educated maids.

Mother at home:

- 1- The mother responsibility inside home is to make sure that her children gain the right care.
- 2- The mother can supervise the maid and make sure that the maid is not affecting her children negatively.
- 3- The mother can spend lovely time in educating and playing with her children.

Mothers outside home:

- 1- The mother can pickup her children by herself from the day care, Kindergarten, or her relatives house.
- 2- The mother can spend more time with her children in the playground in the malls instead of depending on the maids. (this also can be applied to the mother accompanying their children in restaurant, parks, malls...etc.) .

What "Raa campaign" expect from the mothers.

- 1- To take responsibility towards their children.
- 2- To spend more time with them.
- 3- To give them care beside love.

Core Product	Actual Product (behavior)	Augmented Product
Decrease the negative effect of maids on children.	Mother's responsibility	There will be a competition for the ideal mother.

10.2 Price:

Non-Monetary Incentive	Non-Monetary Disincentive
<ul style="list-style-type: none"> • Mother responsibility towards her children. • Mother raising her children in the regards of her culture's values and standards. • Mother feels that her children love her. 	<ul style="list-style-type: none"> • The children will be disconnected from their mothers and the maid will take the responsibility of them. • The children will gain the maid's culture and values. • The mother will feel that her children love their maid a bit more.

10.3 Place:

- 1- There will be a **booth** to aware the target audience about the product (responsibility).
The booth will be in a common place that the mothers go frequently such as shopping malls (for more details see 9.4).
- 2- The **event** will be held in aspire park (open area), where there is a playground, and our idea is to invite the mothers with their children without their maids, in order to spend interesting time with their children to influence that idea.(for more details see 9.4).
- 3- **Workshop** will be at the torch hotel by Hassan Alsaai to aware the mothers about their responsibilities by giving real stories, and some tips(for more details see 9.4).

10.4 Promotion:

- Booth:

There will be booths to raise awareness to the target audience and to inform them about the event. The booths will be at the common places that mothers usually tend to visit, in order to have their needs such as malls. At the booths, the team of Raa will distribute brochures; give more information about the campaign and its objectives. Moreover, as the campaign is targeting working and non-working mothers Raa team will invite the target audience through the booth to attend the event and workshop.

Booth Name	Raa راع
Time and Date	At the second stage (Action stage) Date: February 15, 2015 – April 15, 2015 Time: 9:30am – 10:00pm
Booth Place	In shopping malls 1- Villagio 2- Landmark 3- Ezdan 4- Lagoon
Content of The Booth	The Raa team will distribute brochures; give more information about the campaign and its objectives, also will invite Qatari mothers to attend “My Responsibility” event and workshop that the campaign is going to organize.

- Event:

The event will take place in March at Aspire Park near the playground. The theme of the event will be a carnival theme. Maids will not be permitted to enter, only mothers and children aged 2 months to 10 years will be allowed to enter. If the mother has difficulties to watch over her children, academic maids will be available to help the mothers if needed. The maids will aid mothers and show them how to make the children aged 10 to take care of their younger siblings. There will be a 30 minutes speech will address how mothers can avoid the negative effects of the maids and how to take care of their children. During the time of the speech, the maids will look over the children. Once the speech is over there will be a mother and children team competition. They will compete against other mothers and children. The competition will allow the mother to spend more time with her children and share their enjoyment and love. There will be a coffee break with healthier snacks for the children and gifts will be present for competitors.

Event Table	
Name of the Event	My Responsibility
Objective	<ol style="list-style-type: none">1. Make the mothers aware about the negative effect of maids2. Let the mothers take responsibility of their children3. Make the mothers closer to their children and spend happy moments.
Time	The event will be a month after the booth. Date: Saturday, March 14, 2015. Time: 2:30pm until 6:00pm.
Place	Aspire park

Promoting	10 th of March : Press release Through our social media pages: Instagram, Twitter, Facebook.
Guests	We will invite our target audience and their children.
VIP Invitees	<ul style="list-style-type: none"> • Dr. Huda Al-Subaie, Doctor of psychology and a worker in the ministry of family affairs. • Dr. Batool Khalifa Associate Professor, Department of Psychological Sciences at Qatar University.
Media & Press	<ol style="list-style-type: none"> 1. Newspapers: AlSharq and AlRaya newspaper 2. Televisions: Qatar TV and AlRayan TV

Event Program

2:30 pm- 3:00 pm	Registration, and prayer time
3:00 pm- 3.30 pm	Dr. Huda Al-Subaie will give the opening speech about the negative effects of the maids on the children and how the mothers can avoid that.
3:30 pm- 4.30 pm	Start the competitions
4.30 pm- 5.30 pm	Coffee time, and break for prayer

- Workshop

Workshop for Raa Campaign (in Arabic)	
Name of the Workshop	Your child need you, love by itself is not enough “Raa”.
Objective	<ol style="list-style-type: none">1.To enhance the level of awareness towards the campaign.2.To introduce the attendees to the real cases about the maids effects on their children.3. To provide solutions for the problem.
Time	Date: Saturday, March 28 , 2014. Time: 4:30 PM till 7:00 PM.
Place	The torch hotel hall near Villagio mall and Aspire park
Sponsorship & Partnership	Doha international family institute

Promoting	<p>6th of November : Press Release</p> <p>-Poster of the workshop that will include:</p> <ol style="list-style-type: none"> 1- Workshop name 2- Workshop place 3- Workshop time 4- Contact details (Facebook, Twitter, Instagram, and email) <p>-The poster will be put in:</p> <ol style="list-style-type: none"> 1- Billboards. 2- Aspire Park. 3- Distributed in the booth of Raa campaign 4- In all social media of Raa campaign to encourage people to attend.
Guests	Promotions through posters to invite Qatari mothers in Qatar.
VIP Invitees	<ul style="list-style-type: none"> • Dr. Batool Khalifa Associate Professore, Departmnet of Psychological Sciences in Qatar University. • Mr. Hassan Alsaai effective Media Broadcaster.
Media & Press	<ol style="list-style-type: none"> 3. Newspapers: Alsharq and Alraya newspapers. 4. Television: Alrayan Tv.

11. Communication Channels:

11.1 Instagram:

Instagram	Raa_qa
Activity	Purposes
<ul style="list-style-type: none"> • Add the pictures related to the campaign • Ask open questions for people by posting pictures 	<p>To motivate people to interact to the campaign.</p>
<ul style="list-style-type: none"> • Add the pictures of Raa booth, video, and photos of the event to attract people to the campaign • Instagram allows 15 seconds video, and this can be by shooting a small video of the activities of the event or the booth. We can even create a short video about the idea of the campaign and what it is in general, using some attractive emotional words. 	<p>1- To get people involve in the updated news of the event and booth, and to make them interested in attending the event and participate. Since the Instagram has the option to provide the location of the picture. Thus, by using the hastags of the name of the event people can click on it to see all the photos under the same hashtag of the event, and also they can share their own photos if they have attended.</p> <p>2- To motivate people to attend the booth or event if they saw interesting video, and also to motivate people to spread our campaign account among many users.</p>

Create hashtags of our campaign name to make a competition between mothers by making them shooting a video in spending time with their children and write the hashtag of our campaign.

This will allow our campaign to be famous in which the hastags will be spread among the users and each user has the possibility to participate in the competition, and this will allow mothers to interact with the campaign to apply spending lovely time with their children. Moreover, the winner will get an award for the ideal mother.

Add the details of the campaign in the bio of instagram, the description of the campaign purpose, and the link to the website for more information.

Create and used hashtags such as:

- **#RAA**
- **#راع**
- **#طفلي_أنا**
- **#My_Child**
- **#RAA_Event**
- **#فعالية_راع**
- **#RAA_workshop**

- ورش_راع #
- #Raa_booth
- كشك_راع

11.2 Twitter

Twitter Account	@RAA_qa
Activity	Purposes
<ul style="list-style-type: none"> • Tweet tips to avoid the negative impact of maids. 	<ul style="list-style-type: none"> • To create awareness among mothers about the negative aspect of maids.
<ul style="list-style-type: none"> • Tweet children care tips 	<ul style="list-style-type: none"> • To improve mother's knowledge about how to take care of her children.
<ul style="list-style-type: none"> • Retweet interesting facts about motherhood and mother responsibility. 	<ul style="list-style-type: none"> • To keep our target audience up to date with the important information.
<ul style="list-style-type: none"> • Answer our target audience questions. 	<ul style="list-style-type: none"> • In order to communicate, and help them.
<ul style="list-style-type: none"> • Tweet the details about our booth, event, and workshop such as, place, time, and our VIPs. 	<ul style="list-style-type: none"> • To inform the target audience about our activities, in order to join us.
<ul style="list-style-type: none"> • Tweet updates that occur in our booth, event, and workshop 	<ul style="list-style-type: none"> • In order to provide the target audience with the information and to

	cover the new things that happened.
<p>Create and used hashtags such as:</p> <ul style="list-style-type: none"> • #RAA • راع • طفلي_أنا • #My_Child • #RAA_Event • #فعالية_راع • #RAA_workshop • ورش_راع • #Raa_booth • كشك_راع 	

11.3 Facebook

Facebook Account	RaaCampaign
Activity	Purposes
<ul style="list-style-type: none"> • Post contents and information relate to Raa campaign. • Post the new updates, events and poster ads. • Add links to the official campaign website. • Answer any questions, concerns, and share videos. 	<ul style="list-style-type: none"> • To post advertisements. • To update new events. • To encourage the

<ul style="list-style-type: none"> • Post real cases about the effect of maids on children in their language, education and religion to increase the awareness among mothers. 	<p>discussions about the effect of maids on children.</p> <ul style="list-style-type: none"> • To share advices, comment and like. • To answer the target audiences questions. • To add campaign details.
---	--

<p>Create and used hashtags such as:</p> <ul style="list-style-type: none"> • #RAA • راع • طفلي_أنا • #My_Child • #RAA_Event • #فعالية_راع • #RAA_workshop • #ورش_راع • #Raa_booth • كشك_راع 	
---	--

11.4 Video

1. Purpose: to raise awareness among mothers about RAA campaign, and to show how women are depending on the maids to take care of their children.
2. Script: the video will be portraying a mother with her child and the maid in the park on a weekend. She then neglects her child and leaves him with the maid and goes to chat with her friend on the other side of the park. The mother will go to chat with her friend on the other side of the park without caring for her child.
3. Time: the video is 1:45 minute, and it will be shown through the campaign duration.

4. Advices:

Awareness stage advice: the video will advise mothers to play with their children and have fun with them without depending on the maid. It is the duty of the mother to take care of her child and she should always be available for him/her.

Action stage advice: showing this short video will make the mothers recognize that the children are not in safe hands when left with maid.

11.5 Radio

“Your Child Needs You”

1. Purpose: to show the negative traits of the mother and how she avoids the responsibility of the child. Provide advice for mothers to make them aware of how to not depend on the maids (as the advices will always end with mentioning the website of RAA campaign among social media, this program is considering one of advertising tool).
2. Script: the mother will lie to the child so she can go out with her friends. The child will be left with the maid.
3. Time: it will last 6 months (campaign duration), divided into the two stages, and will be on the radio for each two hours from 7am to 5pm on Sout Alkhaleej Radio Station.

4. Advice:

Awareness stage: the child will spend most of the time with the maid as the mothers is busy.

Action stage advice: give your children some of your time and do not lie to your children, as they will take this negative trait.

11.6 Traditional advertising tools

Traditional Tools	
Brochures and Rollup: <ul style="list-style-type: none">- The brochure includes brief information about our campaign's vision and mission.- It includes the campaign's logo, character, contact details and social accounts.- The brochure will be distributed at Qatar University and the campaign booth for 3 months. The rollup will be distributed at Qatar University and Shopping malls.	Purpose: <ul style="list-style-type: none">- Spread information about our campaign to reach the target audience who do not use social media.- To have a reference for the media to write about our campaign.
Outdoors including posters, billboard, and transportation: <ul style="list-style-type: none">- It includes a short statement to	

encourage the target audience to take an action.

- **It includes the campaign's logo, character, contact details and social accounts.**
- **The posters will be distributed at several shopping malls, the billboard will be placed on the busy streets, and the transportation ads will be placed at Karwa buses. This will be available for 4 months**

Newspaper:

- **Publish the objectives of our campaign.**
- **It includes the event and workshop invitations**
- **Publish the press releases about the event and the workshop.**
- **It will be published on AlRaya and AlSharq newspaper**

12. Sponsor:

Doha International Family Institution: The Doha International Family Institute (DIFI), formerly known as Doha International Institute for Family Studies and Development (DIIFSD), was established by Her Highness Sheikha Moza Bint Nasser, Chairperson of Qatar Foundation for Education, Science and Community Development in 2006. The Institute has special consultative status with the United Nations Economic and Social Council (UNECOSOC). The Institute is part of Qatar Foundation, a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but also the world. Founded in 1995 by His Highness Sheikh Hamad Bin Khalifa Al-Thani, Amir of Qatar, QF is chaired by Her Highness Sheikha Moza bint Nasser.

Vision:

DIFI's vision is to be recognized as a global knowledge leader on issues facing the Arab family through research, policy, and outreach.

Mission:

Its mission is to support the aims of the 2004 Doha Declaration on the Family by:

- Contributing to the global knowledge base on issues facing the Arab family through the development and dissemination of high-quality research.
- Encouraging knowledge exchange on issues related to the family across an international and interdisciplinary network of researchers, policymakers, and service providers.
- Making family issues a priority for policy-makers through advocacy and outreach at the national, regional and international levels, and building an international coalition of regional experts.

Doha international family institution will implement RAA campaign in order to raise the awareness among mothers. Also, DIFI will show this issue to the policy makers to make a change or try to solve it with suitable solution.

13. Campaign Timeline:

Calendar																												
Feb-15	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Events																												
Mobile Booth																												
TV commercial																												
Printed Ads																												
Outdoors ads																												
Workshop																												
Online Ads																												
Radio Commercial																												
Social media websites																												

Calendar																																
Mar-15	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Events																																
Mobile Booth																																
TV commercial																																
Printed Ads																																
Outdoors ads																																
Workshop																																
Online Ads																																
Radio Commercial																																
Social media websites																																

Calendar																														
Apr-15	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Events																														
Mobile Booth																														
TV commercial																														
Printed Ads																														
Outdoors ads																														
Workshop																														
Online Ads																														
Radio Commercial																														
Social media websites																														

14. Budget:

The campaign will start on February 2015 for 3 months, which is the first phase.

No	Media Type: Advertisement	Place	Description	Cost	Remarks	
1	New Media (Online Ads):	The Internet				
	-Qatar Shares Forum Website					1000 QR
	-Qatar University Website					1000 QR
2	Printed Ads:					
	-Newspapers	- Al-Raya	During 3 months, we will publish 1 ads every month.	38,500 QR	The ad will be quarter of the first (front page) Size 15.8 CM	
		-Al-Sharq		38,800 QR		
	Roll Ups	- Qatar University - Shopping Malls : 4- Villagio 5- Landmark	Two roll ups per place	6,000 QR		

		6- Ezdan 7- Lagoon			
	- Brochures	<ul style="list-style-type: none"> • Qatar University • Booth 	3 months	1 piece = 3 QR 250 pieces in a month cost 750 QR. In 3 months it costs 2250 QR.	
3	Outdoors:				
	- Posters	- Inside the campus of QU - Shopping malls: 1- Landmark 2- Villagio 3- Ezdan 4- Lagoon		4000 QR	
	- Billboards	- Corniche street - Alkhor street - Alwakra steert	In 3 months, we will publish two ads.	- 90,000 QR - 60,000	

		- Alwaab street		QR - 60,000 QR - 80,000 QR	
	- Transportation's Ads.	Ads on Karwa buses		- 200,00 QR	
6	TV commercial	Alrayan TV	In 2 months we will publish an ad twice a week	250,000 QR	
	Radio Commercial	Sout Alkhaleej	For 30 seconds, the radio commercial will be publish in 3 months	45,000 QR	
	Mobile Booth	- Shopping malls: 1- Landmark 2- Villagio	The booth will be in three months	36,000 QR	

		3- Ezdan 4- Lagoon			
7	Workshop	Torch hotel , the torch hall	One day. 250 for person	250 QR per person, for 100 persons it is 25,000 QR	
	Event	Aspire Park near the playground	One day	50,000 QR	*Carnival equipment *Food *Gifts
Total Cost					762,550 QR

15. Evaluation

We will evaluate our campaign through different stages:

1- **Social media:** we will use quantitative and qualitative method.

-Qualitative by observing the comments, and retweets.

-Quantitative by counting the number of retweets, likes, comments, the use of hastages, and the followers.

2- **Interviews:** we will make sure that we accumulate the mothers' contact numbers that will visit us in booth, event , and workshop, so we can have phone interview with them to see if there is any positive change in their knowledge, and behavior.

3- **Survey:** Short surveys will be distributed in the event, booth, and workshops to collect the feedback from the mothers about our campaign.

Publicity:

1- If any newspaper wrote article about our campaign we will gain publicity.

2- If any celebrity raise awareness about our campaign we will gain publicity.

3- If our video was aired on Alrayan TV we will gain publicity.

4- If our radio was on air we will gain publicity.

This evaluation will help us in developing our campaign in its first phase, and we will improve the positive impact about us, as we will avoid the negative feedbacks in our upcoming phases.

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17. Appendix

17.1 Survey

حملة توعوية للأمهات عن تأثير الخادمت على الأطفال

التعريف بالحملة: أصبح وجود الخادمة في المنزل لرعاية الأطفال جزء من حياة الأسرة القطرية، وهذا الوجود الدائم له تأثير على الطفل، وقد يستمر هذا التأثير إلى مراحل عمرية متقدمة. ولذلك فإننا نهدف من خلال هذا الاستبيان إلى التعرف على آرائك حول ظاهرة الخادمت ومدى تأثيرهم على الأطفال، علماً بأن المعلومات التي تدلون بها ستستخدم بسرية تامة ولأغراض البحث العلمي فقط.

كم عدد الخادمت في المنزل:

- 1
2
3
أكثر من ذلك:

الأسباب التي دفعتك لجلب الخادمة/ الخادمت من أجل رعاية الأطفال:

- الانشغال بالعمل أو الدراسة
 الواجهة الاجتماعية
 تدني أجر الخادمة
 أسباب أخرى:

ماهي جنسية الخادمة/ الخادمت في المنزل:

- الهند
 الفلبين
 إندونيسيا
 سيريلانكا
 أثيوبيا
 غير ذلك:

ماهي ديانة الخادمة/ الخادمت في المنزل:

- مسلمة
 مسيحية
 بوذية
 هندوسية
 ملحدة

غير ذلك:

ما هو المؤهل التعليمي للخادمة/ الخادمت:

- ابتدائي
- اعدادي
- ثانوي
- جامعي
- غير متعلمة

ما هي الحالة الاجتماعية للخادمة/ الخادمت:

- متزوجة
- مطلقة
- أرملة
- غير متزوجة

هل تتركين الخادمة لوحدها مع الطفل دون رقيب:

- غالباً
- أحياناً
- نادراً
- أبداً

كم من الوقت يستغرق جلوس الطفل مع الخادمة في اليوم:

- أقل من ساعة
- ساعة إلى ثلاث ساعات
- أربع ساعات إلى ست ساعات
- أكثر من سبع ساعات
- طوال اليوم

هل تصطحبين الخادمة معك لرعاية الأطفال إلى:

لا	نعم	المكان
		المدرسة

		المستشفى
		السوق
		السوبر ماركت
		المطاعم
		الحدائق والأماكن الترفيهية
		منزل الأهل والأصدقاء
		السفر

يرجى تحديد مدى موافقتك على العبارات التالية:

غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة	العبرة
					" أصبحت الخادمة بمثابة مكانة الأم كمربية للطفل "
					"للخادمة تأثير على ديانة الطفل"
					"تدفع الخادمة الطفل لممارسة الطقوس الدينية المخالفة للإسلام"
					" تعطي الخادمة أفكار سلبية عن الإسلام للطفل "
					"للخادمة تأثير على شخصية الطفل "

					"مستوى الخادمة الأكاديمي له تأثير على تربية الطفل"
					"الخادمة تؤثر على الطفل فتجعله انكالي"
					"الخادمة تجعل الطفل يكتسب بعض العادات السيئة كالكذب"
					"الخادمة تجعل الطفل يكتسب بعض العادات السيئة كالسرقة"
					"تؤثر لغة الخادمة على لغة الطفل الأم"
					"تنتج للطفل لغة ركيكة غير صحيحة بسبب تأثيره بالخادمة"
					"يكتسب الطفل بعض من خصائص لغة الخادمة كالقواعد اللغوية واللهجة"
					"تعلم الطفل لغة الخادمة ينتج لديه التأتأة"

في رأيك، ماهي الحلول البديلة التي يمكن للأم اتباعها لرعاية أطفالها عوضاً عن الخادمة؟

.....
.....

• **البيانات الأولية:**

الحالة الاجتماعية:

- متزوجة
 أرملة
 مطلقة

عدد الأطفال:

- طفل واحد
 طفلين – 4 أطفال
 5 أطفال – 6 أطفال
 7 أطفال أو أكثر

العمر:

- 20-18
 25-21
 30-26
 35-31

المستوى التعليمي:

- ثانوي
 جامعي
 غير متعلمة

الوظيفة:

- طالبة جامعية
 موظفة
 ربة منزل

شكراً جزيلاً لحسن تعاونكن معنا

17.2 Press Release for the Event



News Release

FOR IMMEDIATE RELEASE

March 10th, 2015

Public Relations Organizer:

Aisha Hamad Al-Kuwari

Tel: (+974) 55338484

E-mail: raa_qa@outlook.com

AN AWARENESS EVENT FOR QATARI MOTHERS IN A CARNIVAL THEME

The Doha International Family Institute (DIFI) has sponsored Raa campaign to announced “My Responsibility” event to ask Qatari mothers how to avoid the negative effects of the maids, and how to take care of their children. The event will be on 14th of March, 2015 from 2:30pm until 6:00pm at Aspire Park.

The objectives of “My Responsibility” event are to make the mothers aware about the negative effect of the maids, encourage mothers to take responsibility towards their children, and to make mothers closer to their children.

The event will gathers some academics VIPs such as Dr. Huda Al-Subaie and Dr. Batool Khalifa to discuss the issues related to the maid effect on children. Mothers can participate and discuss with the academics about their experiences and ask for their advice.

Raa campaign is a social awareness campaign aims to build awareness among Qatari working non/working mothers, to take care of their children and to reduce the reliance on maids. The campaign has focused on the impact of the maids on children in education, religion and language aspects.

###

17.3 Identity Package



17.4 Advertisements

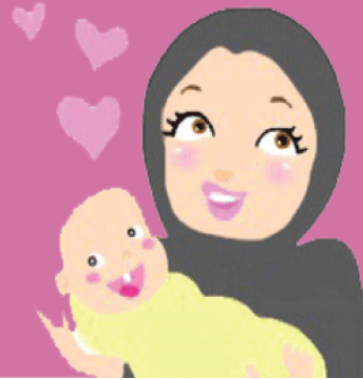
- Billboard



Intense
LOVE ♥
is not measured
— it is just —
GIVEN



♥ الحب
لا يقاس
يعطى بل



○ Transportation Ads

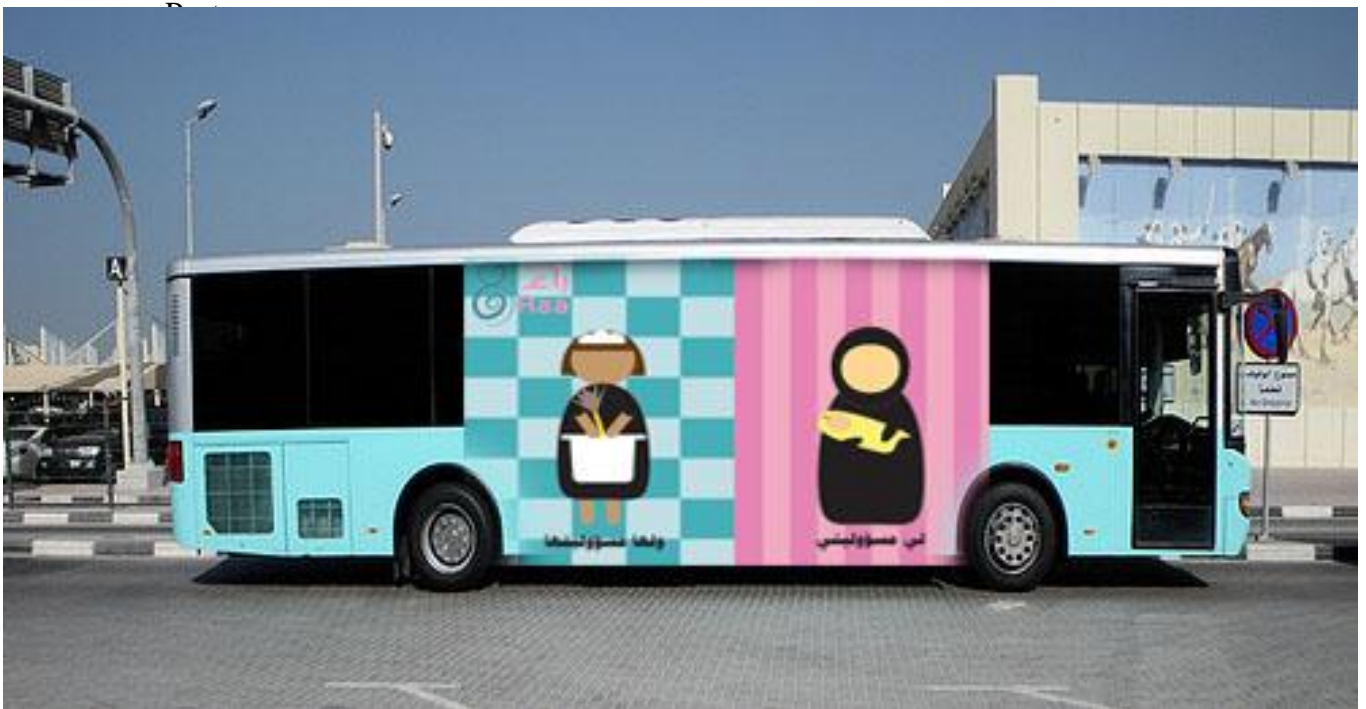


ولها مسؤوليتها



لي مسؤوليتي

- Posters i



The best gift you can give it to your child
is your valuable
TIME


@Raa_qa





- Roll Up





كلكم راع وكلكم
مسئول عن رعيتكم

ادعم حملہ راع

f t i @Raa_qa



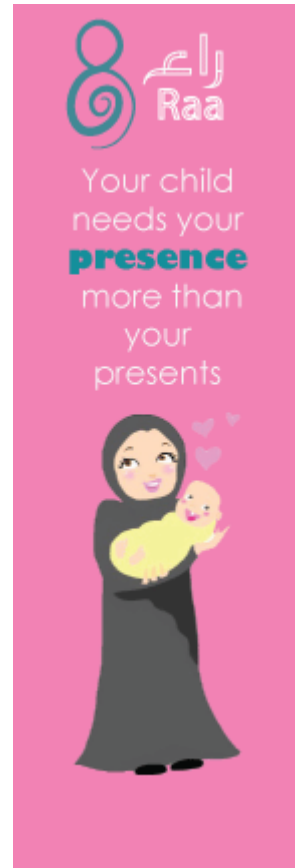
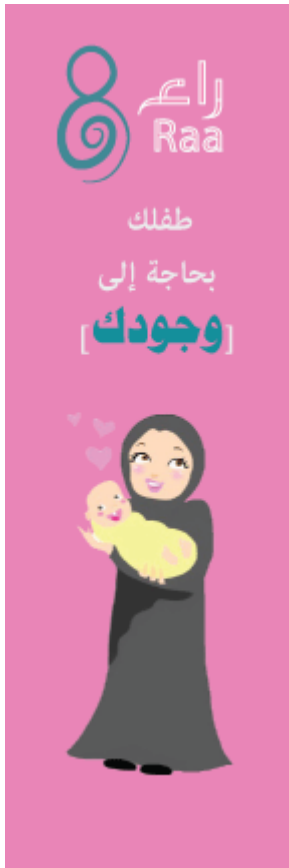


"ALL OF YOU ARE GUARDIANS
AND ARE RESPONSIBLE
FOR YOUR SUBJECTS."

ادعم حملہ راع

f t i @Raa_qa

- Pop Ups Ads for Forums



- Animated Ad for Websites

(The number shows how it will be animated)



- Event Card

دعوة

تتشرف حملة "راع" بدعوة الأمهات الفاضلات وأطفالهم الأعماء
حتى سن العاشرة لحضور فعاليتنا { **مسؤوليتي** }

المكان: حديقة اسباير

اليوم: السبت الموافق 14/3/2015

الوقت: 2:30 مساءً حتى 6:00 مساءً

حضوركن دعم لنا

* الرجاء عدم احضار الخاديات

- Posters for the Workshop



 راع Raa

Your child
 needs You
 love by itself is not
ENOUGH!
 Join Raa's Workshop

On Saturday March 28, 2015
 The torch hall
 from 4:30 PM till 7:00 PM





 @Raa_qa



 راع Raa

طفلك
 يحتاجك
 الحب وحده فقط
لا يكفي
 انضمي الى ورشة راع

يوم السبت 28/3/2014
 في قاعة الشعله
 من الساعة الرابعة والنصف مساءً حتى الساعة مساءً





 @Raa_qa

○ Brochures

راع Raa

كلكم راع
وكلكم مسؤول عن رعيته



مشروع تخرج علاقات عامه
عليا السليطي عائشه الكواري
خلود علي



@Raa_qa

من نحن؟

نحن طالبت من قسم العلاقات العلميه
في جامعه قطر. نقوم بحمله اجتماعيه
تحت اسم (راع) وذلك لتوعيه الامهات
وتوجيه مسؤولياتهم اتجاه اطفالهن
لتقليل تأثير الخدمه على الأطفال

هدفنا

- 1- توعيه الامهات القطريات
عن تأثير الخدم على الأطفال
- 2- تشجيع الامهات لقضاء وقت
اكثر مع اطفالهن ومدهن
بالحب و الاهتمام

About Us:

We are students of Strategic Communication at Qatar University. Through our social campaign (Raa), we aim to aware the Qatari mothers to assume their responsibility towards their children, in order to decrease the maid's effect on them.

Objectives:

- 1- To raise awarness about the negative effects of maids on children.
- 2- To motivate the Qatari mothers to spend more time with their children, and give them love as well as care.

راع Raa

All of you are guardians
and are responsible for
your subjects



@Raa_qa

Puplic Relations Graduation Project
Aisha Alkuwari Alyaa AIsulaiiti
Khulood Ali

17.5 Social Media Accounts

- Twitter



17 TWEETS	12 FOLLOWING	15 FOLLOWERS
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17 TWEETS	12 FOLLOWING	15 FOLLOWERS
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Edit profile



Edit profile



حملة راع @Raa_qa 30m
استغلي وقت ما قبل النوم في قراءة قصص تربوية ودينية
لطفلك، حيث انها ستغرس فيه حب الايمان وتبني شخصيته
❤



حملة راع @Raa_qa 34m
الأم العاملة اللتي تواجه صعوبة في التوازن بين العمل
والمنزل، انهي كافة اعمالك في العمل، لكي تجعلي
كامل وقتك في البيت لكي ولأطفالك ❤



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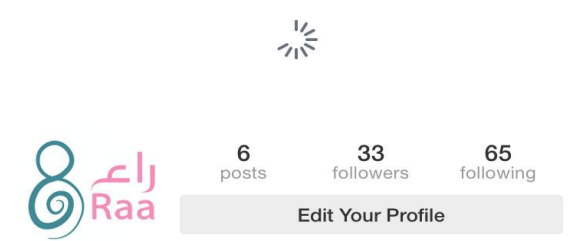


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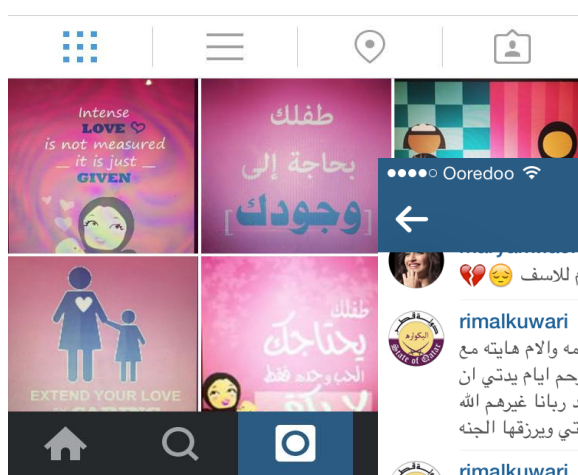
○ Facebook



○ Instagram



حملة راع
حملة قطريه لمشروع تخرج طالبات جامعه قطر في تخصص الاعلام تهدف هذه الحملة في توعيه الامهات لعدم الاعتماد على الخدم في تربيته الاطفال ومدهم بالحب والحنان.



ان انجاب الام لا يعني بانها انتهت من مهامها كأم فالام ليست بيولوجيه فقط كثيرا مانسمع عن اهمال الامهات لاطفالهن حيث نجد بان الكثير يستعينون بالخدمه كحل بديل لاهتمام بالاطفال فنجد الخادمه هي التي ترعى الاطفال وينامون الاطفال في احضانها ، حيث في بعض الاحيان تكون الام في حاله استغراب ان وجدت بان طفلها يشناق للخدمه او يبكي عند رحيلها او لا يستطيع النوم الا في احضانها اين غيرتك على طفلك ؟ "كلكم راع و كلكم مسؤول عن رعيته " انتي مسؤوله عن طفلك فصبك لا يكفي الموده هي اكبر من الحب بما فيه من حنان و اهتمام طفلك بحاجة لوجودك امضي وقتك معه حتى وان وجدتي بان لا متسع من الوقت لان تمضي معهم الوقت بسبب ظروف العمل ان في يومك ٢٤ ساعه ، الا تكفي بضع ساعات للعب مع طفلك وللاستمتاع معه حتى يشعر بقلبك وبحبك له انتي امه و لست الخادمه لك مسؤوليتك ولها مسؤوليتها "نفتج باب التواصل بيننا للخدمه"



صارت الخدا
والله من ردا امهات هالوقت اليهال عند الخدامه والام هايته مع ربيعها فالمجمعات والمعارض والحفلات الله يرحم ايام بدتي ان ماكننا في حظن امي كنا في حظن بدتي محد ربانا غيرهم الله يعطي امي الصحه والعافيه ويرحم بدتي ويرزقها الجنه

ولو ماضروف الدراسه والشغل جان ماهدتنا دقيقه وحده الحمدالله ماريبنا عند خدامات لكن اللحين بسبب وبدون سبب اليهال مقطوپين عند هالخدم حتى الام ماتعرف شلون تبدل له ثيابه من رداتها وربادتها وبلادتها واعتمادها ع الخدم في كل صغيره وكبيره

تعتقدين ان الحضانه ممكن تكون حل بديل @memo12124 احسن للام عند غيابها فالعمل؟؟ ولا في حضانات غير امه

بالظبط شنو الظواهر اللي تحسينها @maryam.fa5roo مرتبطه وتدل على ان الخدامه صارت بديل

صارت تخلي اليهال مع الخدامه حتى وهي ف البيت وفاضيه ، الخدامه تدرسههم و تاكلهم و تنومهم حتى اذا مرضو هي توديهم المستشفى .. باختصار صارت امهم

اكيد الخطانات الامن من الخدامات مع @a_h_alkuwari اليهال بروحهم فالبيت ع الاقل مكان اكايمي ومراقب من الوزاره وفيه حظانات فيها كيمرات ممكن الام تشبك عليها وتشوف ولها

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