



Ms Helen Coombe (UK)

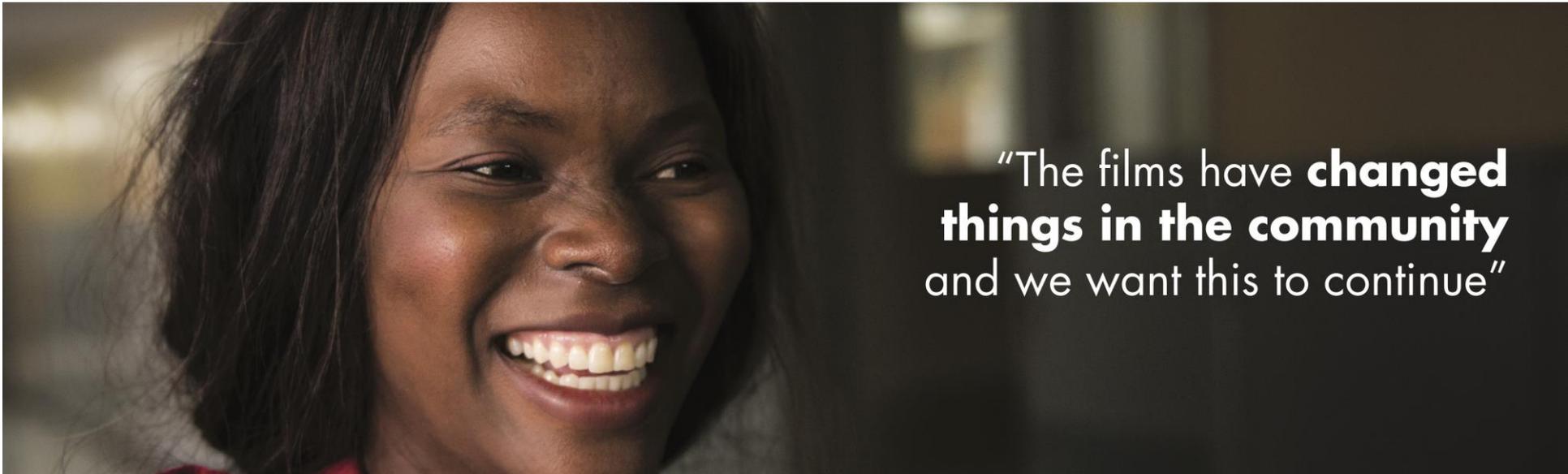
*Impact of education film on
maternal and child health in
Zambia*





MedicalAidFilms

Helen Coombe, Head of Research & Evaluation



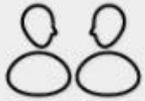
“The films have **changed things in the community** and we want this to continue”

Exploring the gender-specific impact of educational film on maternal and child health knowledge and behaviour:

a qualitative study in Serenje district, Zambia

Oliver Mweemba, Helen Smith, Helen Coombe

Medical Aid Films uses innovative media to transform the health and wellbeing of women and children around the world



Partnership

Working with global partners, we reach health workers and communities



Production

Creating film, we share lifesaving knowledge about women's and child health



Innovation

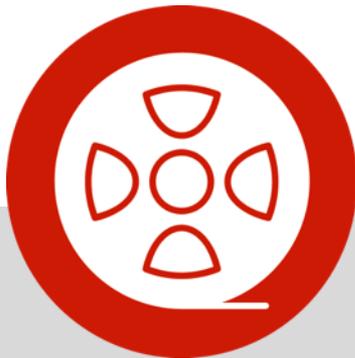
Using new technologies and social media, we reach audiences around the world



Making a difference

Putting audiences first, we work to understand how people learn through film

Global reach



**330+ FILMS, VIEWED
IN 145+ COUNTRIES**



**5 MILLION
VIEWS**



28 LANGUAGES



**PARTNERS
IN 65+ COUNTRIES**

M
M
MOTT
MACDONALD

THE EARTH INSTITUTE
COLUMBIA UNIVERSITY

KING'S
College
LONDON



EngenderHealth
for a better life

 **Vitol** Foundation

innovating to save lives

an affiliate of Johns Hopkins University



mpOWERING
FRONTLINE HEALTH WORKERS

 Royal College of
Obstetricians &
Gynaecologists



 **BRITISH ACADEMY**
OF FILM AND TELEVISION ARTS



 **THE WHITE**
RIBBON
ALLIANCE
HEALTHY MOTHERS
HEALTHY WORLD



Films are free to download and use

Stream/download via Medical Aid Films' website:

- www.medicalaidfilms.org

Stream on YouTube:

- www.youtube.com/user/medicalaidfilmsMAF
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Target audiences

Health workforce

- Pre-service and in-service training
- Supporting medical/ midwifery students
- CPD for qualified health workers

Communities & Individuals

- Screenings in waiting rooms at clinics
- Peer education and support groups
- Community outreach/engagement
- View on mobile phone

Policy makers/ implementing organisations

- Promoting best practice
 - Presenting case studies /evaluations
 - Launching international campaigns
-





REACHING AUDIENCES

Laptops

eLearning programmes

Tablets

Kindle Fire

Mobile and mHealth apps

Projectors for community screenings

Blended learning in classrooms

Integrated into learning & training programmes

YouTube

Vimeo

MAF Website



Why film?

A powerful tool for learning - building knowledge, skills & healthy behaviours

Widens access to information - helps overcome barriers to literacy

Visual information more efficiently processed than text

Images linked to long-term memory

Visual cues trigger emotions, influences actions & decision-making

LEARNING
INCREASES BY
23% – 89%

RELIABLE
AND EFFECTIVE
IN LOW LITERACY
SETTINGS

UP TO 90% OF
INFORMATION
THAT COMES
TO THE BRAIN
IS VISUAL





Feedback on using films

- Engaging and entertaining
 - Easy to follow
 - Good for low literacy or non-English speakers
 - Used to initiate, guide or summarize training content
 - Teaching had been enhanced
 - Improve, reinforce or update existing knowledge
 - Develop correct practice, improve existing skills and apply new skills
 - Useful for demonstrating procedures that are hard to describe
-

“Our needs assessment revealed that that few midwives or birth attendants felt confident in the use of partographs. We integrated the French language film ‘How to Use a Partograph’ into our training programme and found it extremely valuable. The midwives “raved” about how useful this film was. They re-watched certain sections and particularly appreciated the case studies at the end, which they would watch and then do hands-on practice with partographs.”

Health worker trainer, Togo

“Films are simple yet precise – it is very useful not just to hear but also to see. It really is helpful, and the beauty is that I can give the link to the students at the end so that they can refer to it later and also share with others – I know this is important because I receive reports of health workers continuing to refer to the videos before and after performing certain procedures.’ **Anaesthetist lecturer, Zambia**



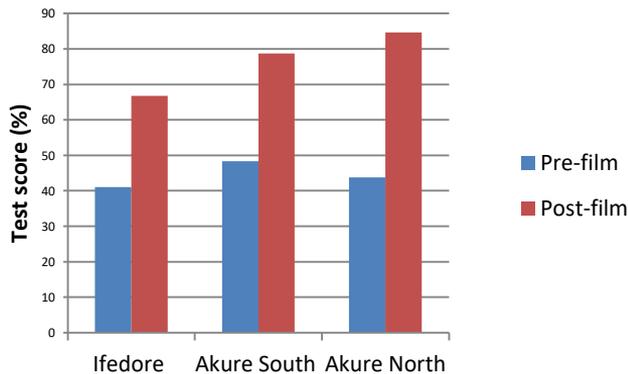
Building health worker knowledge

Partners: Instrat GHS, mPowering & Ondo State Primary Health Care Development Board

Location: Nigeria

Programme: 12-week pilot programme for 200 health workers in 18 facilities in Ondo State

Methodology: Summative with Pre&Post test



Maternal & child health in Nepal

Working with One Heart Worldwide, we adapted community education and health worker training films for a Nepali audience

- *Understanding Focused Antenatal Care (FANC)*
- *Warning signs in pregnancy*
- *How to care for a new born*
- *How to manage Post-Partum Haemorrhage*
- *How to use the Uterine Balloon Tamponade*

Films have been integrated into training and community outreach programmes throughout Nepal and used by MoH as a training resource.



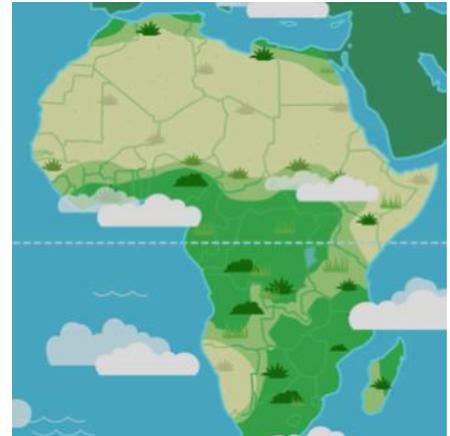
mHealth in Zimbabwe

Partnership with Econet Wireless and Zimbabwe Ministry of Health & Child Care

Mobile-friendly animations on prevention, diagnosis & treatment of malaria for general audience

Disseminated by blast SMS to Econet subscribers (9 million)

Zero rated data





Serenje, Zambia

Serenje Outreach Film Screening Project

Partner: Ministry of Health

Programme: Films used in monthly community outreach sessions in Serenje

4,359 people attend screenings each month

HWs reported changes such as increased ante-natal attendance and reduction in negative health beliefs

Many men attend and HWs reported more husbands accompanying to ANC and seeking facility delivery.



Study Aim

To explore **gender specific responses** to MCD film screenings and their influence on men and women's **knowledge, attitudes and practices**, particularly in relation to male involvement in MCH.



Study context

- Maternal and child health in Zambia – disparity between urban and rural areas
- Health literacy and health outcomes
- Men's involvement in maternal and child health
- The role of film in supporting community health literacy and traditional MCH interaction



Study Methods

Communication model theory

Data collection

- Focus Group Discussions (male and female)
- In-depth Interviews with antenatal patients and their partners
- Key informant interviews with health workers

Framework analysis using Nvivo

Data validation process





Study design

Focused on the perspectives of men, women and health workers

Sites: Kanona, Kabamba and Nchimishi communities

Inclusion criteria:

- men and women who had viewed at least two films
 - women and male partners attending antenatal/postpartum clinics
 - health workers involved in the project
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Study Findings

Impressions around men's support and involvement

- Improved knowledge
- Men requested dedicated content
- The films united couples and influenced relationships
- Men are aware of the **need to seek skilled care** and of **their responsibilities** to support their wives
- Perceived **increases in male involvement** during pregnancy, birth and in child health and development



Study Findings

Interpretation and understanding of men's support and involvement



- Men interpret male involvement in **'tangible'** and **stereotypical** ways
- Women desire **'deeper'** involvement of men
- Health worker perceptions - there's **more to male involvement than accompaniment**

Study Findings

Other responses to the film screenings



- **‘What you see, you don’t forget’** - films have advantages over traditional ‘health education’
- People in the films are **‘just like us’**
- Films **challenged traditional care seeking and treatment practices**
- Films **improved health worker relationships** with the community

Discussion and Conclusions



Scale up ∞ Additional content ∞ Gender equality ∞ Further research
