

MedicalAidFilms



OUR YEAR

ANNUAL REVIEW 2015

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We use film and innovative media to transform the health and wellbeing of women and children around the world.

Filming at Gondar Hospital, Ethiopia

Introduction

Medical Aid Films is a unique organisation bringing together health and medical expertise with creative film makers, in response to the global crisis in women's and child health.

Despite progress, every year millions of women and children still die due to complications in pregnancy and childbirth, and women all over the world still suffer most from the effects of poverty and poor health throughout their lives.

We believe in a world where every woman and child is healthy in pregnancy and throughout their life. We use film and innovative media to transform the health and wellbeing of women and children around the world.

2015 has been an outstanding year for Medical Aid Films. We produced more new films than ever before and worked with major global partners, reaching millions more health workers, women and children. We screened our work around the world, contributed to major festivals and conferences on a global stage, and demonstrated how our films can change lives.

The launch of our new strategy puts women and children at the heart of our work throughout their lives, and gives greater clarity and breadth to our future plans. Our growing emphasis on research and learning has also seen the development of a more systematic approach to monitoring and evaluation, so that we can better understand the difference our work makes.

Medical Aid Films is growing fast in so many ways, both as a team and as a wider organisation. We are excited to welcome new Trustees to our Board and new Patrons to champion our work, along with world-class experts and advisers who bring their incredible skills and knowledge. And we are lucky to be supported by skilled and dedicated volunteers to whom we are immensely grateful.

This annual review tells the story of our year, 2015, giving a picture of the work we do and a sense of the excitement we have about the future. We hope you will see the difference we make, and the powerful role that film plays in transforming lives.



Slum cinema run by Revelation Life in Kampala, Uganda

CASE STUDY: ETHIOPIA

USING FILM TO TRANSFORM KNOWLEDGE AND SKILLS IN RURAL ETHIOPIA

At Suhul hospital in Ethiopia our films are used to help train nurses to resuscitate newborn babies. The hospital serves a population of 1.2 million including four refugee camps. 44 out of every 1,000 babies die at birth and many are born prematurely.

“Many nurses in the hospital do not know how to resuscitate newborn babies. Using the neonatal resuscitation film alongside practical demonstration, the nurses have learnt the skills to do chest compressions on newborn babies correctly.”

Neonatal Nurse Trainer



Suhul Hospital, Ethiopia

2015 in figures

This year we have produced more new films than ever before. We now have an incredible 234 films covering 46 topics in 18 languages – all available for free on our website, www.medicalaidfilms.org.

Our films are used by over 2,000 organisations in 145 countries, with 50 core partners integrating our work into their education and training programmes. This year we have had over 2 million views online alone.



234 FILMS



46 TOPICS



18 LANGUAGES



145 COUNTRIES

New films, new partners

In 2015 we worked with many fantastic global partners, developing new films and animations covering maternal, newborn, and sexual reproductive health. We also translated content into six new languages, enabling our films to reach more women and health workers than ever before.

As ever, our films are the product of a huge amount of work, careful review and expert input from around the world. We are deeply indebted to the generosity of so many who give their time to join our advisory groups and review panels. They help us make films of the highest quality. Without them our work would not be possible.



Highlights from 2015

RESPONDING TO EBOLA: MOBILE-FIRST ANIMATION

In early 2015, we responded to the Ebola crisis with our first animation developed for mobile phones for health workers in Guinea. Produced in partnership with the Earth Institute at Columbia University, this film demonstrates the important role of community health workers as 'Contact Tracers', and was used by the Government of Guinea and UNFPA to help reduce stigma about the Ebola virus.



UNDERSTANDING OBSTRUCTED LABOUR: TRAINING FOR MIDWIVES

Obstructed labour – where the baby becomes stuck in the birth canal – leads to dangerous complications for both mothers and newborns, and is one of the most common causes of death during childbirth in developing countries. We worked with Liverpool School of Tropical Medicine to produce a film for trainee midwives about the causes, warning signs, and management of obstructed labour. Shot in Kenya, this film is used by partners across Sub Saharan Africa.



GROWING UP: A YOUTH-FOCUSED FILM ABOUT PUBERTY

Working with NGOs in Kenya, Pathfinder and Carolina for Kibera, we produced a youth-focused film, Growing Up, about the physical and emotional changes that take place during puberty. The film stars Mercy, a peer educator who works with young people to help improve knowledge and awareness about sexual and reproductive health.





24 FILMS IN SIX NEW LANGUAGES

- Bemba (spoken by 4 million people in Zambia)
- Luganda (spoken by 5 million people in Uganda)
- Kinyarwanda (spoken by 10 million people in Rwanda)
- Kannada (spoken by 49 million people in India)
- French (official language of 26 countries in Africa)
- Portuguese (official language of 6 countries in Africa)

CASE STUDY: ZAMBIA

USING FILM TO IMPROVE COMMUNITY HEALTH EDUCATION IN ZAMBIA

In rural Zambia, we have been working with the Ministry of Health and Chitambo Hospital, which serves a scattered population of 100,000 people.

Community health educators, armed with pocket projectors, run monthly outreach sessions at rural health posts – showing films such as *Warning Signs in Pregnancy*. Translated into the local language, Bemba, they are transforming understanding of these vital subjects.

“A woman came in with a health kit; she came from very far away. More women are coming in with birth kits, and are preparing them. This is a new thing since the films have been shown.”

Midwife, Chitambo Hospital



Miswema Health Clinic, Serenje, Zambia

Learning through film

Our films were shown to 1,870 women in Walungu territory in South Kivu, Democratic Republic of Congo, as part of a project run by the NGO, Food for the Hungry. This is an initiative to reduce maternal mortality and morbidity rates in a country where it is estimated that 1 in 30 women die from childbirth-related causes.

A key focus of the project was to help improve mothers' understanding of life-saving messages about maternal and child health, and to address barriers to adopting healthy practices in pregnancy and childbirth. The end-of-project study found significant increases in knowledge around antenatal and postnatal care.

47% of mothers knew at least three dangers of closely spaced pregnancies, compared with 0.9% beforehand

58% of women interviewed could identify 4 danger signs to the mother just after birth, compared with 6.1% beforehand

18% of mothers attended the recommended medical check 8 weeks after birth, compared with 0.1% beforehand





Nutrition film screening
in Kampala, Uganda

Our finances

Medical Aid Films is growing fast and 2015 was a record year. We almost doubled our income, raising £498,470 in the 12-month period to 31 December 2015, of which £308,393 was from donations and grants, £118,500 was from gifts in kind, and £70,647 was from contracted charitable activities (film production or distribution).

For every £1 raised, we spent 8p on direct fundraising and a further 3p on costs to support fundraising activities.

Total expenditure last year was £379,805 including £327,034 on charitable activities: the majority on film production, distribution, and partnership projects in Africa.

To see our financials in full, please read our [2015 Annual Report and Accounts](#).

Thank you

WITHOUT THE GENEROSITY OF OUR SUPPORTERS NONE OF THIS WORK WOULD BE POSSIBLE.

Brunswick Group

Charles Hayward Foundation

Earth Institute, Columbia University

Fistula Foundation

GlaxoSmithKline

Goldman Sachs

Guy's and St Thomas' NHS
Foundation Trust

International Confederation of Midwives

King's College London

Lewis Golden

Nyman Libson Paul

Quilter Cheviot Investment Management

The Friends of Medical Aid Films

The Funding Network

The Patrick & Helena Frost Foundation

Vitol Foundation

W Science Laboratories

White Ribbon Alliance

What next?

As we reflect on 2015, we can be proud of what we have achieved – we have made progress in so many ways. We have improved our financial position, the quality of our work and the strength of our team. We have delivered more new films than ever before, sharing life-saving skills and knowledge with millions more women and health workers. However there is much more still to be done.

The start of 2016 has seen the launch of our new website and the beginning of work to implement our new strategy shifting emphasis towards supporting women and children throughout their lives and growing the range and diversity of our work.

We will be putting partnerships central to our vision, maximising the potential of innovative delivery mechanisms and new media to find more ways to reach and engage audiences. We want to demonstrate the effectiveness of media as a tool for learning as we build a strong and effective organisation with a diverse and sustainable funding base for the future.

Thank you for your support during 2015. We are excited for what we will achieve this year, and 2017 will be even bigger as we celebrate our 10th anniversary – an opportunity to look forward and reflect upon a decade of transforming lives.

HELP US TRANSFORM MORE LIVES THROUGH THE POWER OF FILM

Medical Aid Films relies on its funders, volunteers and other supporters to continue to develop our work. We have achieved a lot, but we want to do more. If you have been inspired by what you've read in this Annual Review please help us continue to transform more lives through the power of film.

www.medicalaidfilms.org/give





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