

**MedicalAidFilms**




# OUR YEAR

**ANNUAL REVIEW 2016**

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"I am **so grateful** for your films and the ability to use them in teaching, with visual, **educational** and **inspirational** excellence"

# Introduction

**E**very year millions of women and children 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.

Medical Aid Films is a unique organisation bringing health and medical expertise together with creative film makers, in response to the global crisis in women's health. We use film and innovative media to transform the health and wellbeing of women and children. We believe in a world where every woman and child is healthy throughout their lives.

2016 has been another great year for us, we now have over 260 health education and training films, in 20 different languages. We've reached millions more health workers, women, children and their families with lifesaving education.

The start of 2016 saw the launch of our fabulous new website, along with our work to implement our ambitious new strategy, shifting emphasis towards supporting women's health throughout their lives, and growing the range and diversity of our work.

Partnerships are central to our vision, and this year has seen us collaborate with many new partners, finding ways to maximise the potential of new technologies and social media, to reach and engage audiences.

Our first annual survey has given us new insights into our audience and valuable feedback on how our films are used, along with a greater understanding of the effectiveness of media as a tool for learning.

We've had another successful year fundraising and worked hard to grow our income through new partner-funded work, and we look forward to building a strong and effective organisation with a diverse and sustainable funding base for the future.

**This annual review tells the story of our year, giving a picture of the work we do and a sense of excitement about the future. We hope you will see the difference we make; the powerful role film can play in transforming lives and the difference your support can make.**

#### CASE STUDY: HAITI

##### NUTRITION TO CHILD HEALTH – VITAL MEDICAL INFORMATION IN A BOX

In Haiti, many remote areas do not always have full-time doctors, and the training of nurses is often limited, meaning that medical information is in high demand. Medical Internet in a Box has found a unique way to integrate our films into its storage system and staff members at clinics use them frequently to hold film screenings reaching up to 250 people a month. As well as this, videos are used on an everyday basis, during consultations or even when patients are waiting to be seen at the clinic.

*"I am so pleased with the videos and plan to show them to large groups of patients when I conduct community outreach clinics in other rural communities of Haiti."*

**Clinic Doctor**



"I thought the films were **excellent** and used them as part of a training programme"

## 2016 in figures

All films are free on our website: [www.medicalaidfilms.org](http://www.medicalaidfilms.org)



260 FILMS



60 HEALTH TOPICS



20 LANGUAGES



USED BY 2,000 HEALTH PROFESSIONALS AND TRAINERS



3 MILLION VIEWS



145 COUNTRIES



## New films, new partners

Building effective partnerships is crucial to our success and this year we were thrilled to begin working with Zimbabwe's largest mobile operator, Econet Wireless, to produce and distribute our first mobile optimised films, which are being offered data-free to audiences.



### NEW FILM TOPICS IN 2016

- Hand washing and hygiene
- Surgical safety
- Counselling on family planning and abortion
- Malaria: prevention, diagnosis, treatment
- Diabetes in pregnancy
- Obstetric training
- Training on new blood pressure device

## Highlights from 2016

### MHEALTH – TRANSFORMING MALARIA HEALTH EDUCATION: ZIMBABWE

Through a partnership with Econet Wireless and Zimbabwe's Ministry of Health and Child Care we produced 3 mobile optimised animations on prevention, diagnosis and treatment of malaria. These were disseminated by blast SMS to 9 million Econet subscribers.



### INNOVATIVE TABLET HEALTH WORKER TRAINING: ONDO STATE, NIGERIA

Through a partnership with Instrat Global Health Solutions, mPowering Frontline Health Workers and the State Primary Health Care Development Board in Ondo State Nigeria, we developed a suite of 11 maternal and child health films in two new languages – Yoruba and Hausa – to support the development of an innovative health worker training programme in Nigeria.



### NEW DEVICE MEASURING WARNING SIGNS IN PREGNANCY

Working with King's College London we produced short films to help health workers learn how to identify warning signs in pregnancy, with the help of the Microlife Vital Signs Alert (VSA) which is the world's first medical device to detect shock and high blood pressure in pregnant women, and could cut maternal deaths in low income countries by up to 25%.



## LANGUAGES IN 2016

Translation of films remains a high priority and this year we have grown our language collection to include many more languages – this work enables our films to reach more women and health workers than ever before.

**French, Swahili, Yoruba, Hausa, Shona, St Lucian Creole, Haitian Creole and Bemba.**

Our films are the product of huge dedication and careful review by our advisory panels and experts around the world; our work would not be possible without their generosity, time and commitment.

### CASE STUDY: TIMOR-LESTE

#### DEVELOPING SKILLS AND KNOWLEDGE OF HEALTH WORKERS AND MOTHERS

**D**ue to its post-conflict legacy, Timor-Leste remains the poorest country in the Asia-Pacific region. Almost half of the country's children under five years old are underweight, and the infant, maternal and child mortality rates are high.

Our films are part of the national emergency obstetric care refresher training course, used in classrooms, small groups and 1-1 mentoring, and installed on computers so that staff can access content regularly.

Translated locally into Tetum, the films continue to receive thousands of views each year, empowering local communities with easily understandable and setting-appropriate lifesaving skills and knowledge.

*“They are enormously appreciated and feature in our evaluations of the training repeatedly... the films are effective as a learning strategy and enjoyed by the staff”* **Clinical Midwifery Consultant**



## Learning through film – an additional 1 million users per year!

**I**n 2016 we carried out our first electronic survey focusing on the reach and use of our films. The majority of respondents were health care professionals and trainers, working for 218 different organisations in 67 countries around the world.

The results were staggering, indicating that 99% of respondents found films excellent or good and 74% have shared our films with others.

The survey figures enable us to estimate how often one of our films is watched by one person for education or training purposes – the survey indicates an additional 1 million users per year. This is in addition to the 2 million online views we received in 2016.

Such direct feedback is incredibly valuable for us. Increased knowledge of how our films are used offers opportunities to develop and improve production, communications, measurement and evaluation, and partnerships.

99%  
found films  
excellent or good

74%  
shared films  
with others

2m  
online views  
in 2016



*“We **love** your films! Thank you!”*



## Our finances

2016 has been our best fundraising year ever. We increased our income substantially raising £678,038 in the 12-month period to 31 December 2016, of which £168,905 was from donations and grants, £158,759 was from gifts in kind and £350,109 was from contracted charitable activities (film production or distribution.)

New funding partnerships were developed with Royal College of Obstetricians and Gynaecologists, Econet Wireless, mPowering Frontline Health Workers, Massachusetts General Hospital, W Science, Jhpiego Tanzania, and the Department for International Development (DfID) through Mott MacDonald.

Total expenditure was £676,881 due to increased film production, including £609,142 on charitable activities: the majority on film production and partnership projects in Africa. Please read our 2016 Annual Report and Accounts for more details.

## Thank you

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

Guy's & St Thomas' NHS Foundation Trust

Royal College of Obstetricians and Gynaecologists

W Science

Massachusetts General Hospital

King's College London

EngenderHealth

Nyman Libson Paul

Lewis Golden LLP

Brunswick Group

International Confederation of Midwives

The Friends of Medical Aid Films

Vitol Foundation

Jhpiego Tanzania

The Patrick & Helena Frost Foundation

Deloitte

BeyondMe

Econet Wireless

mPowering Frontline Health Workers

GE Healthcare

Department for International Development (DfID) through Mott MacDonald

## What next?

### 2017 – OUR 10TH ANNIVERSARY AND FIRST VIRTUAL REALITY FILM!

**A**s we reflect on 2016 we can be proud of our achievements, the progress we have made, the quality of our work. However, there is much more to be done.

2017 will be an even bigger year for us as we celebrate our 10th Anniversary culminating with a special event at BAFTA 195. Alongside that we're putting a focus on three key themes: learning, diversity and innovation. We are excited to be producing our first 360 Virtual Reality film shot on location in Zambia.

**Thank you so much for your support during 2016, we're excited for what we can achieve in the year ahead.**



## HELP US TRANSFORM MORE LIVES THROUGH THE POWER OF FILM

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

**Please visit our website at [www.medicalaidfilms.org](http://www.medicalaidfilms.org) to donate and find out how you can support us further.**

"Appreciated the film  
being available in the  
**local dialect**. This was  
**invaluable.**"



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