

Introduction: Storytelling for Health in a Changing World

A Message from Our Charity Director

Dina Prior



At Medical Aid Films, we believe in the power of storytelling to save lives. For over a decade, we have created trusted, accessible, and culturally relevant films and animations that bring vital health information to communities around the world—especially women, children, and frontline health workers in low-resource and crisis-affected settings.

In 2024, amidst growing global health challenges and shrinking aid budgets, we reached over tens of thousands of viewers with content designed to promote healthy behaviours, support health workers, and counter misinformation. From maternal health in Zambia to sexual and reproductive health in Nigeria, and through a global campaign with the World Health Organization, we demonstrated how strategic, cost-effective media can drive real-world health impact.

This year, we expanded our educational film library, forged strategic partnerships, and embraced emerging technologies to amplify our reach. Our BBC Radio 4 Appeal raised national awareness of our mission, while the *Her Health, Their Future* campaign challenged gender stereotypes through powerful storytelling. Our Soho event brought together filmmakers, supporters, and health advocates to celebrate the transformative role of media in health education.

We also strengthened our global presence and advocacy efforts by participating in high-profile forums—from the Leprosy event at St James's Palace and the YouTube Health Accreditation Network to Rotary's Tech for Good event, where we became partners in advancing health education through digital innovation. Our collaboration with WHO played a key role in public health campaigns, including a global awareness initiative around alcohol and cancer risks.

At the same time, shifting global dynamics are forcing hard questions about the future of health and humanitarian work. The freezes in UK and US aid have disrupted vital programming across the sector, and countries recovering from the crisis, particularly in the Middle East, including Syria, Yemen, Sudan, and Lebanon, face urgent challenges in rebuilding health systems. While we have not yet worked directly in these regions, we recognise the critical need for enhanced, scalable health education and training. As we look to the future, we are actively exploring ways to support these contexts through adaptable content, strategic partnerships, and digital delivery models.

Our films are now being used not just to inform patients and communities but to train the trainers—medical teachers, nursing tutors, and health educators who are shaping the next generation of frontline workers. In 2024, we invested in building the capacity of medical educators to integrate film and multimedia into their teaching—enhancing both reach and quality in health worker training.

Looking ahead to 2025, we are expanding our engagement strategies. We're launching a new podcast series on our YouTube channel to explore the intersection of storytelling and global health. We're also growing our network of filmmakers and studios, ensuring our content remains locally grounded and globally impactful. None of this would be possible without our incredible team, partners, and supporters.

Thank you for believing in our mission and standing with us in harnessing the power of film to change lives.

Dina Prior, Charity Director, Medical Aid Films.

Reflections from Our Chair

Sean McDonnell



On behalf of our Board of Trustees, I am delighted to welcome you to read our annual report for 2024. It's been a year of significant transition. After ten years of nurturing and transforming Medical Aid Films, Catherine McCarthy moved on to take up a fellowship opportunity. She left a legacy of a unique organisation, highly regarded by medical and media professionals alike.

With that reputation to inherit, we were very pleased to welcome Dina Prior to join us in the summer. Her blend of humanitarian and filmmaking experience will enable us to navigate a funding and technology landscape that is rapidly changing but without losing sight of our mission and our commitment to the communities we empower.

To complement the development of the team under Dina's direction, we refreshed the Board with a range of experience and skills. I would like to thank each member for their support and guidance, which is particularly valued as we open the next chapter of the Medical Aid Films story.

ABOUT US

Vision

A world where every woman and child can enjoy a healthy life.

Mission

We use the power of media and storytelling to educate, inform, and empower communities, improving maternal, newborn, and child health outcomes worldwide.



Year in Review: Our Impact in 2024

In 2024, our work expanded in both reach and impact, proving once again that film and digital media are powerful tools for improving global health. Over the past year, our films and training materials have reached tens of thousands of people in some of the world's most underserved communities.

Key Achievements

- 8 animations on maternal and newborn nutrition in English/Swahili (Kenya) in partnership with CIFF and Living Goods.
- 1 animation on Alcohol and Cancer Risks with WHO (EVID-Action campaign).
- 12 animations on Challenging Gender Stereotypes in English/Swahili.
- 2 evaluations: SCREEN adolescent health project in Zambia and maternal nutrition project in Kenya.
- 3 Caesarean Section Ectopic Pregnancy films in English.
- 1 Training of Trainers curriculum and 1 CPD programme for digital nurse/midwifery education.
- 1 promotional film on the Nigeria nursing digital education project in partnership with NANA Girls and Usmanu Danfodiyo University.

“ *Films and Projects in Focus* ”



Adolescent Health SCREEN Project – Zambia

This three-year project addressed critical health education gaps among adolescents, covering teenage pregnancy, adolescent mental health, supportive fatherhood, and gender equality. Over 40,000 adolescents engaged with the films. Evaluation results showed 97–99% viewer enjoyment, 74–87% reported learning, and 85–99% reported intention to act. Significant knowledge increases were recorded, particularly on supportive fatherhood and gender equality.

Qualitative focus groups confirmed high levels of enjoyment, learning, and intent to act. Clinics reported increases in service uptake, including a tenfold rise in family planning access in one community.

What's next:

We aim to adapt the SCREEN model for regional use across Southern Africa with a focus on youth engagement and gender-responsive messaging.

“ *Films and Projects in Focus* ”



Nurse and Midwifery Digital Education – Nigeria

In partnership with the Nigerian Nursing and Midwifery Council and supported by UK DHSC's Global Health Workforce Strengthening programme, we trained 465 lecturers in digital resource creation, directly benefiting over 4,000 students via solar-powered e-library platforms. The curriculum was developed with NANA Girls and Women Empowerment Initiative and Usmanu Danfodiyo University. A CPD-accredited Training of Trainers curriculum was also launched to support broader professional development.

What's next:

We are exploring scale-up opportunities in Nigeria and expansion into Francophone West Africa.



“ *Films and Projects in Focus* ”

Maternal and Newborn Nutrition – Kenya

In collaboration with Living Goods and ClIFF, this project produced localized animations addressing diet, micronutrients, antenatal/postnatal care, and breastfeeding. Community Health Promoters (CHPs) shared the films during outreach visits using mobile phones. Early evaluation data suggests promising knowledge improvements and strong support from both CHPs and women for using film in maternal and child health education.



What's next:

Expanding the programme to additional counties and incorporating feedback into new content creation.

Placenta Accreta and High-Risk Pregnancy Films

These training films developed in English, Portuguese, and Spanish equip healthcare providers with critical knowledge to manage high-risk pregnancies such as Placenta Accreta and cesarean scar Ectopic Pregnancies (CSEP). In 2024, we completed the second set of three CSEP films in a series of six. These are currently used by the Fetal Medicine Foundation and the Royal College of Obstetricians and Gynaecologists.

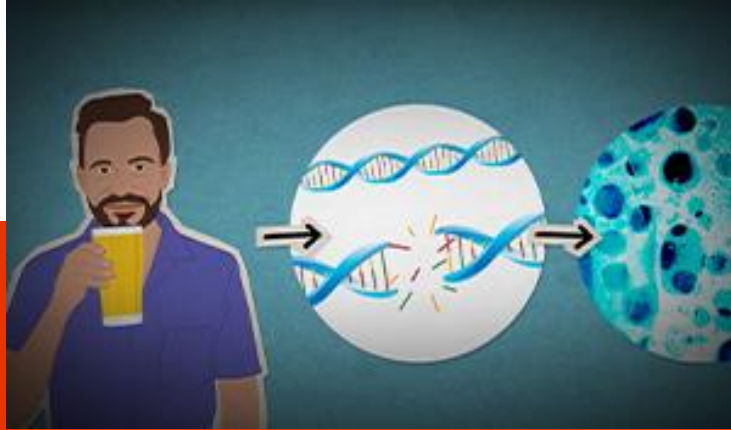
What's next:

Complete the final three films in the series and expand multilingual distribution across Latin America and Africa.





Films and Projects in Focus



WHO Public Health Campaign – Alcohol & Cancer Risks

As part of WHO's EVID-ACTION initiative, we produced a 3-minute animated film bridging research and public awareness about alcohol-related cancer risks. The video has become a central piece in WHO's global digital campaign, helping to improve understanding of the link between alcohol consumption and multiple cancers.

What's next:

Support WHO's wider rollout in national-level awareness campaigns through our platforms.



Clubfoot Treatment Education – Global

In partnership with MiracleFeet and WHO, our Ponseti Method training film reached over 8,200 healthcare workers globally. It is now a key resource on PAHO's Virtual Campus for Public Health, supporting better outcomes for children with clubfoot.

What's next:

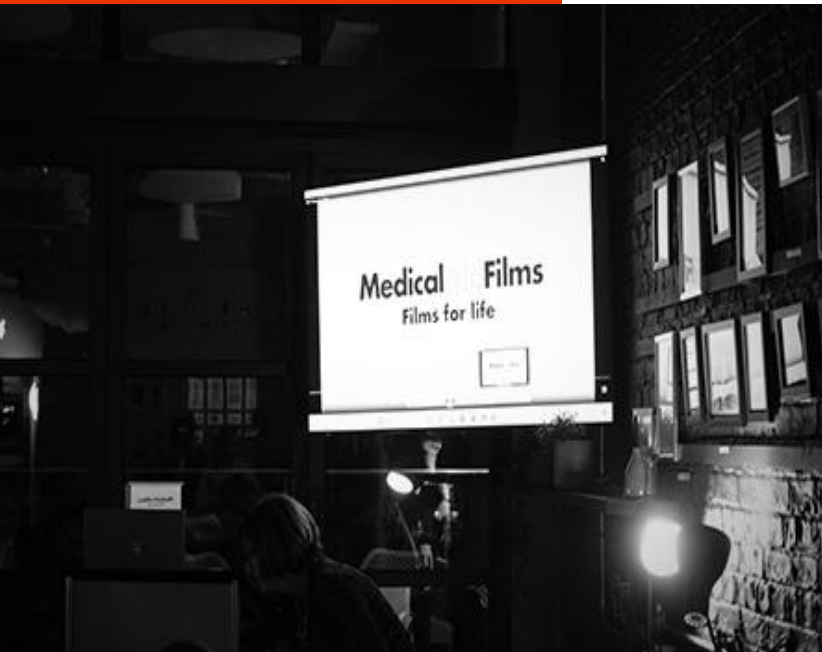
Translate the film into more languages and develop companion visual guides.

“ Events and Advocacy: The Power of Presence ”

Our impact in 2024 extended beyond film and training. Through strategic events and high-level forums, we amplified our mission, built valuable partnerships, and contributed to the global conversation on the future of health education and humanitarian response.

BBC Radio 4 Appeal

Presented by Dr. Ellie Cannon, our BBC Radio 4 Appeal brought national attention to the role of film in global health education. The campaign sparked meaningful conversations and introduced new audiences to our work.



Soho Event: A Celebration of Impact

Our Soho event brought together filmmakers, supporters, and global health advocates for an inspiring evening that showcased our new showreel and explored the impact of film in frontline healthcare. Discussions featured Dr. Lynne Jones OBE and Dr. Asmamaw, highlighting their work supporting maternal and newborn care in Guatemala and Kenya. The event also sparked wider conversations around cancer screening, climate and health, and equitable access to health education.

“ Global Health Forums and Strategic Meetings ”



St James's Palace:

We were honoured to attend a special event celebrating the centenary of The Leprosy Mission. This reinforced our commitment to using media to raise awareness and promote inclusion around neglected diseases.

YouTube Health Accreditation Network (Google HQ):

We joined fellow accredited YouTube Health creators to exchange ideas, enhance digital reach, and strengthen our commitment to delivering trusted health content.

Rotary Club's World Polio Day (Stratford):

We participated in events commemorating progress in polio eradication and showcasing the potential of digital storytelling to sustain momentum.



UK Africa Health Summit & East of England Global Health Conference:

These platforms allowed us to explore new partnerships, present our work, and engage in critical dialogue on health systems, innovation, and cross-sector collaboration.





Financial Activities



Medical Aid Films Limited

Statement of Financial Activities (including the income and expenditure account)

For the year ended 31 December 2024

	Note	Unrestricted Funds £	Restricted Funds £	2024 Total £	Unrestricted Funds £	Restricted Funds £	2023 Total £
INCOME FROM:							
Donations and legacies	2	93,070		93,070	314,173	-	314,173
Charitable activities:							
- Film production and distribution	4	14,854	134,888	149,741	-	61,815	61,815
Investments				-	-	-	-
Other income		2,462		2,462	4,773	-	4,773
Total income		<u>110,386</u>	<u>134,888</u>	245,274	<u>318,945</u>	<u>61,815</u>	380,761
EXPENDITURE ON:							
Raising funds	5	15,214		15,214	82,116	-	82,116
Charitable activities:	5						
- Film production and distribution		86,404	125,260	211,665	265,728	146,824	412,552
Total expenditure		<u>101,618</u>	<u>125,260</u>	226,878	<u>347,844</u>	<u>146,824</u>	494,668
Net income/ (expenditure)		8,768	9,627	18,395	(28,899)	(85,008)	(113,907)
Transfers between funds				-	16,114	(16,114)	-
Net movement in funds		8,768	9,627	18,395	(12,785)	(101,122)	(113,907)
Reconciliation of funds:							
Total funds brought forward		142,130	44,748	186,878	151,456	149,329	300,785
Prior Year Adjustment				-	3,459	(3,459)	()
Total funds carried forward	14	<u>150,898</u>	<u>54,375</u>	205,273	<u>142,130</u>	<u>- 44,748</u>	186,878

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above.

“ Looking to the Future: Strategy and Direction ”

In a fast-changing humanitarian and global health landscape, Medical Aid Films is developing a refreshed strategy for 2025–2030 that builds on our core strengths and looks boldly to the future. Our strategic priorities are:



1. Digital Health Education at Scale

We will continue to expand our training tools and curricula for health educators, using digital platforms to reach more learners and improve the quality of care in underserved settings.

2. Localisation and Equity

We are deepening our investment in local filmmakers, trainers, and storytellers to ensure authenticity, cultural relevance, and sustainability.

3. Innovation with Purpose

We will harness emerging technologies—including AI and mobile-first platforms—to reduce production costs, personalise content, and enhance impact tracking.

4. Preparedness and Resilience

We are exploring opportunities to support fragile and post-conflict settings, particularly in the Middle East, with adaptable and scalable content for rebuilding health systems.

5. Evidence and Learning

We will embed robust monitoring and evaluation into every project to ensure data-driven learning, accountability, and continuous improvement.

This new strategy will guide us in responding more effectively to global health needs, ensuring that our films continue to be a trusted, transformative force in the lives of women, children, and health workers worldwide.

A Tribute to Lord Leitch

This year, we honor the late Lord Leitch, whose unwavering commitment to public health and global education was an inspiration to all of us at Medical Aid Films. His legacy of championing accessible education and innovative healthcare solutions will continue to guide our work.



Thank You

To our dedicated team, our creative partners and filmmakers, our collaborators in the field, and every supporter who believes in the power of storytelling, thank you. Your generosity, partnership, and vision have allowed us to achieve more than ever in 2024.

We would especially like to thank our donors, whose support has been instrumental in our work this year:

Oxford University

Children's Investment Fund Foundation

BBC Radio 4 Appeal

Peter Stebbings Memorial Charity

Global Health Partnerships (formerly known as THET)

Vaseppi Charitable Trust

The Patrick & Helena Frost Foundation

We are also deeply grateful to the many individuals who have generously supported us throughout the year.

For more information, visit: www.medicalaidfilms.org

or email: dina@medicalaidfilms.org

Together, we are building a world where health education is accessible, engaging, and transformative—one film at a time.

