UCL GRAND CHALLENGE OF GLOBAL HEALTH

Development of three research films to influence policy, educate and generate academic debate about maternal and child health

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Aims and Objectives

High mother and child mortality remain a key health inequality and focus of UCLs Grand Challenge of Global Health. This project aims to influence policy, educate and generate debate about mother and child health by developing and disseminating three short films about the MaiMwana project in Malawi.

- **Umodzi** - Post-production of a Chichewa version of Umodzi. A film about the power of community mobilisation to improve mother and child health and reduce mortality. https://vimeo.com/12427420
- **m+e=** Production of a film about the system used to evaluate mother and child health and mortality. https://vimeo.com/25027515
- **VMC** - Production of a film about the role of volunteer counselors in encouraging exclusive breastfeeding.

Cross disciplinary

The partner institutions brought relevant content and skills expertise to develop high quality ehtnographic films about public health issues.

Activities

Umodzi was completed in 2010 and m+e= was completed in 2011. VMC is currently in post-production.

Showing Umodzi to a community in Mchinji

Outputs and impacts

Umodzi and m+e= have been uploaded to public and university videosharing websites, shown and debated at academic conferences and publc events in Malawi and the UK and shared with teaching staff at CIHD.

The films have helped to: raise awareness of mother and child health issues and the role of MaiMwana project in a wide range of academic, policy and lay stakeholders; funding to sustain these activities; and educate students about real world development and research. The films have also provided a focus for debate about development and research in mother and child health.

Conclusions

Funding from the Institute of Global Health has enabled MaiMwana Project to transfer its knowledge and experiences, through films, to important academic, policy and lay stakeholders in Malawi and UK.