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Project of Cinematic Community Mobilization CinemArena Omo Valley

REPORT

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Title: TRAVELLING HEALTH EDUCATION PROGRAM IN DISADVANTAGED AREAS - CINEMARENA
Country: Ethiopia
Related by Nicola Arezzo, Italian Cooperation
Start date: 08th December 2014
End date: 27th December 2014
Zones: Gamo Gofa, Konso



CinemArena's background

CinemArena is a travelling campaign of health education financed by the Italian Cooperation which aims at raising the awareness about health issues in the most disadvantaged areas of SNNPR.

The extension of the territory, the different languages of the ethnic groups, their distance from health services require educational interventions in order to raise the awareness of the local communities about health issues. The focus have been on maternal and child health in order to promote accessible services and best practices.

The area which has been selected for the project is the Omo Valley where cinema have been one of the best tools to spread social and health messages to the different ethnic groups of the region thorough its universal language, entertainment and the "*behavior change communication*".

The itinerary campaign involved remote communities by sharing health information through entertainment:

- entertainment ad educational movies have been screened in the villages during the evening;
- documentaries with the interviews of the leaders related to social and health issues of the communities have been edited with the purpose of increasing the *process of modeling*;
- theater shows on the issues have been performed

- final public discussions introduced by participatory theater has shared problems and possible solutions about health issues.

The success of this initiative has been represented mainly by "on-the-spot reports": the crew make visual documents of the meetings with the village leaders, the traditional healers and the ordinary people. The footage is edited the very day of arrival and projected on a big screen as an instant-movie. The villagers, seeing themselves on film, feel like the main characters in something as important as cinema. Thousands of people watched movies telling stories of simple everyday life that grab their attention. In this way the people attend to what becomes, for one night a great movie arena: CinemArena.

It is a social campaign, but also a remarkable transmission of feelings and emotions.

Activities



Gamo Gofa Zone

1st Projection

Date: 19/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Challe
- Health worker: Zelalem
- Participants: 1.000

Segen Zone

Amidst of 41 kebeles, 7 villages Selected in the period 20 -26/12/2014 in Konso woredas:

1. Dokotu
2. Mechelo
3. Arifide
4. Gaho
5. Kumme
6. Swegumme
7. Fasha

2nd Projection

Date: 20/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: down Dokotu
- Chief (elder) of village: Ato Kebede Gelebo
- Participants: 1.000

3rd Projection

Date: 21/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Mechelo
- Chief (elder) of village: Ato Gelegalo Gero
- Health worker: Betelihem Zewud

- Population size: 3.195
- Participants: around 700 people

4th Projection

Date: 22/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Arefide
- Chief (elder) of village: Ato Chamaysha Kebede
- Health worker: Ato Masresha Mamo
- Population size: 4.097
- Participants: 700

5th Projection

Date: 23/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Gaho
- Chief (elder) of village: Ato Kambiro Galegalo
- Health worker: Kasech Garsa
- Population size: 4.542
- Participants: 1.500

6th Projection

Date: 24/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Kumme
- Chief (elder) of village: Ato Gemechu Geytare
- Health worker: Senit Gebeyhu
- Population size: 1.144
- Participants: 800

7th Projection

Date: 25/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Swegumme
- Chief (elder) of village: Ato Turifa Tulo
- Health worker: w//ro Semiret Gemedda
- Population size: 4.490
- Participants: 1.200

8th Projection

Date: 26/12/2014

Information: basic data to be recorded and documented about Kebele:

- Village name: Fasha
- Chief (elder) of village: Kagnuro Kawude

- Health worker: Mehiret Gelegalo
- Participants: 900

Methodology

The project aims to promote social-health campaigns in remote areas showing movies on a cinema screen.

The educational contents are aimed to inform people increasing the knowledge about the services offered by the health system which are mainly related to maternal and child health. In order to achieve that, different entertainment tools such as cinema, participatory theatre, short documentaries and debates have been used.

Sharing the information within the communities about the consequences of dangerous health practices by promoting the interaction of both men and women through discussions. Increasing the number of women going to the HC for safe delivery and vaccinations. Women will receive immediate benefits from the project and the community will benefit from the health services as well.

The Short Documentaries

The CinemArena made, for seven location, one short documentary (10-15 minutes), showing images of everyday life of the village and including some interviews to most relevant and respected people in the visited communities.

In each village the hospital staff, religious leaders, traditional leaders and doctors have been interviewed to give indications on correct behaviours to adopt and inform the audience on the available services.

The short documentaries are an instrument to introduce a message of easy comprehension coming from influent people. The interviews have been recorded in local dialects. The short documentaries offer the opportunity to involve community leaders in promoting awareness messages.



The Films

Each projection includes both funny and educational films.

The selected films promote solidarity within the family, fidelity, and remark the importance of partner involvement in supporting the mother in decisions regarding children's health care.

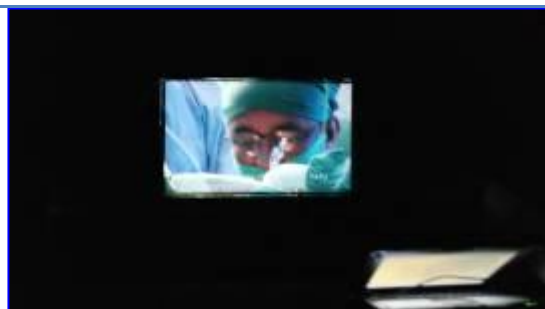
- short funny movies of Charlie Chaplin and Buster Keaton.

- the short cartoons "Stories of the mini

world" of Bruno Bozzetto. They are funny movies for children telling the stories of small animals;

The educational films are:

- "A walk to beauty" is a video to help raise awareness about fistula produced by Hamlin Fistula Hospital.



- "Childbirth in rural Ethiopia" is a video on *assisted delivery* produced by UNFPA with the Ethiopian Ministry of Health;

The educational movies have been translated live in local languages during the projections to ensure the comprehension by the audience.

The Theater

The CinemArena has found in theatre a fundamental part of its educative campaigns. Two professional actors perform in a theatre show of 15'-25'.

The general plot is: in one family the daughter is suffering for fistula. While the father discuss with his wife on what they must do with the daughter her husband interrupt the conversation and declare that he wants to let his wife (the suffering woman). At this point with the theatrical expedient of *deus ex machina* a Joker enter the stage and solves the situation with the aid of the audience.



The actors of the CinemArena performed in each location involving local actors so that each theatre show has been acted in local language.

The projections included some shows of local artists and activists. The two actors of the program help local activists to analyze the health related issues using the method of group interviews and they build with the local theatre group the plot of a new show.

The local theatre is one of the instruments that CinemArena uses to make the show more familiar to the audience: local dialects, local actors make the whole show more comprehensible and familiar for the spectators.

The Debate

The structure of the projections includes the space to interact with the spectators and establish a dialog with them. The animator of the program leads the debates giving the spectators the opportunity to intervene with their questions and opinions.



A particular attention is paid to contextualize the contents of the debate respecting the variety of local situations promoting the availability of care and treatment services specifically for the children and pregnant women.

The Dr. Amare Desta, of the Hamlin Fistula Hospital, participated to the debates during the projections clarifying the information regarding the specific issue of "fistula".

Before each projection the health technicians share with the actors and with the animator the information about the services available in local health centres so that these information become part of the theatre shows, of the local theatre shows and of the debate.

Involvement of local health workers

The CinemArena Project promotes health centres and health posts services sharing the information on available health services, involving health workers in the debates.

For each projection local health workers have been involved both in the shooting of the short documentary through an interview and in the debate to discuss with the audience.

Specific attention, according with the HCs, have been paid to promote the ongoing vaccination for polio, HIV vertical transmission prevention and safe delivery.

Conclusions

We can conclude saying that the first campaign of the Project of Cinematic Community Mobilization has been a good experience that proved the communicative capacity of the CinemArena's messages. Around 8.000 spectators have enthusiastically seen the CinemArena shows.

The shows have obtained a good success of audience with an average of 1.000 spectators per projection. It has been the result of a good strategy of promotion for the event: we involved local authorities and community in the promotion and realization of the shows, using local activists for the advertising of the events.

The reactions of the spectators to the projected films and to the theatre and the participation to the debates prove that the educational message respects cultural differences.

Furthermore administrators, local leaders, hospital staff, local activists, audience has appreciated the quality of the shows.