

ABOUT

FilmAid is a development and humanitarian communications organisation that:

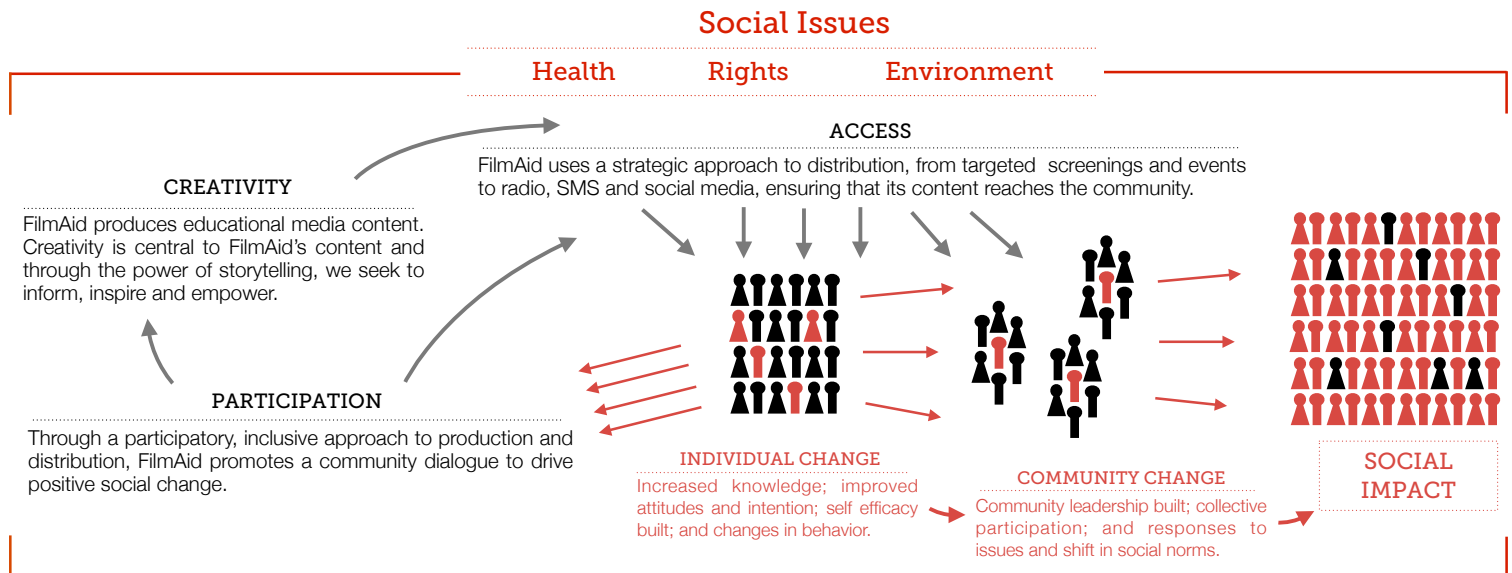
- harnesses the **power** and **influence** of **film and media** to combat critical social issues.
- creates multimedia content designed to **inform, inspire** and **empower**.
- uses a **strategic** and **integrated approach** to **distribution** including broadcast, mobile cinema, workshops, community-based screenings and digital media.
- works with communities to **catalyze dialogue** and drive social change.

FilmAid

Projecting hope. Changing lives.

HOW

FilmAid designs and implements communications initiatives on critical health, rights and environmental issues. Our Theory-Of-Change is based on the integration of access, creativity and participation, which drive individual and community change, contributing to positive social impact. Underpinning this approach is collaboration: working together is fundamental to achieving change. FilmAid partners with communities, creators, NGOs, Governments, and the private sector to ensure a collaborative approach. This is illustrated below:



WHAT

Communication is a critical component of international development and humanitarian operations. From post-crisis situations in refugee camps to urban development programs, FilmAid produces and distributes media content on critical social issues such as psychological health, maternal health, HIV, cholera, psychological health, early marriage, gender-based violence, human trafficking, conflict resolution, and more.

FilmAid's work falls into the three integrated components of Media Content, Community Outreach and Skills Development that combine to support program delivery. FilmAid produces multiple forms of creative media, which is subsequently distributed through a variety of outreach channels, ensuring that target communities are reached. This outreach includes targeted screening events and workshops, radio, SMS, as well as digital media. In addition, FilmAid builds skills within the community to deliver the media and outreach components. This participatory approach drives individual change as well as ensures community engagement.



MEDIA CONTENT

FilmAid uses a participatory approach to production ensuring community engagement in the creation of media content. Formats include:

Drama: Storytelling is a powerful tool to deliver critical information about the social issues impacting a community. FilmAid's drama programming includes a short-form, long-form and feature-length films.

Documentary: FilmAid produces long and short-form documentaries to tell real stories about the social issues impacting a target community. These documentaries are designed to educate audiences as well as influence attitudes and promote behavior change.

PSA/Music Video: This short-form content involves informational PSAs that deliver critical health and safety information as well as more creative approaches designed to shift attitudes and behaviors.



COMMUNITY OUTREACH

Strategic distribution is critical to ensuring the impact of media campaigns. FilmAid employs a 360-degree integrated approach including:

Mobile Cinema: Targeted mobile screenings deliver FilmAid's content to communities underserved by traditional mass media platforms.

Workshops: Facilitated community workshops use FilmAid content as a catalyst for community engagement and dialogue around critical issues.

Mobile: SMS outreach delivers targeted information and provides the ability for audience feedback.

Digital Media: Provides both a channel of communication and mechanism for dialogue with the target community.

TV/Radio: Mass media broadcast ensures wide reach of FilmAid's content.

Film Festival: FilmAid's Film Festival is a showcase of community content and social impact films.



SKILLS DEVELOPMENT

Empowering the community to play an active role in program delivery is a key pillar of FilmAid's approach. FilmAid conducts the following training:

Media Arts Training: Through film, photography, journalism, radio and digital media education, FilmAid gives youth the creative and technical skills necessary to explore the concerns of their own communities and to express themselves creatively.

Facilitation and Outreach Training: Community engagement and participation within FilmAid's outreach is a critical component, ensuring that information is conveyed in culturally sensitive and locally relevant ways. Members of the community are trained to facilitate workshops on the issues featured within FilmAid's media content. This enhances program delivery but also builds leadership and technical capacity.

WHERE

FilmAid launched in 1999 delivering critical information to refugees displaced by the conflict in Kosovo. Since then programs have been implemented in Kenya, Tanzania, Afghanistan, Haiti, Thailand and the US. FilmAid currently has offices in London, New York and Hong Kong and field operations in Kenya and Thailand.

For more information please see www.filmaid.org or contact us at info@filmaid.org