



Projet d'Accès aux Soins de Santé Primaires | ASSP

## Ambassador Program

An innovative approach to teaching healthy behaviors.

## Our Approach

DR Congo is a difficult setting to implement a communications program. Only four percent of ASSP beneficiary households own a telephone and six percent of women listen to the radio. IMA developed a strategy to communicate via movie nights in ASSP health centers, schools and churches. During these movie nights original media created by IMA staff was shown including instructional videos and entertaining short films. All of the videos were overdubbed into the three regional languages: Lingala, Swahili and Tshiluba. ASSP also partnered with Girl Rising to show its films on girl's education.

**2,034  
Movie Nights**

From July of 2016 to March of 2017, a total of 2,034 movie nights were held. Each movie night received an average of 350 attendees, for a total of over 700,000 views in this time period.

**700,000 views**

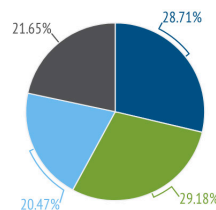
**15%  
Attendance**

In a recent survey of five percent of the population in Nord Ubangi, 15 percent of households reported attending at least one movie night and in four health zones attendance reached over 20 percent. Of the households that reported attending, 92 percent were able to correctly recall movie night messaging three months after the most recent campaign had ended.

## Attendee Demographics

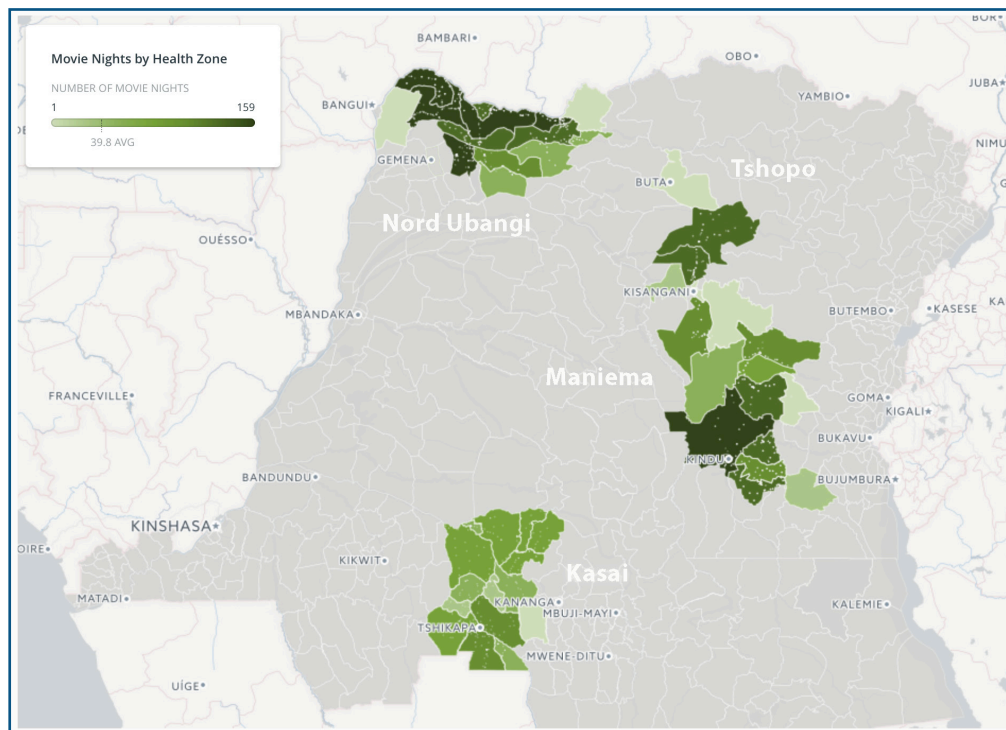
*"These films teach many lessons and, in any case, I have learned a lot. Many households do not know how to sleep under the mosquito net but through this film, they have learned."*

Focus group participant, Gbadolite, Nord Ubangi



Girls less than 18 years old  
Boys less than 18 years old  
Women 18 years or older  
Men 18 years or older





## MOVIE NIGHTS BY HEALTH ZONE

The map to the left illustrates the geographical coverage of the Ambassador program. The program began with a pilot in Nord Ubangi in July of 2016. It then spread to Maniema and Tshopo in September of 2016 and then to Kasai in January 2017. The program was not implemented in Kasai Central due to insecurity in the region.

## 97% HEALTH AREAS MAPPED

IMA's Ambassadors used ODK software to collect event data and mapped 97 percent of project health areas in provinces where the program was implemented.

## MEDIA MESSAGING

Twenty original videos were produced in Lingala, Swahili and Tshiluba, including two documentaries, two PSA, and 16 short films.

### MALARIA

Key messages: use bed nets every night, nets are not hot, seek care as soon as symptoms arise, every child deserves treatment.

### WASH

Key messages: using soap protects from sickness and saves money and time, always boil drinking water, wash hands before every meal.

### NUTRITION

Key messages: make weaning foods with local ingredients, only feed breastmilk for the first six months, benefits of colostrum.

## FAMILY PLANNING

Key messages: space births by at least two years, choose modern methods of contraception.

## SERVICE UTILIZATION

Key messages: Seek treatment within 72 hours of rape, go to the health center when in doubt, the benefits of community health endowments.

## EDUCATION

IMA partnered with Girl Rising to show its film about nine girls overcoming adversity to obtain an education.

**GIRL RISING**

family planning  
wash  
empowerment  
girl's education  
nutrition  
**malaria**  
women's empowerment  
health  
education

92%

### 35% MALARIA MESSAGE RECALL

When asked to report movie night messaging, the majority of the attendees in Nord Ubangi, 35 percent, recalled messaging related to malaria.

4%

Four percent of participants recalled messaging related to WASH.

3%

Three percent of participants recalled messaging related to nutrition.

2%

Two percent of participants recalled messaging related to family planning.

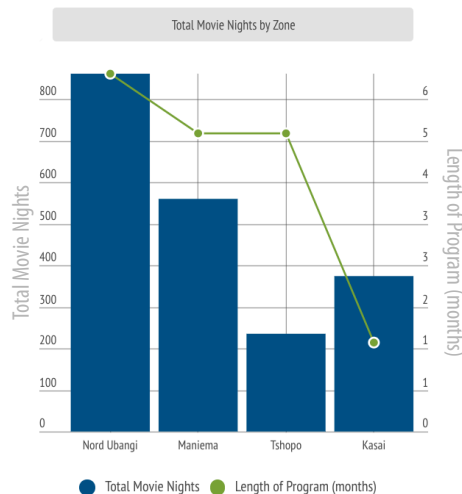
35%

Thirty-five percent of participants recalled messaging related to service utilization.

23%

Twenty-three percent of participants recalled messaging related to the Girl Rising films.

## Coverage Statistics



"I like that this has entered our village because everyone watches and then they go home and educate and re-educate their children."

Focus group participant, Bosobolo, Nord Ubangi

Health Zone	Avg Events/Health Area	Percent of Health Area's Visited
Nord Ubangi	5	96%
Maniema	4	98%
Tshopo	4	95%
Kasai	1	99%



"People tell me stories now of how their daughters are refusing to leave school. We are starting a revolution."

—Daniel Yapunze, Began as Communications Ambassador and was promoted to Supervisor of Nord Ubangi