

END OF PROJECT REPORT

Grant No. MRC558

PROJECT TITLE: Blantyre Film Project for Promoting Community Awareness of Pneumococcal Surveillance Activities

1. INTRODUCTION

This is an end of project Final Report of the Blantyre Film Project for promoting community awareness of pneumococcal surveillance activities.

The project emanated from a call for applications for public engagement awards by MPRU. The call was aimed at funding a series of public engagement activities, including science cafés, radio shows, schools' programs and films being implemented at the African partner sites along the theme of mucosal pathogens and their prevention through.

The MLW's science communication team in collaboration with the PCVPA Study team, under the leadership of Todd Swarthout, decided to send an application with an aim of developing an engagement film for the PCVPA project to support the project's engagement activities. A total of £4,700 was therefore awarded on 18 January 2019 for the project.

2. THE PROJECT

The film project had the two main aims of i) supporting PCVPA project with its community engagement efforts since the project had a limited community engagement budget and ii) contribute towards MLW's institutional use, through the Science Communication Department, of film as an effective tool of community engagement.

The project therefore aimed at producing a film that was going to be used in conducting community awareness activities in areas where the PCVPA project was being implemented, targeting similar age groups, including children of 3 to 10 years of age, parent/ guardian, schools, community leaders and community members. The film was also intended to add to the collection of public engagement films used by the Science Communication Department.

The project's work started at the beginning on March 2018. Mostly the project had a combination of school and community activities which allowed us to follow the school calendar in order to effectively reach out to students.

The film's key messages include the importance of vaccination, the role of research in improving clinical care and public health, how biological samples are handled and used in research for improving public health and the community's role in this process. The film also reiterates the value that MLW accords public and community engagement as a means of ensuring ethical research practice.

It has taken slightly over 12 months for the project to be completed and the film has been disseminated at different venues and has since formed part of the Science Communication Library.

3. RESULTS

After getting support from different local stakeholders including the chiefs, the Ministry of Education, schools, MLW's Research Support Group, Science Communication Team and the PCVPA team, an informative short film was developed. The film was screened at different venues as follows:

Table 1. Film screening details

LOCATION	NUMBERS OF VENUES	ESTMATED NUMBER OF PARTICIPANTS
Blantyre District Education Office	1	30 Education Officials
Schools	10	4000
Ndirande community	4	1600
Chilomoni community	4	1400
Likhubula community	2	800

4. PROJECT'S CONTRIBUTION

1. The film has greatly supported MLW's efforts on engaging different audiences on MLW's work in general and the PCVPA project.
2. The film has facilitated renewed Ministry of Education and local leadership support for the project.
3. The film has formed part of the MLW's Science Communication library of films that are screened in ongoing community film activities.
4. The project has assisted the Science Communication team to have a template to be used to guide all other future project films.
5. The film has also been shared by other international actors, including PCVPA donor Bill and Melinda Gates Foundation, further leveraging such collaboration to share in our story.

5. FINANCIAL REPORT

The project was awarded £4700 to run the project for 12 months. The funds were meant used for the following: -

- Engage a videographer to develop a 20 minutes high impact engagement film
- Transcription, translation and subtitling
- Allowances during meetings in preparation for filming
- Compensation for participants
- Screening of the film
- Transport

At the end of the project the total expenditure was paged at £5,217.63 with an over expenditure of £517.63. This was offset by support from MLW's Science Communication Department. (**see attached MLW PECTRA report of 30 April 2019.**)

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