

## ABOUT

- FilmAid Kenya is a development and humanitarian communications organisation that:
- harnesses the power and influence of film & other multimedia to combat critical social issues.
  - creates multimedia content designed to inform, engage and inspire.
  - 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 Kenya

Inform. Engage. Inspire.

## HOW

FilmAid Kenya designs and implements communications initiatives on critical health, rights and environmental issues. Our theory of change is based on the integration of creativity, participation, access and collaboration, which drive individual and community change, contributing to positive social impact. This is illustrated below:

### Social Issues

Food Assistance    Protection & Rights    Health    Education    Durable Solutions    Climate & Environment

#### CREATIVITY

FilmAid Kenya produces educational media content. Creativity is central to FilmAid Kenya's content and through the power of storytelling, we seek to inform, engage and inspire.

#### PARTICIPATION

Through a participatory & inclusive approach to production and distribution, FilmAid Kenya promotes community dialogue to drive positive social change.


#### ACCESS

FilmAid Kenya uses a strategic approach to distribution, from targeted screenings and events to radio, SMS and social media, ensuring that its content reaches the community.

#### COLLABORATION

Working together is fundamental to achieving change. FilmAid Kenya partners with communities, creators, NGOs, Governments, and the private sector to ensure a collaborative approach.

**1 INDIVIDUAL CHANGE**  
Increased knowledge, improved attitudes, self efficacy and changes in behavior.



**2 COMMUNITY CHANGE**  
Community leadership built, collective participation and responses to issues and shift in social norms.



**SOCIAL IMPACT**



## WHAT

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

FilmAid Kenya uses a mix of media formats and employs an integrated approach to distribution, ensuring that this content reaches its intended audience. The outreach tools we use include targeted community-based screenings and workshops, radio, mobile telecommunications, as well as online social media. In addition to these outputs, FilmAid Kenya places a strong emphasis on building sustainable communications capacity within the community through media arts and facilitation training. FilmAid Kenya's three core components can be seen below:



### SKILLS AND SOCIAL DEVELOPMENT

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

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

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



### PARTICIPATORY MEDIA PRODUCTION & DISSEMINATION

FilmAid Kenya 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 Kenya's drama programming includes a short-form, long-form and feature-length films.

**Documentary:** FilmAid Kenya 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.



### COMMUNICATIONS, COMMUNITY ENGAGEMENT & ACCOUNTABILITY

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

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

**Workshops:** Facilitated community workshops use FilmAid Kenya 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.. **Social Media:** Provides both a channel of communication and mechanism for dialogue with the target community.

**Radio:** Mass media dissemination through radio broadcast ensures wide reach of FilmAid Kenya's content. **Film Festival:** FilmAid Kenya's Film Festival is a showcase of community content and social impact films.

## 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, Sudan, Afghanistan, Haiti, Thailand and the US. FilmAid Kenya has offices in Nairobi and in Dadaab Kakuma refugee camps.

For more information please see [www.filmaid.org](http://www.filmaid.org) or contact us at [nairobi@filmaid.org](mailto:nairobi@filmaid.org)