

INSIDE TB

Inside TB (working title) will be a scripted feature film that will re-shape public knowledge, attitudes and behavior around TB in southern Africa

In the dark, wet, mining shafts of southern Africa, the hours are long and silica dust fills the air. In crowded work- and living spaces where workers far from home are exposed to various risks, the stage is set to fuel an epidemic. In a variety of settings, tuberculosis (TB) and HIV are devastating communities across sub-Saharan Africa.

***Inside TB* will reach audiences through a wide range of mediums from broadcast television to facilitated viewings with community health workers and as part of work place programs. Management Sciences for Health (MSH) is partnering in this effort and leading the content advisors, grassroots distribution and evaluation.**

Personal, practical, memorable

For audiences to retain and act on new information it needs to be personal, practical and memorable. *Inside TB* will be an African movie for African audiences, set in the context of southern African life and values.

In the course of a compelling story, *Inside TB* will take audiences into a microscopic world – revealing the bacterium that causes TB and its attacks on the body. Audiences will walk away with facts to replace long held myths and misinformation about “the cough”. Viewers will also discover what they can do to protect themselves, their co-workers and their families.

The script will be developed through a collaborative process with African screen writers, public health experts and focus groups of target audiences.

The goal will be personal and systemic behavior change that lowers infection rates and increases the percentage of people seeking and adhering to treatment.

Distribution

Inside TB will entertain, inform and inspire even the most skeptical and passive audiences. Distribution will be carefully planned and funding for strategic and robust distribution will be in place before we begin principle photography. We anticipate reaching over 200 million people in the first year of distribution.

In order to build audiences and momentum across multiple countries, theatric and festival runs will run alongside premiere events in target areas, garnering press as well as NGO and public awareness. There is the potential that Discovery’s networks (Discovery, Discovery World, TLC Entertainment, etc.) in Africa will air trailers of the film prior to its release and help build audiences. Discovery Learning Alliance (DLA) has existing relationships with broadcasters across Africa which will significantly expedite free-to-air television broadcasts.

Inside TB will offer governments, community health workers, NGOs and the private sector a unique education and engagement tool that will create new opportunities and support existing treatment and prevention efforts.

Lead by MSH, a broad, pre-established, grassroots distribution network consisting of NGOs, CBOs and governments will be engaged to reach millions more. To further support the distribution and impact of *Inside TB*, MSH will develop a website, social media outreach campaign, facilitator guide and other support materials. The movie and the facilitator guide will be made available free of charge on the internet and on portable media (DVD and/or flash drives).

The phenomenal success of *Inside Story*, a feature film about HIV, makes this team uniquely qualified to use a similar approach for a film focusing on TB.

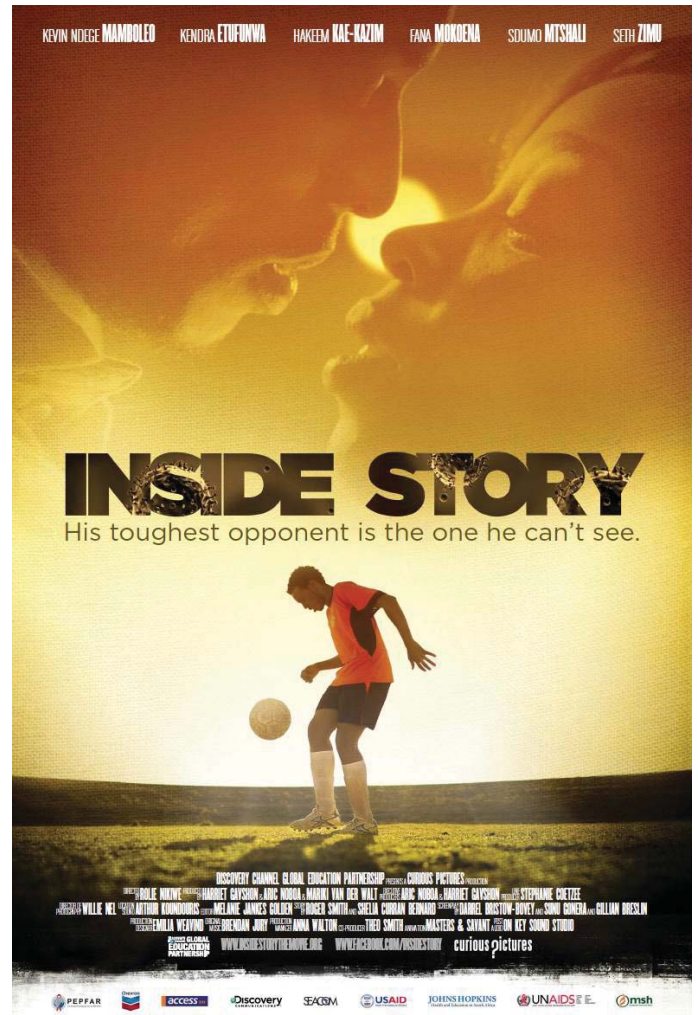
Building on success

With *Inside Story*, DLA pioneered a fusion of fiction and non-fiction educational media to present an innovative combination of a gripping story and animated sequences inside the human body.

Inside Story was created in partnership with public and private sector donors (USAID, PEPFAR, Access Bank, Chevron, UNAIDS, etc.) and engaged a broad spectrum of stakeholders to ensure accuracy and contextual relevance. Audiences across sub-Saharan Africa are praising the film's ability to entertain while effectively acting as a catalyst for changes in knowledge, attitudes and behaviors around HIV.

Inside Story has been well received across Africa and around the world. Across 37 countries it has been broadcast to over 220 million people in four languages: English, French, Portuguese and Swahili. A reporter from *THIS DAY*, one of Nigeria's largest daily newspapers said, "...it's the best movie I have ever seen!" LA Weekly called it "...a rousing success."

Inside Story has been honored with 12 festival selections and "best feature" awards at the Kenya, Zanzibar and LA Pan-African Film Festivals, as well as the United Nations Public Information Award at the New York Festivals. Online and DVD distribution is happening through a consortium of public and private sector partners.



www.insidestorythemovie.org



Angolan youth engage with *Inside Story*

"Inside Story received a standing ovation at the University of Swaziland, and the students were attentive throughout the movie... it has been easy to mainstream it as a tool into our existing HIV prevention programs. I'm very grateful we are able to use this."

– Busi Dlamini, Swaziland National Emergency Response Council on HIV and AIDS