

Joint Event

Public Health, Women's Health, Nursing and Hospital Management

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Exploring Health Worker Responses to a Drama and Documentary Film About Family Planning in Rural Uganda**Isabella Chambers and Sabine Coates**

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In 2015, Uganda's 3.26% annual population growth rate was distinctly higher than elsewhere in Sub-Saharan Africa. With one of the highest global fertility rates, at an average of 5.6 births per woman, Uganda is a clear example of a country in need of Family Planning.

To address this, researchers and film-makers have created drama and documentary films to encourage the use of Family Planning in South-West Uganda. Made in the local languages, Rukiga and Luganda, these are intended to provide more accessible health messages to those whose low-level education makes written materials unsuitable. A qualitative study was carried out to determine whether Ugandan health workers considered these films to be suitable to screen in their facilities.

Three focus group discussions (FGDs) took place with 24 health workers in varied levels of health centres. The FGDs were conducted in English and audio-recorded for transcription. The transcripts were analyzed using an inductive thematic analysis through software Atlas.ti, version 8.2.4.

The responses were very positive. Largely, the documentary was preferred over the drama as it was found to be more informative and educational. However, it was suggested that various changes to the drama would be necessary to ensure it would be culturally appropriate. Some of the issues highlighted in the drama included the limited male presence in the film, and a dislike towards the main character. The films will be remade in line with the feedback so they can be screened in multiple health facilities in the region

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