

Scientific Animations Without Borders (SAWBO): Educational Animations to address Global Health Challenges

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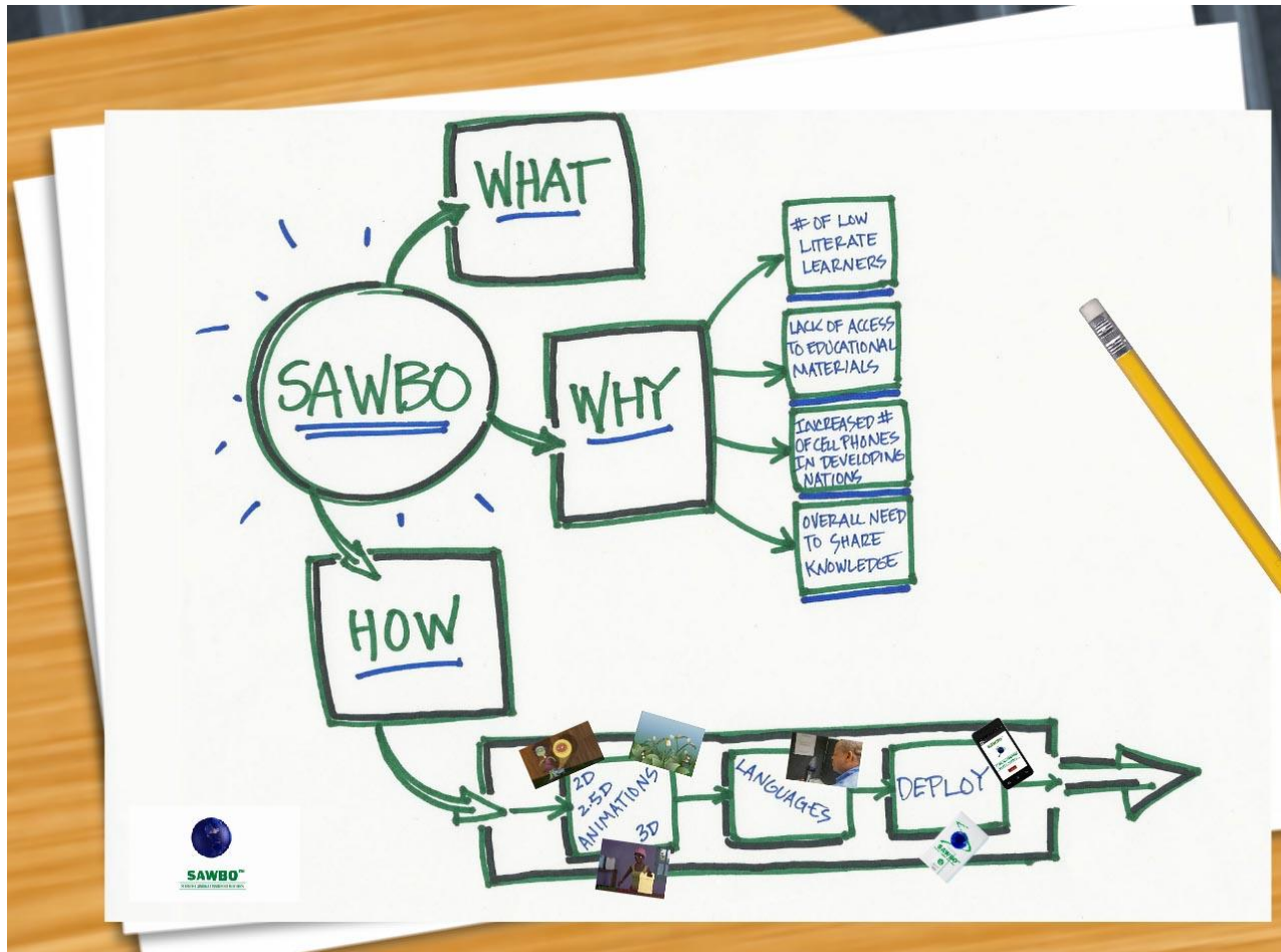
SAWBO
Scientific Animations
Without Borders

SAWBO touched 43 million people globally as of December 2019



43
MILLION

SAWBO



Mission statement



Facilitating access to life-improving scientific knowledge on health-related content to people of all literacy levels and in their own languages.

Mission strategy



- Academic program currently based at Michigan State University
- Works with teams of expert on health-related (and other) topics
- Creates high quality peer-reviewed educational animations to share with people of all literacy levels
- Places these into numerous languages from around the World
- Animations available for others to scale



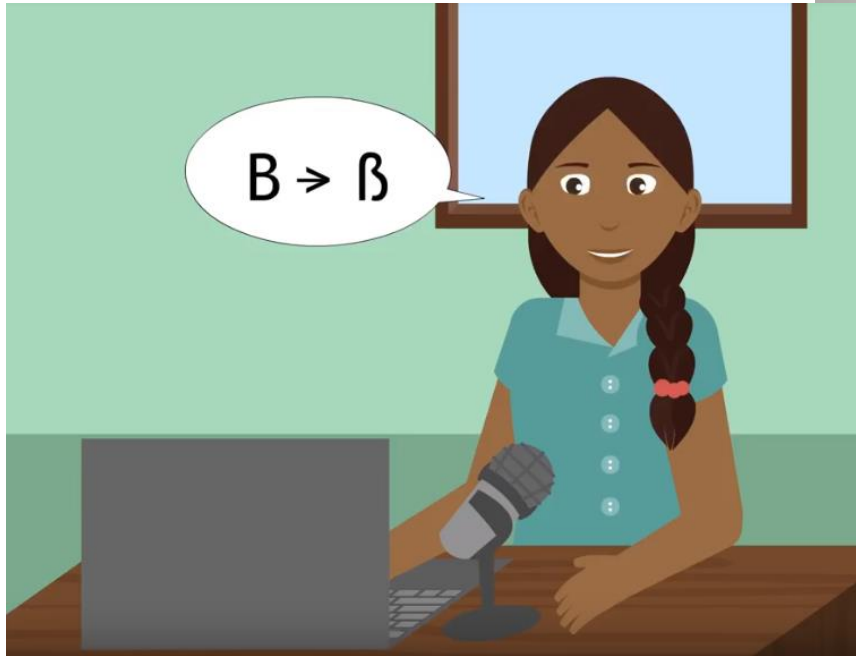
Expert driven content



- Virtual collaborations
- Volunteers (Content experts)
- Language experts
- Attribution

Accurate content validated by global and local experts

Volunteers translating content



Available content



- Library of Animations
- Constantly growing
- Over 90+ topics
- Over 145+ languages

Language customization for many users

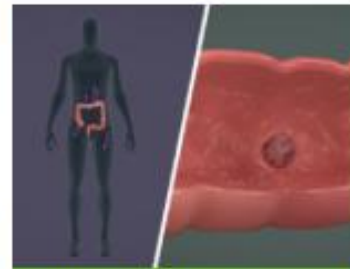
Health



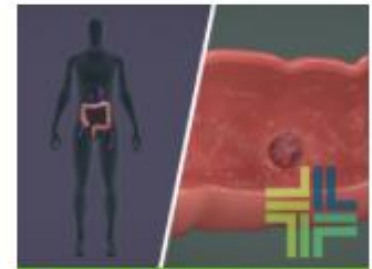
Charcoal Water Filtration



Cholera Prevention



Colorectal Cancer Prevention



Colorectal Cancer Prevention UIC



Correcting Clubfoot: The Ponseti Method



Dengue Prevention



Dengue Prevention: Variant for Tonga



Developmental Dysplasia of the Hip (DDH)



Drug-Resistant Tuberculosis



Ebola Prevention



Ebola Prevention: Variant for Liberia



Genetic Counseling for Breast Cancer Risk

Topic Areas



SAWBO deliver health messages in a language people are most comfortable with!

Content you can scale



- Used in 100+ countries
- Anyone can use for educational purposes
- Your program can use existing content in your health-related educational efforts

Deploy animations through technologies that are best for your organization and end users

SAWBO also directly engages African youth to bring life-changing knowledge to their communities



Photos courtesy of: Shehzad Noorani and "TB REACH / Stop TB Partnership"

Topic Areas



Health Begins in the Mouth



Healthy Eating



Hip Dysplasia



How to Prevent the Spread of Ebola



How to Use a Metered Dose Inhaler (Hyper-Reality Version)



How to Use a Metered Dose Inhaler (Low-Poly Version)



How to Use a Metered Dose Inhaler with a Spacer



How to Wash Your Hands



Identifying the Symptoms of Ebola



Lung Cancer Screening



Malaria Prevention



Malaria Prevention: Bed Nets



Oral Rehydration Solution



Preventing Sickness



Prevention of Chagas Disease



Prevention of West Nile Virus

Topic Areas



Prevention of Yellow Fever



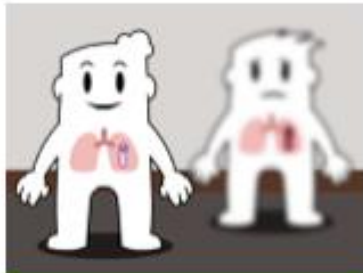
Sickle Cell Disease



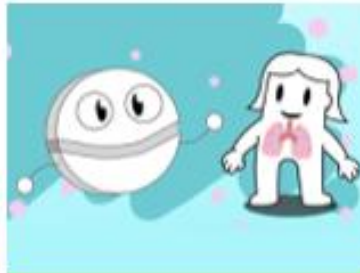
Spirometry: What Is it and Why Do I Need It?



TB in those with HIV



The Differences Between Latent and Active TB



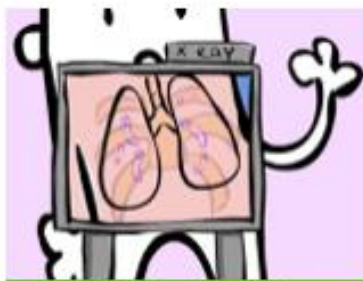
The Differences Between Latent and Active TB: How TB Preventive Therapy can Prevent Childhood TB



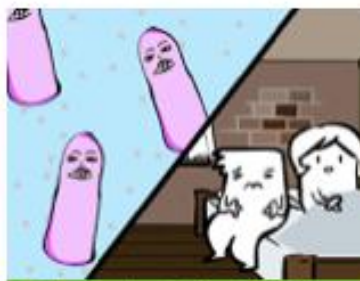
The Zika Virus



Tuberculosis Management



Tuberculosis Prevention



Tuberculosis: Variant for Swaziland



What to do if Someone Shows Symptoms of Ebola

Challenges/Opportunities



- How can we create scientifically accurate content?
- How can we make it globally useable?
 - Literacy levels
 - Language, culture, gender, age
 - Other parameters of the content and deployment
- How can we engage the global development community to scale this content?
- What are the uses of the content and outcomes?

Research Questions



- Can people learn by animation and are they willing to learn this way?
- Yes

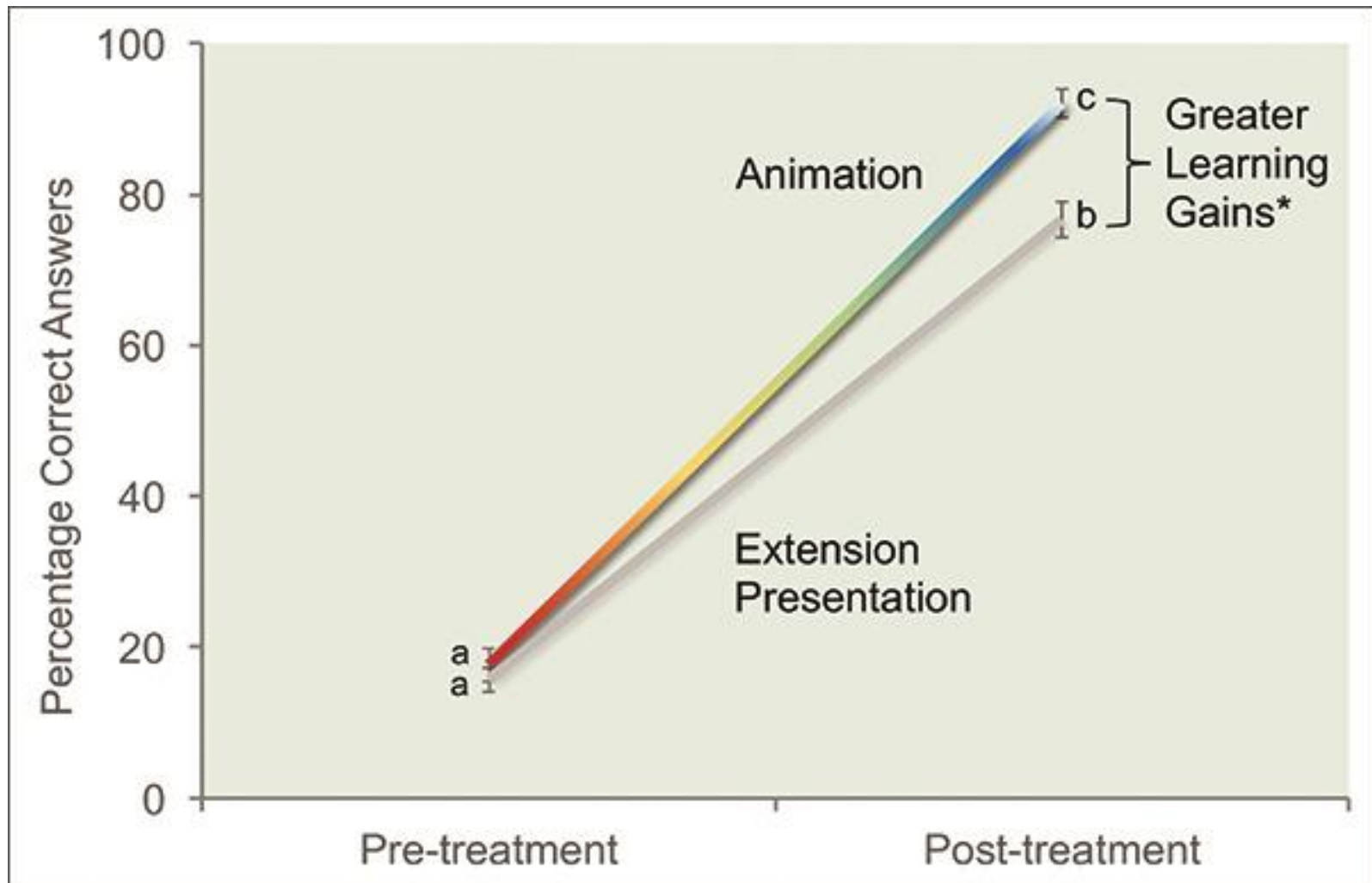


Bello-Bravo, J., & Baoua, I. (2012). Animated Videos as a Learning Tool in Developing Nations - A Pilot of Three Animations in Maradi and Surrounding Areas in Niger. *The Electronic Journal on Information Systems in Developing Countries*, 55(6), 1-12.

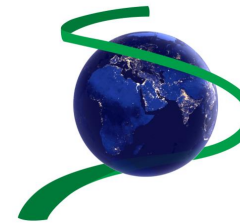
Bello-Bravo, J., Dannon, E., Agunbiade, T., Tamo, M., & Pittendrigh, B. R. (2013). The prospect of animated videos in agriculture and health: A case study in Benin. *International Journal of Education and Development using Information and Communication Technology* 9(3), 4-16.

Bello-Bravo, J., Olana, G. W., Enyadne, L. G., & Pittendrigh, B. R. (2013). Scientific Animations Without Borders and Communities of Practice: Promotion and Pilot Deployment of Educational Materials for Low-Literate Learners around Adama (Ethiopia) by Adama Science and Technology University. *The Electronic Journal of Information Systems in Developing Countries*, 56(4), 1-11.

People learn





They change behavior



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Without Borders

INFORMATION TECHNOLOGY FOR DEVELOPMENT
<https://doi.org/10.1080/02681102.2019.1697632>

 **Routledge**
Taylor & Francis Group

 OPEN ACCESS  Check for updates

An 89% solution adoption rate at a two-year follow-up: evaluating the effectiveness of an animated agricultural video approach

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Open collaborative model



- Virtual collaborations to place content into new languages
- Content is made available for anyone to use
- Content goes into our deployment pathways
 - Online and offline platforms,
 - TV stations that use SAWBO content
 - SAWBO Deployer App

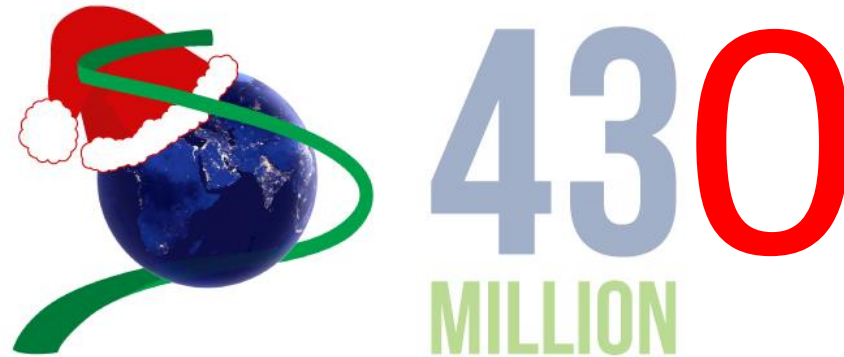
Engagement of students in the lyrics for malaria



Seeking new partnerships



- We are focused on increasing use of content through partnerships
- Together with **your programs** we can add another zero to those touched by SAWBO animations



Millions have and can use animations created by SAWBO

