

Leveraging Edutainment for Health Promotion: A Proposal from African Allies

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African nations, including South Africa, Nigeria, Kenya, and Mozambique, are championing a LonWHO resolution proposing the integration of edutainment into community health initiatives, prioritising underserved populations. Edutainment, blending education and entertainment, is deemed essential for enhancing healthcare awareness and literacy, particularly in regions with limited access to conventional healthcare resources.

Nigeria, spearheading the initiative, emphasises the need for tailored health messaging through mediums like films, acknowledging linguistic and cultural diversity. The resolution addresses the urgency of addressing non-communicable diseases (NCDs) and social determinants of health prevalent in communities without universal health coverage. It aims to empower individuals with information on disease prevention, mental health, and dietary practices. International support from allies such as Mexico, Taiwan, Canada, the USA, Switzerland, and the Maldives highlights the significance of leveraging cultural heritage and social media platforms in combating healthcare misinformation.

Positive feedback from organisations like PATH and Google Health reinforces the resolution's feasibility and sustainability. PATH views the community-driven approach as promising, while Google pledges support through advertisement grants and the Google for Startups platform, fostering local African startups in this endeavour. Overall, this resolution, once adopted, could empower individuals to lead healthier lives in underserved regions.

