

Global Centers

CREATIVE ALLIANCE FOR GLOBAL HEALTH & SUSTAINABILITY

HH&S Partner Projects in India and Nigeria

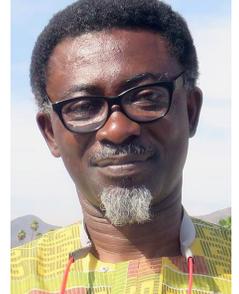
In 2012, with over a decade of experience and partnerships with hundreds of entertainment, public health and multilateral organizations, Hollywood, Health & Society went global with joint projects in India and Nigeria to use the power of TV and film viewers. Both are being funded by a grant from the Bill & Melinda Gates Foundation.

HH&S partners are the Asian Center for Entertainment Education (ACEE) in Mumbai and Nollywood Workshops in Lagos, under the Creative Alliance for Global Health & Sustainability. Both borrow a page from HH&S serving as a free resource for accurate information for the film and TV industries on storylines dealing with important health topics.

The emergence of these international entertainment capitals presents a unique opportunity for HH&S to help the development of storylines to improve people's lives in major media markets. The global centers draw on the resources of HH&S—which serves as the hub—and its Hollywood partners.

Like HH&S, the regionally branded centers in Bollywood and Nollywood conduct a sustained and systematic program of outreach to the industry to increase the accuracy and frequency of health and socially related topics in television, film and new media. The centers join HH&S in measuring behavior change and tracking audience engagement with programming.

■ The Bollywood venture, **The Third Eye**, has consulted on top Indian TV programs including *Hamari Sister Didi* (Sony Pal), *Ek Nayi Ummeed-Roshni* (Life OK) and *Beti Ka Farz* (Doordashan). **The Third Eye** is led by **Mahesh Bhatt**, a prominent filmmaker who has worked across a wide range of movies, and **Vinta Nanda**, a writer and producer who is the director of ACEE. Nanda is well known for her pioneering work in the popular TV series *Tara*, a ground-breaking show that de-



◆ Vinta Nanda (top left), director of *The Third Eye*; Deepa Bhalerao (left in photo) and Third Eye board member go over projects; Bond Emeruwa and Aimee Corrigan, who are co-directors of Nollywood Workshops.

picted gender-based stories about the lives of contemporary Hindu women.

■ The other center, **Gist**, is a joint project with Nollywood Workshops, based in the booming Nigerian filmmaking industry capital of Lagos. Nollywood Workshops, an alliance of individuals and organizations supporting independent filmmaking, is co-directed by **Aimee Corrigan** and renowned Nollywood filmmaker **Bond Emeruwa**. The recent Nollywood film *Code of Silence* was produced through the Gist program with input from Hollywood scriptwriters Jennifer Cecil and Sarah Watson. The movie addresses sexual assault, family planning and reproductive health through an entertainment narrative. Gist has also consulted with Nigerian TV shows *Clinic Matters* and *Crossed Roads*.

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