Mothers Of Sierra Leone - Short Film Campaign

**Key Partners**
- World Hope International
- Cappa Care International
- Makeni School of Midwifery
- Lehigh University

**Key Activities**
- Film Impact Campaign
- Distribution of Educational shorts

**Key Propositions**
- Educating mothers on maternal care resources
- Recruiting workers in the maternal care field
- Data collection for community partners

**Customer Relationships**
- On ground partnerships
- Using whatsapp to maintain communications

**Customer Segments**
- Mothers in Sierra Leone
- Our community partners
- Potential health care workers
- Target: People in Sierra Leone who need education around maternal health and career opportunities in that field

**Key Resources**
- Human capital (editors, filmmakers, health experts)
- Partnerships with health clinics
- Data collection on maternal health and viewership

**Channels**
- Whatsapp
- Community Partners
- Screenings at clinics

**Cost Structure**
- Camera Equipment
- Statistician/Researcher

**Revenue Streams**
- Grants
- Crowdfunding

Source: Strategyzer.com