



KEMRI Wellcome Trust

MADCA
Malindi District
Cultural Association

DIEA
DOCUMENTARY INSTITUTE
IN EASTERN AFRICA



Kilifi County Government
The Official Website

PRESENTS

DIFU SIMO

- Website <https://difusimo.org/>
- Get graphic press kit https://difusimo.org/difu_simo_gpk.zip 
- Photo press kit on Google Drive <http://tiny.cc/wjghkz>
- Twitter https://twitter.com/Difu_simo
- Facebook <https://web.facebook.com/DIFUSIMO/>



Play "Tuwapelekeni Hospitali" song

Written and performed by Angiey Fresh, produced by Kiwanja (2019). ©KEMRI-Wellcome Trust

Difu Simo project mental health awareness campaign

Difu Simo team in collaboration with stakeholders will conduct mental health awareness campaigns in Kilifi county, the first being a 7-days campaign to take place between 3rd and 9th August 2020 involving various engagement venues including:

Awareness campaign planned engagement venues

Date	Awareness campaign engagement venues
03/08/2020	Gede Trading Centre
04/08/2020	Mida Centre
05/08/2020	Matsangoni Trading Centre
06/08/2020	Chumani Trading Centre
07/08/2020	Tezo Trading Centre
08/08/2020	Mtondia Chief's Office
09/08/2020	Karisa Maitha Grounds

The key message for the campaign will be that...

"People with mental disorders should not be discriminated and stigmatized but should be assisted to seek help because mental disorders are diseases like any other and there are management options available."

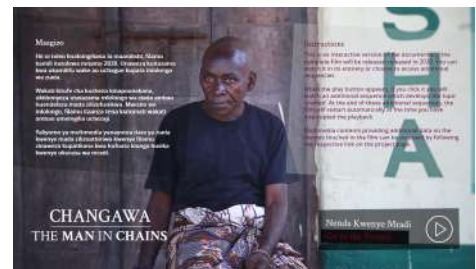
This will be communicated through:

- Songs, dance, spoken word and poem performances encouraging mental health promotion.
- Public educational sessions on mental health by trained mental health specialists.
- Dialogue sessions involving traditional healers and biomedical practitioners
- Interactive promotional activities such as questions and answer sessions on relevant awareness topic to encourage conversations around mental illness.
- Sharing COVID-19 prevention messages from the County public health officials (PHOs) and trained Community Health workers (CHWs)

With a goal of reaching and engaging a broader audience in other parts of the country and globally, we will seek to promote communication of the engagements and messages shared during the campaign using print media, broadcast media and social media networks.

What is Difu Simo?

A mental health awareness campaign in Kilifi County that is using art to create a space for dialogue between the world of biomedicine and traditional medicines with the aim of understanding mental illness from a community perspective and addressing stigma



CLICK HERE TO WATCH INTERACTIVE DOCUMENTARY
<https://difusimo.org/#tmic>

About Difu Simo

Difu Simo is a Kigiriama phrase which means "Breaking Free". Difu Simo is a Mental Health Awareness Campaign in Kilifi County currently funded by the Wellcome Trust Public Engagement Fund.

The campaign is a collaboration between the Kenya Medical Research Institute-Wellcome Trust (KWTRP), Documentary Institute of Eastern Africa (DIEA), Malindi District Cultural Association (MADCA) and the County Government of Kilifi.

The project is combining the expertise of stakeholders from the scientific research field, film making industry, art industry and experts in the culture and traditions of the Mijikenda community to tackle stigma in mental illness. It is using participatory approaches such as films and art in the form of music, dance and poems to create spaces for dialogue between traditional health practitioners and biomedical practitioners because they are the custodians of health care information in the community and they can play a key role in demystifying myths surrounding mental illness and in encouraging people with these disorders to seek care.

As Professor Charles Newton, a collaborator in the project says:

“ There are so few practitioners who are able to diagnose and manage mental health conditions in many communities within Kenya, and therefore it is beholden on us to try and utilize all of those that are interested in these disorders and to work together to improve diagnosis and management for mental illnesses.

The involvement of people with mental illness in the campaign is a core component of the campaign strategy and we are engaging them through participatory videos which involves empowering them to use videos to create and



CLICK HERE TO GET THE GRAPHIC PRESS KIT
https://difusimo.org/difu_simo_gpk.zip



The team



MARY BITTA

Project Principal Investigator

Mary is a trained nurse and a mental health researcher based at the KEMRI Wellcome Trust Research program. Her research involves developing and evaluating interventions to improve access to quality mental health care in rural areas of Kenya.

✉ mbitta@kemri-wellcome.org

[in](#) Mary on LinkedIn



CHARLES NEWTON

Project co-investigator

Charles is a Professor of Psychiatry at the University of Oxford, United Kingdom, with over 30 years of research experience in mental and neurological conditions in Kenya, Tanzania, Ghana and South Africa. He is also a practising paediatric neurologist and splits his time between the Kilifi County Hospital in Kenya and Oxford in the United Kingdom.

✉ cnewton@kemri-wellcome.org

[in](#) Charles on LinkedIn



JUDY BAARIU

Research officer

Judy is a trained nurse working as a research officer for the project. She coordinates the day to day activities of the project and leads the participatory videos activities in the project.

✉ info@difusimo.org

[in](#) Judy on LinkedIn




SIMONE GRASSI

Filmmaker

Simone is a documentarist filmmaker and founder of the Documentary Institute of Eastern Africa, a non-profit organization possessing a consolidated experience in documentary production and research on cultural and development topics in the East African region.

 simone.grassi@diea.info


 [Simone on LinkedIn](#)



JAMES KAHINDI

Field assistant

James has a background training in media and communications. He coordinates field activities including participant identification and recruitments and liaison with Kilifi County administrative officials.


 kjames@kemri-wellcome.org

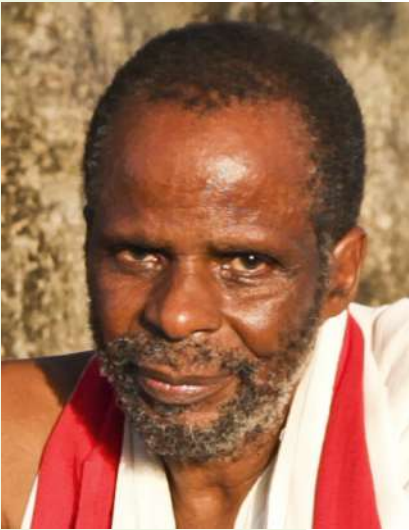


ONYANGO OTIENO

Mental health advocate


Onyango is a mental health advocate, poet, writer and storyteller. He practises storytelling to help individuals, communities and healing circles to tell their stories as a way to tackle mental health stigma.

 [Onyango on LinkedIn](#)



JOSEPH KARISA MWARANDU
Mijikenda rights activist


Joseph is a Giriama lawyer and the Secretary General of the Malindi District Cultural Association (MADCA). As a representative of the Mijikenda Kaya Elders, he has been promoting traditional culture initiatives and advocating for human rights issues during the last two decades.

 mwaranduwakili@gmail.com



EMANUEL CHENGO MUNYAYA
Mijikenda rights activist

Emanuel is the Chairman of the Malindi District Cultural Association (MADCA). He is also a representative of the indigenous faith (ATR) in Coast Interfaith Council of Clerics representing the Mijikenda and other indigenous faith in the region. He has been leading traditional peace walk campaigns on the Kenyan coast for the past ten years.

 emunyaya@gmail.com

Have we been in the news?

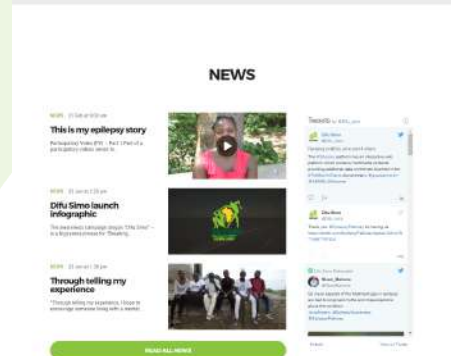
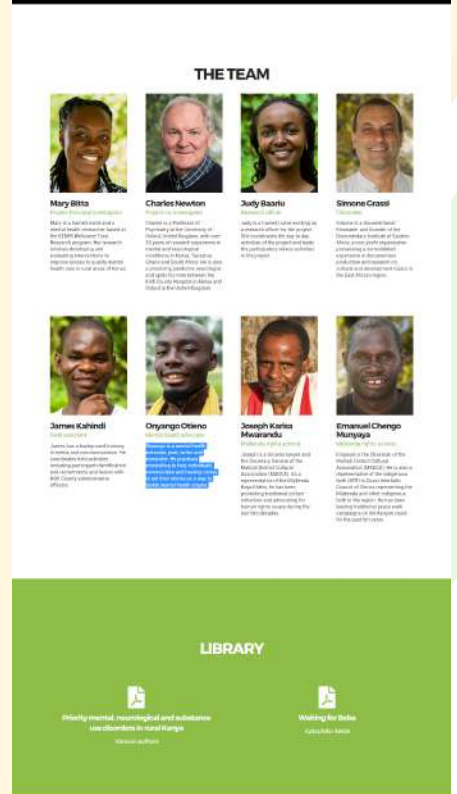
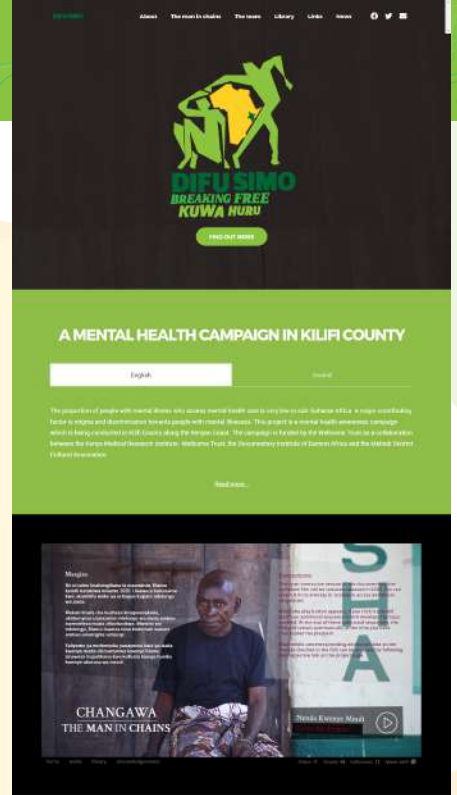
Difu Simo is using both modern and traditional methods to encourage dialogue.

We are using the Difu Simo web page, Twitter and Facebook to engage wider national and international communities.

https://twitter.com/Difu_simo



<https://www.facebook.com/DIFUSIMO/>



<https://difusimo.org>

We are also using traditional methods such as walks, poems, songs and dance to engage the local communities in Kilifi

DIFU SIMO OUTREACH ACTIVITIES



PARTICIPATORY VIDEOS

