

['Beyond Survival' Video Tackles Ebola Stigma](#)

Newest Chocolate Moose Media video brings Ebola survivors back into mainstream society.

Online PR News â€“ 25-November-2015â€“ The third in a series of animated video shorts by Chocolate Moose Media focusing on Ebola in West Africa is now ready for Catholic Relief Services (CRS) in Sierra Leone to use in the aftermath of the 2014/2015 Ebola epidemic.

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"Beyond Survival" looks at the stigma associated with Ebola survivors and at how to bring them back into mainstream society. The first video in the series focused on containing the disease during the outbreak last year, and the second video focused on preventing the next outbreak from happening.

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"We've seen how stigma can impact survivors, and they're afraid. We hope that ("Beyond Survival") can help people reintegrate back into society," says Annisha Vasutavan, Program Manager for Emergency Social Mobilization and Psychosocial Support at CRS, which funded production costs.

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"Beyond Survival" uses a male teenaged survivor who is shunned until he learns to rise above the shame. The soundtrack is a melodic urban beat with a spoken-word voiceover. CSR plans to use Sierra Leone singer and music producer Emrys Savage (Kingfisher) to add English and Krio voiceovers. The video will also be dubbed into the local dialects of Kranko, Temne, Mende and Limba.

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Chocolate Moose Media founder Firdaus Kharas once again brought together longtime international collaborators to create the video: co-writer Brent Quinn in South Africa, composer Andrew Huggett in Ottawa and animators at Artha Animation in India. Beyond Survival tackles a vital sociological issue that fits into Kharas focus on global health and human rights.

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"We often forget that a disease like Ebola has widespread effect long after an outbreak has subsided. Survivors often face stigma and are shunned, so the virus keeps affecting a person long after it has left the body. We must create a new culture of embracing and re-integrating survivors so the Ebola virus gets literally and figuratively eliminated," Kharas says.

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About Chocolate Moose Media

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Chocolate Moose Media is the worlds leading producer of animated behaviour-change communications aimed at solving health and social issues around the world. It produces media for social change with offices in Geneva, Switzerland, and Ottawa, Canada. President Firdaus Kharas uses proceeds from for-profit projects to fund not-for-profit campaigns targeting health and other social issues. These are in the form of animated public service announcements and include multi-award winners Ebola: A Poem For The Living; The Three Amigos (HIV/AIDS prevention); Buzz and Bite (malaria prevention); and No Excuses (domestic violence prevention). Over 3,300 of its videos can be viewed and downloaded in multiple languages for free on Vimeo.

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About Catholic Relief Services

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Catholic Relief Services is the official relief and development agency of the U.S. Catholic community, at work in over 100 countries. Its mission is to assist impoverished and disadvantaged people overseas, working in the spirit of Catholic social teaching to promote the sacredness of human life and the dignity of the human person.

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Image Gallery



The stigma of Ebola survival



[cmmlogo.jpg](#)



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