Cinema, Health and Social Content: Experience of Indian and Swiss Partners

Screening of *Astu - So Be It*, March 31, 2015, 18:30-21.00 Stadtkino, Klostergasse 5, Basel
Symposium, April 1, 9:00-17:00 Hotel Bildungszentrum 21, Missionsstrasse 21, Basel

The Swiss TPH has organized a programme of *Films for Health and Indo-Swiss Partnership*. The event will show an Indian feature film and explain how various types of films may be used to advance the interests of public health and health education. Illustrating how entertainment relates to awareness, the award-winning feature film *Astu - So Be It* will be introduced and screened by the directors, Sumitra Bhave and Sunil Sukthankar, and the principal actor, Mohan Agashe. The film explores an urban Indian family’s experience of ageing, memory, love, loss and compassion in the context of dementia. The following day a symposium will consider the appeal and the approach—not only of feature films but also documentaries and shorts—for public health awareness, scientific communication and for enriching teaching and training. The symposium will present the experiences of Indian and Swiss partners making and using films and video for public health, and exploring health issues in feature films.

The screening and symposium will appeal to health professionals and trainees. It is relevant for professional filmmakers and educators who want their productions to be accurate and engaging and it will interest the general public wishing to know more about serious Indian films and their health impact. The screening and symposium are open to the public by registration and without charge.

The programme has been developed as a product of the Indo-Swiss partnership of the Swiss Tropical and Public Health Institute and the National Institute of Mental Health and Neuro Sciences, Bangalore. Financial support has been provided by the cogito foundation and by the Swiss Academy of Medical Sciences (SAMS).