



YPA10 ACTION PLAN

ONG REAYA SANY

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SOVIA

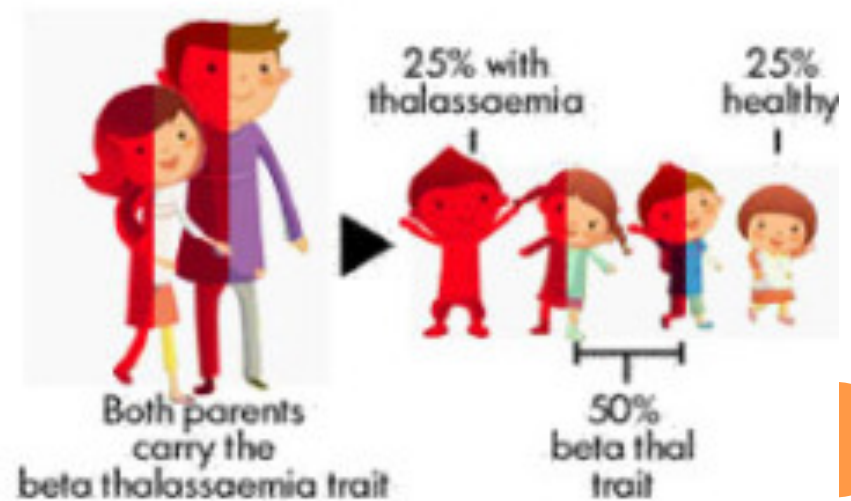
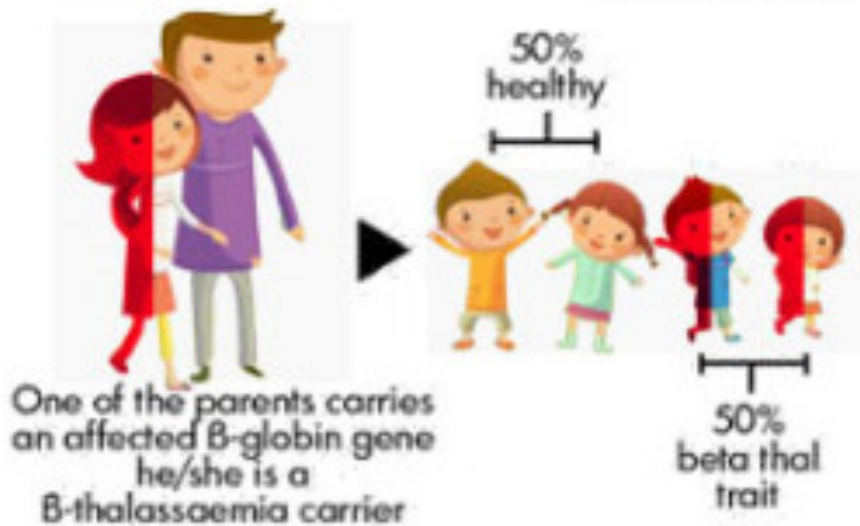
Short Movie for Thalassemia

PROBLEM STATEMENT

- Thalassemia is an inherited blood disorder that reduces the production of functional hemoglobin
- 5% people from population all around the world are thalassemia carriers (WHO)
- UNICEF predicted that in India, there are 29.7 million people that carry the mutated thalassemia gene.
- In Indonesia 6-10% of the population are carriers.
- Based on RISKESDAS report in 2013, prevalence of thalassemia in Central Java is 5% and there are significant patient increase in Banyumas.
- NO AFFORDABLE CURE (routine blood transfusion can help; as can bone marrow transplants – which are expensive)



HOW THALASSEMIA CAN BE INHERITED?



THEIR LIFE

- Family tends to be over-protective of children
- School life - the teachers treat them like a very sick and weak person, their classmates copy their teachers' behaviour, sometimes there are cases that people with thalassemia are alienated
- Workplace - hard to find a job, have to resign because they often take leave
- Community - high curiosity from another people, usually followed by high appraisal or excessive pity. Sometimes other people even think that people with thalassemia are the same as hepatitis or leukemia patients
- “We can do things like people without thalassemia”
- “Stop asking “are you sick” to me, it will make me remember all the painful transfusion “
- “I still have a future”



CHILDREN WITH THALASSEMIA



SOVIA

SHORT MOVIE FOR THALASSEMIA

Objectives :

- To increase the knowledge of thalassemia
- To increase the quality of life of people with thalassemia

Content :

- Story about people with thalassemia, so people can understand them better
- Networking : PPTI Banyumas (Perhimpunan Penderita Thalasemia Indonesia)
- Bahasa (with English subtitles)



WHY USING MOVIE?

- More attractive than books or lectures
- Leave a greater impression → people will easily remember
- Can easily goes viral → each person can help to share, no need for lots of money and time to spread the message



TEAM-MEMBERS

- Scriptwriter – write the scenario that based on true story from person with thalassemia
- Actors & Actresses – express ideas and portray characters
- Cameraman – control camera equipment, offering advice on how best to shoot a scene, to record all the scenes
- Movie Editor – take all the shots from filming and edit them until become a great short movie
- Music Editor – Combines the music and the rhytm



TARGET

- Everyone ! 

Especially teenagers



TIMELINE (2015-2016)

| N o | Act | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
|----------------|--------------------------|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|------------|
| 1 | Scenario + Filming | | | | | | | | | | |
| 2 | Editing | | | | | | | | | | |
| 3 | Promoting | | | | | | | | | | |
| 4 | Evaluating | | | | | | | | | | |



ESTIMATED BUDGET

- Scenario, Filming, Editing : 600 USD
- Internet charges : free

Total : 600 USD



INDICATORS

- Scenario : get approval from PPTI (Association of People with Thalassemia)
- Filming : Completed in 3 months
- Editing : Completed in 2-3 weeks
- Promoting : get the 80,000 viewers on Youtube in 6 months



SOURCE OF FUNDING AND PARTNERS

- Thalassemia Foundation Indonesia
- Association of Parents from Thalassemia Patient Indonesia
- Association of People with Thalassemia)
- Teater Suntuk (Scenario, talents)
- VISUM (cinematography)
- RISMİK (Music & Sound)
- Youth Peace Ambassadors International
- You !



CHALLENGES

- Apathy about the disease
- Skills
- Gathering support (emotional and financial)



**Better Knowledge
About
Thalassemia Will
Really Help
Them to Achieve
a Better Life**



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