

# Innovative interactive film heightens HIV/AIDS awareness in Namibia

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The Namibian Minister of Health and Social Services Dr. Richard Kamwi, the German Ambassador to Namibia Mr. Egon Kochanke, and other distinguished guests launched the new interactive AIDS awareness film “Three and a Half Lives of Philip Wetu” at the Goethe-Centre in Windhoek. The unique project is the result of creative collaboration between German and Namibian partners and screenings will be held nationwide from July 2-21.

“Art has the ability to touch and stimulate people on a level where education and politics might not reach them at all or anymore.” These were the words of Goethe Centre Director Christina Scholz and they also described the concept behind the unique film.



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Namibian Health Minister Dr. Kamwi launches interactive film at the Goethe-Centre Windhoek  
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Namibia has a successful AIDS treatment programme, yet still faces troubling transmission rates. That is where the joint project between the German Society for Technical Cooperation (GTZ), the German Development Service (DED) and the Goethe-Centre comes into play.

“Philip Wetu' will prove to be a powerful ally in bringing about behavioural change that is needed in order to prevent new HIV infections in this country,” stated Mr. Egon Kochanke, Ambassador of the Federal Republic of Germany to Namibia.

What makes the film so unique is its format. It is an interactive drama that allows viewers to influence the story and provides great opportunities for personalised discussions. It is not merely actors who are at risk, who have the problems, but it is actually the viewers, people around them, their friends, the men and women they admire for their lifestyles.

The audience decides for Philip Wetu what to do in a difficult situation. Thereupon the story of his life continues in different ways, depending on the choices made. It is thus the viewer who influences the outcome, and by doing so will be inspired to consider what impact ones own life choices may have on oneself and others.

“The film does not tell people what to do, but rather triggers self-reflection and exploration,” commented Namibian Health and Social Services Minister Dr. Richard Kamwi.



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German Ambassador Kochanke speaking at launch of interactive film  
(© Goethe-Centre/NaDS)

The development of the interactive drama “Three and a Half Lives of Philip Wetu” by Media Logistics Namibia was initiated through the “Multisectoral HIV/AIDS Control Programme” together with the Goethe-Centre Windhoek. The Multisectoral HIV/AIDS Control Programme, implemented by GTZ and DED and hosted by the Ministry of Health and Social Services, is funded by the German Government through the Federal Ministry for Economic Cooperation and Development (BMZ). NawaLife Trust and PEPFAR through the American Cultural Centre have contributed additional funding to this project.

[http://www.germanyandafrika.diplo.de/Vertretung/pretoria\\_dz/en/PR/2009\\_PR/07/07\\_Interactive\\_Film\\_project.html](http://www.germanyandafrika.diplo.de/Vertretung/pretoria_dz/en/PR/2009_PR/07/07_Interactive_Film_project.html)