



Applicant Information

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Abstract Details

Title:

From Seeds to Pills; Using Agricultural Analogies through short video and storytelling to explore pathways for easy identification of antibiotics at the community level in Ghana.

Category:

Health promotion with nutrition and hygiene

Authors:

Samuel Afari-Asiedu, Taniya Sharmeen, Annelie Monnier, Proochista Ariana2 Heiman Wertheim, Kwaku Poku Asante

Objectives:

This study explored an innovative approach to explaining complex medical concepts, particularly antibiotics, to research participants in rural Ghana using culturally relevant agricultural analogies.

Method:

We conducted focus group discussions and in-depth interviews with community members and medicine dispensers in the Kintampo Districts between 2021 and 2022. To make abstract concepts like antibiotics more concrete and relatable for participants, we used a short video storytelling to stimulate discussion and reflection drawing an analogy between agriculture and medicine.

Results:

The short video and storytelling approach proved highly effective in enhancing participant understanding and engagement without introducing numerous biomedical terms. The agricultural comparison resonated strongly with the local community, providing a familiar framework for exploring unfamiliar medical concepts. The combination of video storytelling, printed flashcards, and facilitated discussions created a multi-modal environment that supported diverse learning styles and levels of prior knowledge. While simplified visual aids risked being less relatable, the presence of the research team ensured effective conveyance of key messages.

Conclusion:

The study concludes that culturally relevant analogies can effectively bridge the gap between local knowledge and complex medical concepts, suggesting potential applications for enhancing health communication and antibiotic stewardship in similar rural settings.

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