

Maternal Health lullabies featured in case study on Arts & Culture for Net Zero Resilience

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UKRI GCRF Life-Saving Lullabies

Whenever humanity seems condemned to heaviness, I think I should fly like Perseus into a different space. I don't mean escaping into dreams or into the irrational. **I mean that I have to change my approach, look at the world from a different perspective, with a different logic and with fresh methods of cognition and verification.**

Calvino 1988

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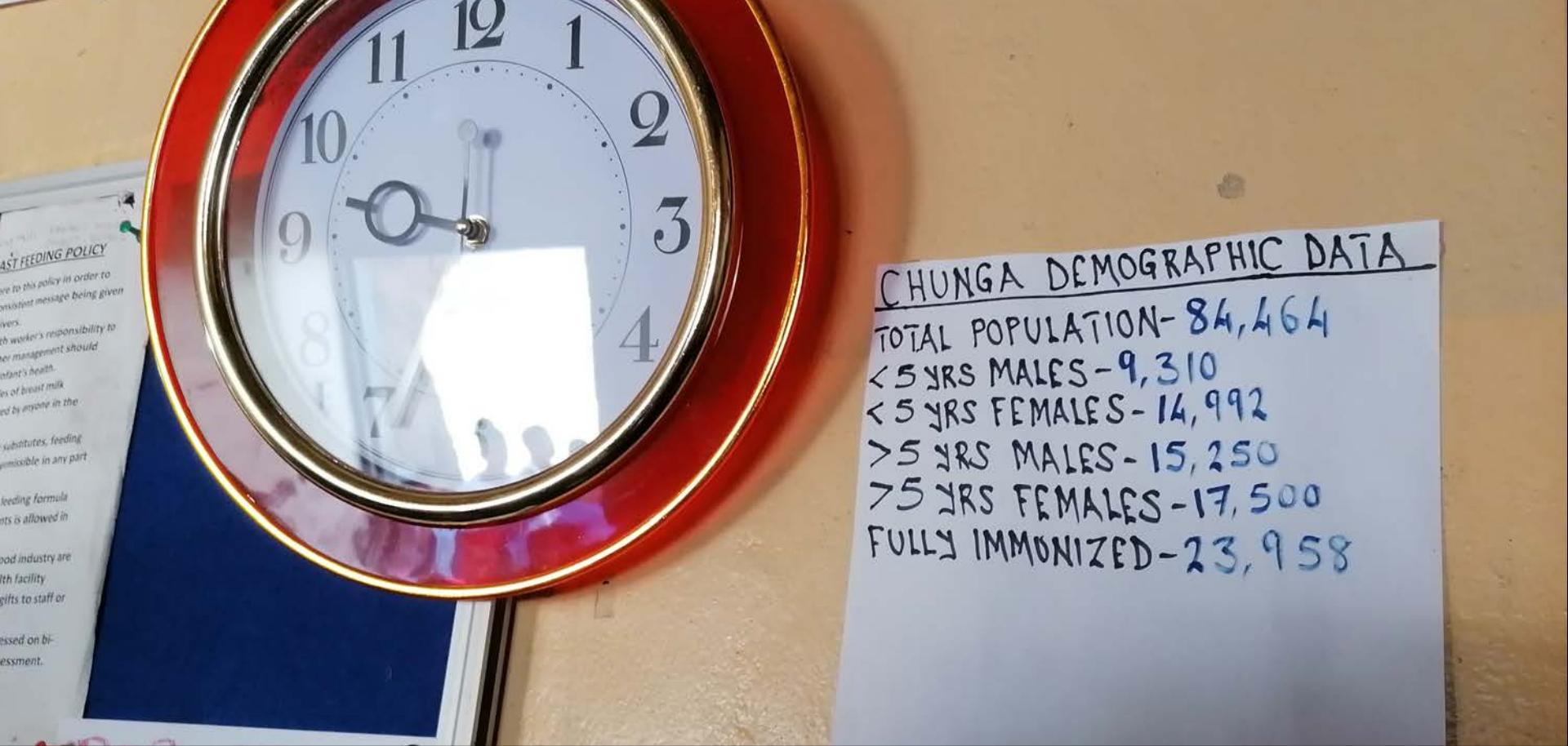


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UKRI GCRF Life-Saving Lullabies

Angela's story



CHUNGA DEMOGRAPHIC DATA
TOTAL POPULATION- 84,464
< 5 YRS MALES- 9,310
< 5 YRS FEMALES- 14,992
> 5 YRS MALES- 15,250
> 5 YRS FEMALES- 17,500
FULLY IMMUNIZED- 23,958

- **Research question: What is the potential for educational lullabies to become a responsive 'zero-cost' maternal child health invention in Zambia?**

LSL team



Morrice Muteba
CEO/ National Co-ordinator
St John Zambia



Davies Katongo
Project Co-ordinator
St John Zambia



Danny Kabukabu
Community Mobilizer
St John Zambia



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Rhoda Dubani
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Tony Kawimbe
Executive Producer
Ufulu Studios



Chloe George
Creative Director
Ufulu Studios



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Co-Investigator
University of Huddersfield

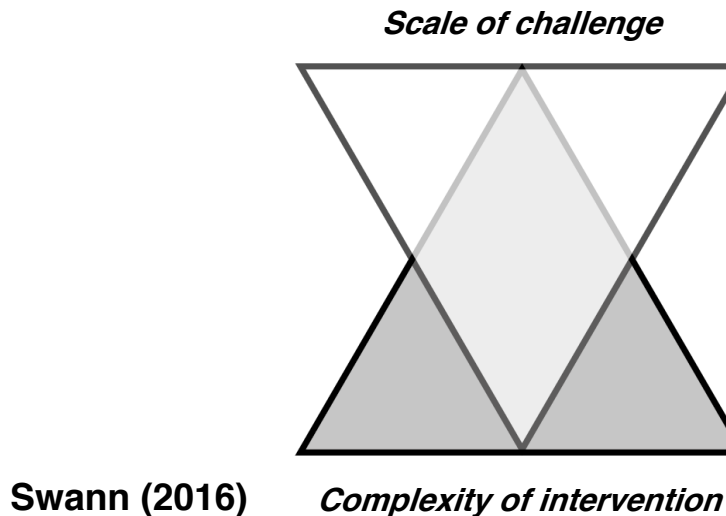


Prof. David Swann
Principal-Investigator
Sheffield Hallam University



Prof. Barry Doyle
Co-Investigator
University of Huddersfield

Strategy: frugal thinking supports legacy building



- 15-25% mortality rate at a maternity clinic in Kayosha
- **Providing every mother with a pregnancy leaflet was found to be an economic challenge**
- Faced with two competing hypotheses, we are likely to choose the most complex one. As a result, when we need to solve a problem, **we may ignore simple solutions** — thinking “that will never work” — and instead favour complex ones.

Positive impact of Covid 19



- LSL project commenced at the outbreak of the Covid-19 pandemic in the UK
- **Volunteers produced two coronavirus songs to raise awareness prior to any officially recorded cases in Zambia**
- UK team adopted a *project intimacy without proximity* approach to decarbonise the study design
- St John Zambia led the fieldwork, creative workshops and two-centre pilot supported by distance mentorship
- Recalibrated our dissemination strategy; pivoting towards film and the addition of a new local partner- Ufulu Films

Lessons learnt

- **Rediscovery, application and acceptance of a cultural heritage tool to address local/ global challenges**
- Lightness empowers non-professionals to care and to respond to the urgent needs of their communities; songs written, produced and performed by women, for women
- Frugal interventions developed with the ethic of care can be a disruptive force for good as they consider a nexus of needs: planet, people and culture.

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1 November 2021

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