UNICEF's New "Real Time Monitoring" Initiative Given a Boost by Animated Explainer Video

UNICEF recently turned to Hollywood based animation studio, Fire Starter Videos, to help them tell the story of their latest initiative.

Hollywood, CA (PRWEB) April 18, 2013 -- You can't act on information you don't have. That simple idea was the genesis of UNICEF's "Real Time Monitoring For The Most Vulnerable" (RTMMV) campaign. Every day volumes of data are produced by governments and corporations across the world to track financial and economic indicators. Yet, monitoring the well-being of vulnerable families and children is a much lower priority. So they decided to change that by examining innovative real time monitoring (RTM) initiatives.

In 2011, Yemen had been ravaged by civil war. The people there weren't getting enough food or clean water, and strife had led to massive unemployment. But, without the proper data, the extent of the damage couldn't be effectively addressed. A UNICEF-supported rapid survey got that data.

In Bangladesh, many pre-primary schools were performing poorly and in need of reform. There, RTM helped educators identify struggling students, improve teaching practices and even change national education policy.

In Uganda, stock outs of drugs and medical supplies were widespread and prevented citizens from getting help. A RTMMV solution empowered public health workers with RapidSMS technology so that they could report on stock levels and usage rates using their own mobile phones. Now the information gets to the right people, helping to save countless lives.

Ideas this big and this new are often met with resistance, so UNICEF teamed with Fire Starter Videos, a Hollywood-based company, to produce an animated explainer video about RTM. When asked about the UNICEF video, Fire Starter Videos’ CEO, Adam Hudson, had this to say:

"More and more we are seeing NGOs and non-profits using animation to better explain their initiatives and give their communities a tool they can easily share to raise awareness. We are really excited to be using the power of animation in areas of global importance."

For specific information on the RTMMV project, please contact Mr. Matthew Cummins (mcummins(at)unicef(dot)org) or visit the RTM website at www.real-time-monitoring.org.

Fire Starter Videos make all kinds of animated videos from whiteboard animation videos to animated cartoon videos. Their clients include; MasterCard, UNICEF, Hayes, the World Bank, McKinsey & Company and more than 200 companies, Governments, schools and other organizations.

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