**Press Release: October 17th, 2017 – Last screening of the one-month educational campaign CinemArena**

On October 17th, the last screening of the one-month educational campaign CinemArena took place in Jabal Al Baba in the presence of the Deputy Minister of Health Assad Ramlawi, the representative of the Governor of Jerusalem Hazam Ashlanon, the Anti-Wall and Settlements Commission Ministry Walid Assaf, the representative of the Jerusalem Unit at the Presidential Office Waed Ghannan, the Regional Director for Education Bassam Tahbub, the representative of the Italian Agency for Development Cooperation in Jerusalem Cristina Natoli and the Deputy Consul General of Italy in Jerusalem Luigi Mattirolo.

With support of Italian NGO's, UNDP, UNRWA, the Ministry of Health, the Ministry of Social Development and the Ministry of Culture, the mobile caravan team targeted almost 30 remote villages in Area C, Bedouin and herding communities, East Jerusalem Centers (Princess Basma and Burj Laqlaq) and Universities (Al Quds and Bethlehem Universities) , where they presented cartoon and/or popular Arab movies preceded by short spots containing important health and educational messages about non-communicable diseases, hygiene, healthy life style with a gender cross cutting approach promoted by WHO and MoH.

The representative of the Italian Agency for Development Cooperation recalled that CinemArena has been carried out as part of the Italian Cooperation commitment in Palestine where Italy is present with a total portfolio of approximately 115 MEuro since 2013 being EU Lead Donor in health and gender sectors and EU Active Donor in Justice-Human Rights and Economic Development sectors.




CinemArena




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