**PICTURING HEALTH, Annual Report and accounts for year ending 31 Dec 2025**
Charity no. 1171738

**Charity Objectives**
Picturing Health's goal as a charity is to use film and art to improve public health. The films we make fall into four main categories. The first are within research projects to facilitate public and participant engagement and to disseminate research results, helping to turn evidence into practice. This has meant working with leading medical and research institutions including the World Health Organisation (WHO), the MRC Clinical Trials Unit at UCL, the London School of Hygiene and Tropical Medicine (LSHTM) and many others. The second and related category are films to train health workers, often as part of much larger research and implementation projects. In this category we have made several hundred films in the last few years which has been used extensively. For instance our series of 14 films about Kangaroo Care and skin-to-skin contact for very premature babies in Neonatal Intensive Care Units (completed with the American Academy of Paediatrics in 2025), formed the backbone of an online course taken by more than 50,000 health care workers in 80 countries during the year after publication. Third we make films to inform patients, which can be used in hospitals and health facilities, but also online and by local TV networks. Finally we make films to promote discussion about health in communities. Films cover topics from HIV and emergency paediatric medicine to mother and newborn care, diabetes, dementia and mental health. We use Art in our films, and also support using art and art therapy in health. We have worked mostly in Africa, but also have projects in Asia, Latin America and the UK.

**Our core objectives are**
A. Making films in the four focus areas, training health workers, disseminating research, empowering patients and informing communities.
B. Evaluating the effectiveness of films.
C. Capacity building - equipping filmmakers and clinicians to make films on health in their own countries.
D. Strengthening core support - distribution of films, finance, website, fundraising, core costs and insurance.

**Public benefit**
All our films made are available for free use under creative commons licenses and can be viewed or downloaded from: www.picturinghealth.org. We have more than 500 films currently on our website. We work in partnership with leading research institutions and medical experts to make sure that our films are evidence based and in line with current WHO guidelines. Our training films in particular have been used by hundreds of thousands of health care workers, often as part of Continuous Professional Development (CPD) courses.

**Charity structure**
At present the charity has no salaried staff, rented office or other major overheads. Rather, we put together film teams on a project by project basis. Where possible, we work with local film-makers, editors, health staff and others in the countries where films are made, providing training and direction, because capacity building is an important objective. We work closely with research teams and other health organisations providing treatment on the ground, including Ministries of Health.

**Income and financial policy**
We maintain an overall reserve of 10.000 pounds, which is well above our annual core costs. We maintain a similar working fund to allow us to keep projects moving forwards pending payments from partners and clients. Picturing Health had neither contracts nor grant funding in 2025 from central government. In 2020 Picturing Health registered with the UK government's Gift Aid Scheme and we received income through this in 2025. We have a very experienced qualified accountant on the board of Trustees who oversees financial management.

**Income from commissions:** Most of our film projects are commissions where we are contracted to

create films as part of wider projects to research or implement medical programs. This means being part of projects with multiple partners. Normally there is a set budget, so financially we work on a project by project basis, making sure that our filming and other activities fit within the contracted budget. We have a policy where we set aside ten percent of projects to pay for administration of the charity, running the website, financial management and other core costs. The policy is for at least ninety percent to go to the charitable activity directly. In reality this figure is around ninety five percent, as our core costs have been well below ten percent of the overall budget.

**Income from donations:** In addition to contracts we also have a number of donations. We do not however spend money on fundraising. This allows us to spend 90% of donations on charitable activities, retaining only 10% for core running costs. Once again this leaves a surplus in practice as our core costs are under 10%. The aim is to use income from donations to make additional films, related to those we are commissioned to make, but aimed at different audiences. So, for instance, if we are commissioned to make training films for a program about Kangaroo Care, we can expand this and at the same time gather material to make films aimed at mothers, families and communities.

## ACHIEVEMENT AND PERFORMANCE
### Charitable activities

Picturing Health's main focus was once again this year on the creation of films. Most of the projects we have been working on have come from commissions.

**NEST 360 – Essential Technology for Neonatal Intensive Care Units**
(Nest 360 is a long term project with multiple funders including Gates Foundation, ELMA and others. Its long term aim is to introduce essential technology into NICUs across Africa, train health care staff to use it and train biomedical engineers to repair it.)

Link to films: https://www.picturinghealth.org/nest360-training/

- At the start of the year we had published 60 short clinical training films aimed at neonatal teams on how to use essential equipment in Neonatal Intensive Care Unit in Africa. This includes a low-cost CPAP (Continuous Positive Airway Pressure) device, oxygen concentrators, pulse oximeters, suction pumps, flow splitters, radiant warmers and phototherapy devices. This list has been expanded to contain some new models of device. Some of the films have also needed to be updated.

- Through 2025 we filmed in Malawi for a series of almost 200 short films aimed at biomedical engineers and others to show how to diagnose faults and repair the different devices. We are building a website about repairs of medical machines, which will be embedded in the NEST site. We aim to have the first 12 machines (roughly 120 films) on the site by the end of June 2026.

- In 2025 we made language versions of two 20 minute animations which we completed in English in 2024. One of these introduces mothers and families to a Neonatal Intensive Care Unit in Africa. The other is aimed at students and staff starting to work or do work experience in the unit.

- We worked to update and turn the clinical films into an online course with multiple modules. The first of these was published on the WCEA site at the end of 2025. These films have very high view rates.

**iKMC Training Films**

Link to films: https://www.picturinghealth.org/ikmc-trial/

Picturing Health is playing a central role in disseminating a massive worldwide change in the way preterm and low birth-weight babies are looked after. This involves moving away from sole reliance on incubators and instead towards skin to skin contact with parents starting immediately after birth to keep babies warm and zero separation from their parents (immediate Kangaroo Mother Care or iKMC). It is an area where a growing body of evidence showing great benefit from iKMC, but until now only very limited implementation of the new policy.

In 2022 we completed a set of two films for WHO about the Immediate Kangaroo Mother Care (iKMC) study - a major Randomized Controlled Clinical Trial carried out by WHO in India, Nigeria, Tanzania, Malawi and Ghana. This showed a 25% reduction in deaths of underweight, preterm and sick babies through using KMC in intensive care units - whilst babies are also receiving oxygen, CPAP, or other respiratory support. This led to the change in WHO guidelines, which now recommend that almost all babies in all settings receive iKMC as soon after birth as possible and for as many hours a day as possible.

In 2025 we completed a long term project, commissioned by the American Academy of Paediatrics (AAP) to make films for online training modules to introduce the new guidelines. This invoolved filming in Nigeria, Uganda, Malawi, Chile and Colombia to make a set of 14 films, totaling more than two hours. This was then made available as part of an online training course on the WCEA website, which is used by nurses and midwives councils and medical training schools across Africa for Continuous Professional Development Training. By July 2026 the course had been done, and the films seen, by more than 50,000 learners in 80 countries.

**NeoiPC**
We were commissioned to produce a set of short films for a Horizon-funded Europe-wide research project looking at ways to implement Kangaroo Care in Neonatal Intensive Care Units in Europe (NICUs) and then measuring the impact on infection prevention. This has been commissioned by Penta – Child Health Research. This year we produced the first of these films, aimed at families, to explain what Kangaroo Care is and the potential benefits. In 2024 we filmed in Basel, Switzerland to produce the second film, which was how to transfer babies from incubator into the KMC position. In 2025 we made an animation about implementation science relating to the introduction of Kangaroo Care to NICUs in Europe. We are anticipating making two further films in 2026 as the project evolves further.

Pneumonia in Children
Pneumonia is one of the big killers of children worldwide. In 2025 we completed a 10 minute film looking at the state of research into paediatric pneumonia – what is known and what urgently needs more research. This was build around the COAST trial looking at the use of Oxygen in African countries. The film was commissioned by Imperial College.

**CurArte and Art Therapy.**
CurArte is a project we have partnered with and sponsored to use art in public health. This has in the past included giving workshops to HIV positive teens, struggling with adherence in Africa; and a 3 year collaboration with the mental health unit of a large public hospital in El Salvador. Following this, we received a donation to support two Salvadoran artists, one of them working in El Salvador's ministry of health, to do a two-year masters in Art Therapy at an institute based in Barcelona. Both have now successfully completed their masters. As a continuation of this project curArte in 2023 started a group therapy for former political prisoners in El Salvador. This continued through 2024 into 2025. We are looking at how to continue this initiative in El Salvador over the long term.

**Capacity building:** Most of our training and capacity building is through on the job training, where we hire local film makers. All the filming for NEST projects in Malawi has been done by a local film maker trained over many years by Picturing Health. For the IKMC project, where we are filming in multiple countries, we used a very experienced (ex BBC and others) Brazilian Film Maker as two of

the locations are in South America. He worked with a local film maker in each country who provided a second camera allowing us to provide training, and also build new film making contacts. This allows us to gradually train up and build relationships with freelance film makers in many countries.

**Financial Review**

**Core Spending:** Through 2025 we continued to work to improve our website, which is key for distribution of films; to build partnerships to allow better evaluation of films within health programmes; to look for funding opportunities and used our film making activities to build capacity in our film making; used opportunities to build organisational capacity.

**Countries where Picturing Health operates:** In most of the places we make films, we are not operating on a permanent basis. We therefore do not have a legal presence, permanent representative, or offices. In 2025 we worked in Malawi, Uganda, Nigeria, El Salvador, Chile, Colombia, South Africa and the UK. Overseas spending was entirely related to film production, which was coordinated from the UK. Receipts were collected for expenditure and accounting done on a project by project basis to fit within the budgets agreed with partners and commissioners. It should be noted that Picturing Health films are available for a worldwide audience, so the impact of the charity is much wider than the named countries.

**Reserves policy:** Our reserves policy states that we will maintain a year of core overhead costs in reserve and then work on a project by project basis, balancing budgets within projects.

**Projected activities for 2026:** Projected turnover from commissioned work in 2026 is expected to rise slightly to around £100,000.

**Governing document:** The charity is controlled by its governing document, Charitable Incorporated Organisation - Foundation constitution registered on 22nd February 2017.

**Management and Governance**

Trustees continued to meet on a quarterly basis. The risk register identified similar risks to 2024. The main risk continues to be the possibility of accidents involving contractors and freelancers, working with Picturing Health. This had previously been addressed until now by ensuring that all those we work with have their own insurance. However in 2024 we purchased a film production insurance to cover this risk, prior to the main filming for the iKMC project with the American Academy of Paediatrics. Another potential risk is that we do not have sufficient working capital to carry out filming when it needs to happen, often before we have received grant or other funding. We have addressed this by building up a working capital fund of around 10,000 pounds which allows us to start projects more quickly. We have written a safe-guarding policy, an ethical filming policy, a privacy policy for the website and other social media. We are developing an ethical fund-raising policy. The charity does not have any trading subsidiaries. None of the trustees received remuneration, benefits, or expenses. The charity has no employees, but instead works contractually. The charity had no UK volunteers, although a number of UK based contractors gave time at reduced rates for charity work.

**Financial position:** The accounts show activities for the year of 2025. Total income for Picturing Health was £83.842. Total expenditure on charitable activities was £71,585 of which £65,019 was directly on film making activities. The remaining 7,164 was spend on maintaining and expanding the web site and film library, administration and IT equipment. The accounts are prepared on a cash basis and because there can sometimes be a net cash outflow, but this does not mean that the charity is spending more than it earns. On the contrary, each year the real balance and reserves have continued to rise. The balance at the year-end, taking into account monies owed to Picturing Health was 20,645.

of which 31,319 was unrestricted and – 10,674. was restricted. The explanation is that many commissions are ongoing, lasting over several years, with payments made to the charity only when key milestones are reached. The charity signs contracts with commissioning partners, but rarely receives money in advance.

Restricted funds are all from contracts where Picturing Health has been commissioned to create films or other materials by partners.

# Picturing Health

**Charity no. 1171738**

**Receipts and Payments Account for the year ending 31st December 2025**

| | | | 2025 | 2024 |
|---|---|---|---|---|
| | Unrestricted Funds | Restricted Funds | Total | Total |
| ***Receipts*** | | | | |
| Project income | 8,101 | 72,905 | 81,006 | 66,371 |
| Donations | 2,600 | | 2,600 | 5,316 |
| Interest | 236 | | 236 | |
| ***Total Receipts*** | *10,937* | *72,905* | *83,842* | *71,687* |
| ***Payments*** | | | | |
| Project costs | | 65,019 | 65,019 | 76,637 |
| Social media | - | | - | - |
| Information technology | 4,490 | | 4,490 | 3,814 |
| Administration | 524 | | 524 | 2,572 |
| Advances | - 298 | | - 298 | 640 |
| Other expenses | 1,850 | | 1,850 | 701 |
| ***Total Payments*** | *6,566* | *65,019* | *71,585* | *84364* |
| ***Deficit/Surplus for the Year*** | *4,371* | *7,886* | *12,257* | *12,677* |
| **Bank and cash balances at start of year** | **26,948** | **- 18,560** | **8,388** | **21,065** |
| **Bank and cash balances at end of year** | **31,319** | **- 10,674** | **20,645** | **8,388** |

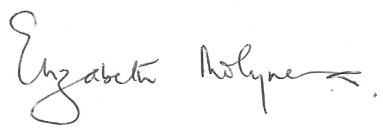
**Statement of Assets and Liabilities as at 31st December 2025**

| | Unrestricted | Restricted | 2025 Total | 2024 Total |
|---|---|---|---|---|
| ***Assets*** | | | | |
| Cash at bank | 31,319 | -10,674 | 20,645 | 8,388 |
| | ***31,319*** | ***- 10,674*** | ***20,645*** | ***8,388*** |
| Debtors | - | - | - | - |
| ***Total Assets*** | ***31,319*** | ***- 10,674*** | ***20,645*** | ***8,388*** |
| ***Liabilities*** | **-** | - | - | - |

Note

The trustees confirm, in accordance with the Charitable Incorporated Organisations (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on the assets of the CIO.

Approved by the trustees on:
15th October 2026.



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Prof Elizabeth Molyneux (Chair of PH Trustees)

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF PICTURING HEALTH**
Charity number: 1171738

**Independent examiner's report to the trustees of Picturing Health**

I report to the charity trustees on my examination of the accounts of Picturing Health (the Trust) for the year ended 31 December 2025.

**Responsibilities and basis of report**

As the charity trustees of the charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').
I report in respect of my examination of the charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by Section 130 of the Act; or
2. the accounts do not accord with those records;

I have no concerns and have come across no other matters in connection with the examination to which attention should
be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ian Barrett FCA FCIE

Barretts Chartered Accountants & Chartered Tax Advisers
22 Union Street
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TQ12 2JS

15th October 2026