

"Gesang Blossoms" is a video series of short dramas that tells a story of three generations of Tibetan family, whose lives are affected by echinococcosis. With the support of the local government, they become aware of the disease and learn to prevent and control infections.

It consists of four episodes, namely "Thunder from a clear sky", "Frost on top of snow", "The clouds have been removed and the sun has been restored" and "Gesang blossoms". Each episode lasts about 9 minutes, for a total of 35 minutes. The film uses a combination of storytelling and animation to introduce prevention and control knowledge, incorporating the relevant knowledge of echinococcosis prevention and control into the storytelling. Topics covered in the video series include: 1) national policies on echinococcosis prevention and control and assistance programmes for patients with echinococcosis; 2) basic information about the parasite, including the life cycle of echinococcus tapeworm, sources of infection, transmission routes and susceptible animals; 3) the dangers of echinococcosis to animal husbandry and public health; and 4) key aspects of control such as dog deworming, sheep immunization, dog management, disposal of dog faeces and personal hygiene.

The videos were jointly produced by China animal health and epidemiology center and Guangxi University. Now there are two language versions (Chinese and Tibetan) available, and Uyghur and Mongolian versions are also coming soon.

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