

CHASING CHAOS

THE STORY OF DR IAN NORTON

Amidst the post pandemic shambles of global public health, one doctor seeks a fresh start for equality in global emergency care and a new world order for sustainable medical care for all.

1 X 90' & 4 X 60' HD



 ESCAPADEMEDIA


EXPOSURE
PRODUCTIONS



CHAOS, THE ANCIENT EGYPTIANS BELIEVED, WAS THE MOST NECESSARY INGREDIENT IN THE UNIVERSE...FROM WHICH ALL THINGS START ANEW.

SOCIAL ENTERPRISE- an innovative business that exists to create a fairer and more sustainable world.

HUMANITARIAN COLONIALISM - Colonialism in aid refers to the idea that Western organisations impose themselves on countries with low resources, without involving people from those places and while controlling key resources and responses.

SYNOPSIS

What does the future of responding to international medical emergencies look like? Time and again lumbering bureaucracy and conflicted NGO's have responded inadequately to humanitarian disasters and public health crisis, often imposing themselves on developing countries with serious consequences

Dr. Ian Norton has been on the frontline of this situation for two decades. He has had enough of failed bureaucracy. He has decided to go it alone.

Backed by mystery donors with enormous resources, Dr Norton hopes to set new global standards via his radical new social enterprise Respond Global. But can he avoid the pitfalls of those that have gone before him?

Chasing Chaos begins with Dr Norton preparing to board his newly acquired ship HELPR 1, which, with the help of significant and largely anonymous philanthropic funding, is being donating to the tiny Pacific Island nation of Vanuatu. HELPR 1 has been transformed from a rusted reef ferry into a fully equipped mobile emergency response vessel. It has been over two years since the people of Vanuatu have received any form of vaccination. Measles and malaria are on the rise and the Covid vaccination rate is amongst the poorest in the region. Tiny villages wedged between coral reefs and towering volcanoes are impossible to reach by any means other than boat. The local government has minimal capacity. Dr Norton knows the risk of appearing colonialist, yet the key for a long-term sustainable health system is local empowerment.

It has been three years since Dr Norton left the lofty heights of power at the WHO in Geneva. Now, once again, he finds himself at the helm of a team of dedicated professionals and once again he finds his greatest battle is with the various bureaucracies standing before him. As he prepares to set off into the Pacific, Dr Norton reflects on an incredible decadelong journey and his commitment to challenge old school thinking and to find a new way to bring medical preparedness to the world.

"The humanitarian imperative has to trump politics".

From the boardrooms of Geneva to the frontline battles against war and natural disaster, Dr Ian Norton leads us on a journey of local empowerment, writing the guidebook that sets the world standard for emergency medical care, while challenging old world systems. Dr Norton imagines a world where emergency responses are lead from the ground up, with locals at the helm, receiving support from the international community rather than vice versa.

But how does a social enterprise avoid the pitfalls of humanitarian colonialism?

Dr Ian Norton has designed a new business model for emergency medical response; preparing and empowering nations in advance of disaster, so that when the time comes, they can lead their own responses.

His business is called Respond Global, and it is part of a growing global niche of health focused social enterprises. The model doesn't require government funds or public donor drives...it's financed quietly from the shadows, by a group of anonymous backers - global philanthropists with staggering financial resources. One of the key questions asked in Chasing Chaos is what drives these donors? Why must they stay in the shadows? And do they drive an agenda of their own? The Indo Pacific is on the frontline of the global push for dominance amongst the world's biggest powers. How does Dr Norton avoid being sucked into the vortex of international affairs?

For more information:
Natalie Lawley
natalie@escapademediacom.au
www.escapademediacom.au