



DOMESTIC VIOLENCE
TO A HALT
RING
THE BELL

Pop culture with a purpose

Edutainment for social change

 Oxfam Novib

Puntos
de encuentro
para transformar
la vida cotidiana

SOUL CITY
INSTITUTE
HEALTH & DEVELOPMENT
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**break
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Edutainment, a communication strategy that has gained in credibility and currency over the past three decades, is an abbreviation for Entertainment-Education (EE). The EE strategy has an impressive record in modeling new collective social norms, mobilising communities, changing the mind sets of individuals, influencing public discourses and setting political agendas. Edutainment engages mass audiences, particularly youth and women, through the power of attractive, persuasive and cutting edge media, popular culture and arts, and combines this with on the ground and virtual community education and mobilization.

Edutainment can provoke changes in attitudes, beliefs and behaviour on complex and multi-layered themes like gender values and norms, social roles, sexuality, gender-based violence, child marriages, widowhood customs, girls' education, stigma around HIV and AIDS, sexual abuse, and many other themes. EE can take multiple forms, ranging from television and radio soap series, to music videos, computer games, mobile phone messaging, internet applications, comic books, street theatre, talk shows, (community make-over) reality shows, interactive films or a combination thereof.

Edutainment for social change

Over the past decade Oxfam Novib has supported Edutainment organizations in India, Nicaragua, South and Central Africa that have been able to get sensitive and taboo issues on the political and public agenda. Oxfam Novib has also invested in the exchange of experiences around Edutainment. This has led to setting up the global EE partnerships that aims to up-scale successful Edutainment for social change experiences.



Where are we now

- Partnership between lead EE organizations and Oxfam Novib established
- First version of a 4-year joint EE proposal is finalized
- Management structure established for implementation and administration of the joint program
- Civil society organizations from Africa and Asia are trained in EE methodologies
- A detailed program on EE capacity building, strategic alliance building, sharing and learning of good EE practices, will be elaborated during an EE learning event in Dubrovnik (Croatia), June 2010
- Successful experience of Soul City's regionalization program will be expanded into other regions of Africa
- Successful experience of Puntos de Encuentro's regionalization program in Central and South America will be developed into a model of strategic alliance building to improve sustainability of EE initiatives
- One EE case study is documented
- Expansion of the Bell Bajao campaign into more South Asian countries

www.oxfamnovib.nl | www.soulcity.org.za | www.puntos.org.ni | www.breakthrough.tv
www.comminit.com | <http://utminers.utep.edu/asinghal/>



Soul City has developed simultaneously communication programmes in eight Southern African countries while building skills and capacity across the region. More than 300 people across 10 countries have been trained in key areas of edutainment methodology, research, print, television and radio production and advocacy. www.soulcity.org.za

Breakthrough reached more than 35 million people through 'Is This Justice?', India's first multimedia campaign to challenge the stigma and discrimination faced by women living with HIV/AIDS. With a campaign recall value as high as 73%, Breakthrough succeeded in transforming attitudes and building support for women who are unfairly expelled from their homes when their husbands die of HIV/AIDS. Breakthrough's latest multimedia and community mobilization campaign "Bell Bajao" (Ring the Bell), urges men to take a stand against domestic violence. www.breakthrough.tv



The massively successful 'social soap' TV series **Sexto Sentido** (Sixth Sense) produced by Puntos de Encuentro in the Western Hemisphere's second poorest country, Nicaragua, had the audacity to portray lesbian, gay and transgender characters and take on such polemic issues as sexual abuse, emergency contraception, rape and abortion in a country dominated by the traditional Catholic Church – all without getting censored or losing their sense of humor. www.puntos.org.ni

Upscaling successful Edutainment for social change

Oxfam Novib, Puntos de Encuentro, Breakthrough, the Soul City Institute of Health and Development communication, The University of Texas, El Paso, and The Communication Initiative have formed a global partnership in social communication and Edutainment which aims to scale up Edutainment Strategies.

Many civil society organizations supported by Oxfam Novib have indicated they want to explore the potential of Edutainment to achieve their goals. The global Edutainment partnership is keen to invest in global learning on Edutainment and hopes to contribute to making social new media accessible for mass audiences for fostering social change; strengthening alliances and building social movements.

The expert Edutainment organizations will share their knowledge, tools and strategies with civil society organizations in 12 countries: Afghanistan, Pakistan, Bangladesh, Cambodia, Vietnam, Egypt, Niger, Nigeria, Sudan, Somalia, Mali, and Rwanda. The purpose of the global partnership is to help develop high quality, context specific, and tailor-made edutainment strategies, combined with community mobilization strategies.

The global Edutainment partnership for social change has consistently added value to the already existing experiences, not replacing national in-country initiatives, but complementing and strengthening them. Global collaboration creates a space for debate and learning and provide economies of scale, a global network to address common issues; coherence of approach and opportunities to share and exchange ideas and information.

Future plans

1. Up-scaling Edutainment efforts

To strengthen the capacities of civil society organizations in 12 countries in the use of effective Edutainment strategies in order to foster social change in the area of women's rights, including SRHR and gender based violence. Strategic partnerships are established between Oxfam Novib counterparts, other key civil society organizations, edutainment expert organizations; media broadcast industry and private sector.

2. Strategic alliance and movement building

To promote edutainment as an effective social change strategy into international women's movements and to influence commercial /private sector to start supporting socially

responsible non-profit edutainment projects. Both objectives will result in the development of new ideas and collaborations that will increase the visibility and impact of women's rights struggles.

3. Learning and sharing of good practices

Systematization and documentation of good EE practices and evidence based research will contribute to increase the effectiveness of edutainment strategies as it will strengthen a community of practitioners in the field. To establish a platform for global sharing of knowledge, experiences and EE products and to encourage dialogue amongst EE practitioners, researchers, strategists and donors from NGOs, governments and the private sector.



Successful upscaling Experiences



Showing how domestic violence affects South African women in their primetime TV series of the same name, Soul City has had massive influence on the perception of people towards violence against women. The pot-banging by neighbors as a response to domestic violence in the series was thereafter often seen in the townships in South Africa.

Successful upscaling Experiences



Sexto Sentido, the social drama originally produced for broadcast in Nicaragua, has now been broadcasted on open and cable television channels in Guatemala, Honduras, Costa Rica, El Salvador, Mexico, the United States and most recently in Bolivia, as part of a process to put a sexual and reproductive rights agenda into public debate. "The Bolivian experience is one that is unique; the manner in which the social fabric was woven to create a consortium, in itself an experience that demonstrates that in working for a common cause, many differences can be overcome, and that something produced in one country can be relevant and useful in another if the local particularities are respected".