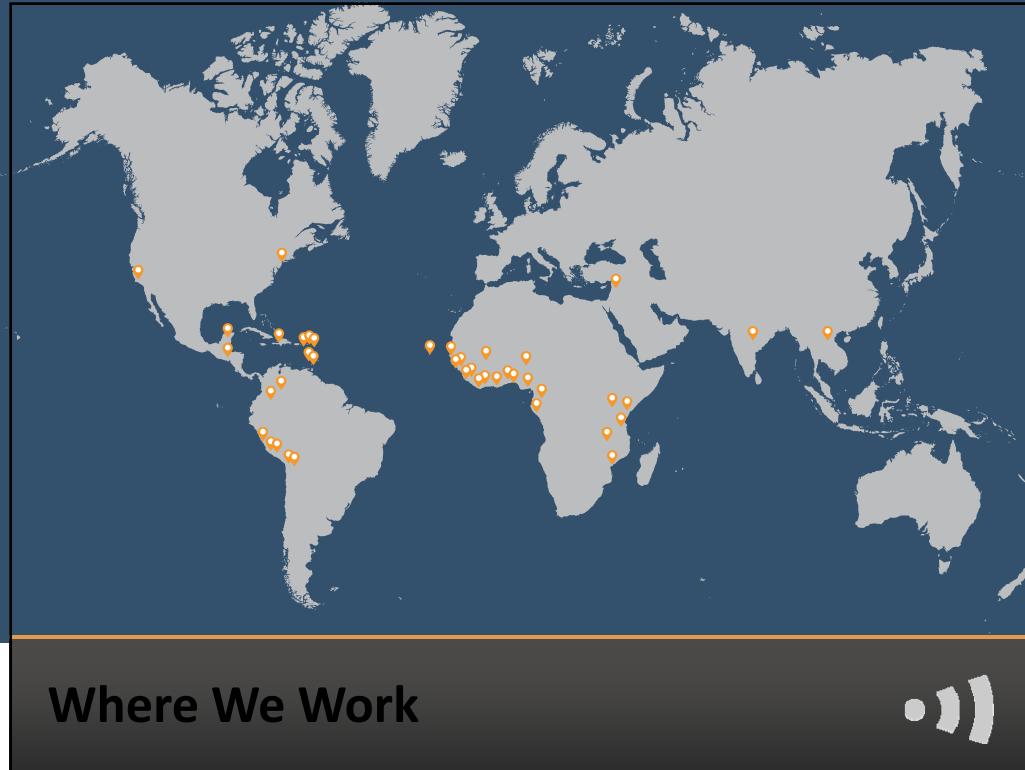




Connecting science and communities
(bridging the gap)

“The problem with communication is that most people believe it has taken place.”



A world map with a dark blue background. Numerous orange dots are scattered across the map, representing project locations. The dots are concentrated in North America, South America, Europe, and Africa, with a few isolated dots in Asia and Australia.

Where We Work

•))

Stories help us imagine...

New ways of thinking
New ways of acting
New ways of relating to one another

Entertainment-Education

•))

It all started with a **LOVE** story



Simplemente María, Peru, 1969

Entertainment-Education



Albert Bandura

Social Learning Theory:
People learn by observing
others and the
consequences of their
behavior.

Entertainment-Education:

- Presents characters as role models (good and bad behavior)
- Good characters get rewarded and bad characters punished

Entertainment-Education



Modeling good behavior



A community that stands together against violence

Entertainment-Education



All Editions 13/11/2002 WESTERN CAPE

Entertainment ABC 100-106 June 2002

Ang Christiano 54229

newsclip

POTS AND PANS AGAINST ABUSE: Women march down Matthew Goniwe Street in Site B, Khayelitsha, banging pots and pans to demonstrate how they approach households where men are beating their wives. Picture: DENZIL MAREGELE

Pots and pans campaign reducing domestic abuse

JO-ANNE SMITHERHAM

ALL it takes is pots, pans and spoons – and a group of women – to stop a man from beating his wife.

Women in Khayelitsha neighbourhoods are putting a stop to domestic abuse using their pots and pans, their voices and sheer force of numbers.

A shout as one woman hears another's cries of distress, she alerts her neighbours. They then begin banging pots and pans and even old Coca-Cola tins.

"A GROUP of us will go and the next day we march to the troubled household singing the struggle songs and make the man: 'you strike a rock.'

The "pots and pans" cam-

paign, as it has been dubbed, was first mooted at a workshop for Five in Six, a Catholic Welfare Trust project that fights domestic abuse.

"There have only been two incidents of men being beaten in the road where Nomawetu Mosena lives since the campaign started," says Nomawetu. Mosena is a field worker for the Five in Six project.

Women are not the only ones changing in this street. The men are now afraid of us."

"The man growls and asks us what we want when we arrive and we say, 'we want to protect the lady in this house,'" peasant.

"One of the men, who lives next door to us, has a son with us and to his wife. I know there is no trouble there now. We took

the other man to the police station. He has moved out of the woman's house and there is a new man there now. He brings her money for the children at the weekends."

The pots and pans campaign and pana campaign sprung from a Good City television programme that encouraged women to bang pots and pans to stop a neighbour being beaten up.

Five in Six project has produced "maps" of over 50 households. The survey found that what proportion of men are classified as "good" by the women varies from 10% to 90% of the population that abuse their wives.

Groups of women visited some 100 households and asked what "good man" was and asked what proportion qualified in their

households.

The results were corroborated with the children of the women in the community. Mosena is likely to be accurate.

Between 80% and 90% of men in the community are classified as "good men" by the women they live with, according to Five in Six project leader Linda Pollock.

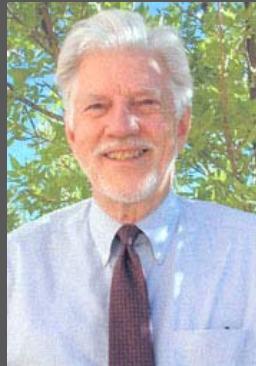
She said the survey had proved impossible in some areas heavily controlled by gangs, but the women in the community said their sons were "good" even though they were gang members.

Women in the community leaned out of windows as the women conducted the survey and then responded to the probing taints such as "Are you a good man?" to one another.

Entertainment-Education



Diffusion Theory / Everett Rogers



Entertainment-Education:

- Characters show how a new behavior fits within the norms and beliefs.
- Stories help to explain new behaviors in a more simpler form/language.
- Characters “try” new behaviors and the story shows the consequences of it, motivating the audience to do the same.

Entertainment-Education



Imagine a community...
Where young girls celebrate their birthdays



Entertainment-Education





A photograph of a woman smiling, wearing a colorful patterned headwrap and a pink top. She is lying on a bed. The background shows a window with a view of the ocean. Overlaid text on the image includes:

A global campaign that places Ebola survivors at the center of efforts to inform, protect and inspire hope.

**• Promotes public health
• Reduces stigma
• Shifts international narrative**

Campaign Goals

• • •

The image is a composite of two parts. On the right, a woman in a red and white patterned dress is seen from the side, working at a table with various items. On the left, a circular diagram represents a 'Multi-Platform Approach'. The diagram features a central orange circle with a white dot, surrounded by four orange segments. Each segment contains an icon: a video camera for 'VIDEO', a radio for 'RADIO', a smartphone for 'MOBILE TECHNOLOGY', and a computer monitor for 'ONLINE PLATFOMRS'. The background of the diagram is black, and the text is in white or light blue. A banner with the text '#ISurvivedEbola' in white is overlaid on the diagram.

Multi-Platform Approach

First-Person Video Testimonials

WORKING HAND IN HAND

- 30 Ebola Survivors volunteered to share their stories
- Survivors remained involved in every aspect of the campaign

VIDEO TESTIMONIAL DISTRIBUTION

- National Television in Guinea, Liberia, Sierra Leone
- Played on VoA, Mashable, Al Jazeera
- Over 20 partners did community screenings
- Millions of views on Social Media

Channeling the Reach of Radio • 1)

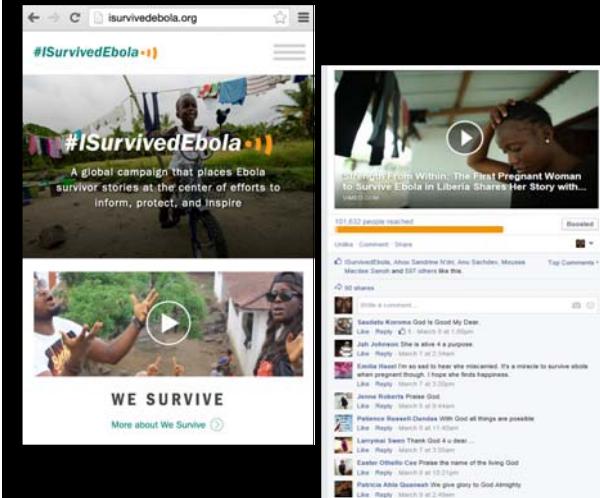
Country	Country Population	Radio Show Reach	% Population Reached
Liberia	4,396,873	1,164,000	26.5%
Sierra Leone	6,190,280	2,490,000	40.2%
Guinea	8,746,128	5,803,000	66.3%
Total	19,333,218	9,457,000	48.9%



Radio Drama to Drive Dialogue • 1)



Online and Media Distribution



WEBSITE

- 28,408 page views
- 9,971 unique users

SOCIAL MEDIA

- Instagram, Twitter, Facebook, Vimeo, Soundcloud, WhatsApp, Flickr
- Bilingual presence (EN/FR)
- 30,210 Facebook likes

DIGITAL DISTRIBUTION

- BiNu, World Reader

MAINSTREAM MEDIA

- BBC, VoA, Mashable, Al Jazeera, CNN, Radio France

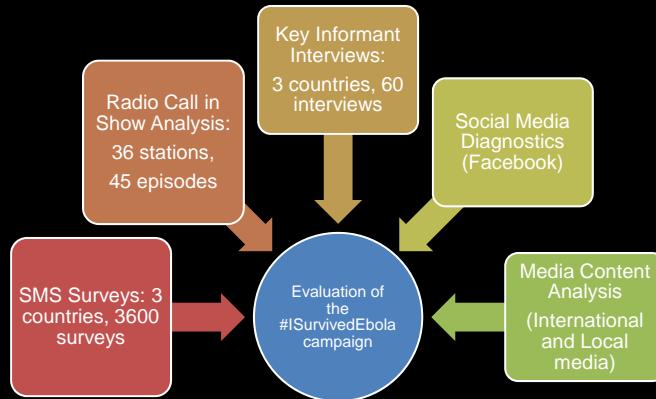
IMPACT

- 37% Facebook followers from WA
- High interaction rate compared to similar groups
- Proved a significant source of learning

Mobilization Channels



Monitoring & Evaluation



Key Characteristics of Data Collection Methods

- Use of mobile technology
- Remote data collection
- Capacity for rapid response and use of data
- Quantitative and qualitative methods (triangulation)

Limitations

- Limited # questions (survey)
- Comparison of Exposed vs. non-Exposed (Vs. Pre-Post design)
- Targeted cell phone owners



Impact Data





A problem for all: residents of Lima, Peru call for action on Zika. [Reuters/Mariana Bazo](#)

But, what about Zika?

- 1. Reducing populations of mosquitoes that transmit Zika virus.**
Mosquito-control programmes include the use of larvicide (insecticide that kills the mosquito in its larval stage) to treat standing-water sites that cannot be treated in other ways (cleaning, emptying, or covering).
- 2. Personal and household protection.**
WHO recommends people protect themselves from mosquito bites by:
 - Using insect repellent;
 - Wearing clothes (preferably light-coloured) that cover as much of the body as possible;
 - Using physical barriers such as screens, closed doors and windows;
 - Sleeping under mosquito nets, especially during the day, when Aedes mosquitoes are most active; and
 - Emptying or covering containers that can hold water, such as buckets, flower pots and tyres, so that mosquitoes cannot use them to breed.
- 3. Pregnant women and women planning to become pregnant.**
Pregnant women who feel they may have been exposed to Zika virus may wish to consult with their health-care providers for close monitoring of their pregnancies.
- 4. Travel recommendations.**
The committee found no justification for restrictions on travel or trade. However, travellers to areas where Zika virus cases have been found are urged to protect themselves from mosquito bites. Pregnant women considering travel to affected areas may wish to consult their health-care provider prior to travel and after return. They should also practice personal and household steps to prevent mosquito bites.

5 February 2016

WHO Recommendations



Fear and Rumors



Personal

- Beliefs
- Lack of self-efficacy
- Don't like to be told what to do and listen to messages that appeal to us

Social

- Lack of community-efficacy
- Social codes/approval (religion)
- Lack of trust: outsiders and communities

External

- Lack of services or infrastructure (SRHR, water)
- Safety
- Unclear and contradicting messaging

Challenges to adopting new behaviors



Reach the audience **where they are**,
not where we want them to be



A few lessons learned



Look for solutions **within the community**, where are the bright spots?



A few lessons learned



Build capacity, work through existing trusted networks



A few lessons learned



Partnership and collaboration: we can't do this alone!



A few lessons learned



“We Survive”



Thank You!

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