

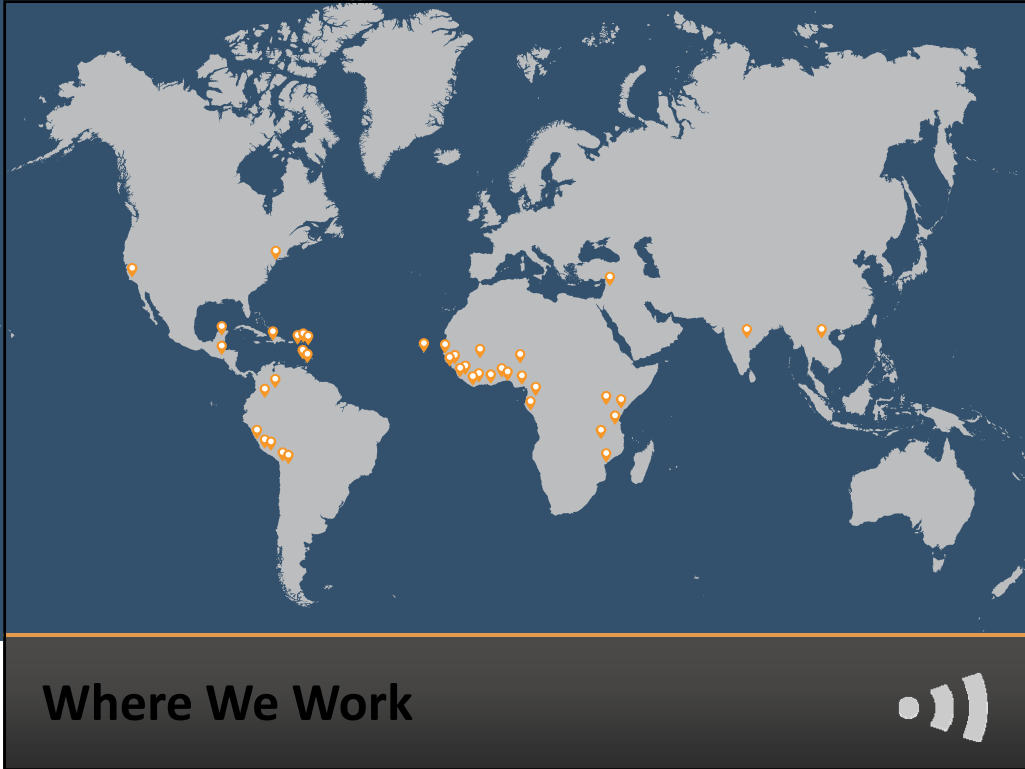


pci media impact •))
tell a story, change the world.

Connecting science and communities

(bridging the gap)

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



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

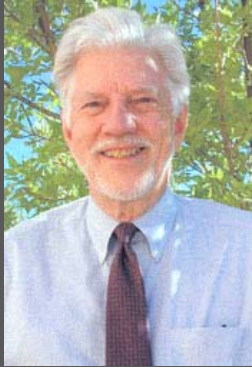
Entertainment-Education



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 woman is lying on a bed, covered with a colorful, patterned blanket. She is wearing a pink top. The bed is set up under a blue tarp. The background shows some wooden structures and a blue tarp.

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

A small icon of a speaker with sound waves, indicating audio content.





The graphic overlay features a central orange circle with concentric arcs. Text around the circle includes: "RADIO 20 STATIONS / 40 LANGUAGES", "VIDEO 20 STATIONS / 40 LANGUAGES", "MOBILE TECHNOLOGY", and "ONLINE PLATFORMS". The hashtag "#ISurvivedEbola" is prominently displayed in the center of the graphic.

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

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%



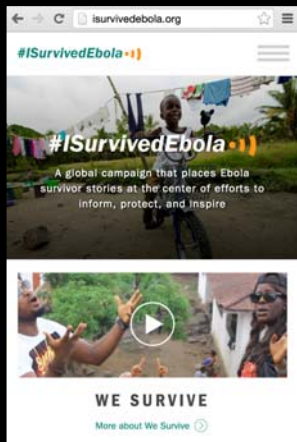
Radio Dramas
in **12** Languages



Radio Drama to Drive Dialogue



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

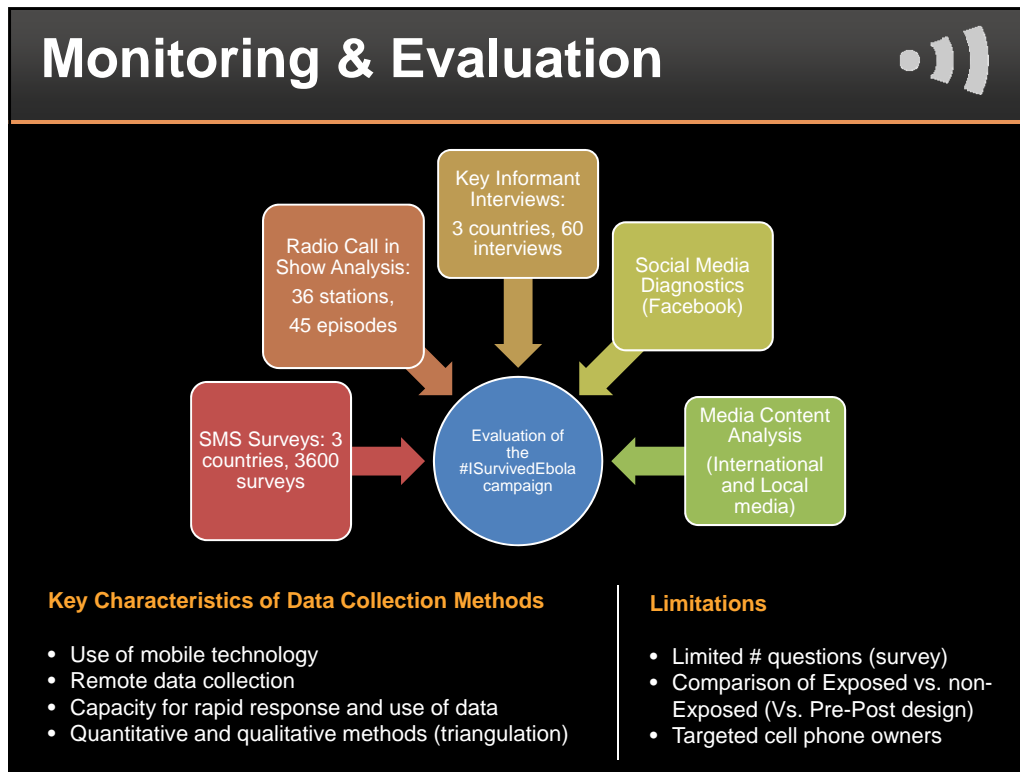
- BBC, VoA, Mashable, Al Jazeera, CNN, Radio France

IMPACT

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

Mobilization Channels





People who were exposed to the #ISurvivedEbola Campaign were significantly more likely to protect themselves from Ebola, and to be open to survivor reintegration

- Audience members were **30% more likely** to report confidence in their ability to protect themselves from Ebola
- Overall, those exposed were **23% more likely** to accept survivors back in their communities
- They were **16% more likely** to speak to others about Ebola
- They were **almost 50% more likely** to have learned something about survivors
- **2.4 times more likely** to have reached out to a survivor via social media

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



Breaking: Zika Outbreak Epicenter
Same Area Where GM Mosquitoes Were Released

UNCENSORED The Truth About **ZIKA**
Hint: It's *not* the Mosquito
January 29, 2016 by Erin Elizabeth

7K 14 5 7 5 11.8K

ATCC® VR-84™
Zika virus (ATCC® VR-84™)

"It's Not The Zika Virus" – Doctors Link Monsanto Pesticides To Birth Defects

ZIKA VIRUS NOT TO BLAME? DOCTORS CITE MAN-MADE CAUSE FOR BIRTH DEFECT EPIDEMIC
Second Nexus Staff | February 13, 2016 | 58 Comments

ZIKA VIRUS ROCKEFELLER

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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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