Final Report

December 2014

Project partner BRAC presenting their Edutainment work at the Girls Summit Bangladesh in October 2014.

UN Trust Fund Final Progress Report on support provided by Zonta International to the *Pop Culture with a Purpose: Using Edutainment Media for Social Change* project implemented by Oxfam Novib and its co-implementing partners.
Table of Contents

Pop Culture with a Purpose – Oxfam Novib................................................................. 3
   Project Information Summary ...................................................................................... 3
   Project Results in the Reporting Period ....................................................................... 3
   Next Steps...................................................................................................................... 8

Annex 1: Testimonies from Project Participants ............................................................... 9
Pop Culture with a Purpose – Oxfam Novib

Project Information Summary

**Project Title:** Pop Culture with a Purpose: Using Edutainment Media for Social Change

**Implementing Organization:** Oxfam Novib (in cooperation with Fundación Puntos de Encuentro, Soul City Institute, Breakthrough, and the Communication Initiative)

**Countries of Implementation:** Nigeria, Bangladesh, Mali, Niger, Rwanda, Somalia, Sudan, Egypt, Viet Nam, Pakistan, Afghanistan

**Reporting period: 1 July 2014 – 31 December 2014**

**Project Summary:** Violence against women affects up to 75% of all women worldwide at some point in their lives. Most countries have laws to prevent and punish violence, but responses have been inadequate, and have not eradicated the impunity perpetrators too often enjoy. Continued violence and the silence that engulfs it are justified by men and women alike with reference to prevailing norms and culture. This project aims to change the deeply entrenched notion that violence against women is “normal” and inevitable. The project targets 11 countries across Asia and Africa with particularly high levels of violence against women and a prevailing discourse that normalizes abuse. The main vehicle for change is Edutainment (Education Entertainment), a proven approach that combines mass communication of positive and locally-specific content with community mobilization. Oxfam Novib is leading the initiative, working with Soul City Institute (South Africa), Breakthrough (India), and Puntos de Encuentro (Nicaragua)—all one time grantees of the UN Trust Fund with experience in the field of Edutainment. The project supports women’s organizations in the target countries to develop and implement Edutainment strategies on violence and discrimination.

**Project Goal:** Contribute to the reduction of the incidence and scale of violence against women in the target countries by challenging existing gender norms and attitudes that perpetuate violence against women.

**Project Results in the Reporting Period**

During the reporting period, the consortium partners of the Pop Culture with a Purpose project made significant progress in both pilot and non-pilot countries in the design, execution and management of successful campaigns aimed at preventing and addressing violence against women and girls. The campaigns, which are highly context-specific, are the result of solid formative research and in-depth situational analysis.

**Outcome 1:** Knowledge, attitudes among men and women changed in relation to domestic violence in the districts of Lagos, Abuja and Edo, Nigeria and on sexual harassment in the district of Khulna, Bangladesh.

In Bangladesh, the sexual harassment edutainment campaign led by three project partners (BRAC, We Can and HASAB) has made significant progress in reaching a wide spectrum of society in the district of Khulna. Although the impact evaluation will take place in January, all feedback to date has concluded
that participants were positively influenced by the campaign messages and are more open to discussing the various forms of sexual harassment and ways to prevent these abuses. From May to October 2014 alone, the project’s advocacy, campaigning and community mobilization efforts reached over 11,000 individuals in the district of Khulna. Beneficiaries included students, parents, schoolteachers, policymakers and other duty bearers; a total of 7656 women and 3972 men.

In addition, Oxfam Novib and its partners conducted the following activities in Bangladesh during the reporting period:

- Breakthrough advised project partners on creating handbills, posters, multi-media content and designs and supported the teams in finalizing the campaign name in Bengali, “Kishori Konyar Kotha Shuni, Vishwas kori, Pashe thaki,” or “Listen to girls, trust and stand by them.”
- A popular form of local art from “Pot Gaan” was used to take the issue of sexual harassment forward in the community, engaging students in the development of the theatre performance.
- An inception event was held in August in Khulna district by the project partners to launch the campaign in the field.
- A 3 episode docudrama was finalized and shown in October during the Girl Child Day 2014 in front of an audience of 600 people. BRAC and partners organized a rally, discussion sessions and essay writing competition for students on sexual harassment to coincide with the broadcast.

In Nigeria, the Girls’ Power Initiative (GPI), BAOBAB for Women’s Rights, and the Association of Positive Youths in Nigeria (APYIN) are actively implementing an anti-violence campaign across three states. During this reporting period, editing of the “Let’s do it right talk show” was finalized and feedback was provided by Soul City. The show was broadcasted on ITV Edo State to commemorate the International
Day for the Elimination of Violence against Women. Soul City has also shared a training toolkit on gender-based violence with the Nigerian project partners to adapt to their local context. Two additional shows are currently being produced that will focus on why domestic violence is not a private matter and explore the scope and definition of sexual harassment. A campaign bus also travelled throughout the intervention sites during the reporting period communicating the critical message that “The strength of a man is not in his fist.”

Outcome 2: 20 NGO’s in 11 countries are sharing or applying edutainment strategies

Significant progress was also made in the non-pilot countries during the reporting period. In the past 6 months alone, capacity building has been successfully completed with over 90 people trained on how to use, develop and implement Education Entertainment strategies to prevent and address all forms of violence against women and girls.

In Egypt, an inception meeting was held between Oxfam Novib, Better Life (a grassroots organization based in Upper Egypt), and the Centre for Egyptian Women’s Legal Assistance (based in Cairo) to coordinate and align the working processes in both listening groups. Oxfam Novib and Soul City worked very closely to support both Egyptian organizations in drafting a format for the baseline survey, the session feedback reports, and a qualitative evaluation at the end of the sessions. These materials were effectively used for the monitoring and evaluation process for all listening groups. In addition, listening groups for the 20 episode “Worth 100 Men” series were successfully held by CEWLA and Better Life with the participation of over 60 people throughout Cairo and Minya. Both organizations expressed very positive feedback and intend to continue using the edutainment methodology in their work.
In **South Sudan**, a follow up meeting was held with project partners trained in South Africa resulting in the development of an edutainment strategy. Project partners developed a small pilot project proposal on the reduction of early marriages in South Sudan that uses drama and talk shows to educate communities on the consequences of early marriage. Beneficiaries will span over three locations in South Sudan namely Terekeka, Maridi and Mundri. Over 100 school children are expected to benefit from this small pilot project. The project also engages local authorities, teachers, students, parents, and religious leaders in community-wide meetings.

In **Rwanda**, based on the outcomes of an edutainment messaging workshop, a two-day Creative Workshop was held at La Benevolencija. The radio pilot was discussed in detail and it was decided that the best format would be weekly sketches focusing on one topic a week. This radio pilot format was tested in July 2014, with focus groups representing all provinces of Rwanda and including groups of men, women, mixed groups and students. In total 30 people participated in the focus groups. Over 280 copies of the magazine Nkawe were distributed to schools around Rwanda; primarily to University students between the ages of 16-25.

In **Pakistan**, the activities that were part of the *Pop Culture with a Purpose* programme have significantly informed a SAVE-Oxfam Novib project on early marriage, which started in September 2014. The project has a large edutainment component specifically targeting boys and girls and their parents to change attitudes and behaviour. The scoping study and research prepared in Pakistan had the following conclusions that directly feed into the new project:

- The most frequently cited age of marriage for girls is when they hit puberty
- According to people’s interpretation of religion, girls should get married when they hit puberty
- Decision maker for girl’s marriage is usually the father
- Consent is usually not taken from girls for marriage
- Dowry is a problem in district Shahdadkot
- Communities are aware of the consequences of early marriage.
- Communities acknowledged that girls are more mature, responsible, and physically and emotionally-prepared if they get married as adults; however girls possessed little or no ability to refuse or delay their marriages.

In **Mali**, Oxfam Novib and partners FAWE-Mali, Association SORO and One World UK have used *Pop Culture with a Purpose* funding to develop and implement edutainment strategies to reduce violence in the school environment. The current edutainment project called “Jeune fille protège toi, la parité commence à l’école” (“Young girl protect yourself, equality starts at school”), is part of a larger campaign to promote a safe, violence-free environments in schools. The project is taking place in Kita and has built an alliance of relevant partners and stakeholders involved in eliminating violence against girls in school. In October, a workshop was held with relevant stakeholders to prepare for edutainment strategies to reduce violence in schools. Eighty representatives were present from school authorities, Radio stations and the community of Kita and Badja. In addition, more than 1000 young people from four participating schools gathered at the Youth Cultural Centre in Kita to participate in a 3 hour competition testing their knowledge of gender-based violence. Six hundred women community mobilisers were also present.
Outcome 3: International violence against women initiatives, development agencies and funders explicitly engage in and support Entertainment Education strategies

The systematisation of Soul City’s and Breakthrough’s experience has been successfully completed, with all knowledge products including case studies and training tools shared with project partners. They continue to be a very important resource for all the edutainment work Oxfam Novib and partners are undertaking and developing. Project partners continue to present and promote the project and Edutainment strategies as an effective mechanism to prevent and address violence against women and girls.

The film documentary “At Home, in Bed and in the Streets” (En la Casa, la Cama y la Calle) has been shared with a large number of audiences. The various screenings, reactions from audiences and festivals, have confirmed the documentary to be of value for advocacy and promotional purposes towards the promotion of edutainment strategies within VaW initiatives. The documentary’s website was finished and officially launched (http://casacamacalle.tv/). “At Home, in Bed and in the Streets” gained a winning award at the II Active Non-Violence International Film Festival. In total, the documentary has been accepted in 13 festivals. During the reporting period it was shown at four festivals in Canada, Belgium, Argentina, and Guatemala respectively. The documentary will continue to be presented at events, meetings and festivals throughout 2015.

In addition, a number of communication and knowledge products were recently shared, edited and published in support of project partners Edutainment work with specific reference to violence against women including:
Video Blog 1: How Is Violence Expressed?  
http://www.comminit.com/entertainment-education/content/video-blog-1-how-violence-expressed

Notes from a Conversation: Organisations Using Entertainment to Address Violence against Women  
http://www.comminit.com/entertainment-education/content/notes-conversation-organisations-using-entertainment-address-violence-against-women

What Works to Prevent Partner Violence? An Evidence Overview  
http://www.comminit.com/entertainment-education/content/what-works-prevent-partner-violence-evidence-overview

I Want to Fly: Dating Without Violence  
http://www.comminit.com/entertainment-education/content/i-want-fly-dating-without-violence

Impact Data - Violence against Women – Puntos de Encuentro  
http://www.comminit.com/entertainment-education/content/impact-data-violence-against-women-puntos-de-encuentro

Next steps:

A final project evaluation of the Pop Culture with a Purpose project is underway and will be finalized by 30 May 2015. Oxfam Novib will continue to develop and implement edutainment strategies in existing and future programmes using the knowledge generated from this multi-country project. The Pop Culture with a Purpose project increased the capacity of all project partners to effectively use edutainment strategies and approaches, and effectively adapt them to the local context. By way of illustration, a newly started project called ‘Women Engage’ on women’s political participation in the Democratic Republic of Congo will be led by a project partner in Niger, trained by Soul City, in collaboration with Oxfam Novib.

- In Bangladesh, prevention of sexual violence against women is one of the priority project areas under Oxfam’s gender programmatic theme. The learning and materials of the Pop Culture with a Purpose project are being used in ongoing programs as well future programs.

- In the MENA region, Oxfam Novib is developing a MENA programme on violence against women that includes edutainment as one of the key strategies to change attitudes and behaviour. A project is being developed in order to further test the edutainment strategy in a particularly challenging context. The new project will continue the work started in Palestine, Egypt and Yemen and will also be rolled out in Tunisia.

- In Pakistan, edutainment is being used in several projects and programmes Oxfam Novib and partners are implementing on sexual and reproductive health as part of the “My Rights My Voice” programme. Oxfam Novib and project partners in Pakistan are in close contact on how to ensure a strong knowledge sharing component is maintained between projects in the country and also at the multi-country level.
Annex 1
Selected Testimonies from Project Participants

Bangladesh:

- “We found that the process of Edutainment like the Potgaan performance is very much effective in building social awareness of violence against women.

- “Adolescents should be provided with proper knowledge of sexual harassment so that they themselves become skilled and confident enough to prevent sexual harassment at different places, even inside the family.”

- “I realize that united efforts of citizens are the best way to eliminate sexual harassment from society. I myself will organize the people of my Ward to take joint action to make my area free of any incident of sexual harassment.”

Egypt

"Since I started to participate in the sessions, whenever I see something wrong happening in my family or my community, I start to speak, criticize and provide the information I acquired in these sessions."

"I'm now fully aware that there is no difference between men and women, and that a woman can be worth 100 men."

“I really wished that my mother attended the sessions with me in order to know how difficult forced marriage is for a girl and the damage it causes."

“I truly benefited from my participation in these listening groups and I wish that all the women and men in my village would hear it."

“These listening groups have significantly changed my views about all drama, and every time I watch something, I analyse it and think if it is worth seeing or not. It is not enough to just have fun and watch something, it is important to understand and learn something.”