

Seeds Sown--What has Grown? Edutainment at Oxfam Four Years after the Pop Culture with a Purpose Project

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Between 2011 and 2014, Oxfam together with Soul City South Africa, Breakthrough India, Punto de Encuentros Nicaragua and the Communication Initiative, Canada developed and implemented the Pop Culture with a Purpose project (PCwaP). The aim of the partnership was to upscale edutainment as an effective strategy to combat violence against women and girls. The partnership promoted edutainment among governments and donors; shared knowledge about successful edutainment initiatives among institutions and partners; and enabled CSOs and NGOs to use edutainment in their programmatic work. During this session we will present the results of the Pop Culture with a Purpose Project and how edutainment work has evolved within Oxfam and our local partners since then, based on rigorous research to ensure the impact of our strategy. Within the PCwaP project we developed and implemented two edutainment campaigns in Bangladesh and Nigeria; reaching more than 500,000 people in Bangladesh and millions of people in Nigeria. Results in Bangladesh showed an increase of 20 percent of the respondents indicating to openly discuss Violence against Women in the communities. We also built the capacity of 40 partners in 11 countries in Asia and Africa on using edutainment strategies in their work, to positively change attitudes and behavior and influence social norms around VAWG and gender equality. What were the main results of this project and what has happened since the end of the project? We will showcase how edutainment strategies have been developed and implemented in different contexts and on a variety of themes but always focusing on improving the lives of women and girls. From low-budget edutainment initiatives on early pregnancies and child marriage in South Sudan to the development of a radio soap on civic participation of women in DRC and a television series on youth identities in the occupied territory of Palestine. Oxfam has supported edutainment work in the past and will continue to do so. We see our role as facilitating knowledge sharing and capacity strengthening on edutainment and ensuring edutainment work is combined with quality research and impact measurement. We will not only discuss current edutainment challenges, but also reflect on opportunities for improved sharing and learning; what is available to organisations when they want to strengthen their capacities in developing and implementing edutainment strategies and what is needed. We for example still see that research and articles published and manuals and training courses offered in relation to edutainment despite some very interesting examples, are English spoken and written, with limited offer in French, Arabic or other languages. PCwaP partner Breakthrough will join us in this discussion to share their experiences and reflect with us on how we can create stronger mechanisms that ensure best practices are shared and become accessible to a broader audience.