SEEDS SOWN: WHAT HAS GROWN: WHAT HAS GROWN?

4 YEARS AFTER THE POP CULTURE WITH A PURPOSE PROJECT
WHAT ABOUT THE POP CULTURE WITH PURPOSE PROJECT?

UNTTF funded, 3 year project, 4 technical partners: Soul City, Breakthrough, Puntos de Encuentro, Communication Initiative

Upscaling edutainment strategies to combat Violence against Women by:

- Developing and implementing 2 edutainment campaigns (Bangladesh and Nigeria)
- Training over 30 local partners in 11 countries on using edutainment strategies in their own work
- Promoting edutainment as an effective strategy for social change
RESULTS NIGERIA

Soap: Soul City IV series on VAWG translated, televised talkshows, tv + debates, call in number and mobilisation

Reach: mixed method base/endline
- 25% reach in the Abuja, Lagos and Benin

Impact:
- 17.6 percent increase in knowledge on VAW, 23% increase of knowledge about available services
- 12.5% increase: VaW must not be seen as a private affair
- 20% indicating their willingness to openly discuss Violence against Women in the communities.
RESULTS BANGLADESH

What: 3 episode drama series, pot songs, theatre produced by students

Reach:
- 500.000 viewers, mobilization activities reached 22.000 people, almost 50% girls and women.

Impact:
- Increased knowledge of 60,4% on several types of sexual harassment (22.8% in control area).
- After participation in the edutainment campaign and school-based activities 95% of the respondents said that they would support a girl if she experienced any kind of sexual violence.
Radio Series, debating groups and community mobilization: Ni Wakati DRC, on Political Participation of women and youth

- Niger: Culture pour la Démocratie
SAFE SPACES, Yemen, Egypt, OPTI Tunisia Radio Series and Listening Groups

Worth 100 Men Womanity Foundation
LESSONS LEARNED

- Developing and implementing a large edutainment campaign while strengthening capacity of organisations requires time and resources.

- Do not spread the budget thinly.

- Mixed strategies + intensified mobilisation is needed to get attitude and behaviour change.

- You need to target communities/public at large to make change happen: otherwise knowledge levels increase, attitudes might change within one group, but no real behaviour or norm change.
EDUTAINMENT @ OXFAM PROJECTS RESULTING FROM PCWAP

More than Brides Alliance: Niger, Mali, Pakistan, Malawi, India
ENOUGH: A POSITIVE CAMPAIGN

The ENOUGH campaign in Tunisia promotes positive norms in which men and women show solidarity and are equal partners for their mutual empowerment. The campaign works in different ways:

- **Make others' good behaviour visible:**
  Promote champions, involve role model

- **Picture possible alternative behaviours:**
  Use mass media and entertainment tools to promote educative messages (edutainment)

- **Organize debates and work with new partners:**
  private sector, universities, leisure sector, journalists, bloggers

• Continue to strengthen capacity
• We are including edutainment as one of the strategies in our programmes (so no large edutainment only campaigns)
• We are investing in formative research on social norms to strengthen the strategy development
• We invest in impact measurement: qualitative and quantitative

• What we would like to do more:
• Community of practice/partnerships
• Invest in local language edutainment specialists