

Tunisia's Iterative Journey Combining Edutainment and Research for Social Norms Changes around Violence against Women

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Since 2014, Oxfam in Tunisia has worked on edutainment to shift attitudes and promote positive gender norms condoning violence against women and girls (VAWG), next to policy influencing. We base our edutainment work on rigorous research to ensure our edutainment strategy is amplifying local voices and is well-grounded in local realities and evidence-base. This presentation shows the iterative process of edutainment and research. In 2015 Oxfam and partners broadcasted the Egyptian soap opera *Worth 100 Men* (produced by Womanity) followed by discussion groups about gender roles. This work was accompanied by a Randomized Controlled Trial (RCT), existing of a survey research among 300 respondents (target and control group) and 20 qualitative interviews among the target group to measure the impact of the soap opera on changing attitudes and norms on VAWG. As a continuation of this work, Oxfam and partners joined in 2016 the worldwide ENOUGH campaign on ending VAWG through social norms change. As a start, a formative qualitative research was conducted to find out the most predominant social norms, as starting points for social norms change through edutainment. The research adopted a qualitative vignette research, interviewing 40 young men and women from three peri-urban regions in Tunisia. The RCT on the Egyptian soap opera *Worth 100 Men* has shown that edutainment can increase awareness, change attitudes, and stimulate action regarding VAWG in Tunisia. However, social norms change was not detected. This may be due to the short duration of the edutainment strategy, therefore Oxfam in Tunisia wanted in their next campaign follow up on these results by focussing on social norms change. The research findings of the formative research were predominantly pointing towards three social norms that perpetuate domestic violence: 1) women should not strive for equal decision-making status in their relationship; 2) women should prioritise home and family over public or professional life; and 3) women should behave in public in a way that respects male domination. In response, the Enough Campaign in Tunisia aims to promote that Young couples aged 19 to 25 in university believe that mutual empowerment, solidarity and equality are normal in their relationship, to conquer the social norms. The diversity of actors (e.g. Oxfam staff, partners, Tunisian academics, media professionals, entertainment actors, youth representatives, and youth citizens) involved in the research and campaign design ensures that the campaign amplifies voices, reaches out to a massive public, and involves multiple sectors in their work. Edutainment strategies related to this objective include a social media campaign, YouTube series, mixed sports events, stand-up comedy, interactive theatre, and possibly a soap opera on television. Alongside the campaign implementation, Oxfam in Tunisia will continue their evidence-based approach by conducting audience research, to test the impact of campaign messaging the target group. This journey shows how Oxfam in Tunisia ensures adaptive management of edutainment along the way and unravels the contribution of Oxfam's work on shifting norms and attitudes towards eliminating VAWG in Tunisia. In conclusion, we can say that the iterative journey of research and edutainment is highly beneficial for the campaign. By active listening to a local evidence based at different stages of our work, we can carry out our work with much more confidence. We can target our edutainment work precisely and through the involvement of all relevant actors the campaign reaches wider than Oxfam could achieve alone. Last but not least, amplifying local voices in all stages of the process may be empowering in itself as well.