Pop Culture With A Purpose: Edutainment – Violence Against Women
A Bangladesh Case Study
SPEAK OUT!

LISTEN TO GIRLS
TRUST AND STAND BY THEM

“কিশোরী কন্যার কথা শুনি,
বিশ্বাস করি, পাশে থাকি”
EDUTAINMENT:
Entertainment Education
using media to mobilise people
Global Programming

11 Countries
48 Implementing NGOs
4 Technical Partners
Physical or Sexual Partner Violence:

Global: >30%

Bangladesh: >60%

(Sources: WHO; Lancet 2014; BDHS 2011; BBS 2013)
Bangladesh

Sexual Violence

Unmarried women and girls: >80%

(Source: BBS 2013)
Culture

Eve-Teasing
or
“Boys will be Boys”
Bangladesh

Among least likely to speak out

Among highest rates of early marriage and pregnancy
To reduce sexual violence against adolescent girls by challenging gender norms, values and attitudes that perpetuate violence against women.
Edutainment

- Entertainment education
- Connect people @ scale
- Locally specified content
- Community Mobilisation
Strategy

- Aligned with National Policies
- Mass communication + local content + community mobilisation
- Modern + Traditional
- Large audience
- Multi-faceted
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1. Mass Media

2 Docudramas

3 Commercials

National TV
2. Community

- Traditional song/dance
- Community mobilisation
Docudramas

Commercials

National TV
3. Schools

10 Schools

Multi-Dimensional

Multiple stakeholder
Impact

Assessment

280 Interviews

6 FGDs

15 KII s

Knowledge on SV

Control: Base data: 43.5, End data: 66.3

Intervention: Base data: 38.1, End data: 98.5
Changes

Knowledge on SV

Control

Intervention

Base data
End data
Multiple stakeholders

Multiple strategies = reinforcement

Direct participation

Boys stigmatized without positive images
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