

# Podcasts to Prevent Intimate Partner Violence

**LOCATION:**

Dollo Ado, Ethiopia

**TIMELINE:**

2017-2019

**PARTNERS:**

WAHA Ethiopia  
Addis Ababa University  
Harvard Medical School  
Fondation Hironnelle

**PROJECT TEAM:**

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**PRESENTATION:**

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Leveraging Low-cost Technology in a Refugee Setting



**BOKOLMAYO  
REFUGEE CAMP:**

40,000 Somali  
refugees

**IPV IN  
EMERGENCIES:**

Evidence suggests that Intimate Partner Violence (IPV) is the most common form of gender-based violence in humanitarian contexts

**IPV PREVENTION:**

There is limited evidence on effective IPV prevention interventions for displaced populations

**FUNDING:**

0.12% of humanitarian funding is for Gender Based Violence (GBV) programming

# IPV Prevention Evidence Gaps

## OBJECTIVE:

To develop & test an innovative approach to prevent intimate partner violence (IPV), using low-cost technology to empower refugees to create & disseminate local solutions, building on the Somali tradition of storytelling.

## UNITE FOR A BETTER LIFE (UBL) PODCAST SERIES

16 podcasts have been co-created by Somali refugees on gender , healthy sexuality, conflict resolution, household task-sharing, khat use, & sexual harassment. Each podcast includes dramas, interviews, debates.



1

Refugees are trained in digital storytelling, interviewing & editing

2

Refugees are mentored to create a series of podcasts on IPV, targeting underlying gender norms & risk factors

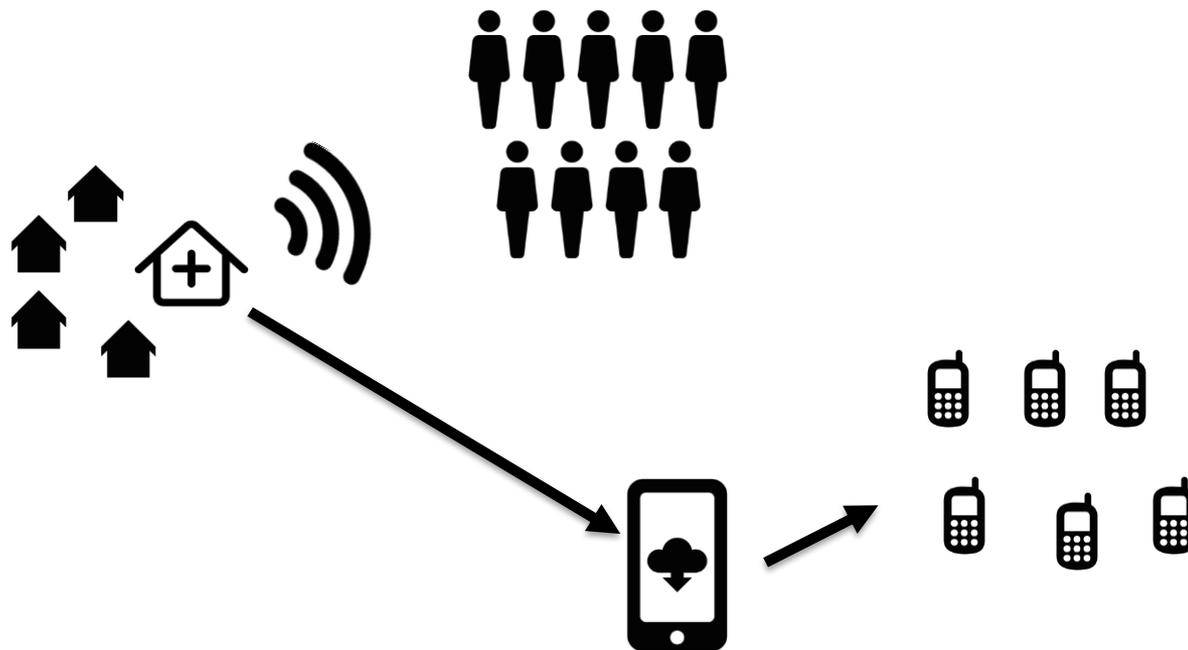
3

Podcasts are broadcast at listening centers in the camp

*\*If effective during piloting, they may also be available for downloading & peer-to-peer sharing*

4

Data are collected pre- and post- intervention delivery to assess changes in knowledge & attitudes



# Building on & Generating Evidence



## UBL Rural Ethiopia

- A gender transformative IPV prevention program
- 14 participatory group sessions on gender, healthy relationships, conflict resolution, HIV
- Delivered in context of traditional coffee ceremony
- Tested via randomized controlled trial including 6,770 households in 4 districts in rural, Ethiopia (2014-2018)

## UBL Humanitarian Context

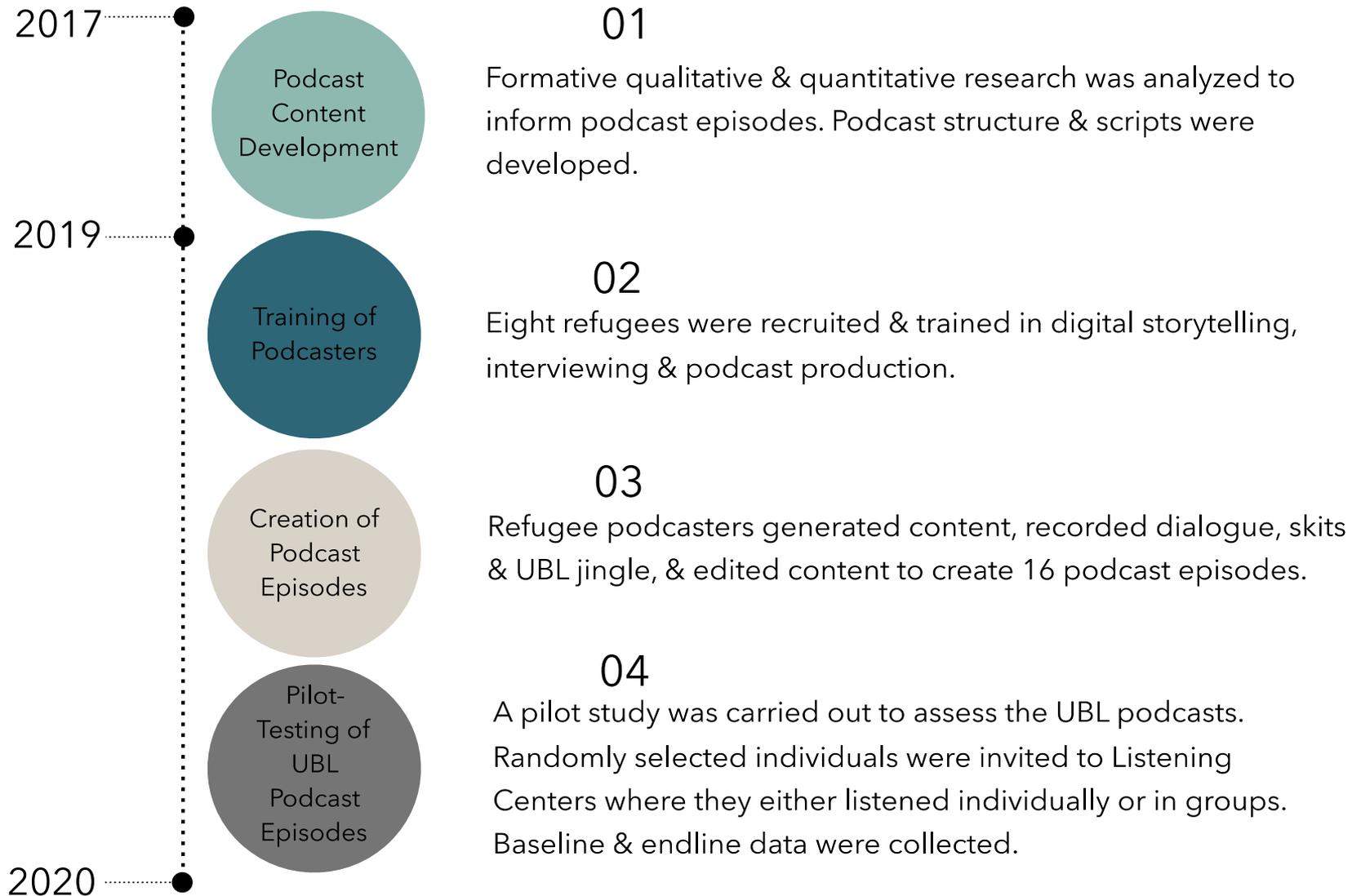
- Adapted for refugee context & Somali culture
- 16 participatory group sessions (includes khat use, harassment and stress)
- Delivered within Somali tea talks
- Piloted in Bokolmayo refugee camp (2016-2018)



## UBL Podcast Series

- Targets harder-to-reach populations
- Similar topics but content co-created by refugees
- 16 episodes use storytelling & dramas to convey key messages
- Broadcast & group discussion at Listening Centers
- Piloted in Bokolmayo refugee camp (2017-2019)

# UBL Podcast Project Timeline



# UBL Formative Research

1

High risk of GBV for women and girls in Bokoimayo & IPV is the most common form of violence women face

2

Displacement-related changes increase GBV risk

3

Loss of livelihoods, increased substance use, poor mental health contribute to IPV

4

Access to education identified as both harmful and protective factor for GBV

80%

of women in Bokoimayo experience physical IPV in their lifetime

69%

of women in Bokoimayo experience sexual IPV in their lifetime

# UBL Podcast Development

**“There was a great transformation for me.**

In the beginning I didn't even know about podcasts. I remember on the day of the interview, I was asked what a podcast is and I looked around the room

and I told them I have never heard of it.

Now I can go with my mic, I can record the voices, I can edit, I can produce very fantastic audios,

**now I am a great podcaster.”**



# UBL Podcast Testing

1 > 90% who participated listened to all 16 episodes

2 Reported behavior change included: strengthened communication with partner, using listening skills, equitable household task sharing, healthy conflict resolution.

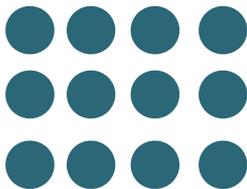
3 Listeners shared with an average of 14 people

90%  
would listen to podcasts  
again

85%  
Changed their  
behaviors due to UBL  
podcasts

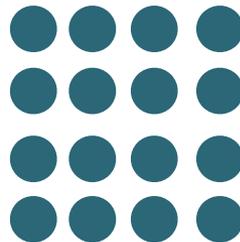
12 individuals

Female  
UBL  
Listener



16 individuals

Male UBL  
Listener



# UBL Podcast Perspectives



“By listening independently, people can listen to the UBL podcasts

any time they need and can have privacy.”



# Good Practices

- 1 Ensuring safety
- 2 Measuring unintended consequences
- 3 Using a participatory, user-driven approach
- 4 Building on and generating evidence
- 5 Test, learn, adapt

# Challenges

- 1 Using technology in a low-technology setting
- 2 Sensitivity of topics  
(Sexual relationships, religion)
- 3 Ensuring safety & minimizing potential harms
- 4 Displaced populations
- 5 Lack of electricity

# Looking to the Future

- Evidence-based programming is the most effective way to achieve sustainable and meaningful changes
- Prioritize funding programs to address IPV in humanitarian settings & research to understand what works



## For the UBL Podcast Intervention:

- 1 Conduct rigorous evaluation of the UBL Podcast intervention to assess long-term outcomes
- 2 Develop field-friendly tools to facilitate implementation
- 3 Scale up in Dollo Ado & other sites



## Thank You

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Special thanks to the women, men, community members and partners who took part in the project.



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