



## ENTERTAINMENT-EDUCATION APPROACH

Advances in Strategic Communication Workshop

March 12, 2023

# POWER OF STORY TELLING



‘Stories are the way we understand and make sense of the world we find ourselves in.’

Storytelling approaches help us inform debate and discussion, raise awareness of the and appeal to hearts and minds.’

Stories take many forms, but they usually have some elements in common. We forget data but we remember stories



# STRATEGIC BEHAVIORAL CHANGE COMMUNICATION

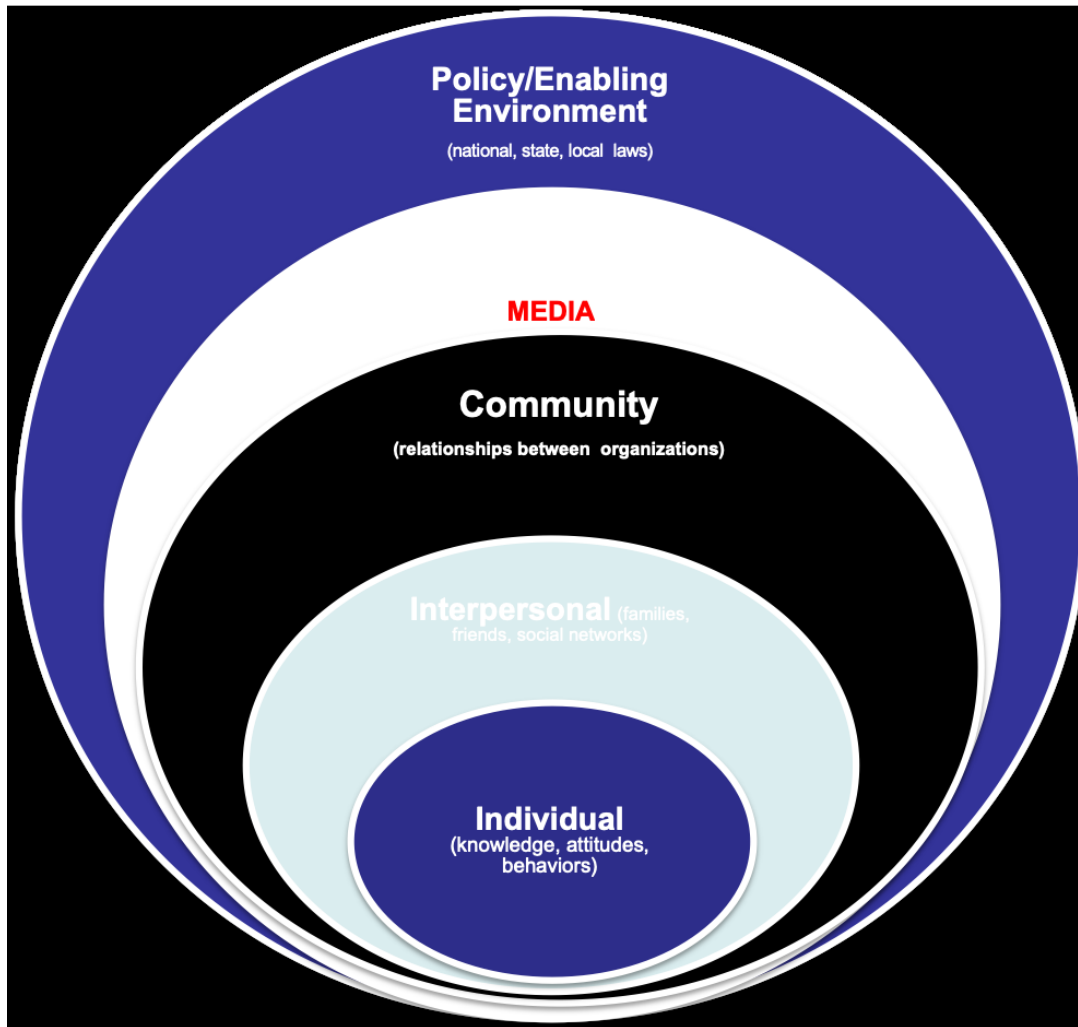


- Coordinated messages using multiple channels to reach individual, peer/ family, community, and social/ service structures.

*Caveat: Knowing is not same as doing*



# COMMUNICATION DOES NOT HAPPEN IN VACUUM

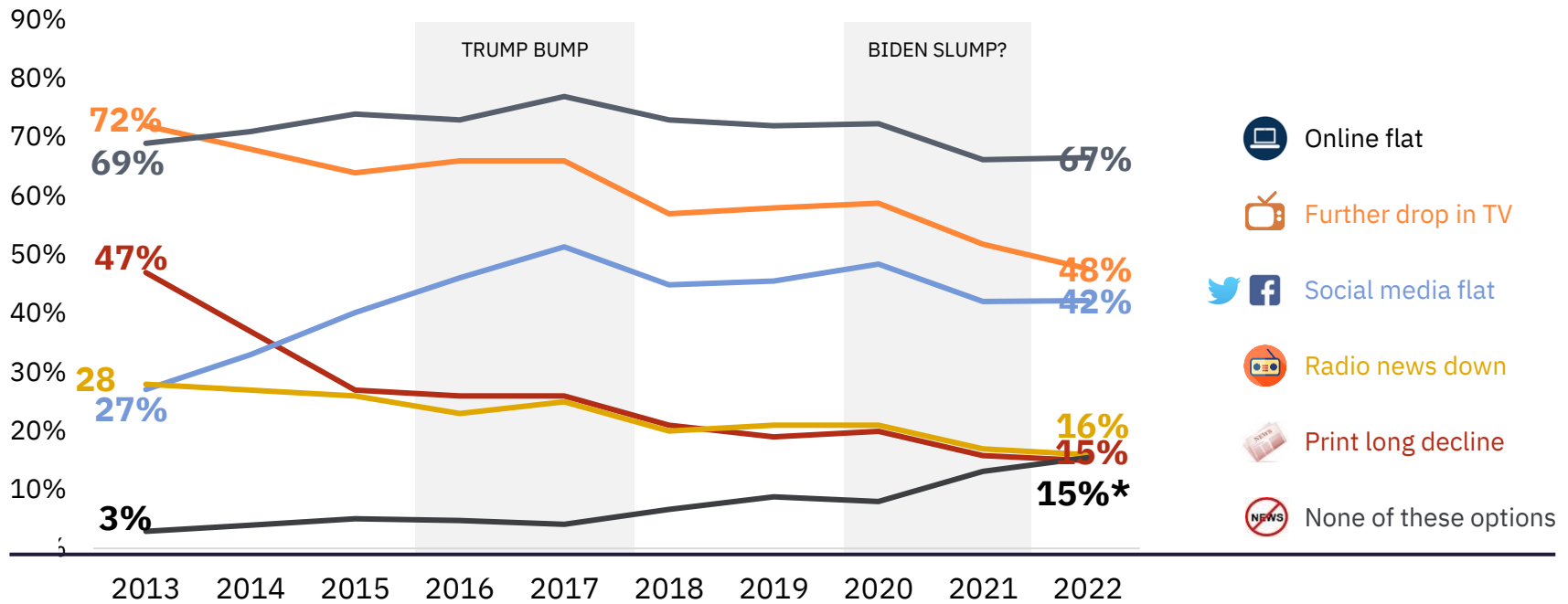


- Media space is cluttered and competing.
- With emergence of social media and new media, the traditional roles are changing
- The role of communications professionals has broadened.
- Public has the ability to challenge your narrative
- If you don't tell your story someone else will.



# SOURCES OF NEWS USA – TV, PRINT, ONLINE AND SOCIAL MEDIA

Further drop in TV, other sources remain stable

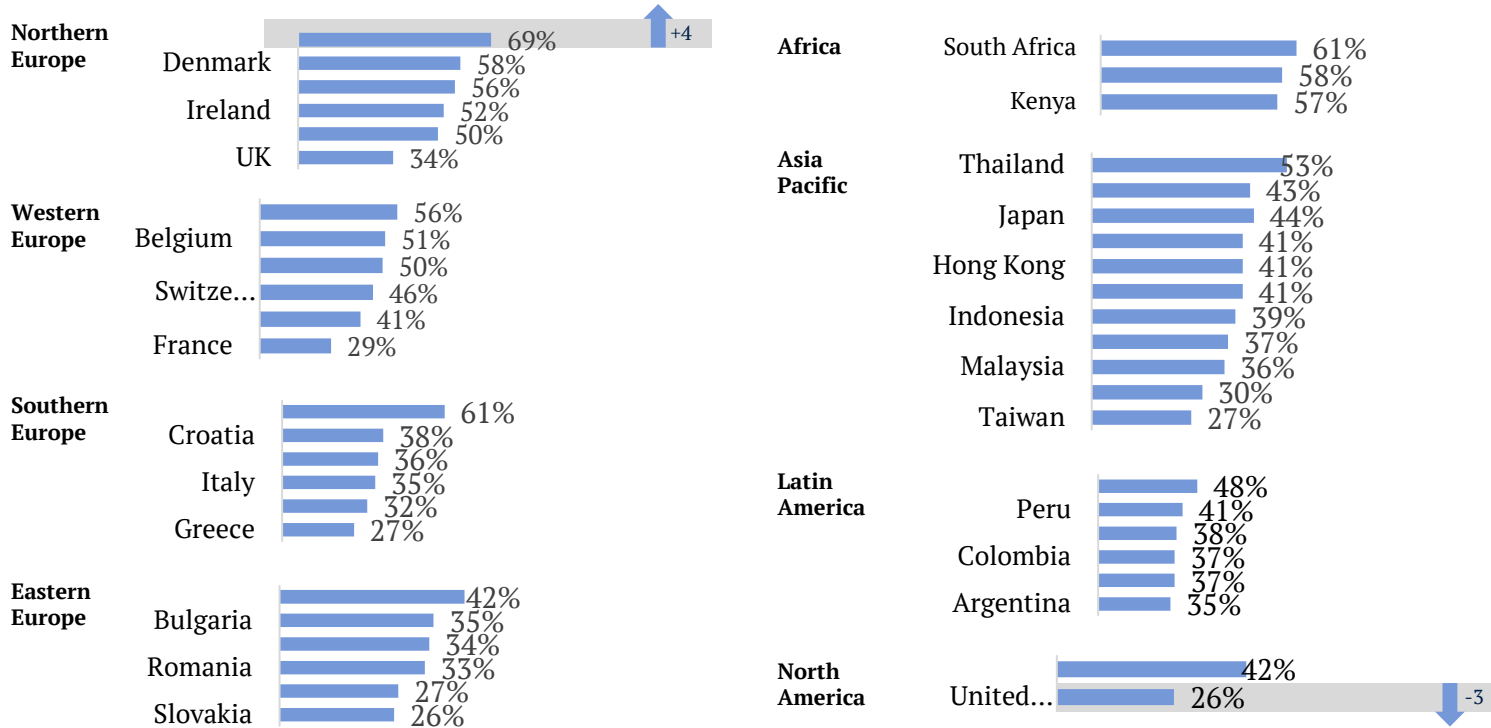


- Online flat
- Further drop in TV
- Social media flat
- Radio news down
- Print long decline
- None of these options



# PROPORTION THAT TRUSTS MOST NEWS MOST OF THE TIME

## All markets



Q6\_2016\_1. Thinking about news in general, do you agree or disagree with the following statements? - I think you can trust most news most of the time  
 Base: Total sample in each country (n≈2000)



# Building Trust, Influence and Connectivity

## *WHAT STEPS/ACTIONS CAN WE TAKE TO BUILD TRUST?*

### **Integrating Core Relationship Elements**

- Trust is the result of interactions between two (or more) parties, one party is typically the ‘trust-builder’ or ‘trust-initiator’.
- Trust is best thought of as an investment account. It is built over time; with consistency it will grow quite large (total and complete trust)
- Trust can also be depleted quickly through fundamental breaches on core issues



# CAMPAIGN: WHAT & WHY?

- To reach out to the target audience using the right mix of channels for IMPACT!
- To influence the audience's voluntary behavior in ways that support achieve project objectives.
- Its more than ~~Entertainment, Education~~ simple sharing of information, it achieves:
  - Behavioral goal: awareness, belief, and behavioral change
  - Policy goal: Constituency building, policy making, Branding
- Depending on organization type, goals of campaign can vary, but basics remain the same!

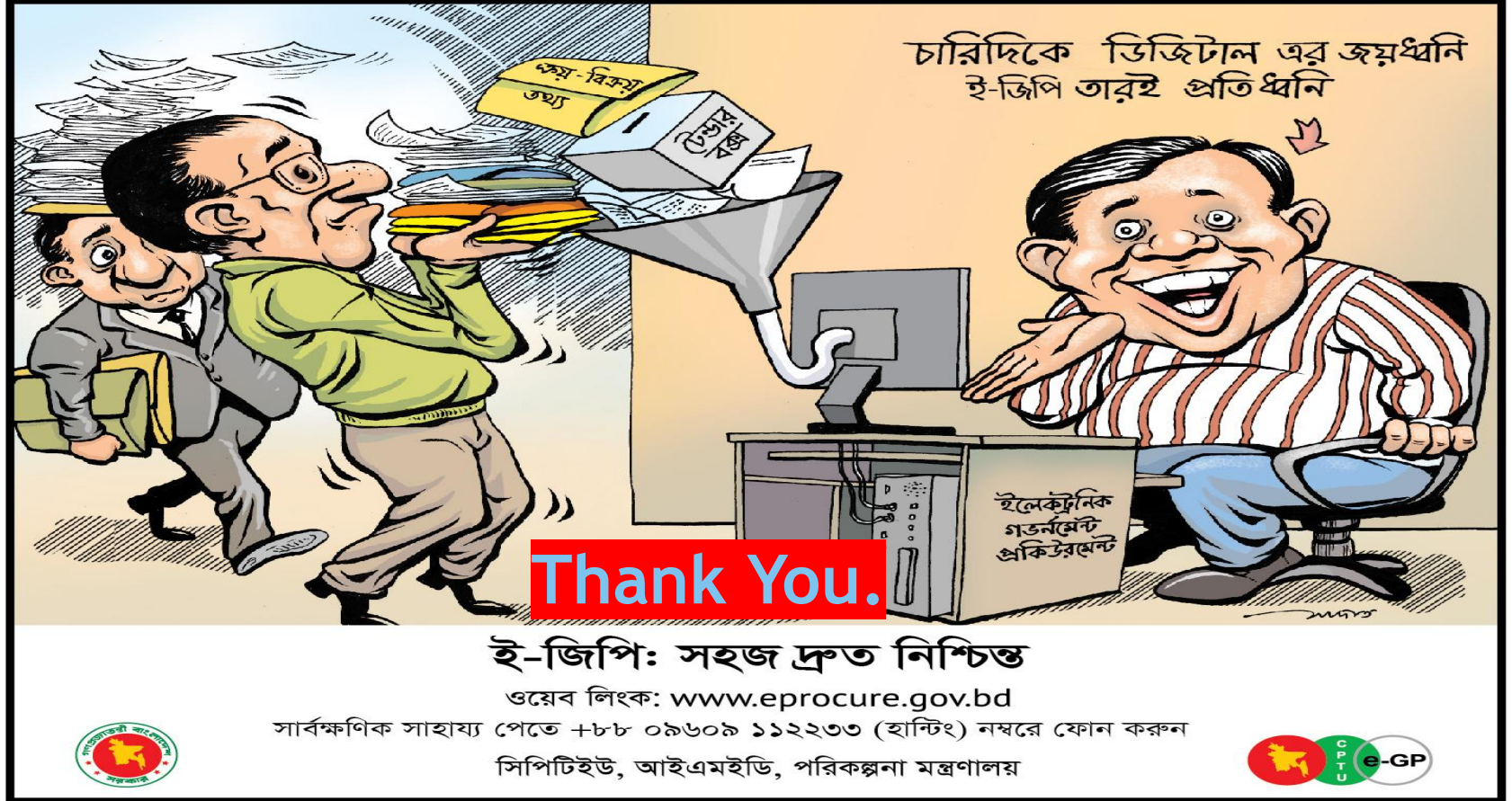




# EDUCATION-ENTERTAINMENT

- Bangladesh known for leading role in edutainments.
- In 1969, *Simply Mary* : A Peruvian soap-opera became popular that traced the life of a rural woman who moves to the city.
- Puppet show on Procurement Reform





Thank You.

ই-জিপি: সহজ দ্রুত নিশ্চিত

ওয়েব লিংক: [www.eprocure.gov.bd](http://www.eprocure.gov.bd)

সার্বক্ষণিক সাহায্য পেতে +৮৮ ০৯৬০৯ ১১২২৩৩ (হান্টিং) নম্বরে ফোন করুন

সিপিটিইউ, আইএমইডি, পরিকল্পনা মন্ত্রণালয়



# EDUTAINMENTS

- Entertainment education are tools to change and behavior at personal or societal level.
- It can reach those that are normally difficult to reach and inform those who are normally resistant to pro-social messages.
- Branched out to many forms:: Street drama, Traditional folk songs, television, films, talk shows, cartoons, comics, etc.



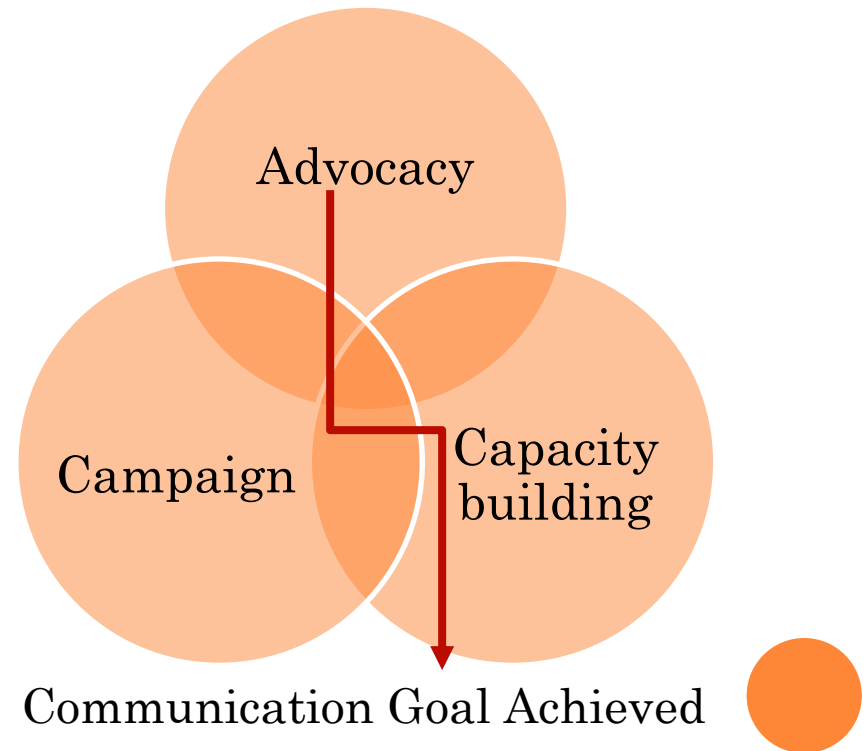
- Edutainment for Children

Save plastic pollution: A Promise to Keep



# EDUTAINMENT AS PART OF STRATEGIC COMMUNICATION MATTER

There is no linier model.



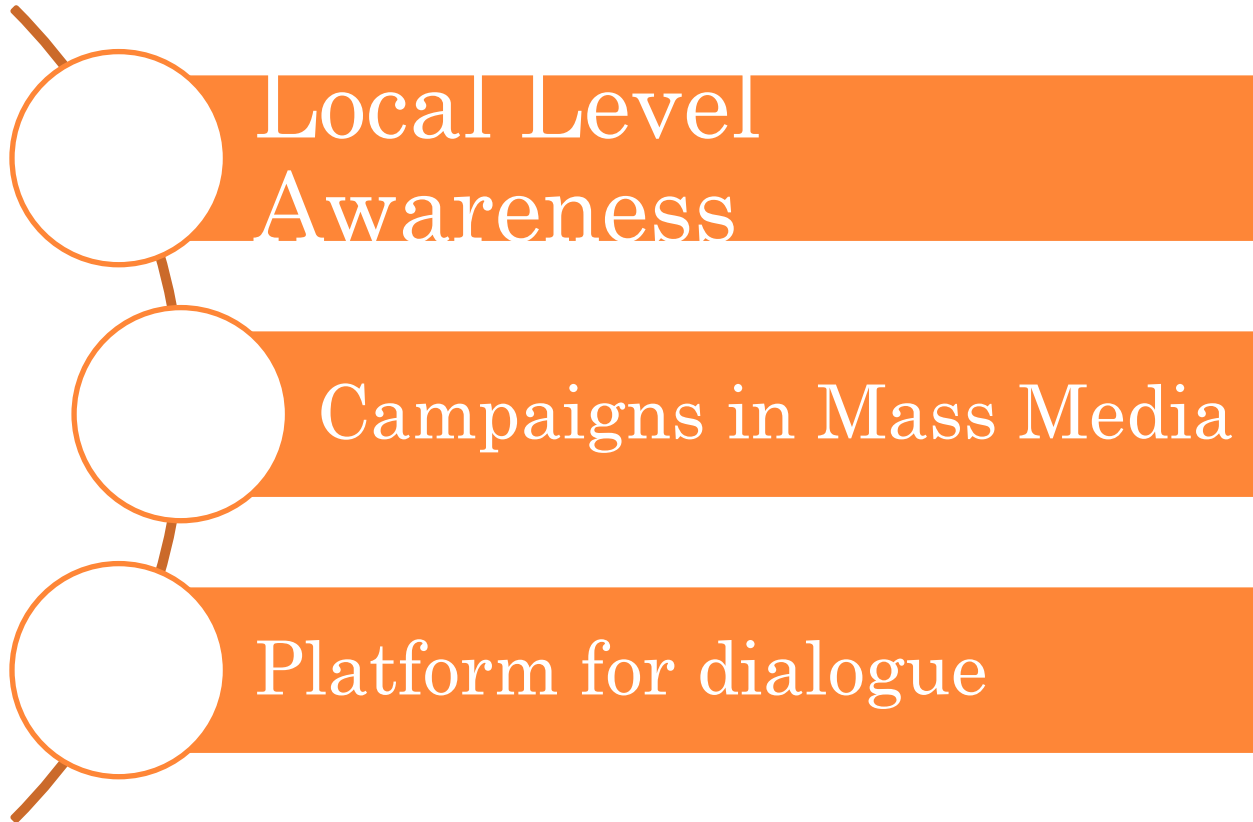
# TO FORMULAE AN EFFECTIVE EDUTAINMENT PROGRAMM, WE NEED TO ANSWER THE FOLLOWING QUESTIONS .....

Goal:	What do we want to happen?
Current situation:	What is happening now?
Key constraints:	Why is there a difference?
objectives:	What will overcome?
Key moves:	How will the communication objectives be achieved?

TVC: Burial of COVID infected Patient



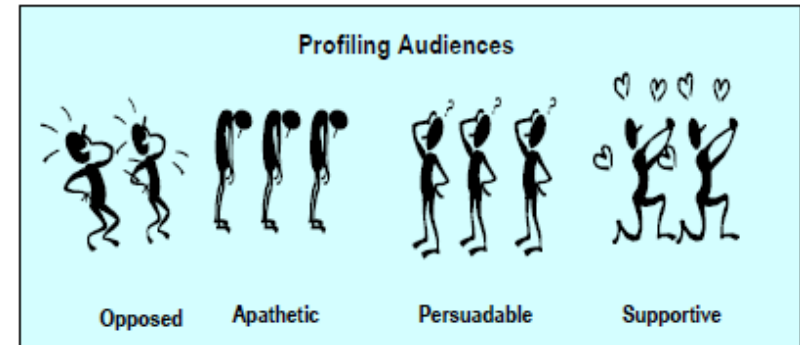
## Plurality of Approach



# PREREQUISITES FOR DESIGNING SUCCESSFUL EDUTAINMENT PROGRAMS

## 1. Profiling your target audiences Stakeholder Mapping

- Need to understand where the organization and our issues fit in *their* landscape.
- Where is our issue on their “radar screen?”
- Is their engagement high, moderate or low with the issues?
- Are they supportive or critical of change, reform, or development programs?  
Are they opposed or indifferent?  
Are they persuadable?





# WHO CONDUCTS THE EDUTAINMENT PROGRAM

If you are hiring, a Communication Firm to conduct a campaign/ Edutainment:

Steps Needed:

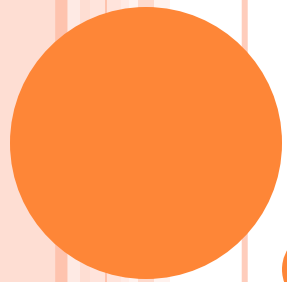
- Draft a clear TOR with well defined objective and delivery outputs
- Budget/ Resource availability
- Senior Management Commitment
- Communication-Based Assessment/ opinion research,
- Communication Strategy Design
- Design and execute the campaign, including producing campaign materials.
- Frequency: Water Video
- Implementation: *Supervision is key*
- Evaluation



# POINTS TO PONDER.....

- An Edutainment Messages is more effective when run overtime and through multiple channels
- Be prepared for crisis communication
- Monitoring is important





**THANK YOU!**