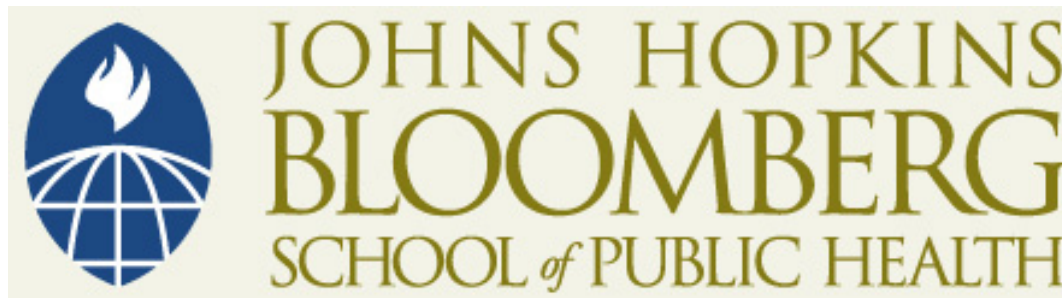


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Entertainment and Education

For Social and Behavior Change

Lecturer: Esta de Fossard

Entertainment

- Many forms
- Definition
- Attraction

Definition of Entertainment

- From the Latin tenere = to hold

Entertainment “holds” the attention of the audience.

The 5 “E”s of Entertainment

- Emotion
- Empathy
- Example
- (Self)-Efficacy
- Ego

Definition of Education

- From the Latin
- Educare = to lead out of
- Original definition: "To assist at the birth of a child"

Education = encouraging and enabling a person to develop and grow

What Education Does For Us

- Enriches knowledge
- Empowers growth
- Enhances life

Entertainment + Education

- Engages and holds emotions
- Encourages empathy
- Provides knowledge
- Provides examples
- Offers sense of self-efficacy
- Enhances ego

Planning the Entertainment-Education Project

- Design the Entertainment
- Add in the appropriate Education
 - Naturally
 - Subtly
 - Gradually

If you fail to plan,
you are planning to fail!

A Joint Effort

- Entertainment is created by the writer and producer
- Education is provided by the design team



The Design Team

- Program Manager
- Funding Agency Representative
- Researcher/Evaluator
- Content Specialists
- Other NGOs
- Writer(s)
- Audio/Video Director
- Ministry Representatives
- Audience Representatives

Optional Design Team Members

- Promotions Manager
- Support Materials Writer
- Resource Representatives

Planning

- Planning requires:
 - Selecting the audience/s
 - Research
 - Message articulation
 - Medium Selection
 - Format selection
 - Program design

The Design Workshop



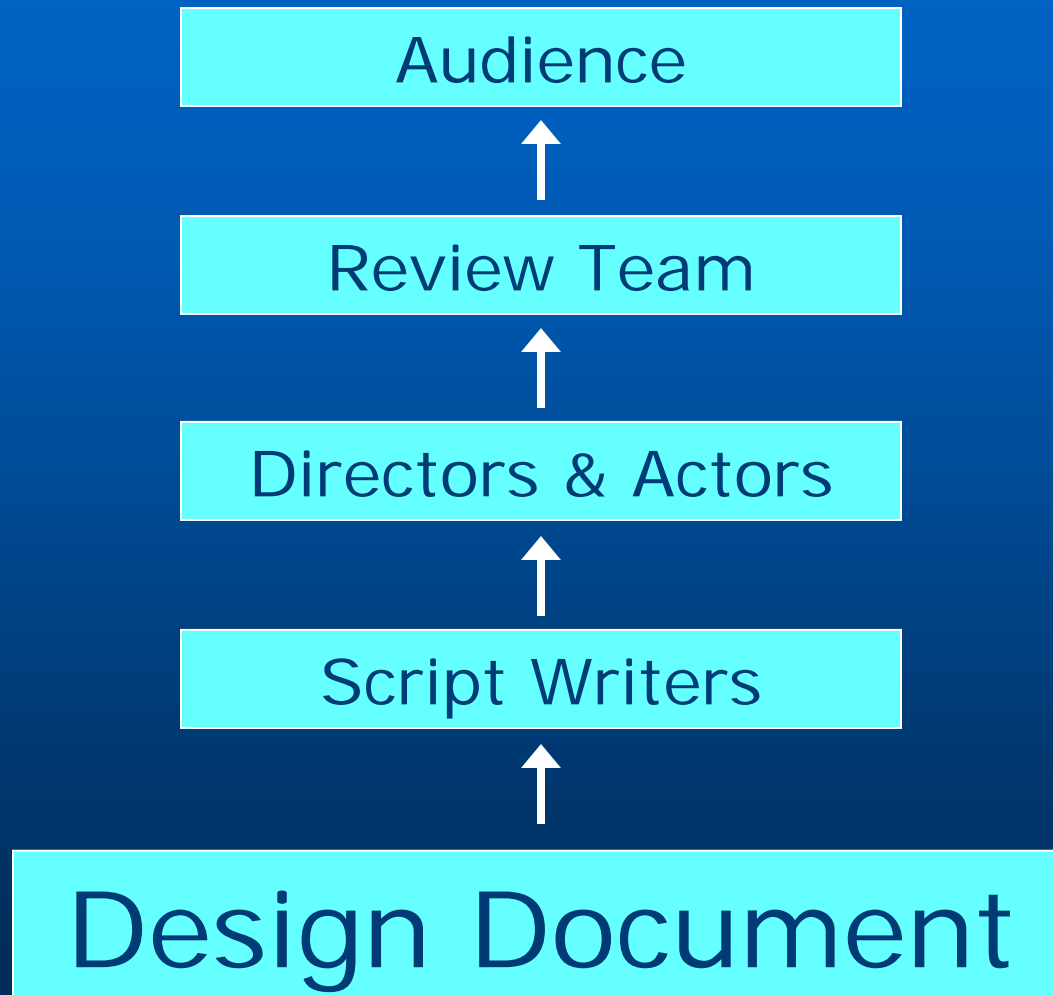
Design Workshop

- Precise knowledge
- Change of behavior
- New behavior
- Design document

The Design Document

- Table of Contents
 - Design team members
 - Justification
 - Audience
 - Program format
 - Evaluation
 - Timeline
 - Support materials
- For Each Program
 - Measurable objectives
 - Purposes
 - Attitude
 - Content

Importance of Design Document



Design Document Contents

- The Series as a Whole
- Individual Program Content
- Auxiliary Materials
- Monitoring and Evaluation

The Series as a Whole

1. Justification
2. Audience
3. Measurable Objectives
 - Know (K)
 - Feel/Attitude (A)
 - Do/Practice (P)

Measurable Objectives refer to the Audience

Objectives must be S M A R T:

- Specific
- Measurable
- Appropriate
- Realistic
- Time bound

Which is *measurable*?

1. There will be increase in the number of people who feel comfortable with the idea of family planning.
2. There will be an increase in the number of couples coming to the clinic to seek family planning counseling.

Program Purposes

- PURPOSES refer to the PROGRAMS.
- Program purposes can be
 - To educate
 - To update
 - To reinforce
 - To encourage
 - To increase awareness of
 - To demonstrate
 - To motivate
 - To help overcome
 - Etc.

Overall Message & Emotional Focus

- Message– a brief summary statement of overall “educational” content of the entire program.

Emotional Focus- What the audience should FEEL while viewing or listening to the programs.

Number and Length of Programs

- The number of programs in the series
- The length of each program

TOPICS

- Main topics
- Number of programs devoted to each topic
- Order in which main topics will appear: (Sequential or spread out through the series)

PART 2

Individual Program Information

- Measurable Objectives
- Purposes
- Specific Content
for each program

FOCUS REQUIRES SELECTION

KISS – Keep It Short and
Simple!!!!!!

Specific Content of Each Program

7 Cs

The 7 Cs of Precise, accurate and effective Message Content.

Complete

Clear

Correct

Concise

Consistent

Compelling

Culturally appropriate

GLOSSARY

- Definitions of technical words
- Translation of words where necessary
- Initials and Acronyms

Follow-up Activities

- Script Review Panel
- Time Lines
- Support Materials
- Promotional Activities
- Pre-testing, Monitoring and Evaluation
- Sample Program
- Story Synopsis