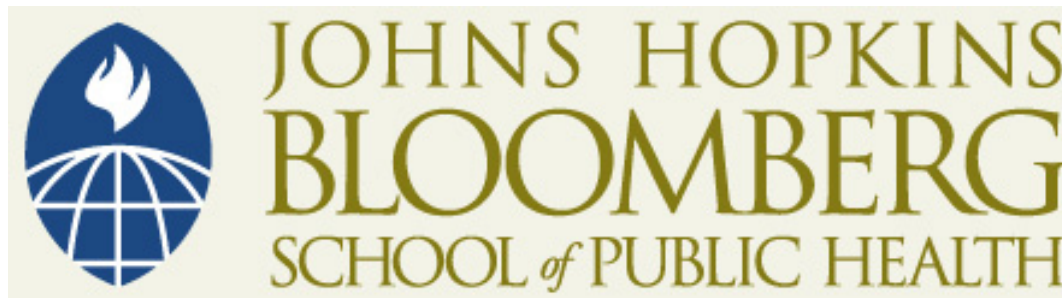


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The Entertainment-Education Equation

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What is Entertainment-Education?

- An entertaining format
- With subtly interwoven education
- Successful Entertainment-Education relies on the
- Excellence in Entertainment-Education Equation:



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(5ExQ) + (7CxA)=EEE



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5E + 7C

5 **E**s of Entertainment

+

7 **C**s of Education

E motion

E mpathy

E xample

E fficacy

E nhancement

+

C orrect

C lear

C omplete

C oncise

C onsistent

C ompelling

C ulturally appropriate



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The 5 Es of Entertainment

- **E**motion
- **E**mpathy
- **E**xample
- **E**fficacy
- **E**nhancement



5E x Q

QUALITY

Entertainment that is truly engaging must be
of the highest **QUALITY**

Quality requires **T + T**
= **T**alent and **T**raining



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Education = (7C x A)

Education = relevant knowledge

**To be RELEVANT, the education factor of
Entertainment-Education must be:**



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- **C**orrect
- **C**lear
- **C**omplete
- **C**oncise
- **C**onsistent
- **C**ompelling
- **C**ulturally appropriate



(7C x A)

- **ACCOUNTABILITY**
- **It is essential to hold ourselves ACCOUNTABLE for the changes we promote in the lives of others.**
- **We must be accountable for each of the 7Cs.**



The E-E Equation

$$(5E \times Q) + (7C \times A) = \mathbf{EEE}$$

Can help ensure:

Excellence in **E**ntertainment-
Education



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Using the Equation

The $(5E \times Q) + (7C \times A)$ equation provides a successful platform for :

**Social and Behavior Change Communication
for Adults**

**Social Behavior Development for children
and adolescents**



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FORMATS

- **Serial Dramas or Soap Operas**
- **Public Service Announcements**
- **Songs**
- **Puppet shows**
- **Dance**

