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

Photos by Harvey Nelson.
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

Photo by Harvey Nelson.
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

- Audience
- Review Team
- Directors & Actors
- Script Writers
- 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