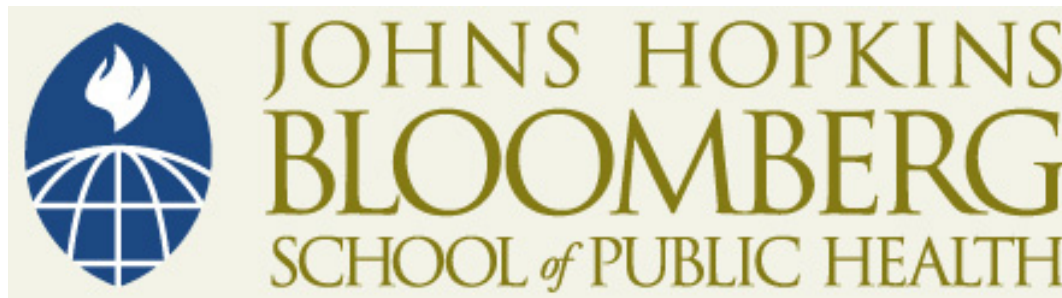


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# The Entertainment-Education Equation

## Esta de Fossard



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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:**

- **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:

**E**xcellence in **E**ntertainment-  
**E**ducation



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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**

