

Mass Communication with a Purpose: Global Partnership on Edutainment for Social Change

Country Statistics

Bangladesh

Population (millions) – 158.7

Surface Area (sq. km.) – 143,998

GDP per capita (PPP US\$) – 1,286

Life expectancy at birth (years) –

Women – 71.98

Men – 68.21

Human Development Index Rank 1-187 (1 is highest) – 146

Seats held by women in Parliament (%) – 18.6

Maternal mortality ratio (deaths per 100,000 live births) – 340

Infant mortality rate (deaths per 1,000 live births) – 41

Births attended by skilled medical health personnel (%) – 24.4

Contraceptive prevalence rate (%) – 55.8

Female enrollment in primary education (%) – 93.1

Internet users (per 100 people) – 3.7

Population below \$1 (PPP) per day (%) - 49.6

Country statistics were taken from The Millennium Development Goals Report 2011.



a project in cooperation with the United Nations Trust Fund to End Violence against Women (UN Trust Fund) managed by UN Women and delivered by Oxfam Novib, a Dutch-based Charity and one of the 14 national affiliates of the Oxfam International Confederation. Drawing upon successful edutainment projects in India, Nicaragua and South Africa, the project will be implemented by partner agencies in the 12 target countries, including Bangladesh and Nigeria in year one and Afghanistan, Cambodia, Egypt, Mali, Niger, Pakistan, Rwanda, Somalia, Sudan and Vietnam in year two.

WHAT IS EDUTAINMENT?

Edutainment is the term used to describe a proven approach that combines mass communication of a positive and locally-relevant message with community outreach to transform the myth that violence against women (VAW) is “normal” and “inevitable”. The edutainment approach, which combines traditional and contemporary media, is proven to be both cost-effective and efficient in reaching women and men on a much wider scale.

For examples of successful, award-winning edutainment projects in India, please visit www.youtube.com/user/LetsBreakThrough.

2012-2014 Funding: US\$802,124 from the Zonta International Strategies to End Violence against Women (ZISVAW) Fund. The administration fee for UN Women is 7 percent.

VIOLENCE AGAINST WOMEN IN TARGET COUNTRIES

Women suffer high levels of physical and psychological violence in intimate and wider family relationships in the project’s target Countries. Nigeria and Bangladesh will be the focus of the project in the first year of implementation; the remaining 10 countries will follow on a smaller scale in the second year. These countries were also chosen due to their patriarchal cultures, high population densities and histories of violent conflicts. Two additional factors were that women’s movements are restricted, and they lack access to support services. The forms of violence against women

in these countries often go unrecognized because they are seen as “normal” or “customary,” and most women do not report the abuse. For example, 97% of married Egyptian women experience female genital mutilation while 76% of women in Niger and 49% of Pakistani women marry before the age of 18. These countries also lack laws prohibiting violence against women or fail to implement existing laws.

In one of the target countries in year one, Bangladesh, women do not have equal access to economic opportunities, basic services or decision-making power. Violence against women in Bangladesh is high, with 47% of women experiencing physical violence from their spouses and 50% of female murders committed by an intimate partner. Much of the abuse is dowry-related and involves restrictions on movement or acid throwing. Sexual harassment is also very common and is the main cause of suicides and early marriages for girls. In addition, 68% of women do not report abuse.

In Nigeria, the second target country year one, 30% of women have experienced physical and/or sexual abuse in their lifetime. As a result, women face a high risk of contracting HIV/AIDS. Violence against women is regarded as a private matter, which relates to the lack of legal or counseling services for victims and low prosecution of abusers.

GOAL

The goal of the project is to use mass media edutainment strategies to raise awareness in the community of violence against women by challenging existing cultural norms and attitudes that condone and endorse violence against women. An extensive edutainment project is planned in Bangladesh and Nigeria during the first year of support, with lessons learned from these countries applied to Afghanistan, Cambodia, Egypt, Mali, Niger, Pakistan, Rwanda, Somalia, Sudan and Vietnam during the second year of support.

Country Statistics

Nigeria

Population (millions) – 148.1

Surface Area (sq. km.) – 923,768

GDP per capita (PPP US\$) – 1,166

Life expectancy at birth (years) –

Women – 55.33

Men – 48.95

Human Development Index Rank 1-187 (1 is highest) – 159

Seats held by women in national parliament (%) – 7.0

Maternal mortality ratio (deaths per 100,000 live births) – 840

Infant mortality rate (deaths per 1,000 live births) – 86

Births attended by skilled health personnel (%) – 38.9

Contraceptive prevalence rate (%) – 14.6

Female enrollment in primary education (%) - 59.6

Internet users (per 100 people) – 28.4

Population below \$1 (PPP) per day (%) - 64.4

Country statistics were taken from The Millennium Development Goals Report 2011.



The project will support women's organizations and media organizations in the target countries to produce effective anti-violence media campaigns using edutainment strategies. Through the combined use of television and radio soap series, music videos, computer games, comic books, street theater, social media, mobile technology, talk and reality shows, and film, the project will seek to:

- Change behaviors, norms and attitudes about violence against women;
- Increase awareness of the prevalence of violence against women and girls in target countries and empower 250,000 people to speak out;
- Change perceptions of men and women about "normal" and "healthy" relationships; and
- Assist survivors of violence to know their rights and access support services.

The goal of this project also aligns with Zonta's 2012-2014 Biennial goals, specifically the goal to increase Zonta's credibility and visibility through continued advocacy to prevent violence against women by drawing on Zonta's membership, networks and ZISVAW projects to increase the visibility of the issue of violence against women globally and locally. This project has very wide reach and opportunities to profile Zonta.

PROJECT ACTIVITIES

- **Apply best practices from proven edutainment programs in South Africa, India and Nicaragua**

Document and implement successful edutainment strategies, including factors critical to the success of these campaigns, from edutainment campaign experts in South Africa (Soul City), as well as UN Trust Fund grantees in India (Breakthrough) and Nicaragua (Puntos de Encuentro).

- **Conduct capacity building trainings for partners in Bangladesh and Nigeria**

Complete a training needs assessment for partners in Bangladesh and Nigeria, review and update training materials as needed, and provide capacity building workshops, facilitated by Breakthrough in Bangladesh and Soul City in Nigeria.

- **Create an online forum for partners in the 12 countries**

Develop an internet-based community where partners from all 12 countries can discuss project challenges, strategies and lessons learned.

- **Launch edutainment campaigns**

Start campaigns in Nigeria (15 states) and Bangladesh (10 national districts) that target teachers, leaders, parents and police, all who play a role in socializing and legitimizing beliefs and attitudes around violence against women.

- **Apply best practices from Nigeria and Bangladesh campaigns**

Identify key success factors for the campaigns in Bangladesh and Nigeria and develop case studies and discussion papers on best practices and lessons learned.

- **Conduct capacity building trainings for partners in 10 additional countries**

Start capacity building training assessment in 10 remaining project countries to facilitate planning of successful edutainment campaigns on VAW.

- **Plan follow-up campaigns**

From the lessons learned in Bangladesh and Nigeria, develop and launch small scale campaigns in 10 remaining countries; assist partners in these countries with developing full-fledged campaign proposals to raise necessary support for future, large scale campaigns.

ANTICIPATED OUTCOMES

- Increase in levels of awareness on the incidence and scale of violence against women.
- Increase in the number of individuals who have changed their attitudes regarding violence against women, speaking out against such violence, and taking preventative, protective or political action to address such violence.
- Increase in the number of civil society organizations who have the capacity to stage successful edutainment campaigns in the field of violence against women.