

Effectiveness of the Trans-media Entertainment Education Campaign Initiative with Focus on Ending Child Marriage

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Preface

BRAC James P. Grant School of Public Health was founded in 2004 in Dhaka. It is named after former executive director of UNICEF, James P. Grant. JPGSPH aims to meet the public health challenges through its commitment to high quality education and research. Since its inception more than 300 students from countries such as South Africa, Southeast Asia, Australia, North & South America and Europe have graduated from JPGSPH. The focus of JPGSPH is to provide access to education, research, training and advocacy through integration and innovation. The School conducts groundbreaking research based on global health issues, responding to the changing nature of infectious and viral diseases as well as influencing policy at both the national and global platform through advocacy and evidence sharing. The School's research endeavors are significantly aided by partnerships with over 70 national and international institutions and organizations, including BRAC University, BRAC and icddr,b. Presently, the JPGSPH team is conducting 33 research studies, including research on health systems, equity, gender, service delivery, nutrition and human rights.

The vision of JPGSPH is **"To be the leading global public health institute for the world's critical health challenges affecting disadvantaged communities"**. The mission of this institution is **"To create innovative public health leaders and solutions through cutting-edge, experimental education, training, research and advocacy"**.

I have completed my internship program as a member of the team that works in the Ending Child Marriage(ECM) project. One of the main objective of this project is to assess the effectiveness of the trans-media entertainment education campaign initiative in triggering positive changes in knowledge, attitudes and behaviours among key groups (parents, community leaders, adolescents) in relation to adolescent developmental issues. My task was to perform some descriptive analysis to explore the effectiveness of the Trans-media Entertainment Education Campaign initiative with focus on ending child marriage.

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CHAPTER 1

INTRODUCTION

The transitional phase between childhood and adulthood (i.e. adolescence) is very crucial. Studies show that poor health and education, lack of information, child marriage, violence and discrimination as a result of incorrect social norms and other structural causes such as poverty and social discrimination, are some of the diverse challenges faced by adolescents, especially girls.

Adolescents, i.e., children whose age ranges in between 10 to 19 years, form the largest segment of the global population. In Bangladesh, one-fifth of the total population is adolescent. Among them, 13.7 million are girls and 14 million are boys (UNICEF, 2016). The adolescence is a significant period when physical, cognitive, psychological and social changes happen very quickly. Forty-six percent of Bangladeshi children live below the poverty line and are deprived of essential services such as nutrition, education, health, information, water and sanitation (UNICEF, 2009). Moreover, the roles, rights, and obligations of adolescents vary profoundly according to their social class and ethnicity (Papavero, 2013). Importantly, the concept of being a child in Bangladesh is not necessarily linked with age, but rather with their physical growth, gender, socioeconomic status, religion, and ethnicity. The following path of a child is an adolescent, a critical period and often neglected by both family and society, particularly, in health care. Adolescents lack the services that respond to their distinctive needs. Interventions often focus on children of younger age, depriving the adolescents of the services. Hence, investments and interventions focusing on adolescents are crucial to ensure the

productive transition to adulthood and to break the inter-generational cycle of poverty and deprivation of essential services (UNICEF, 2011).

The government of Bangladesh has also identified adolescent issues both as a priority and a challenge. In October 2014, Prime Minister has promised to end child marriage in Bangladesh by 2041, and would bring an end to child marriage below 15 years by the year 2021. In response to the pledge made by prime minister, UNICEF Bangladesh, in collaboration with multiple partners has already rolled out a trans-media initiative and include a variety of stakeholders to develop and disseminate media content across different platforms such as television, radio, social media, print media etc. This mass media campaign targeted a large audience to address issues such as child marriage, adolescent protection, adolescent specific gender, health, and nutrition.

1.1 Adolescence, Child Marriage and Relevant Social Norms

Child marriage is highly prevalent in Bangladesh (Human Rights Watch, 2016). Even though the median age of first marriage among women increased from 14.4 years in 1993-94 to 16.1 years in 2014, it is still well below the minimum legal age of marriage for girls (18 years) (BDHS, 2014). According to BDHS report of 2014, 59 percent of women aged 20-24 were married before 18 years of age. However, the rates of child marriage before the age of 15 and 18 years have declined to 18 (1.3 million) and 52 per cent (3.8 million) respectively (MICS, 2013).

Early marriage severely affects the health of child brides and their children. Child marriage endangers personal development, enhances disempowerment and low self-esteem, dependency on the spouse and deprivation of basic human rights. Twenty-seven percent of the adolescents start childbearing during adolescence. Compared to adult mothers, child mothers are also less likely to receive formal medical and antenatal care during pregnancy (UNICEF, 2013). Maternal mortality is twice as high among girls aged 15 to 19 years, and 5 to 7 times higher among girls aged 10 to 14 years, compared to adult mothers (Nour, 2009).

A randomized controlled trial conducted by the Population Council of Bangladesh under the “Bangladeshi Association for Life Skills, Income, and Knowledge for Adolescents” (BALIKA) project found that, providing educational support, awareness regarding gender rights and training on livelihood skill were successful in reducing the events of child marriage as well as improving the economic, educational and social outcomes for girls (Ahmed et al., 2016).

Social norms are the common perception of the community which is mostly considered as a mechanism to uphold social control (Parsons, 1951) and depends on the internalization of social-psychological values such as reputation, impartiality, and self-confidence (Bendor & Swistak, 2001). Social norms affect the behaviors and expectations of individual, families, and communities (Küchle & Ríos, 2008). Although social norms are challenging to change any alteration in norms can bring about positive behavioral and social changes (Wagner et al., 2010; Latkin et al. 2009). Hence, interventions should be designed and implemented to enact and reinforce positive social norms to change deep-rooted social norms which are associated to age, gender and social position of the girls, their families and other decision makers of the community.

1.2 Trans-media Educational Campaign

The Entertainment-Education initiative has been defined as ‘the process of purposely designing and implementing a mediating communication form with the potential of educating and entertaining people in order to enhance and facilitate different stages of pro-social behavior change’ (Bouman, 1999). Such a campaign is assumed not only to transfer information to upgrade the recipient’s knowledge but also to anticipate the receiver’s emotions, interest and curiosity to take those into consideration while dissipating the information; this makes the entire process more fruitful and helps the recipient experience a more potent change in his/her behavior (Bouman, Lubjuhn, & Hollemans, 2016).

1.2.1 Icche Dana

UNICEF’s most recent innovation “Icche Dana” is a television show that addresses the challenges faced by adolescent girls in Bangladesh. Under the ‘Na-

tional Multi-Media Campaign focusing on Ending Child Marriage (ECM),’ Icche dana is an initiative striving to change social norms around early child marriage, gender stereotypes, girls’ empowerment, mental health, adolescent health-seeking behaviors, harassment, and reproductive health needs, to name a few.

Icche Dana was launched at the end of September 2018 and intends to disseminate educational messages about several adolescent developmental issues through entertainment platforms. Currently the show is airing on BTV, ATN Bangla, Duronto, and Asian TV. But it is also accessible on YouTube, UNICEF Bangladesh’s Facebook page and Icche Dana’s Facebook page.

BRAC JPGSPH with the support of UNICEF and Asiatic 360, has planned an evaluation framework to estimate the viewership of the show and to weigh the impact of entertainment education towards attitude and shifting the perception on adolescent development on high-prevalence child marriage areas in Bangladesh. The Research team is conducting a four-block Rapid Assessment Survey on Tangail, Kushtia, and Nilphamari.

Tanjila, a fearless teenager and sports enthusiast, is the main character who rises against normative beliefs and taboos while overcoming stigma and challenges. The show features incidents of harassment inflicted by an antagonist with his own malicious gang. Tanjila stands up to the antagonist with support from her school and the rest of the villagers who later join in and boycott the gang members.

The best feature of the show is that it reflects 21st century Bangladesh and the difficulties many girls still face in their day-to-day lives. Though the show features the stories from a rural setting, the themes remain universal and relatable to girls living across the country.

Icche Dana represents positive images of girls succeeding against the odds to gain equal treatment, love, care, and respect. Creative and exhilarating storylines have promoted social issues appealingly and provocatively.

CHAPTER 2

METHODOLOGY

2.1 Study Design

A cross-sectional study was conducted using a quantitative approach.

2.2 Target Population

The target population of this study was all the adolescents and their parents of the areas in Bangladesh where the prevalence of child marriage was particularly high. UNICEF selected six such districts having higher prevalence of child marriage compared to that of the other parts of the country to disseminate their trans-media campaign messages.

2.3 Study Population

Three out of six high prevalence districts were chosen and these are Tangail, Kushtia, and Nilphamari. The study population is composed of adolescents and their parents living in these three study districts who participated in the base line study.

2.4 Study Site

Three districts of Bangladesh, namely Kushtia, Nilphamari, and Tangail were purposively selected for the rapid assessment study, based on their high prevalence of child marriage. The study site in Nilphamari and Kushtia is a sub- district called Sadar which has an urban setting. For the remaining district Tangail, sub-districts Delduar with rural setting were chosen.

2.5 Inclusion Criteria of Weekly Phone Call Data

The sampling unit is household where-

1. The families comprise at least two adolescents (one male and one female) aged between 10 and 19 years who were staying with their parents.
2. The household members had to have at least one television of their own.
3. The household members had to have at least one mobile phone of their own.

2.6 Sample Size

The block-1 rapid assessment survey was conducted on 2870 respondents from the three study districts namely Kushtia, Nilphamari, and Tangail.

In this study site, research team follows three cohorts of households, each cohort consists of 388 households. Every week, one cohort will receive both SMS and phone call as a reminder about the show just Before the show telecast day .This group is known as intervention group. Another group just get the SMS as a reminder of the show and the other receives none.

Weekly phone call data for 388 households(intervention group) that meet the selection criterion are available for 12 weeks.

2.7 Sampling Procedure

The three study districts were purposively chosen from the six districts that were selected by UNICEF. The initial plan was to use simple random sampling. But, this was not possible for some official reasons. The sample was taken by selecting a center point for each town/moholla (like bazar or market or school) and then select households on the basis of some regular intervals.

2.8 Study Tools

A structured questionnaire was formulated which mainly consisted of questions regarding the TV series “*Ice Dana*”. Apart from that, respondents’ socio-demographic and economic status were also determined through the structured questionnaire.

2.9 Data Collection Procedure

A group of 18 trained data-collectors conducted face-to-face interviews by visiting the above mentioned selected households. In the field, data collection was carried out using android tablets containing standard data entry templates developed in Open Data Kit (ODK) software. A dedicated data server was created for this project, and after each day of data collection, the data was sent electronically to server for the presentation.

2.10 Data Quality Assurance

Data quality was ensured through multiple procedures of review and cross-checking. Data collectors recruited for this study, had prior experience of collecting data and were further trained to develop the skills of delivering the questions and conducting the interviews efficiently. Each data collection team was led by a field supervisor.

2.10.1 Data Cleaning and Management

Internal consistencies were checked at the time of data cleaning and immediately corrected if there were any discrepancies; also, respective households were called for verification, if needed.

2.11 Statistical analysis

The data-set was analyzed using statistical package STATA (version 13). The statistical analyses were performed as follows. The socioeconomic and demographic features of 2870 respondents were presented in the form mean and standard deviation for continuous variables and in the form of frequency and percentage for categorical variable. Responses on the issues covered in the show are presented in the form of frequency and percentage for categorical variable.

CHAPTER 3

RESULTS AND DISCUSSION

3.1 Overview

3.1.1 Rapid Assessment Survey(block-1) Data

The respondents were interviewed using a structured questionnaire to assess their knowledge, perception (normative beliefs) and attitude regarding the TV series **Ice Dana**. They were asked to share their opinion on the TV series and what they learn. The objective of this edutainment campaign is to see whether the respondents' perception or normative belief changed or not or are they influenced by the mass campaign. The Research team is conducting a four-block Rapid Assessment Survey on Tangail, Kushtia, and Nilphamari. We discuss about the data of rapid assessment survey block-1 data. The findings of the rapid assessment survey are described in descriptive manner.

The findings section for the data includes description of the sample size and geographical location of the sample and responses on several questions about what they learn by the TV series **Ice Dana**. The respondents opinion on sexual harassment also asked and presents in a percentage table.

3.1.2 Weekly Phone Call Data

Research team follows a cohort of 388 households to assess the intervention. This cohort receives phone call and SMS as a reminder of the show. Respondents were asked about whether they watched "Icche Dana" or not and received SMS last week. They were also asked to share if they have any queries. The findings section includes description of the data and some visual representation.

Researchers also follow another two cohort. Between this two cohort, one will receive SMS as a reminder to watch and the other one receives none. At the end of the baseline another survey will be held to collect data from this two cohort. At the end of baseline, this intervention research aims to investigate the expected improvement of community attitude and perception of several adolescent developmental issues

3.2 Findings: Rapid Assessment Survey Data

3.2.1 Description of the Data:

The block-1 rapid assessment survey was conducted on 2870 respondents from the three study districts. Out of 2870 respondents, 1034 respondents were from Tangail, 1156 from Kushtia and the remaining 680 respondents lives in Nilphamari. The respondents were asked about the TV Series and we found 953 respondents who heard about the show. 435 respondent told that they watched the show which is only 15% of the total respondents.

In the table values in the bracket represents the percentages for categorical data and standard deviation for continuous data

Table 3.1: Description of the Data

	Tangail	Kushtia	Nilphamari	Total
Total respondent approached	1034 (36.03)	1156 (40.28)	680 (23.69)	2870
Heard about the TV series - 'Icchedana'	141 (14.80)	457 (47.95)	355 (37.25)	953
Watched 'Icchedana'	60 (13.79)	203 (46.67)	172 (39.54)	435

3.2.2 Geographic Location of Respondent

Kushtia, Nilphamari, and Tangail were the three study districts. The study site in Nilphamari and Kushtia is a sub-district called Nilphamari Sadar and Kushtia Sadar respectively which has an urban setting. For the remaining district Tangail, sub-districts Delduar with rural setting were chosen.

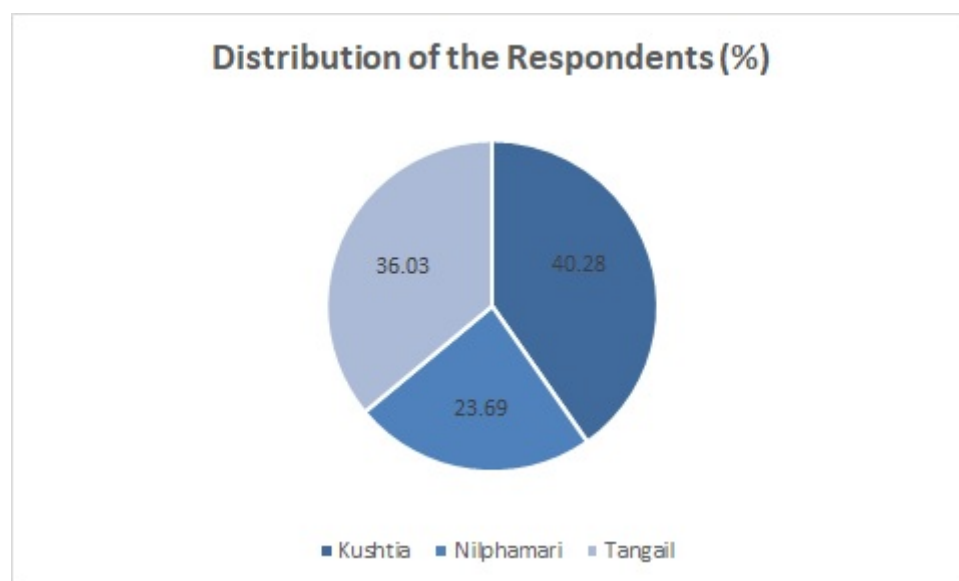


Figure 3.1: District wise Distribution of the Respondents (In percentage)

3.2.3 Socio-economic and Demographic Features

The respondents are on an average 29.36 years with 13.41 year standard deviation. We create three categories for the respondents namely parents/Caregivers, adolescent boy and adolescent girl. On an average, adolescent boys are 16.02 years old and adolescent girls are 15.37 years old. Out of the 2870 respondents, 1153 are male and the rest 1717 are female. 43% respondents are unmarried and 66% respondents are married. 18.06% adolescent girls are married, which is relatively higher than adolescent boys(3.36%).

The educational status for adolescent boys and girls looks similar. Above 80% adolescents are student. Among them, 48% girls 55% boys reads in high school, 16% parents/ caregivers didn't receive any formal education and 66% parents are educated up to SSC. Only 10% parents are educated above higher secondary.

Around 53% parents/caregivers are homemaker. Monthly household income looks similar for these three types of respondents which indicates similar socioeconomic status.

Only 435 (15%) respondents watched the show "Icche Dana". 96% viewers have television and cable connection. Among the viewers, 86% have access to cellular phone and 32% have access to internet.

Table 3.2: Socioeconomic Features of the Respondents

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Age (In Years)	36.06 (11.25)	16.02 (3.25)	15.37 (2.83)	29.36 (13.41)
Sex				
Male	739 (38.35)	417 (100)	–	1153 (40.17)
Female	1188 (61.65)	–	526 (100)	1717 (59.83)
Marital Status				
Married	1778 (92.27)	14 (3.36)	95 (18.06)	1887 (65.75)
Unmarried	116 (6.02)	403 (96.64)	431 (81.94)	950 (33.10)
Separated/Divorced	33 (1.71)	–		33 (1.15)
Education				
No formal education	300 (15.57)	2 (.48)	1 (.19)	303 (10.56)
Primary or below	632 (32.80)	147 (35.25)	227 (43.16)	1006 (35.05)
Above Primary up to SSC	644 (33.42)	230 (55.16)	254 (48.29)	1128 (39.30)
Higher Secondary	156 (8.10)	28 (6.71)	39 (7.41)	223 (7.77)
Above Higher Secondary	195 (10.12)	10 (2.40)	5 (.95)	210 (7.32)

Table 3.3: Socioeconomic Features of the Respondents(cont.)

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Occupation				
Wage Worker	230 (11.94)	16 (3.84)	6 (1.14)	252 (8.78)
Service-holder	146 (7.58)	15 (3.60)	1 (.19)	162 (5.64)
Self-employed	396 (20.55)	23 (5.52)	6 (1.14)	425 (14.81)
Homemaker	1016 (52.72)	2 (.48)	83 (15.78)	1101 (38.36)
Student	81 (4.20)	353 (84.65)	427 (81.18)	861 (30.00)
Others	58 (3.01)	8 (1.92)	3 (.57)	69 (2.40)
Monthly Household Income (In BDT)	17284 (13957)	16929 (10768)	19430 (14291)	17625 (13627)
Household Properties				
Own a Television	231 (97.88)	86 (98.85)	103 (91.96)	420 (96.55)
Cable Connection	225 (97.40)	83 (96.51)	102 (99.03)	410 (97.62)
No Cable Connection	6 (2.60)	3 (3.49)	1 (.97)	10 (2.38)
Access to Cellular Phone	209 (10.85)	78 (18.71)	88 (16.73)	375 (13.07)
Smart Phone	75 (35.89)	45 (57.69)	43 (48.86)	163 (43.47)
Feature/Bar Phone	126 (60.29)	29 (37.18)	42 (47.73)	197 (52.53)
Both type of phone	8 (35.89)	4 (5.13)	3 (3.41)	15 (4.00)
Access to Internet	56 (23.73)	44 (50.57)	39 (34.82)	139 (31.95)

3.2.4 Viewers Information

Total 435 respondents among 2870 respondents watched the TV series "Icche Dana". Among them, 67% were informed through TV advertisement. Although 32% viewers have internet access, only 18.2% viewers were informed through social media. Major portion(40.91%) of people watched show on Duronto television. Viewers who watches through social media, major portion were watched on Youtube. Only one fourth portion of the viewers suggested others to watch.

Almost 60% viewers stopped following the show, among them 45% told that they were busy during the show time.

"Tanjila", main character of the show who rises against normative beliefs and taboos, are fond of 67.43% viewers because of her good acting and the role she played.

Negative character "Charger" being disliked by 50.38% viewers. Among them 80.3% did not like the role.

90% viewers gave very good/good rating for the show.

Table 3.4: Viewers Information about the Show

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
No. of episodes watched:				
One/Two	177 (75.00)	41 (47.13)	76 (67.85)	294 (67.58)
Three/Four	52 (22.03)	45 (51.72)	34 (30.36)	131 (30.11)
Five/Six	7 (2.97)	1 (1.15)	2 (1.79)	10 (2.30)
No. of other household members watched				
None	81 (34.32)	57 (65.52)	57 (50.89)	195 (44.83)
One/Two	140 (59.32)	29 (33.33)	52 (46.43)	221 (50.80)
Three/Four	10 (4.24)	1 (1.15)	3 (2.68)	14 (3.22)
Five/Six	5 (2.12)	0 (0.00)	0 (0.00)	5 (1.15)
Successfully recalled at least a scene/incident	197 (10.22)	82 (19.66)	101 (19.20)	380 (13.24)
Sources of Information about the Show				
Family & Friends	65 (3.37)	43 (10.31)	59 (11.22)	167 (5.82)
TV Advertisements	384 (75.44)	117 (55.19)	138 (59.48)	639 (67.05)
Social Media	24 (1.25)	18 (4.32)	10 (1.90)	52 (1.81)
Others	61 (11.98)	33 (15.57)	24 (10.34)	118 (12.38)
Watched the Show on Television	220 (93.22)	58 (66.67)	96 (85.71)	374 (85.98)
Bangladesh Television	46 (20.91)	12 (20.69)	21 (21.88)	79 (21.12)
ATN Bangla Television	92 (41.82)	14 (24.14)	25 (26.04)	131 (35.03)
Duronto Television	69 (31.36)	35 (60.34)	49 (51.04)	153 (40.91)
Watched the Show on Social Media	16 (6.78)	47 (54.02)	23 (20.54)	86 (19.77)
Youtube	14 (87.50)	38 (80.85)	22 (95.65)	74 (86.05)
Facebook	3 (18.75)	1 (2.13)	1 (4.35)	5 (5.81)
Suggested others to watch	36 (15.25)	22 (25.29)	46 (41.07)	104 (23.91)

Table 3.5: Viewers Information about the Show(cont.)

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Stopped following the Show	153 (64.83)	32 (36.78)	68 (60.71)	253 (58.16)
Reasons to stop following				
Didn't like the Show	2 (1.31)	0 (0.00)	1 (1.47)	3 (1.19)
Remained busy	73 (47.71)	15 (46.88)	27 (39.71)	115 (45.45)
Do not watch TV Series	13 (8.50)	5 (15.63)	6 (8.82)	24 (9.49)
Time conflicted with another show	33 (21.57)	3 (9.38)	8 (11.76)	44 (17.39)
Do not have electricity	1 (.65)	1 (3.13)	0 (0.00)	2 (.79)
Others	35 (22.88)	10 (31.25)	29 (42.65)	74 (29.25)
Learned anything from the Show	181 (76.69)	76 (87.36)	98 (87.50)	355 (81.61)
Protest Against/Prevent Child Marriage	106 (58.56)	50 (65.79)	41 (41.84)	197 (55.49)
Importance of Physical Activities for Girls	89 (49.17)	44 (57.89)	47 (47.96)	180 (50.70)
Importance of Education for Girls	69 (38.12)	26 (34.21)	28 (28.57)	123 (34.65)
Importance of Women Empowerment	33 (18.23)	14 (18.42)	21 (21.43)	68 (19.15)
Ratings				
Very Good/Good	207 (87.71)	80 (91.95)	105 (93.75)	392 (90.11)
Acceptable	27 (11.44)	6 (6.90)	7 (6.25)	40 (9.20)
Poor/Very Poor	2 (.85)	1 (1.15)	0 (0.00)	3 (.69)

Table 3.6: Most and least favorite ‘Icche dana’ characters

Most Favorite Characters	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Name of the character: Tanjila	157 (66.53)	39 (66.10)	69 (70.41)	265 (67.43)
Reasons of being most favorite				
Good Acting	88 (56.05)	26 (66.67)	37 (53.62)	151 (56.98)
Loved the Role	92 (58.60)	21 (53.85)	45 (65.22)	158 (59.62)
Character resembles the respondent as a person	8 (5.10)	0 (0.00)	9 (13.04)	17 (6.42)
She is Brave	11 (7.01)	2 (5.13)	1 (1.45)	14 (5.28)
Least Favorite Character				
Name of the character: Charger	115 (48.73)	24 (40.68)	59 (60.20)	198 (50.38)
Reasons of being least favorite				
Did not like the acting	15 (13.04)	1 (4.17)	4 (6.78)	20 (10.10)
Did not like the role	87 (75.65)	21 (87.50)	51 (86.44)	159 (80.30)

3.2.5 Viewers Response: Issues Covered in the Show

Most of the viewers(92.41%) successfully recalled the name of the sport introduced in the show. Three fourth portion of the viewers successfully recalled the character who sexually harassed and who got harassed. But responses on other recalled questions are comparatively low.

Overall, around 87% viewers successfully recalled at least one scene or incident of the show.

Table 3.7: Responses on the Issues Covered in the Show

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Recalled the characters who sexually harassed the girls in the show (in Percentage)	157 (66.53)	74 (85.06)	90 (80.36)	321 (73.79)
Recalled the characters who got sexually harassed in the show (in percentage)	164 (69.49)	71 (81.61)	88 (78.57)	323 (74.25)
Recognized the consequences Tuli faced in the show	127 (53.81)	67 (77.01)	75 (66.96)	269 (61.84)
Recall the decisions Tuli's father has made	121 (51.27)	62 (71.26)	76 (67.86)	259 (59.54)

Table 3.8: Responses on the Issues Covered in the Show

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Recalled that football was introduced in Hatmathali Girls School as an extracurricular activity	211 (59.41)	84 (96.55)	107 (95.54)	402 (92.41)
Recalled who talked to Tuli's parents to change their decision to marry Tuli off	82 (34.75)	35 (40.23)	43 (38.39)	160 (36.78)
Remember the advises Neela Madam gave to Tuli's parents	89 (37.71)	33 (37.93)	47 (41.96)	169 (38.85)
Education gives self-confidence	35 (14.83)	15 (17.24)	16 (14.29)	66 (15.17)
Education instills a sense of self-empowerment	19 (8.05)	13 (14.94)	14 (12.50)	46 (10.57)
Educated Girls can avail better job opportunities	49 (20.76)	22 (25.29)	26 (23.21)	97 (22.30)
Educated girls can partake in family decision making	16 (6.78)	8 (9.20)	8 (7.14)	32 (7.36)
Educated girls can financially support her family	30 (12.71)	14 (16.09)	16 (14.29)	60 (13.79)
Recall the character who stood up against sexual harassment	136 (57.63)	63 (72.41)	76 (67.86)	275 (63.22)
Recall how Tanjila protested against Charger	106 (44.92)	57 (65.52)	66 (58.93)	229 (52.64)
Recall how the villagers protested against Charger	90 (38.14)	56 (64.37)	53 (47.32)	199 (45.75)

3.2.6 Viewers Feasibility: Solution Introduced in the Show

Overall, 86% viewers agreed with the decision to introduce football as extracurricular activities for girls. Most of the (above 90%) adolescent boys and girls agreed with that decision.

In the show, villagers complained to chairman against charger who sexually harassed girls. According to the viewers, this solution seems not feasible. 81% Viewers disagreed with that solution.

Table 3.9: Feasibility of the Solutions Introduced in the Show

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Agreed with the decision to introduce football as an extracurricular activities for girls	193 (81.78)	79 (90.80)	101 (90.18)	373 (85.75)
Agreed with the advises Neela Madam gave to Tuli's parents	84 (35.59)	32 (36.78)	45 (40.18)	161 (37.01)
Agreed with the way Tanjila protested against Charger	99 (41.95)	57 (65.52)	62 (55.36)	218 (50.11)
Agreed with the way Villagers protested against Charger	46 (19.49)	18 (20.69)	21 (18.75)	85 (19.54)
Think it is feasible to protest against sexual harassment in your village like Tanjila did in the show	91 (38.56)	47 (54.02)	48 (42.86)	186 (42.76)
Think it is feasible to protest against sexual harassment in your village like the Hatmathali villagers did in the show	46 (19.49)	18 (20.69)	19 (16.96)	83 (19.08)

3.2.7 Viewers Suggestions Regarding Sexual Harassment

We want to know what will be viewers' thoughts or steps against sexual harassment. According to this survey, 53.56% of the total viewers will make police complain. Only 34% adolescent girls will make police complain. On the contrary, among adolescent boys, this percentage is almost 74%. Again 6.25% girl thought that marriage is a feasible solution to sexual harassment. This may indicate the difficulties that many girls still face in their day-to-day lives.

Around 48% of viewers think that talking to family/ and friends is a feasible solution.

Table 3.10: Possible actions to stop sexual harassment from the respondents

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Possible steps against sexual harassment by the respondents				
Make Police Complain	131 (55.51)	64 (73.56)	38 (33.93)	233 (53.56)
Inform local members/chairman	107 (45.34)	34 (39.08)	26 (23.21)	167 (38.39)
Talk to family /and friends	78 (33.05)	53 (60.92)	78 (69.64)	209 (48.05)
Talk to neighbors /and teachers	70 (29.66)	23 (26.44)	52 (46.43)	145 (33.33)
Call 109/help line	10 (4.24)	10 (11.49)	5 (4.46)	25 (5.75)
Stop going to school	7 (2.97)	1 (1.15)	1 (.89)	9 (2.07)
Start looking for groom	1 (.42)	0 (0.00)	0 (0.00)	1 (.23)
Marry her off	0 (0.00)	4 (4.60)	7 (6.25)	11 (2.53)
Do not know	30 (12.71)	2 (2.30)	13 (11.61)	45 (10.34)
Others	33 (13.98)	4 (4.60)	11 (9.82)	48 (11.03)

Finally, we asked viewers about their feasible alternative to stop sexual harassment. 63.45% viewers suggested to inform local authority as a feasible solution. 71.61% parents/caregivers who watched the show suggests to inform local authority. Surprisingly, only 33% viewers thinks imprisonment is a way to stop sexual harassment.

Table 3.11: Possible suggestions to stop sexual harassment from the respondents

	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Feasible alternatives to stop sexual harassment				
Inform the local authority	169 (71.61)	55 (63.22)	52 (46.43)	276 (63.45)
Imprisonment	71 (30.08)	26 (29.89)	46 (41.07)	143 (32.87)
Inform the school authority	41 (17.37)	25 (28.74)	23 (20.54)	89 (20.46)
others	30 (12.71)	12 (13.79)	26 (23.21)	68 (15.63)

3.3 Findings: Weekly Phone Call Data

3.3.1 Description of the Data

Data set contains at least one mobile number for each households and maximum three. two reach the respondent, total number of phone call attempts is 5. The instruction to make a phone call is as follows:

If a household has multiple numbers, call the first provided number. If the mobile number is unreachable, try one more times after some time. If the number is still unreachable, call the second provided number. If the second number is unreachable, try one more times after some time. If the second one is unreachable, try the third number once. If none of the numbers are unreachable, mark it as unreachable. The weekly phone call data contains the following information:

Household ID, name of respondents, type of mobile number, number of attempts to reach, watched show last week, received SMS last week, queries and remarks.

Variable "show" has two categories namely "yes" for those who watched the show last and "no" for those who didn't watched. Variable "SMS" has three categories namely "seen" for those who received and seen the SMS; "did not see" for those who might be received but didn't seen and "did not get" for those who claimed didn't get SMS.

Respondents were asked whether they watched "Icche Dana" last week or not. If the answer is affirmative then caller asked some easy question related to the episode respondent watched. If the data collector feels that, respondent did not watch the show and answered affirmative just because to avoid the caller, data collector write "seems like respondent doesn't watch the show" in the remarks section.

if respondent have any queries regarding the show and caller note it in "Queries" variables. Variable "Remarks" contains additional information about the respondent.

3.3.2 Findings from Visualization

At first week, only 11.9% respondent watched "Icche Dana". The result is not wondering at all as we found only 15% viewers from the rasb-1 analysis. Since, respondents get reminder about the show every week, we see that, 30% more views in second week than first. The maximum views 92.8% recorded at 6th week, at 9th week viewers decreases by around 14%, JSC exam might be a reason for that. Obviously, non-viewers decreases as viewers increases.

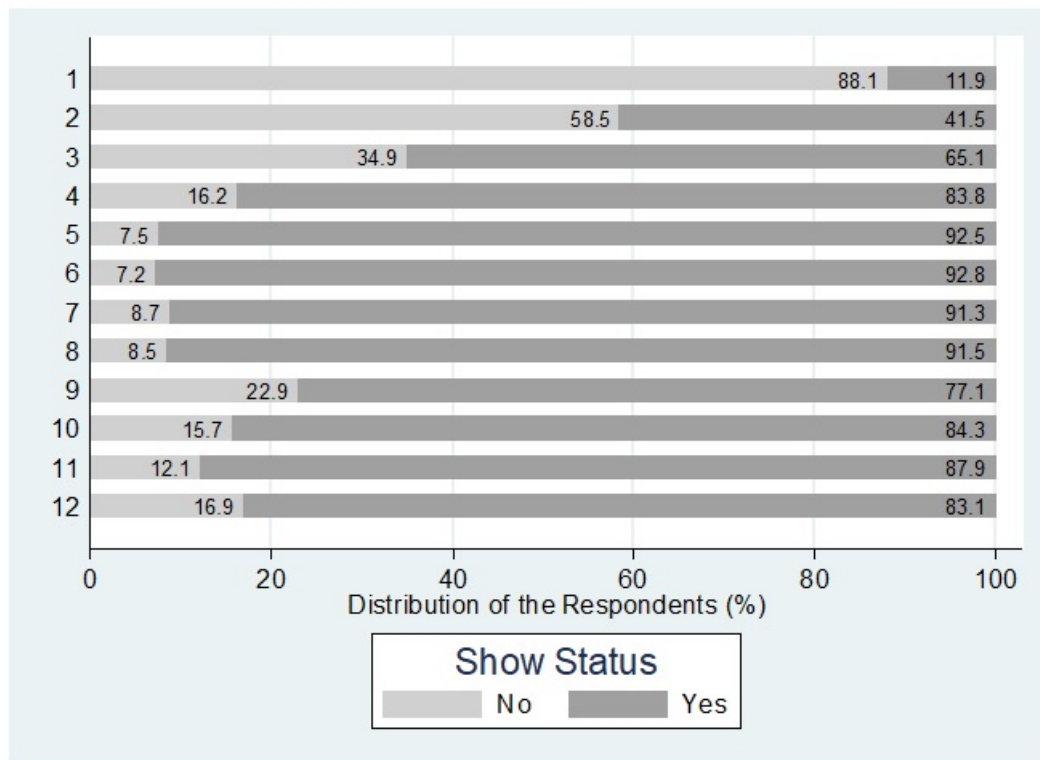


Figure 3.2: Respondents summary for the past 12 weeks.

The following graph shows the trend of viewers and non viewers for the past 12 weeks. We can see that, no. of respondent who watched the show increases til 5th week, then it remains almost similar til 7th week, after that it decreases. After 9th weeks, no. of respondent again increases. Due to JSC exam fall in 9th and 10th week occurred.

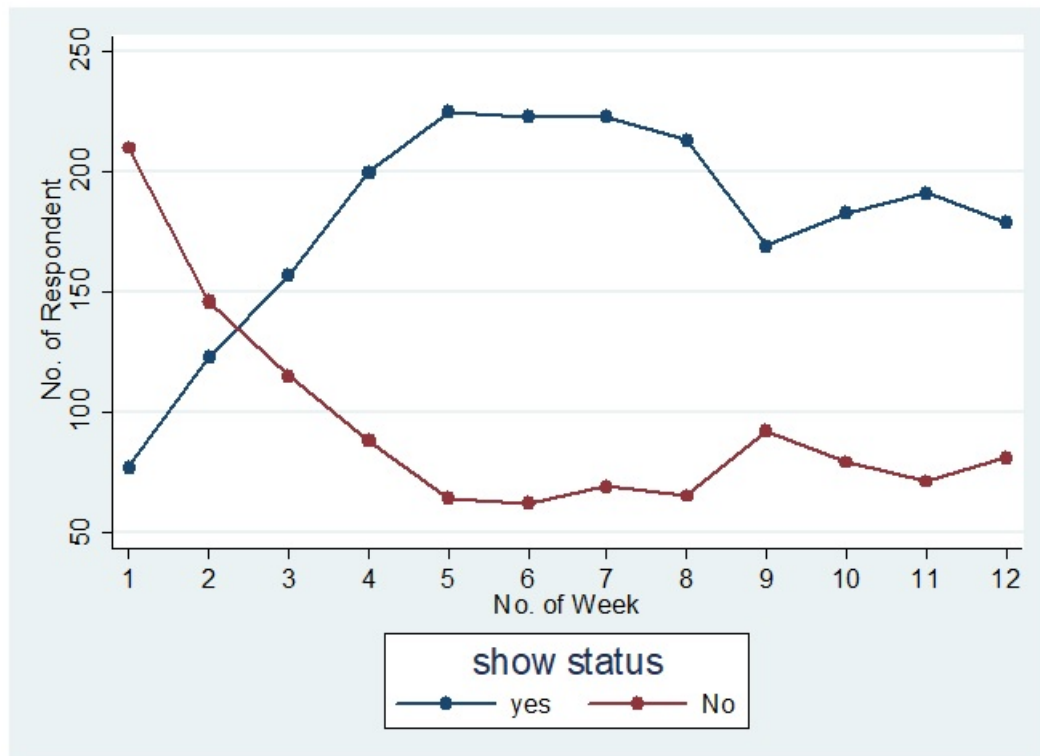


Figure 3.3: Respondents viewership summary for the past 12 weeks.

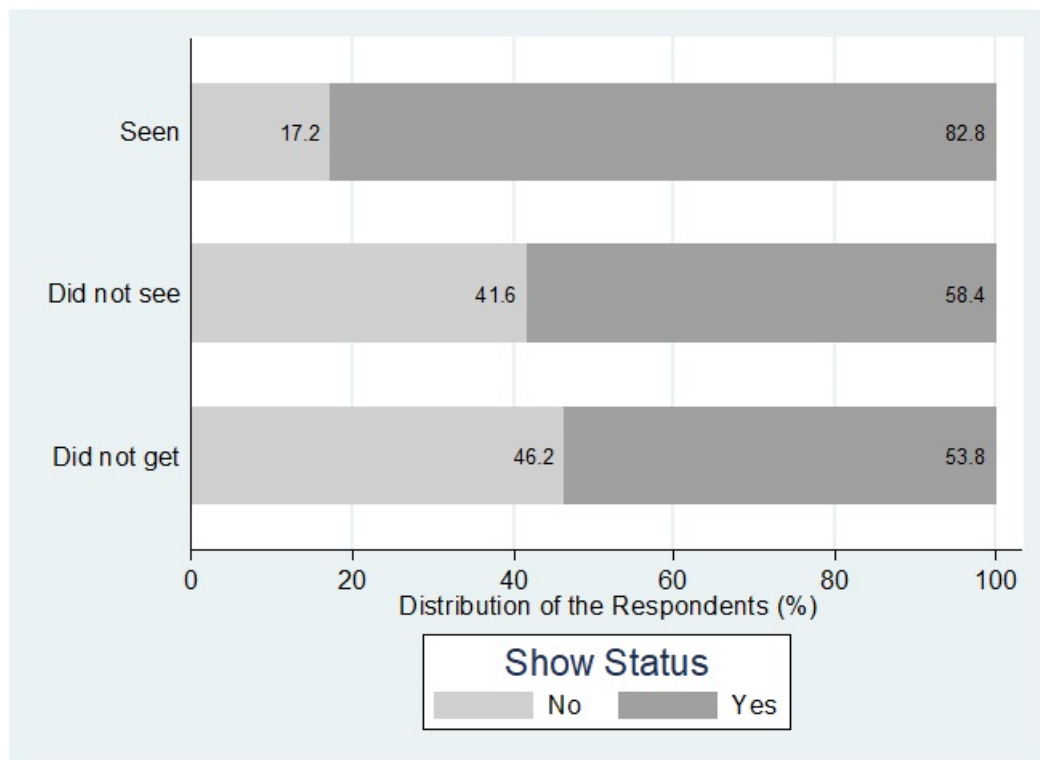


Figure 3.4: Viewership Summary by SMS Status

We can see that, viewers percentage is higher for the group who saw the SMS. Viewers remains similar for the other two SMS category. Among the people who saw the SMS, 82.8% watched the show. 53.8% respondents watched the who actually didn't get the SMS.

Now we are interested to know the proportion of respondents for the three SMS category. As we can see 80.8% viewers seen the reminder SMS which is 27% higher than those who didn't watch the show.

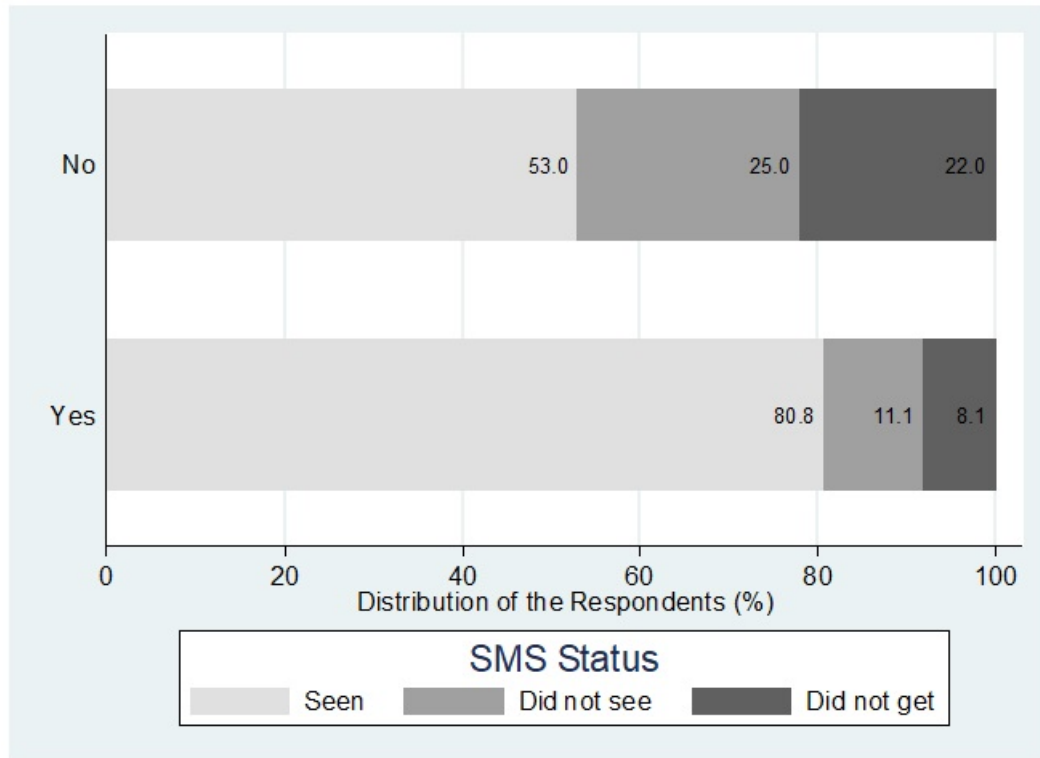


Figure 3.5: SMS receiving summary by show status

Next, we are interested to know whether SMS status shows any trend over the week. For this we merge the SMS category "did not see" and "did not" into one category called "not seen" group. So, now variable "SMS" has two category "seen" & "not seen". We see that SMS seen group increases till 5th week, after that it produces irregular shape. At 12th week around 140 respondent (36%) reported positive SMS status.

Respondents who didn't saw SMS show a pick at 7th week and then it decreases.

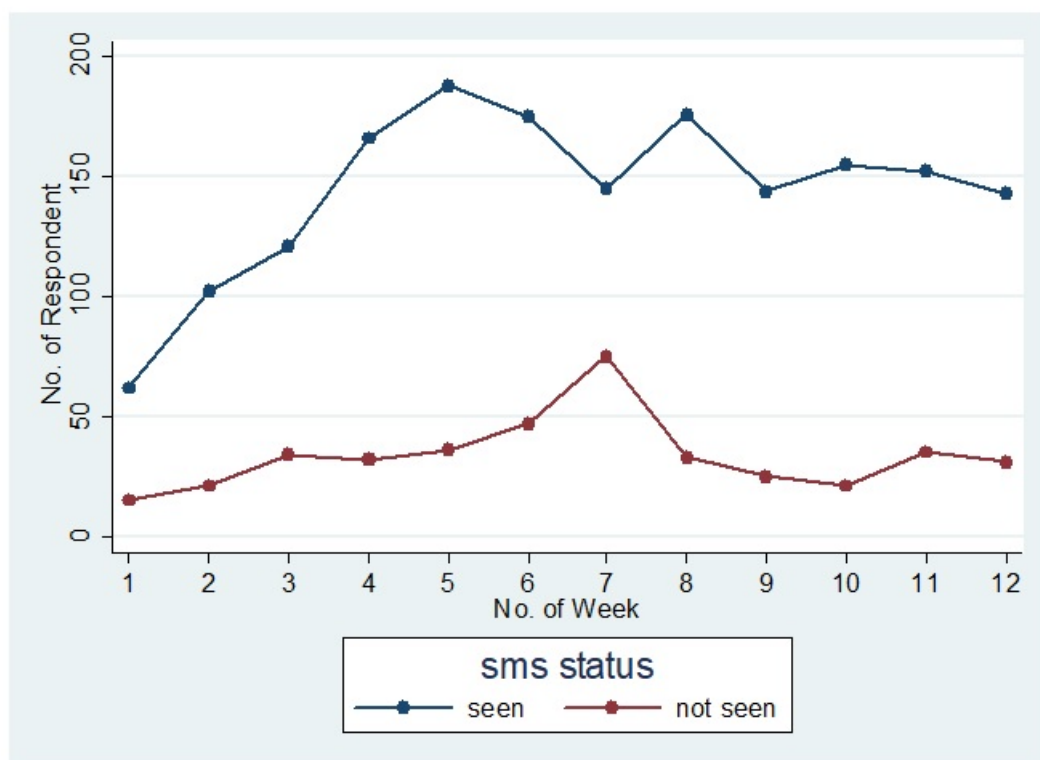


Figure 3.6: SMS Receiving Summary for the past 12 weeks

3.4 Discussion

This research aims to investigate the expected improvement of community attitude and perception of several adolescent developmental issues. The purpose of this study is to assess the effectiveness of the trans-media entertainment education campaign initiative in triggering positive changes in knowledge, attitudes and behaviours among key groups (parents, community leaders, adolescents) in relation to adolescent developmental issues.

BRAC JPGSPH with the support of UNICEF and Asiatic 360, has planned an evaluation framework to estimate the viewership of the show and to weigh the impact of entertainment education towards attitude and shifting the perception on adolescent development on high-prevalence child marriage areas in Bangladesh. The Research team is conducting a four-block Rapid Assessment Survey on Tangail, Kushtia, and Nilphamari.

CHAPTER 4

CONCLUSION

It was a great opportunity for me to work as an intern in JPGSPH. This institution provides quality education and conducts numerous research in public health and related sectors. Therefore it was a great scope for me to get some idea about the major steps of a research, how each step of a research is conducted, how the members work as a team in a research project, about the difficulties that researchers face and how they deal with it.

The entitled period of my internship is two months. Although it is not a substantial amount of time to learn something to a great extent, I hope I have capitalized this time in a best possible way. I contributed **Education Entertainment** project by analyzing the rapid assessment survey block-1 data descriptively and by the visual representation of weekly phone call data. Also I have explored the usage of Microsoft Excel & Microsoft Word.

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