

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

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Introduction

- **BRAC James P. Grant School of Public Health** was founded in 2004 in Dhaka.
- Named after former executive director of UNICEF, **James P. Grant**.

Mission and Vision

- To be the leading global public health institute for the worlds critical health challenges affecting disadvantaged communities.
- To create innovative public health leaders and solutions through cutting-edge, experiential Education, Training, Research and Advocacy.

Entertainment-Education Campaign

- The Entertainment-Education Campaign also known as Edutainment Campaign.
- The process of purposively designing and implementing a mediating communication form with the potential of educating and entertaining people.



- **Icche Dana** launched at the end of September 2018.

- A television show that addresses the challenges faced by adolescent girls in Bangladesh.
- Intends to disseminate educational messages about several adolescent developmental issues through entertainment platforms.

Methodology

Icche Dana: Evaluation Framework

- To estimate the viewership of the show.
- to weigh the impact of entertainment education towards attitude and shifting the perception on adolescent development.

Research team planning a four-block Rapid Assessment Survey on **Tangail**, **Kushtia**, and **Nilphamari**, the high-prevalence child marriage areas in Bangladesh.

- A cross-sectional study was conducted using a quantitative approach for rapid assessment survey: block-1.
- Adolescents and their parents are the target population of this study.
- The study population is composed of adolescents and their parents living in **Nilphamari, Tangail and Kushtia**.

Rapid Assessment Survey: Block-1

- A structured questionnaire was formulated for block-1 survey which is mainly consisted of questions regarding the TV series **Icche Dana**.
- Respondents socio-demographic and economic status was also determined.
- Total 2870 respondents were interviewed from three previously mentioned districts.
- A group of 18 trained data-collectors conducted face-to-face interviews.

Weekly Phone Call Data

A cohort of 388 households receives phone call and SMS as a reminder of the show just before the show day.

- Respondents viewership status and SMS status are recorded for every week.
- No. of attempts to reach, Respondents query(if any) and callers remarks are also recorded for further development.

Analysis and Discussion

Table 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 - Icche Dana	141 (14.80)	457 (47.95)	355 (37.25)	953
Watched Icche Dana	60 (13.79)	203 (46.67)	172 (39.54)	435

Geographic Location of the Respondent:

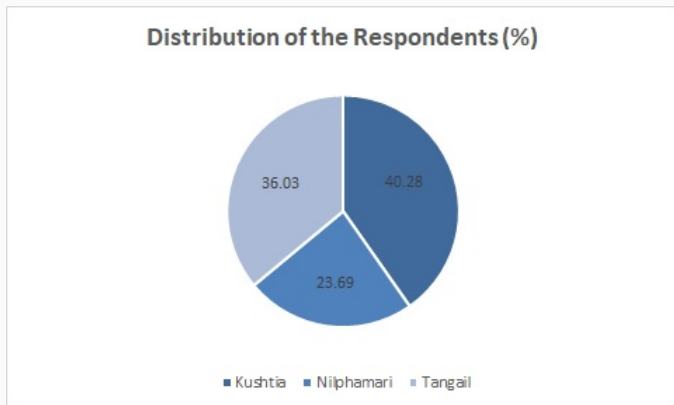


Table 2: Socio-economic Features of the Respondents

	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)

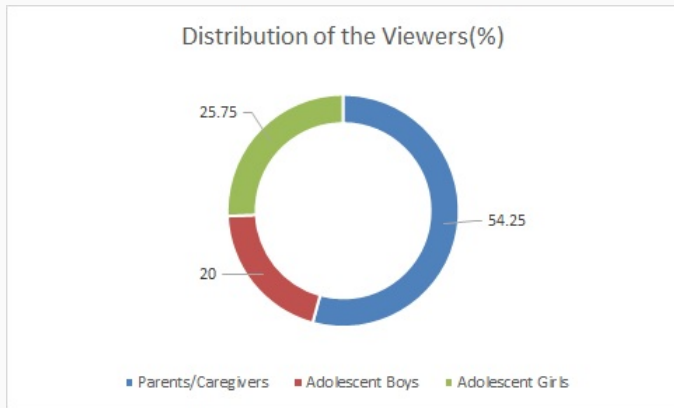
Table 3: Socio-economic Features of the Respondents(cont.)

	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)

Rapid Assessment Survey

Viewers Information:

Only 435 respondents watched the show



Rapid Assessment Survey

Viewers Information:

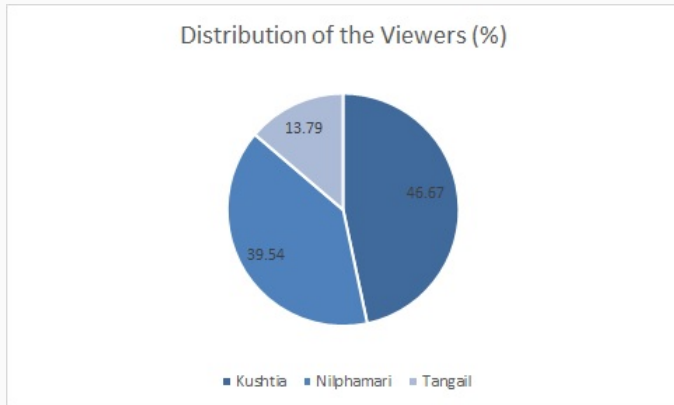


Table 4: Most and least favorite lcche dana characters

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)

Viewers Information Regarding the show

- Only 15.35% respondents watched the show.
- Around 80% Viewers watched the show in private channel(Duronto TV , ATN bangla).
- 68% viewers watched maximum two episodes.
- Around 60% viewers stopped following the show, among them 45% remains busy during the show time.

Table 5: Learning Outcomes from the Show

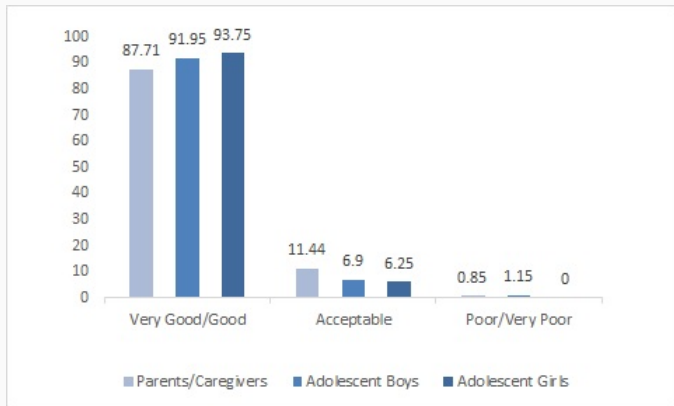
	Parents/ Caregivers N =	Adolescent Boys N =	Adolescent Girls N =	Total N =
Learned anything from the Show	181 (76.69)	76 (87.36)	98 (87.50)	355 (81.61)
Protest Against/Prevent Child Marriage	106 (58.56)	50 (65.79)	41 (41.84)	197 (55.49)
Importance of Physical Activities for Girls	89 (49.17)	44 (57.89)	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)

Table 6: Viewers Possible solutions to stop sexual harassment.

	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)

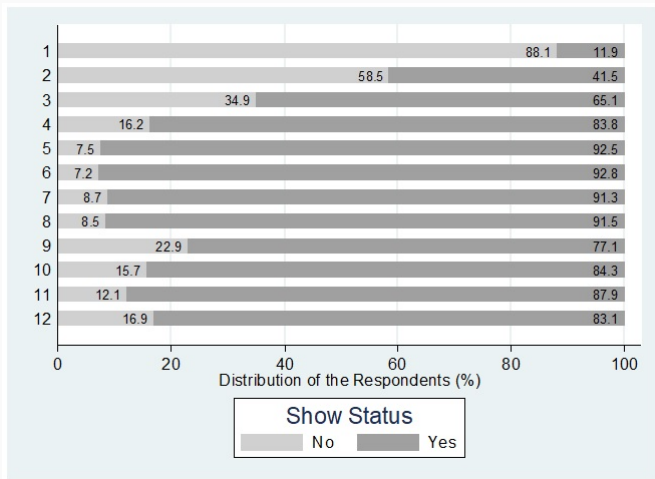
Rapid Assessment Survey

Viewers Ratings:



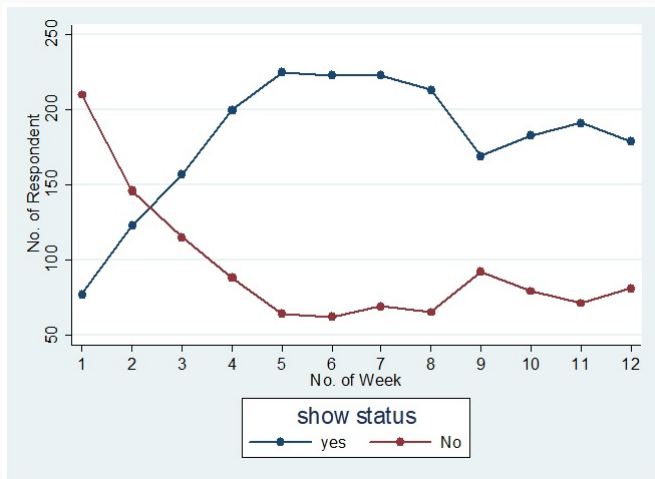
Weekly Reminder Data

Respondents Summary for the Past 12 Weeks.

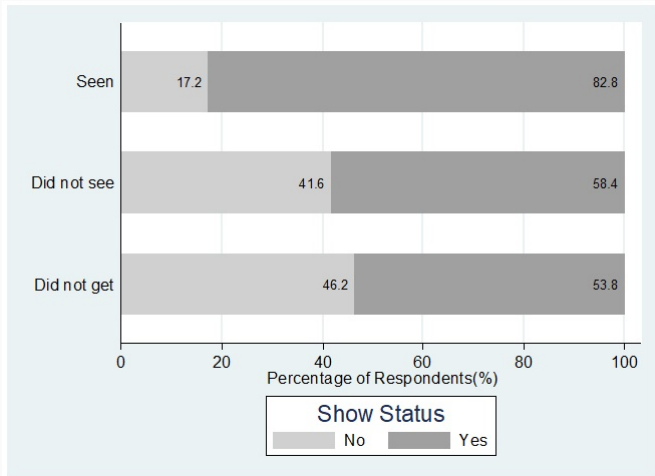


Weekly Reminder Data

Respondents Viewership Status for the past 12 weeks.

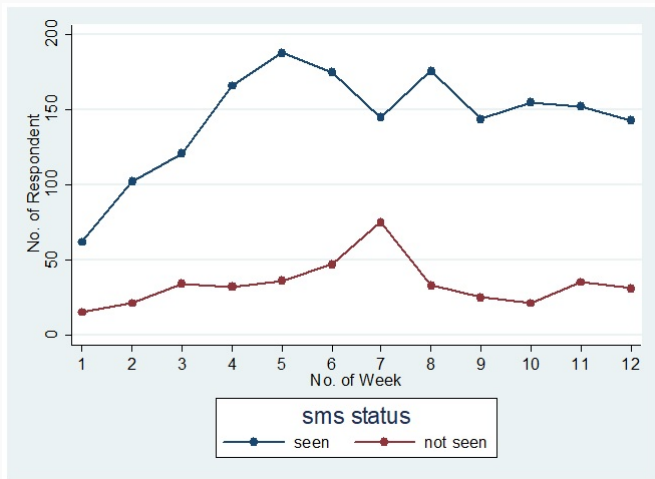


Weekly Reminder Data



Weekly Reminder Data

Viewers Summary by SMS Reminder Status



Weekly Reminder Data

- Though viewership status was positive, 33 respondents couldn't tell anything about the show.
- 26 respondents never watched a single episode in last 12 weeks.

Conclusion

JPGSPH provides quality education and conducts numerous research in public health and related sectors. It was a great scope for me to get some idea about the followings.

- What are the major steps of a research
- How the members work as a team in a research project.
- What are the difficulties that researchers face in real life.
- How they deal with the difficulties.

Thank You!

Questions?