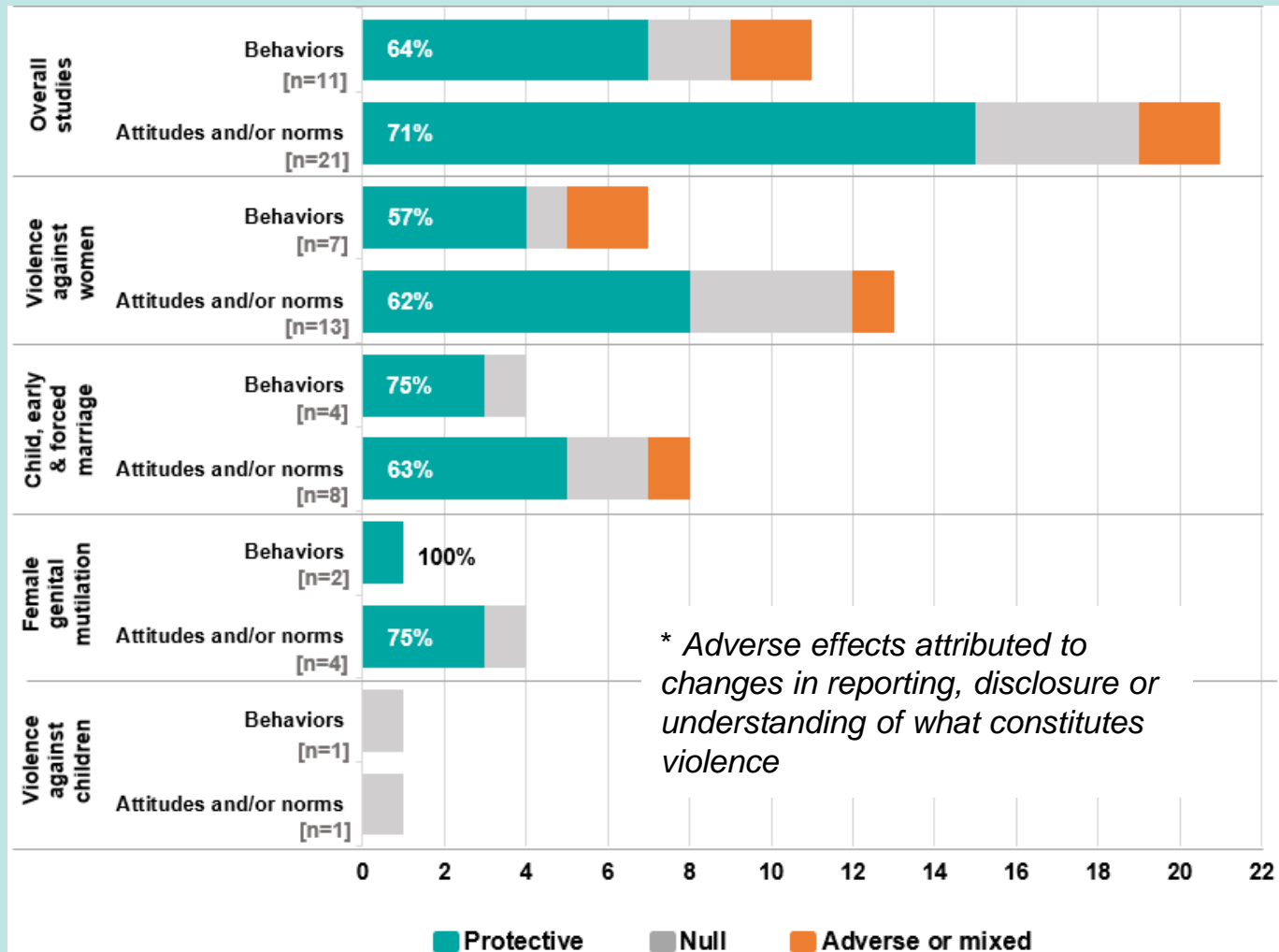


Edutainment to prevent violence against women and children

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- Motivation:** Edutainment [*education + entertainment*] is a promising way to reach at-scale populations with behavior change messaging on violence-related topics;
- Results:** Among **21 studies** of rigorous quantitative evaluations in LMICs, **71%** of studies show protective impacts on violence attitudes and/or norms, and **64%** of studies show protective effects on behaviors;
- Mechanisms:** Salient mechanisms of change include:
 - Information channel
 - Individual persuasion channel
 - Norm diffusion channel
 - Services linkages
- Takeaway – high potential, but more to do!** More evidence is needed across types of violence, on design and operational features that lead to success and on scalability in real world settings.

Read the working paper →

