

ENTERTAINMENT EDUCATION EE SEMINAR (1)

Definitions and Concepts

Mini-report

Name of Presenter:

Prof. Esta de Fossard
Senior Advisor
Center for Communication programs
Johns Hopkins University

Date: Thursday, December 15, 2005

Venue: Howard Johnson Hotel

Attendees:

MoH / Health Promotion and Safety Directorate
MoH / Youth and Elderly Department / Health Promotion and Safety Directorate
Advertising Agencies
Pioneer Production Company
Freelance Script Writers
Freelance Copywriters
T V Producer
T V Presenter
Al Ghad TV (ATV)
USAID
USAID Cooperating Agencies (CAs)
Health Strengthening Systems Project (HSS)
Higher Population Council (HPC)
Jordan Health Communication Partnership Program (JHCP)

Objective: To introduce participants to the basics, definitions and concepts of Entertainment-Education.

Materials:

PowerPoint Presentation 1 - "*Behavior Change*"
PowerPoint Presentation 2- "*The "A" Train for Entertainment-Education*"
Video Clips- Examples of E-E programs from around the world

Handouts Given During Presentation:

Arabic Version of PowerPoint Presentation 1
Arabic Version of PowerPoint Presentation 2

Handouts Given After Presentation:

Questionnaire 1 (Asking attendees topics of interest relating to EE to determine the topics of the next E-E seminars)
Questionnaire 2 (Asking attendees to evaluate the seminar)



Overview of the Event:

Through Jordan Health Communication Partnership (JHCP) Program and the highly professional aid of Prof. Esta de Fossard, the concept of Entertainment-Education was introduced at a seminar which brought together representatives from several Jordanian media, entertainment, health and population concerned entities and USAID population and family health cooperating agencies that would benefit from and have the ability to implement what is presented and discussed through the seminar.

Prof. De Fossard based her presentation on the concepts of education, entertainment, differences between Entertainment-Education versus Edutainment in addition to the basics, concepts, fundamentals as well as the strengths of Entertainment-Education.



Dr. Soliman Farah/JHCP COP further emphasizing the theories with regards to behavior change

To strengthen her message with regards to the influence of Entertainment-Education when put into practice, Prof. de Fossard presented a video capturing numerous examples of Entertainment-Education and Edutainment from all over the globe that she herself had a part in designing as well as implementing.

Since the topic of Entertainment- Education was still fresh to the attendees, JHCP took the opportunity to handing out a questionnaire with Entertainment-Education topics. Attendees were asked to select the EE topics of most interest to them that would be discussed in future seminars.



The attendees enjoying the seminar as they laughed to one of the several humorous presentation tactics Prof. de Fossard used

With a new outlook on the future of Entertainment-Education in Jordan, attendees left with their new knowledge and eagerness for the future coming seminar.