

ENTERTAINMENT EDUCATION SEMINAR (2)

Designing Educational Messages

Mini-report

Name of Presenter:

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

Date: Wednesday, March 8, 2006

Venue: Kempinski Hotel, Room #4

Attendees:

MoH / Primary Health Care Directorate
Higher Population Council (HPC)
Freelance Script Writers
Al Ghad TV (ATV)
Health Strengthening Systems Project (HSS)
Jordan Health Communication Partnership Program (JHCP)

Objective: To provide participants with the how-to's of designing informative messages using Entertainment-Education.

IEC Materials:

PowerPoint Presentation 1 - *“Entertainment-Education for Behavior Development and Behavior Change “*
PowerPoint Presentation 2 - *“The “A” Train for Entertainment-Education”*
PowerPoint Presentation 3- *“BEHAVIOR CHANGE COMMUNICATION”*

Handouts Given During Presentation:

Arabic Version of PowerPoint Presentation 2
Arabic Version of PowerPoint Presentation 3

Handouts Given After Presentation:

Arabic Booklet 1- *“Entertainment Education: Definitions and Concepts”*
Arabic Booklet 2- *“Entertainment Education: Designing Educational Messages”*



Dr. Soliman Farah welcoming the attendees and introducing Prof. de Fossard

Overview of the Event:

Cleverly starting off with two questions, “What is the most important thing you ever learned?” followed by, “Did you learn in at school or outside of school?” the main speaker Prof. Esta de Fossard took hold of the audience’s attention within seconds.

Most attendees having been present at the pervious seminar, were familiar with the main topic at hand, combining Education with Entertainment; this session’s focus being on Education, is the second of a series aimed to create a core group of writers, producers, directors and managers in the education entertainment field. The topic of this session was chosen according to a questionnaire that was filled out by participants at the end of the first seminar.



Prof. de Fossard reviewing fundamentals of Education-Entertainment

The Presenter, with a detailed PowerPoint presentation at her side, showed how while education and entertainment are almost exact opposites, combining them presents us with a powerful force. Pointing out that we do not forget things we learn through life experiences, Prof. de Fossard stressed the fact that opposed to traditional forms of “bribing” or “authoritative force” used to make a child do something for his/her own benefit, we need to educate children to do things by having them participate in the learning process.

In the case of the mini-series, comfortably trying to put together education and entertainment means having to assure quality, through the drama, and accuracy, in the messages. Prof. de Fossard warned the attendees of the KAP (knowledge, attitude, practice) gap, where each element of the KAP may not necessarily be closely bound together to the audience members experiencing their health awareness propaganda; and in turn produces a gap resulting in an undesired outcome. Prof. de Fossard gave the example that while people may have knowledge of the negative effects of smoking, and have a positive attitude towards quitting smoking, they would still smoke.

Drawing attention to the A-Train concept (audience, analysis, access, articulation, artistry, auxiliaries, advocacy, advertising, assessment and adjustment) {Refer to PowerPoint Presentation 2} Prof. de Fossard referred to it several times throughout the presentation as the proper steps to guarantee success, its driving force or engine being the Audience.

One concern brought up by the attendees was the possibility of removing one or more of the carriages on the A-Train to either save time, money or efforts. Prof. de Fossard responded with the great importance of train pulling all of its carriages in order to guarantee success.

Regarding financing, someone expressed that it is hard to control what is going on if s/he does not have control over the finances directly. Although acknowledging the obvious challenge, Prof. de Fossard, could not have made it clearer that it is an important group effort for everyone to pull in together and have the same goals and that finances should not restrict such goals from being accomplished.



Prof. de Fossard noting the importance of the Analysis stage in the design of educational messages

Prof. de Fossard also introduced the concept of the design workshop, the steps to forming the design document, the mediums and the justification of their uses in addition to the importance of choosing the right objective, one being realistic as well as measurable. She highlighted the importance of working with other NGOs covering the same topics and the need to find a way to voice the same beliefs.

Ms. Aroub Subh ,a famous children’s program presenter, having had a direct experience with the way that the local television channel, Jordan TV, works expressed that while steps are taken, decisions made and agreed upon, the main partners sometimes back out of a project close to the implementation time. In response to her voice, Prof. de Fossard expressed the importance of participants in such a project, both those concerned with the education as well as the entertainment side, despite their differences, to stick to their commitment. “We must work together, education and entertainment, so that their [the children] lives will be better.”

She added, “Everybody has to work together all the way”, comparing this task to building a beautiful house. Although each person has a different task, without each person’s proper contributions, neither the sight nor the build of the house will be very good.

In all, Prof. de Fossard proved a perfect example of Education-Entertainment, while she both educated while entertained the audience with her witty remarks and touching life experiences as examples to the points she was proving, all of which hit straight home with the audience (even with the delay in responses due to the translation).



Cost-shared giveaway material from the Idea International Center carrying the logos from the Arabic EE Booklets

At the end of the presentation, attendees were given parting gifts, a stainless steel coffee mug carrying the logo of “E-E” and “OHOR” (Our Health Our Responsibility), along with two booklets, the first of their kind for attendees relating to the basic concepts of Entertainment-Education in the Arabic language.

Most of the comments related to the success of the seminar as well as their eagerness for the topic and their excitement to the fact that the ideas will be implemented in the Arabic language. Several requested that JHCP provide them with local or regional examples of Entertainment-Education to add a real life taste to what is being discussed at the seminars.

The next seminar, expected to take place within the next few months, will cover script writing.



Arabic EE Booklets handed out to attendees at the end of the seminar