Connecting science and communities

(bridging the gap)

“The problem with communication is that most people believe it has taken place.”
Stories help us imagine...

New ways of thinking
New ways of acting
New ways of relating to one another
It all started with a LOVE story

Entertainment-Education

Social Learning Theory:
People learn by observing others and the consequences of their behavior.

Entertainment-Education:
- Presents characters as role models (good and bad behavior)
- Good characters get rewarded and bad characters punished
Modeling good behavior

A community that stands together against violence

Entertainment-Education
Entertainment-Education

- Characters show how a new behavior fits within the norms and beliefs.
- Stories help to explain new behaviors in a more simpler form/language.
- Characters “try” new behaviors and the story shows the consequences of it, motivating the audience to do the same.

Imagine a community...
Where young girls celebrate their birthdays
Media Products
Key messages are woven into informative and engaging stories that tackle sensitive subjects in a non-threatening manner.

Interactive Discussions
Audiences engage in real-time discussions about the issues, often through radio and television call-in shows or events.

Mobilization Campaigns
Direct community action broadens the conversation around the issue set by leveraging local networks and resources.

#I SurvivedEbola
Campaign Goals

A global campaign that places Ebola survivors at the center of efforts to inform, protect and inspire hope.

- Promotes public health
- Reduces stigma
- Shifts international narrative
Multi-Platform Approach

First-Person Video Testimonials

WORKING HAND IN HAND

- 30 Ebola Survivors volunteered to share their stories
- Survivors remained involved in every aspect of the campaign

VIDEO TESTIMONIAL DISTRIBUTION

- National Television in Guinea, Liberia, Sierra Leone
- Played on VoA, Mashable, Al Jazeera
- Over 20 partners did community screenings
- Millions of views on Social Media
## Channeling the Reach of Radio

<table>
<thead>
<tr>
<th>Country</th>
<th>Country Population</th>
<th>Radio Show Reach</th>
<th>% Population Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberia</td>
<td>4,396,873</td>
<td>1,164,000</td>
<td>26.5%</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>6,190,280</td>
<td>2,490,000</td>
<td>40.2%</td>
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<tr>
<td>Guinea</td>
<td>8,746,128</td>
<td>5,803,000</td>
<td>66.3%</td>
</tr>
<tr>
<td>Total</td>
<td>19,333,218</td>
<td>9,457,000</td>
<td>48.9%</td>
</tr>
</tbody>
</table>

**Radio Drama to Drive Dialogue**

- Radio Dramas in **12** Languages
- More than **50** Stations
- Active in **3** Countries
Online and Media Distribution

WEBSITE
- 28,408 page views
- 9,971 unique users

SOCIAL MEDIA
- Instagram, Twitter, Facebook, Vimeo, Soundcloud, WhatsApp, Flickr
- Bilingual presence (EN/FR)
- 30,210 Facebook likes

DIGITAL DISTRIBUTION
- BiNu, World Reader

MAINSTREAM MEDIA
- BBC, VoA, Mashable, Al Jazeera, CNN, Radio France

IMPACT
- 37% Facebook followers from WA
- High interaction rate compared to similar groups.
- Proved a significant source of learning

Mobilization Channels
Monitoring & Evaluation

Key Characteristics of Data Collection Methods

- Use of mobile technology
- Remote data collection
- Capacity for rapid response and use of data
- Quantitative and qualitative methods (triangulation)

Limitations

- Limited # questions (survey)
- Comparison of Exposed vs. non-Exposed (Vs. Pre-Post design)
- Targeted cell phone owners

Impact Data

People who were exposed to the #ISurvivedEbola Campaign were significantly more likely to protect themselves from Ebola, and to be open to survivor reintegration

- Audience members were 30% more likely to report confidence in their ability to protect themselves from Ebola
- Overall, those exposed were 23% more likely to accept survivors back in their communities
- They were 16% more likely to speak to others about Ebola
- They were almost 50% more likely to have learned something about survivors
- 2.4 times more likely to have reached out to a survivor via social media
But, what about Zika?

1. Reducing populations of mosquitoes that transmit Zika virus.
   Mosquito-control programmes include the use of larvicide (insecticide that kills the mosquito in its larval stage) to treat standing-water sites that cannot be treated in other ways (cleaning, emptying, or covering).

2. Personal and household protection.
   WHO recommends people protect themselves from mosquito bites by:
   • Using insect repellent;
   • Wearing clothes (preferably light-coloured) that cover as much of the body as possible;
   • Using physical barriers such as screens, closed doors and windows;
   • Sleeping under mosquito nets, especially during the day, when Aedes mosquitoes are most active; and
   • Emptying or covering containers that can hold water, such as buckets, flower pots and tyres, so that mosquitoes cannot use them to breed.

3. Pregnant women and women planning to become pregnant.
   Pregnant women who feel they may have been exposed to Zika virus may wish to consult with their healthcare providers for close monitoring of their pregnancies.

4. Travel recommendations.
   The committee found no justification for restrictions on travel or trade. However, travellers to areas where Zika virus cases have been found are urged to protect themselves from mosquito bites. Pregnant women considering travel to affected areas may wish to consult their health-care provider prior to travel and after return. They should also practice personal and household steps to prevent mosquito bites.

WHO Recommendations

5 February 2016
Fear and Rumors

**Personal**
- Beliefs
- Lack of self-efficacy
- Don’t like to be told what to do and listen to messages that appeal to us

**Social**
- Lack of community-efficacy
- Social codes/approval (religion)
- Lack of trust: outsiders and communities

**External**
- Lack of services or infrastructure (SRHR, water)
- Safety
- Unclear and contradicting messaging

Challenges to adopting new behaviors
A few lessons learned

Reach the audience *where they are*, not *where we want them to be*

A few lessons learned

Look for solutions *within the community*, where are the bright spots?

A few lessons learned
A few lessons learned

Build capacity, work through existing trusted networks

Partnership and collaboration: we can't do this alone!
“We Survive”

Thank You!

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