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USEFUL RESOURCES ON ENTERTAINMENT-EDUCATION

These resources provide useful reading on entertainment-education as a way to address child marriage and other adolescent girl related issues.

As this is an evolving document, please continue to share your resources with Kate Whittington:
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Key reports on entertainment-education and adolescent girl issues
- ODI, Changing discriminatory norms affecting adolescent girls through communications activities: Insights for policy and practice from an evidence review, 2014
- BBC Media Action, Making Waves: Media’s potential for girls in the global south, 2014
- Oxfam Novib, Pop Culture with a Purpose! Using edutainment media for social change, 2008.

Short briefs, factsheets and case studies
- Population Foundation India, Main Kuch Bhi Kar Saki Hoon brochure
- Girls Not Brides case study on Main Kuch Bhi Kar Saki Hoon
- Oxfam Novib, et al, Pop Culture with a Purpose, a case study on tackling sexual violence against girls in Bangladesh
- Population Media Centre, What is transmedia storytelling?
- Population Media Centre Dramas
- Population Media Centre Summary

Toolkits for practitioners
- Breakthrough and UNICEF, Community Mobilisation Tools: Engaging Stakeholders in Addressing Child Marriage, School Drop Out and Violence, Module 4
- Population Media Centre, Using the Media to Achieve Reproductive Health and Gender Equity

Essential reading on the theories behind entertainment-education
- Nariman, H. N. Soap operas for social change: towards a methodology for Entertainment- Education television, media and society series, 1993
- Singhal, A., Rogers, E. M. Entertainment-Education. A communication strategy for social change, 1999