GIRLS NOT BRIDES | The Global Partnership to End Child Marriage

May 2017

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: Kate.Whittington@GirlsNotBrides.org.

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
- GSDRC, Helpdesk Research Report: Communication Initiatives to Change Attitudes and Behaviours, 2011
- 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

- Bandura, A. Social cognitive theory for personal and social change by enabling media, 2004 in A. Singhal, M. J. Cody, E. M. Rogers and M. Sabido (eds.): Entertainment-Education and social change: history, research and practice, Mahwah, NY: Lawrence Erlbaum Associates, 75-96
- 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
- Sternin, J. Positive Deviance: A new paradigm for addressing today's problems today. Journal of Corporate Citizenship 5:57-62, 2002