

# A Spoonful of Sugar: Promoting WEE Through Edutainment Approaches

Date: September 12, 2018

Time: 9:00 – 10:00 am (EST)

## SPEAKERS

**Cathleen Tobin**, Director of Consumer Insights & Engagement, *Women's World Banking*

**Roshaneh Zafar**, Founder & Managing Director, *Kashf Foundation*

**Asmaa Guedira**, Program Manager, *Womanity Foundation*

## MODERATOR

**Sean Southey**, Chief Executive Officer, *PCI Media*

## QUESTIONS

### Roshaneh's Presentation

**Q: How have you measured success of the TV series?**

A: We measure success of the TV series by the channel's TRP ratings, viewers' response on social media forums, the number of people who viewed the series on YouTube and other digital platforms, a third party impact assessment report, through journalist, blogger and media critic reviews, overall popularity amongst the general public and through various network recognition award ceremonies.

**Q: How expensive is the production of a TV series like these?**

A: It depends on the number of episodes, its star cast, the director and production house onboard, type of locations as well as TV channel requirements. Typically channels in Pakistan prefer a 25 to 30 episode TV serial and the production cost can vary approximately between \$ 300,000 to \$ 400,000.

**Q: How were you able to gather impact? Was the assessment qualitative in nature through FGDs or is there other method of assessing reach and impact?**

A: In order to evaluate the impact and reach of the TV series, Kashf uses both qualitative and quantitative methods including a literature review of articles, posts and comments made online. In Udaari's case, Kashf commissioned a Third Party Evaluation to get a more holistic view.

The quantitative research comprised of 800 Face to Face Computer Assisted Interviews with a mix of urban and rural respondents who watch drama serials and the channel, HUM TV, where Udaari was aired. This research was conducted in Karachi, Lahore, Islamabad, Peshawar, Multan and villages around these cities with both males and females ranging from 18 year to 50 years of age.

The qualitative research included 19 Focus Group Discussions (FGDs) and 10 In-depth Interviews (IDIs). 14 FGDs were undertaken with male and female viewers and non-viewers of Udaari and 5 were

undertaken with children at risk of abuse. The IDIs were undertaken with policy makers and opinion leaders.

**Q: Can you talk about how you approached the chieftains and how you got their collaboration?**

A: Kashf has a creative media team that has extensive experience working in the field. Depending on the type of production, primary research is conducted and internal decisions are made regarding the director, production house, actors and TV channel we're open to work with. The Foundation's media team then approaches the director, production house and TV channel simultaneously and presents the storyline, concept and themes. Since Kashf's television shows have good market value, getting the channel and production house to collaborate on previous projects has not been an issue.

**Q: How do you measure the impact of edutainment activities?**

A: Similar to the above answers, Kashf Foundation gauges the impact of its edutainment activities via various methodologies. The institution commissions both internal and external bodies, using qualitative and quantitative research. Both internal and external committees conduct in-depth interviews, provide feedback forms, fill out surveys, conduct in-depth interviews and gather data on the number of people viewing/attending various edutainment activities carried out by Kashf.

## Cathleen's Presentation

**Q: Was there any attempt to measure behavior change (e.g. increased opening of accounts or increase in deposits to accounts)?**

A: Yes. In Kenya, in addition to the pre and post-show evaluation, which showed that low-income women viewers (SEC C + D1) reported a 9% increase in account ownership after the show had finished, we also asked our partner banks to track account openings and reactivations in connection with the show. Branch-level tracking showed thousands of:

- New accounts opened by new women clients
- Additional accounts opened by existing clients
- Accounts reactivated by inactive clients
- New mobile banking clients
- Requests for ATM cards by women who had previously not had them

We are not able to share exact numbers, under agreement with our three partner banks. However, one bank reported an aggregate 14% increase in account openings as a result of the campaign.

**Q: Did banks include any added incentives for women who opted to open and maintain savings accounts (such as an anniversary monetary incentive contingent that savings deposits continue or preferred interest rates for female business owners)?**

A: No. The purpose of the campaign was to address the psychological barriers to banking that low-income women face, and to show them women the benefits of having a bank account.

**Q: How do you measure the impact of edutainment activities?**

A: We typically measure outcomes based on the intended results. If we are trying to measure knowledge and attitudes, a pre-and post-intervention survey, coupled with qualitative research can be useful to measure change. If we are trying to influence behavior change, such as opening and/or use of bank accounts, that can be tracked either through a survey (for reported behavior change), through account data from partner banks, or both.

## **Asmaa's Presentation**

### **Q: How is the digital game used to make social change?**

A: the digital game is a metaphor that we use within the series itself, to allow the protagonist Nhoa to address issues she faces in the story in a fun way - with pragmatic elements and data shown while Noha plays her game.

### **Q: Given the role religion plays in society, how did you collaborate with religious leaders?**

A: We chose to stay independent from religious institutions. Our program does not cover advocacy, rather outreach and awareness. We collaborate with young grassroots civil society organizations locally - in different countries / cities to host our screenings, workshops and discussions.

### **Q: How do you measure the impact of edutainment activities?**

We have been working with an M&E agency for Season 2 and 3, to help us design the theory of change and impact assessments tools. As this program combines online and offline activities, we designed a series of indicators to track change on social media, using polls and digital campaigns (beyond the data collected and analyzed with social media tools), as well as frameworks to measure the change of mindset during our live events (through focus groups and questionnaires).