

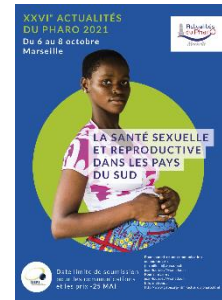
Actualités du Pharo 2021 – Session 3

Edutainment, an innovative approach to overcoming health and wellness challenges in Africa

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Mbathio DIAW

mbathio@ongraes.org



Despite the progress made in recent years in West and Central Africa in mobilising for sexual and reproductive health and rights, there is still a need to develop effective, comprehensive and innovative strategies to (i) improve the supply of and demand for SRH services for adolescent girls, (ii) contribute to the transformation of social norms, attitudes and practices that hinder the realisation of the rights of these young people, (iii) promote local and regional advocacy by the populations themselves with the involvement of all categories of actors.

Education through entertainment, used by the RAES, has seen a growing interest in complementing traditional interventions in the field of health promotion. This approach has shown promising results in Africa on the themes of family planning, adolescent and youth sexual health, gender-based violence, HIV, democratic governance and, more recently, Covid-19.

This edutainment strategy allows for the reinforcement of knowledge with culturally appropriate and scientifically accurate information content, the promotion of individual and collective awareness, the initiation of community or political debates to implement local actions and solutions for rights, justice and health, and the advocacy of well-being, gender anchoring and gender equality. The objective of these campaigns is to bring communities, the state, health providers, policy makers, CSOs and the private sector to look at each other and engage in sustainable transformation dynamics.

This SBCC process involves formative research, the creation of culturally adapted content and messages to feed media, digital or community campaigns to address the challenges identified and to make the social norms evolve by the populations themselves.

This also requires a rigorous monitoring, evaluation and capitalisation system to draw lessons from the campaigns and measure the effects on the knowledge and attitudes of the targets.

It must be recognised that the Edutainment approach is adapted to the African public using traditional media, digital and community spaces. All these different channels are used by the RAES to create change by and for communities.

The RAES is now opening up to spaces of popular mobilisation such as sport to further foster social and political mobilisation for change.