

Assessing Together with Gloria!: A Process Evaluation of an Edutainment-Based Intervention to Prevent Violence Against Women in Kasese, Uganda

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Introduction

Edutainment-based interventions are increasingly recognised for their potential to prevent violence against women and girls (VAWG) in low and middle-income settings¹. However, evidence on the enablers and challenges of designing and implementing such interventions in hard-to-reach areas remains limited. Moreover, the implementation of multi-component interventions that integrate media broadcasts with face-to-face programming is poorly understood.

This study addresses these gaps through a process evaluation of *Together with Gloria!* (TWG)², a 33-episode radio drama with Radio Discussion Groups (RDGs), that was implemented alongside the *SASA! Together* community mobilisation intervention³ in Kasese district, Uganda.

Edutainment as part of a multicomponent intervention	
<p>SASA! Together in person programming</p> <p>4 phases of community mobilisation (3-4 year implementation period)</p> <p>Start</p> <p>Awareness</p> <p>Support</p> <p>Action</p>	<p>Together with Gloria!</p> <p>(implemented alongside Awareness/Support phases)</p> <p>33-episode radio drama</p> <ul style="list-style-type: none"> Each episode aired weekly 3x per episode 3 radio stations/ timeslots <p>Radio discussion groups</p> <ul style="list-style-type: none"> Led by <i>SASA! Together</i> CAs in each village Meet weekly to listen/ discuss episodes

Methods

The evaluation used qualitative data, including:

- key informant interviews with **programme developers and implementers** (n=10)
- in-depth interviews with **Community Activists (CAs)** (n=27) and **listeners** (n=44)
- focus group discussions with **listeners** (n=8),
- RDG session** audio-recordings (n=4),
- project documents** review

Thematic analysis was guided by process evaluation domains: **design, context, fidelity, appropriateness, and responsiveness**.

A collaborative partnership:	
<p>Expertise in media content creation and SBCC</p>	<p>Expertise in designing research on VAWG and gender norms</p>
<p>Expertise in implementing <i>SASA!</i> and contextual knowledge</p>	<p>Expertise in VAWG prevention (and developed <i>SASA! Together</i> intervention)</p>

Results

Intervention design

- TWG themes, ideas and format **well aligned with *SASA! Together* programming**
- Challenges around **language adaptation and alignment with 'phases'** of community-based programming

Context and fidelity

- Strong partner commitment** ensured effective development and implementation of radio drama
 - 33 episodes aired as planned on multiple radio stations
- RDG delivery and CA training affected by **time constraints, geographical barriers, and human and financial resource shortages**
 - Reduced coverage/frequency of RDGs
 - Equipment shortages hindered play-back of episodes
 - Deviation by some CAs from planned format/themes of RDG
- CA commitment** to VAWG prevention provided motivation to deliver TWG and *SASA! Together* activities despite challenges

Appropriateness and responsiveness

- Drama effectively **reflected local issues**, and **fostered high engagement and responsiveness** among listeners
- TWG **complemented in person community work** of CAs
- RDGs effective for **deepening participants' engagement** with radio drama, **and reflection** on own actions

"... doing a talk show on gender-based violence can be quite risky... you can't control the messages that are being broadcast, if someone phones in to say something that amplifies violence... So, the idea was to have a storyline [that] was a talk show that was being, you know, broadcast, but it would be scripted. So that meant the messages could be exactly as [we] wanted them." (KII with programme developer)

"Personally, I would say the radio drama of *Together with Gloria!* has helped people... because of what they basically talk about in the drama which relates to what is already happening in our homes." (CA IDI)

"You know as we try to teach people out there regarding the drama, at times it becomes hard for us to teach because we are still few." (CA IDI)

"I love listening to the radio drama in group. I am in a group of about 5 gentlemen. And when we are in a group, that's when one gets remorseful about his acts when we are listening to the radio drama" (FGD with male listeners)

Conclusions

Together with Gloria! showcased strengths in leveraging edutainment for VAW prevention, particularly through engaging and contextually relevant radio content. However, the study highlights the critical need for adequate financial and human resources to enhance the delivery of multi-component interventions and optimise the impact of edutainment-based approaches in harder to reach communities.

[1] Peterman A, Edutainment to Prevent Violence Against Women and Children, *The World Bank Research Observer*, 2025; lkaf002, <https://doi.org/10.1093/wbro/lkaf002>
 [2] <https://raisingvoices.org/women/sasa-approach/together-with-gloria/>
 [3] <https://raisingvoices.org/women/sasa-approach/>