

Edutainment's potential to expand the reach of *SASA! Together* community programming: Results on reach, barriers and enablers from the mixed-methods evaluation of *Together with Gloria!*

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Introduction

Media-based edutainment interventions have the potential to reach large numbers at low cost, offering a complementary approach to community-level violence against women (VAW) prevention interventions which are challenging to scale-up. However, evidence is limited on audience engagement, and associated barriers and facilitators.

This study assesses the extent to which '*Together with Gloria!*' (TWG)¹, a 33-episode radio-drama, expanded the reach of *SASA! Together*² face-to-face community programming in Western Uganda³.

Methods


A **mixed-methods** evaluation was conducted in 18 villages in a largely rural region of Kasese District in **Western Uganda**. TWG episodes were aired multiple times weekly (on 3 radio stations), alongside ongoing implementation of *SASA! Together* in-person programming (June 2022 - Jan 2023).

We conducted two **cross-sectional surveys** of community members: baseline (6 weeks into broadcasting, n=644); and endline (6 weeks after final broadcast, n=1018).

Qualitative data collection included **focus group discussions, and in-depth interviews** with community members, leaders, and *SASA! Together* Community Activists.

TWG synopsis:

- Gloria starts a new radio talk show to discuss issues connected to VAW and healthy relationships.
- She invites guests (including *SASA! Together* community activists, community members and religious leaders) to share their perspectives and expertise.
- She also invites listeners to call in and share their views.



Results

Audience engagement

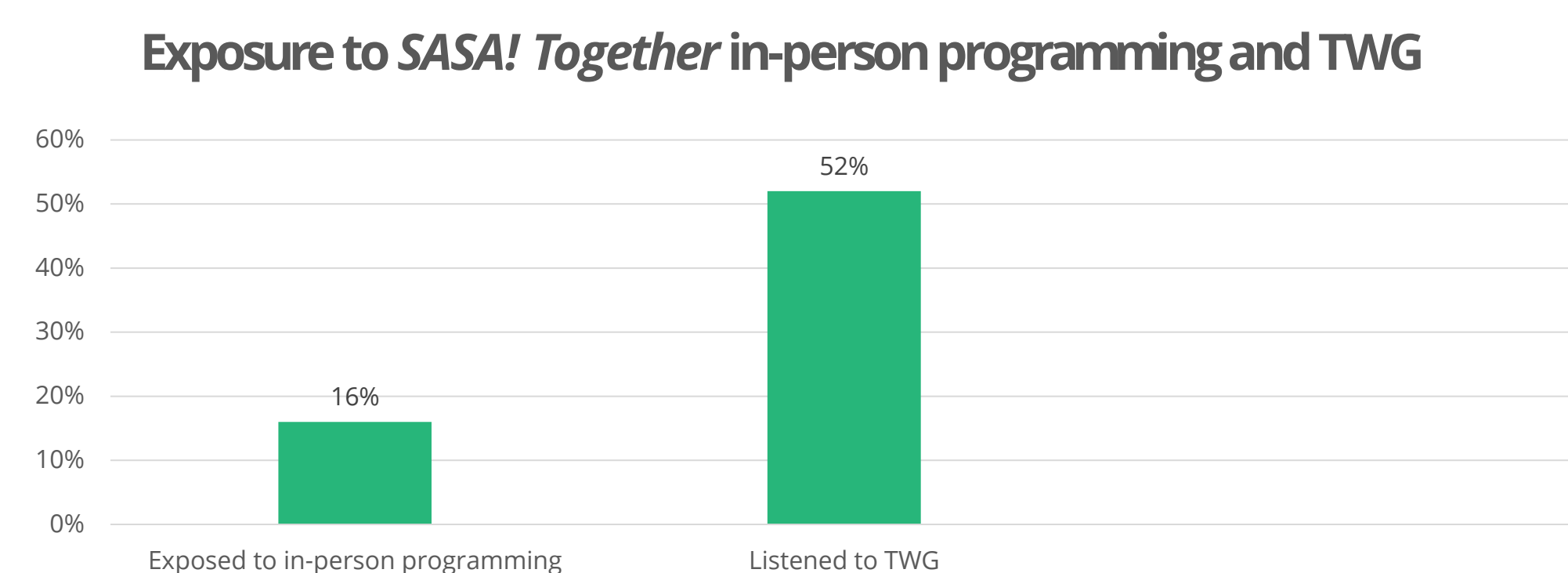
- At endline, 52% of respondents reported listening to TWG, with men and women listening in equal numbers.
- Listener engagement was retained throughout the broadcast period.
- TWG expanded the reach of *SASA! Together* programming across all demographic sub-groups, as well as in geographically hard-to-reach areas.
- Synergies were observed between exposure to TWG and in-person programming, with listeners 4 times more likely than non-listeners to have participated in in-person programming.
- Communal listening – with family, children, or neighbours – was common, reported by more than two-thirds of listeners.
- 41% of listeners discussed TWG themes with others in their households and communities.

[1] <https://raisingvoices.org/women/sasa-approach/together-with-gloria/>

[2] <https://raisingvoices.org/women/sasa-approach/>

[3] Abramsky et al. (in press). To what extent does *Together with Gloria!* expand the reach of *SASA! Together* community programming? A mixed methods evaluation of an edutainment intervention in Kasese, Uganda. *BMC Public Health*.

(Audience engagement continued)

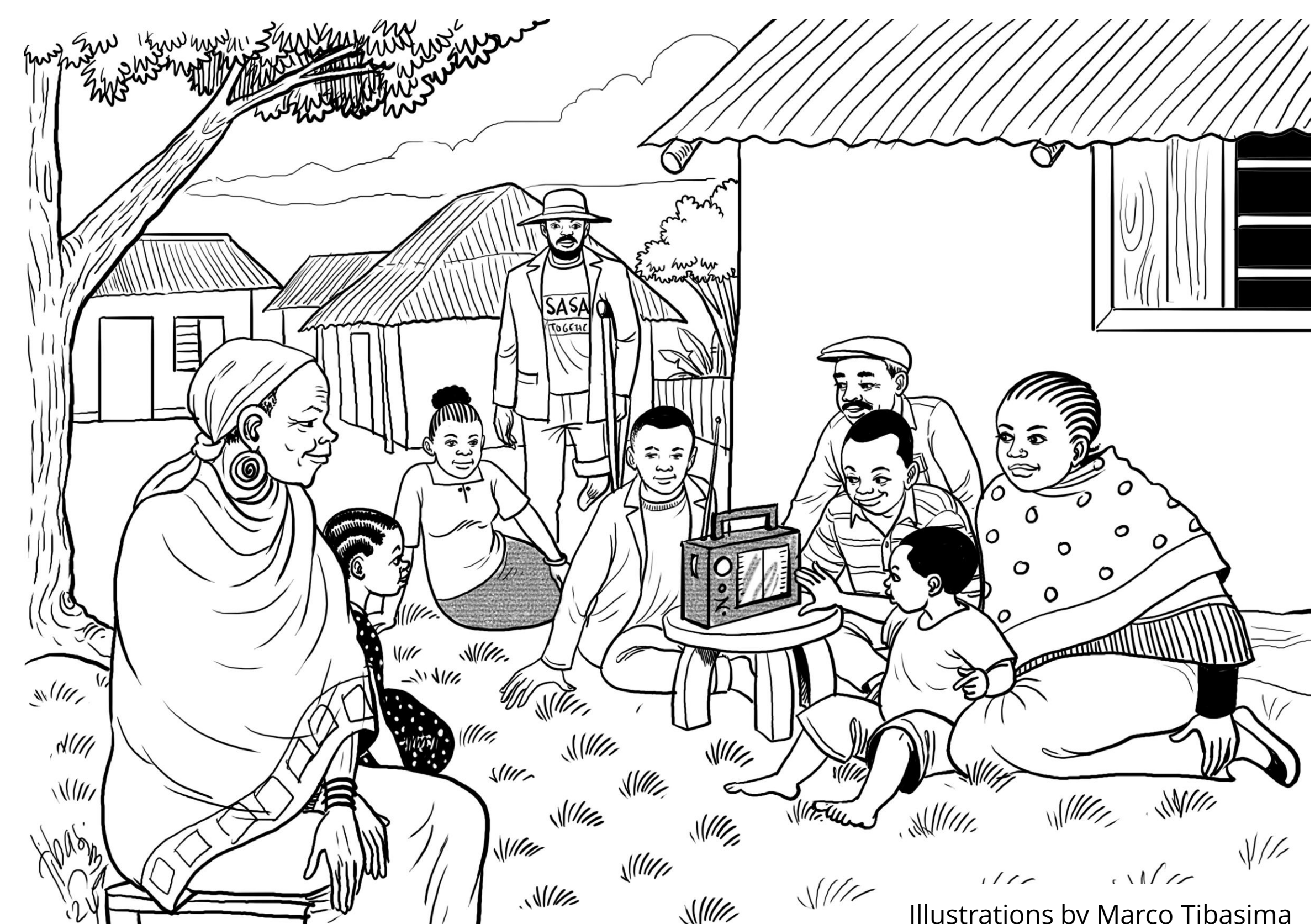


Barriers

- Less represented among listeners were younger, single, childless men, and less educated women with children.
- Other barriers to listening included limited access to radios, disproportionately affecting women (with lower education), and time constraints.

Facilitators

- Communal listening helped mitigate radio access barriers, helped promote continued listening, and facilitated discussion on programme themes.
- Broadcasting across multiple stations and time slots also enabled greater flexibility for listeners managing competing demands on their time.



"We were few who used to listen. Then... whenever they [the SASA people] would come to play it in the community, I would call the neighbours and tell them that we go attend. They got involved in listening to the drama and now they are interested in listening to it the more." **Woman listener, Endline IDI**

Discussion

- Edutainment can **complement community-level interventions** by broadening reach and fostering engagement across diverse groups.
- Edutainment components may also **reduce geographical disparities** in access to intervention programming.
- Use of **multiple radio-stations/broadcasting timeslots** allows many to listen despite competing time-commitments.
- Future iterations should address barriers to access, including through **communal broadcasts in public places**, and the incorporation of **characters and storylines to resonate with younger childless men**.