MODULE 3

Using Entertainment Media to Shift Norms

Effects of Social Norms on Health and Livelihood Outcomes for Adolescent Girls and Young Women in Low-and-Middle Income Countries

UC San Diego
CENTER ON GENDER EQUITY AND HEALTH

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Introduction

What is the evidence on how entertainment media shifts social norms among adolescent girls and young women and their reference groups to improve outcomes related to sexual and reproductive health, women's economic empowerment, gender-based violence, and child, early, and forced marriage?

With broad reach and emotional appeal, entertainment media is a powerful tool for shaping social norms and influencing behaviors across diverse contexts. By using dramatic storytelling, strong character development and emotionally engaging narratives, alongside factual and unscripted discussions, reality TV, and magazine content, media interventions can challenge harmful norms. With its broad presence across platforms and interactive content, entertainment media holds great promise for fostering positive social norms that benefit adolescent girls and young women—especially because narrative persuasion can subtly introduce new perspectives and offer alternative role models for youth. While it may directly engage adolescent girls and young women, broader social norms are shaped by influential figures in their lives; therefore, understanding how different groups respond to entertainment media can help refine communication strategies, and identify when complementary engagement with reference groups is necessary. It is also essential to assess potential risks, such as backlash against adolescent girls and young women who adopt new behaviors.

Guided by our research questions, Module 3 examines how scripted and unscripted entertainment media approaches have been used to shift social norms to improve sexual and reproductive health and women's economic empowerment, and decrease gender-based violence and child, early, and forced marriage. The module highlights interventions implemented across diverse contexts, focusing on sub-Saharan Africa and South Asia. The reviewed studies showcase interventions engaging adolescent girls and young women, boys, men, and key reference groups like parents, peers, educators, and community leaders. This module explores how various entertainment media approaches—standalone, multimedia, and those with or without community components—are designed and implemented to shift social norms. It examines how audiences and content creators shape narratives for social change and the mechanisms behind norms-shifting interventions that lead to positive outcomes—particularly in how adolescent girls and young women and the broader community engage with media. Additionally, it highlights the influence of reference groups on norms, intervention duration, and strategies to mitigate unintended consequences. It also explores how norms-shifting outcomes are measured in entertainment media approaches, including the integration of monitoring and adaptive management, as well as the challenges of assessing changes in deeply ingrained social beliefs and behaviors. Furthermore, Module 3 examines pathways for scaling entertainment media interventions, addressing key design considerations such as cost, scalability, and factors that facilitate or hinder expansion. Finally, the module synthesizes key limitations in the evidence base and concludes with recommendations to strengthen the design, implementation, and evaluation of entertainment media to shift social norms.

Methodology

Review Approach

Module 3 is based on a structured analysis of a subset of the literature included in the evidence review. It focuses on the use of entertainment media approaches in norms-shifting interventions. It also incorporates supplementary documentation from targeted website searches and recommendations from the Advisory Board **(Figure 1)**.

The methodology involved a rigorous search and screening process, guided by predefined inclusion criteria and search terms, to identify relevant interventions **(**see **Module 1)**. Studies were selected based on their use of various entertainment media approaches—whether standalone or multimedia, scripted or unscripted—designed to shift social norms among adolescent girls and young women and their reference groups. These interventions aimed to improve one or more of five key health and well-being outcomes: child, early, and forced marriage; family planning; gender-based violence; HIV; and women's economic empowerment.

To capture the broader landscape of norms-shifting interventions, we also included studies that, while not explicitly focused on adolescent girls and young women, included this population within their target groups. Both qualitative and quantitative studies from peer-reviewed sources and grey literature were included, provided they measured social norms directly or used attitudes as proxies for norm change.

KEY TERMS: MODULE 3

Interpersonal communication facilitates the spread of new ideas within social networks, allowing opinion leaders to promote new beliefs and behaviors among their peers. Evidence suggests that interpersonal communication can amplify the impact of media campaigns. For example, one study found that women were more likely to adopt healthy sexual and reproductive health-related behaviors when they discussed the media campaign with others in their network (1).

Entertainment media approaches include any medium (TV, film, radio, digital, etc.) that can disseminate content to reach a targeted audience at scale. These approaches can be scripted, such as dramas or short "fast fiction" pieces designed for social media or radio magazine shows, or unscripted, including discussion programs, reality TV, and print magazines. This review also includes approaches that use *transmedia* strategies, which tell multiple, interconnected stories across complementary communication channels (2, 3), whereas *multimedia* approaches deliver the same story across all platforms.

The review considered a range of evidence, drawing from diverse evaluation designs, types of data, and implementation approaches. Data extraction processes captured key intervention characteristics, including intervention participants, geographic settings, and intervention levels (e.g., individual, interpersonal, community, societal). Intervention designs were analyzed for the application of social and behavior change theories, norm identification, and audience engagement; and implementation strategies were assessed across key themes, including the types of activities, reference groups, intervention duration, unintended consequences, and mechanisms of change. Finally, the review examined evaluation and scaling efforts, including measurement of norms, monitoring, cost-effectiveness, and scalability. Our review did not include an assessment of the quality of interventions' entertainment media components, or a proxy thereof.

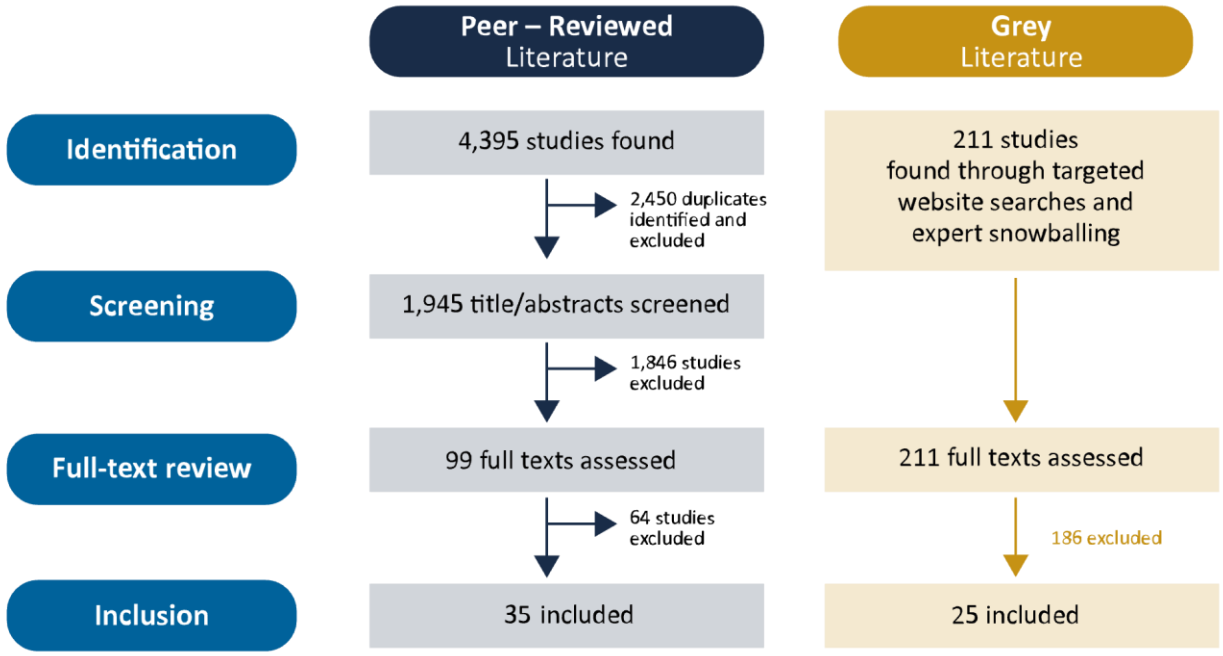


Figure 1. *Flow Chart of Included Literature across 49 Interventions identified for Module 3*

Analysis Approach

Following extraction, the data went through multiple rounds of cleaning and refinement, including verifying data, filling in gaps where possible, and incorporating insights from discussions with the Advisory Board and sensemaking workshop participants. Interventions were the primary unit of analysis, requiring separate datasets to distinguish general studies from intervention-specific evaluations. Initially, data were compiled into a single spreadsheet capturing details from various sources. A second spreadsheet was then created to synthesize evidence at the intervention level, integrating findings across studies and languages to provide a comprehensive view of each intervention. This structured approach enabled the analysis of key research questions, including how entertainment media interventions applied social and behavior change theories, engaged reference groups, and measured norms change. It also supported a holistic assessment of intervention effectiveness and implementation trends, enabling an analysis of the distribution of studies across several measures and the use of these results to generate heat maps.

Presentation and Interpretation of Evidence

As you read on, it is important to note that this analysis draws on available data and is informed by promising practices in social norms programming and entertainment media interventions. The overarching goal of this module is to inform the design and implementation of future programs that use entertainment media to shift social norms, while also identifying areas where improved measurement and evidence are needed. In addition to reporting significant outcome shifts, we examine how programs were conceptualized and designed, what mechanisms of change they leveraged, and whether any unintended consequences emerged. We also review how programs were adapted or scaled, and assess the quality of evaluation methods used. During data analysis, we found several gaps in measurement and limited alignment with promising practices and empirical findings on what works in entertainment media programming. Nonetheless, we present these findings to contribute to the growing evidence base and to highlight areas for future inquiry. To support this, **we organize the findings by phases of the program lifecycle—beginning with conceptualization and design, followed by implementation, adaptation, and scale, and concluding with evaluation methods, sharing heat maps that visualize the strength and distribution of evidence for key questions across outcomes.**

To enhance accessibility, we generated heat maps to illustrate which interventions demonstrate empirical evidence of shifts in norms, attitudes, and/or behaviors in relation to specific questions. While all included interventions met our criteria for norms-shifting initiatives, few directly measured social norms. Given the limited state of norms measurement, we include attitudes in the heat maps as a proxy. We also independently analyzed significant behavioral changes, recognizing their importance, even when not accompanied by shifts in attitudes or explicitly measured norms. The full heat maps are in **Annex 2.**

To generate the heat maps, we reviewed intervention results by outcome area and classified normative, attitudinal, and behavioral outcomes as positive (green), neutral (yellow), negative (red), or unclear (grey). Positive outcomes reflect statistically significant shifts in a desirable direction, and negative outcomes indicate statistically significant shifts in an undesirable direction. Neutral outcomes include quantitative shifts without significance testing, shifts lacking statistical significance, or qualitative findings. Outcomes were classified as unclear when there was insufficient information to determine the effect. If an outcome was not measured, there is no corresponding circle in the heat map. In intervention highlight boxes, we highlight positive results drawn from the identified publications. These are presented as: odds ratios (OR), the likelihood of something happening in one group versus another; coefficients (Coeff), expected change in an outcome associated with a one unit change in a predictor, average treatment effect on the treated (ATT, the average difference the treatment made for the people who actually received it, percentage point differences (PP Diff) the difference in percent between two groups or one group at two time points), and mean differences (Mean Diff) the difference in average outcome between two groups or one group at two time points). Results are accompanied by their associated p-values or the change of observing the produced results if there was no real difference), and 95% confidence intervals (95% CI, the range of values that likely contain the true result). It is important to note that while some interventions did not show positive shifts in the outcomes reviewed, they may have achieved impact in other outcomes—such as maternal and child health—that were outside the scope of this review and therefore not included.

Intervention Scope and Focus

Which contexts? Which outcomes?

Key Learning: The majority of entertainment media interventions have occurred in sub-Saharan Africa; with family planning, gender-based violence, and HIV the most common outcomes addressed.

We identified 49 interventions that met the inclusion criteria for Module 3. **Annex 1** provides a table listing each intervention, its country or countries of implementation, the outcomes addressed, and the adolescent or youth groups engaged. Interventions were implemented between 2000 and 2024, 39 of which were in sub-Saharan Africa and 11 in South Asia **(Figure 2)**.

Sexual and reproductive health—including family planning—was the most common outcome area addressed in entertainment media interventions, followed by gender-based violence, HIV, and child, early, and forced marriage. Only two interventions addressed women's economic empowerment **(Figure 3)**. Most entertainment media interventions engaged adolescents, particularly older adolescents (15–17 years) and young adults (18–24 years). About one-fifth included very young adolescents, while some also engaged older adults, reflecting a broader focus on the reference groups and communities influencing adolescents and youth **(Annex 1)**.

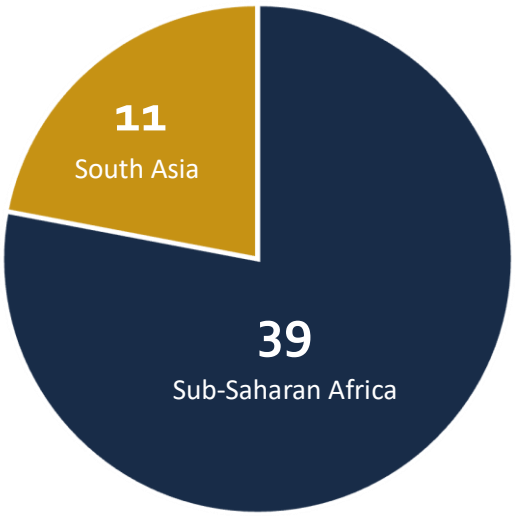


Figure 2. *Geographic Distribution of Interventions*

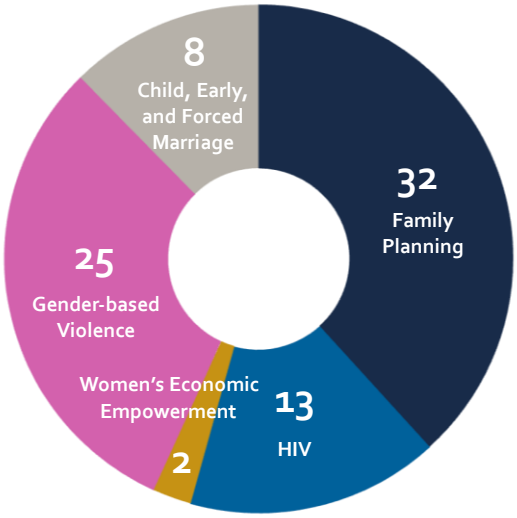


Figure 3. *Outcomes of Entertainment Media Interventions (Categories not mutually exclusive)*

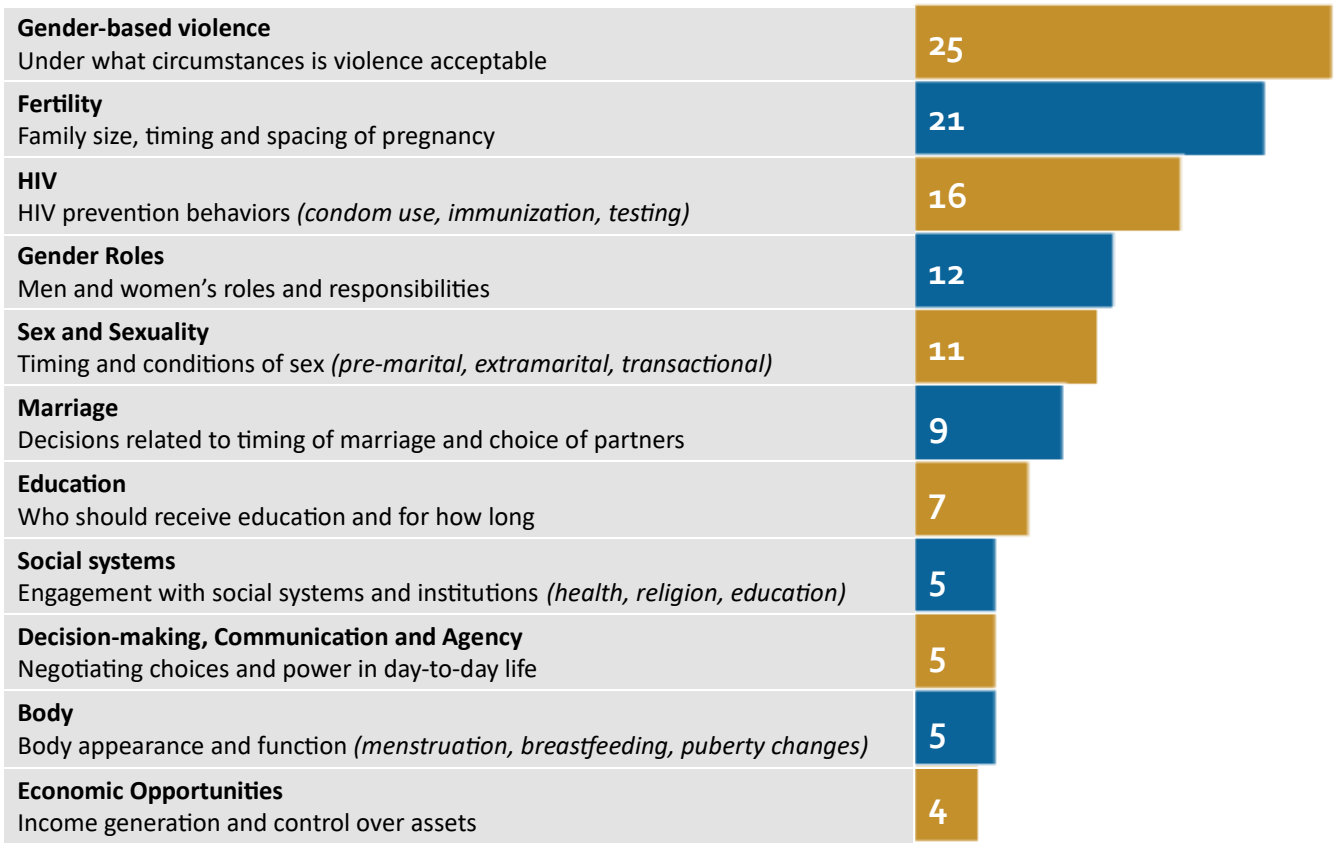
Which norms were addressed?

Key Learning: Entertainment media interventions often take a broad, cross-sectoral approach, addressing multiple overlapping norms.

To understand the breadth of entertainment media interventions, we mapped them across 11 norms categories **(Table 1)**. Entertainment media interventions most often addressed norms related to gender-based violence (n=25) and fertility (n=21), closely aligning with intended outcomes. Interventions focusing on gender-based violence primarily addressed perceptions, acceptability, and justification of violence against women and girls. Those targeting fertility primarily tackled norms related to family planning and contraception.

In contrast, several types of norms were rarely, if ever, addressed. None focused on HPV-related norms, only four targeted norms related to economic empowerment, and five centered on norms related to body, decision-making/agency, and social systems. **Finally, 35 interventions addressed norms across multiple categories, which reflects the importance of applying a holistic lens when identifying and prioritizing norms**. The most common overlap occurred between interventions addressing HIV and fertility-related norms, which is unsurprising given the relevance of condom use across categories. Conversely, interventions targeting gender-based violence-related norms were less likely to address multiple norms.

Table 1. *Distribution of Entertainment Media Interventions (n=49) Across Norms Categories*



Note*: Categories are not mutually exclusive.*

Intervention Design

The ability of interventions to successfully shift norms begins with thoughtful program design. Integrating theory into both the design and evaluation phases is critical for developing effective interventions. During the design phase, theory helps practitioners formulate informed hypotheses about how an intervention will influence desired outcomes. Conceptual tools, particularly theories of change, link program activities to specific goals and guide the development of appropriate success metrics. This section explores how programs were designed, including the role of theory, the use of formative research to identify normative priorities, and involvement of key stakeholders in the design process. The findings point to opportunities for strengthening the foundational elements of entertainment media interventions to more effectively support normative change.

How was theory used in intervention and evaluation design?

Key Learning: Many entertainment media interventions lack theoretical grounding; those that do often use established social and behavior change theory.

Best practices in social and behavior change intervention design suggest that interventions informed by theory are more likely to succeed and show measurable results. Theoretical approaches help define the pathway from activities to outcomes and provide an explanation for how and why change is expected to occur. However, among the 49 interventions reviewed, one-third (n=17) did not reference use of theory in their design, and two-thirds (n=30) did not specify its use in evaluation. Those that did employ theory in intervention design used established social and behavior change theories (n=14), theories of change or conceptual frameworks (n=9), or a mix of both (n=10)[1]. Regarding the use of theory in evaluation design, social behavior change theory (n=10), theories of change or conceptual frameworks (n=7) were most common.

FEATURED INTERVENTION

Impano n'Inpamba, developed by the Population Media Center (4), was a 104-episode radio drama that used a blended behavior change model, drawing from the Transtheoretical Model (Stages of Change), the I-Change Model (or Integrated Model), and the Extended Parallel Process Model. This approach provided a comprehensive understanding of the factors influencing family planning, and the prevention of HIV and gender-based violence. It used role modeling to demonstrate the

[1] Behavioral theories explain the factors that influence human behavior, while theories of change outline the specific steps through which an intervention is expected to achieve desired outcomes.

psychological processes—such as the steps required before taking action, external influences on intention, the link between intention and behavior, and the barriers that can prevent intentions from leading to action. The show's narrative approach helped listeners form emotional connections with the characters, enhancing its effectiveness.

RESULTS SNAPSHOT

- A significantly higher percentage of listeners (51%) than non-listeners (41%) perceived that women used family planning (p-value < 0.01)
- Among contraceptive users, 76% of listeners versus 65% of non-listeners perceived that contraceptive use was socially acceptable (p-value < 0.05)

How were norms identified and 'diagnosed'?

Key Learning: The use of formative research to diagnose norms is rare among entertainment media interventions.

Conducting formative research to identify social norms during intervention design ensures that entertainment media interventions address the most relevant and influential norms shaping audience behaviors. Without this foundation, interventions risk targeting surface-level attitudes rather than the deeply embedded norms that drive social change. However, **despite its importance, only 10 of the 49 entertainment media interventions used formative research to identify norms and inform intervention design and implementation strategies, highlighting a significant gap**. Strengthening this aspect of intervention development can enhance effectiveness by ensuring the content resonates with local communities, is strategically implemented, and is more likely to drive meaningful shifts in norms and behaviors.

Interventions that used formative research typically began with a literature review or desk research to build a foundational understanding. This was followed by qualitative methods (n=3), such as focus group discussions and in-depth interviews, to test assumptions and explore social norms, or participatory approaches and ethnographic methods, using activities like a problem tree analysis and life journey mapping, to better understand community challenges and norms shaping outcomes. For example, Breakthrough Trust's Early Marriage Campaign conducted formative research that was comprised of problem tree analysis, institutional mapping, and life journey mapping to examine social norms and reference groups. Other formative research approaches included network mapping or analysis to assess the breadth of norms and key reference groups influencing outcomes, and other quantitative survey methods.

FEATURED INTERVENTION

Tékponon Jikuagou, a project implemented in Benin by the Institute of Reproductive Health at Georgetown University in collaboration with CARE International and Plan International (5), conducted extensive formative research to understand social norms related to family planning and how sexual and reproductive health behaviors were influenced by social networks in the planned

intervention sites. The formative research included ethnography, a social network census, and in-depth interviews in two regions of Mali. The intervention site had to be moved from Mali to a similar cultural setting in Benin due to the 2012 coup d'état. This prompted a rapid qualitative assessment consisting of key informant interviews and focus group discussions, to refine the intervention to align with the normative environment in Benin and inform implementation strategies that would be successful for broad audience engagement. The final intervention approach included participatory activities, reflective community dialogue, community engagement, and radio to achieve positive results.

RESULTS SNAPSHOT

- Male radio listeners were 4.5 times more likely than non-listeners to perceive that others in their social network used family planning (OR: 4.5, 95% CI not reported)
- Following scale-up, women who listened to the radio were 6.7 times more likely than non-listeners to use contraception or have their family planning needs met (95% CI: 4.7–9.6 and 4.6–9.6, respectively).

How were community members and adolescents engaged in design?

Key Learning: While interventions are more likely to engage community members than adolescents, overall involvement remains limited.

Engaging stakeholders throughout an intervention can enhance both relevance and sustainability—two critical components of success. **However, few entertainment media interventions actively involved community members or adolescents in design (n=11 and n=3, respectively), implementation (n=9 and n=3, respectively), or monitoring (n=3 and n=0, respectively) (Table 2)**. Among the outcomes, interventions focused on family planning and gender-based violence were the most likely to engage stakeholders, followed by those addressing child, early, and forced marriage. Looking ahead, there is a clear opportunity for entertainment media interventions to strengthen and expand the engagement of key actors throughout the program life cycle. Applying this best practice can help root media content and related components in local contexts, increase acceptability, and ultimately support the achievement of intended outcomes.

Table 2. *Actors Engaged in Entertainment Media Interventions Across Health Outcomes*

Engagement	Family Planning (N=32)	HIV (N=13)	Women's Economic Empowerment (N=2)	Gender-based Violence (N=24)	Child, Early, and Forced Marriage (N=8)	Total (N=49)
Community Members						
Intervention Design	4	2	0	4	1	11

Engagement	Family Planning (N=32)	HIV (N=13)	Women's Economic Empowerment (N=2)	Gender-based Violence (N=24)	Child, Early, and Forced Marriage (N=8)	Total (N=49)
Implementation	4	0	0	4	1	9
Monitoring	1	0	0	2	0	3
Adolescents						
Intervention Design	2	0	0	1	0	3
Implementation	1	0	0	0	2	3
Monitoring	0	0	0	0	0	0



FEATURED INTERVENTION

MTV Shuga aimed to raise awareness of sexual violence, shift attitudes, and promote behavior change through compelling storytelling. The content and scripts for both the radio and television components were developed in collaboration with adolescents through participatory workshops. These workshops helped ensure authenticity in language and cultural relevance by grounding the storylines in the local context of the intervention setting.

RESULTS SNAPSHOT

In Nigeria, victim-blaming attitudes decreased significantly among men and women viewers:

- Women (ATT: -32.0) and men (ATT: -25.3) who viewed the program were significantly less likely to believe that drunk women are responsible for being raped, compared to how likely they would have been to hold that belief without program exposure (p-value < 0.001 and p-value = 0.003, respectively)
- Women (ATT: -36.6) and men (ATT: -31.8) who viewed the program were significantly less likely to believe that women wearing revealing clothing are "asking" to be raped than they would have been without exposure to the program (p-value < 0.001 for both women and men)

Intervention Implementation

Our review found limited empirical evidence linking the duration of exposure and the mode of delivery of entertainment media interventions to their effectiveness, suggesting that success depends on tailored, context-specific approaches rather than one-size-fits-all models. For instance, the evidence does not support the assumption that longer implementation periods are more effective in shifting norms. While these weak associations may reflect measurement limitations, they also underscore the difficulty of making broad generalizations given the diversity of outcomes, target populations, sectors, and media formats.

What 'mechanisms' of norms change emerged?

Key Learning: Positive shifts in social norms, attitudes, and behaviors are most likely when interventions make norms visible, prompting critical reflection.

Five mechanisms of change have been identified as key to the success of norms-shifting interventions, offering pathways through which norms can shift and evolve to produce positive, sustained outcomes. The majority of reviewed interventions (n=37) incorporated multiple mechanisms of change into the design, suggesting this is an emerging best practice among program implementers. Notably, **14 of the interventions employed either four or five distinct mechanisms**.

Reviewed interventions were particularly effective at diffusing new ideas to broad audiences (n=47) and shifting outcomes through community engagement rather than targeting individuals (n=31), often by involving reference groups across multiple levels of the socio-ecological system. These two mechanisms contributed to positive shifts in social norms, attitudes, and behaviors across all five health and livelihood outcomes. However, the number of interventions with neutral outcomes is also noteworthy **(Figure 4)**. Positive change was most likely when interventions made norms visible and

NORMS-SHIFTING MECHANISMS OF CHANGE

Engaging communities or individuals in planning and implementing norms-shifting strategies helps interventions understand context-specific norms and the factors that sustain them. Entertainment media interventions achieve this by creating partnerships between production teams and individuals to ensure authentic and respectful stories.

Seeking community rather than individual level change occurs when interventions engage reference groups or people at multiple levels of the socio-ecological system.

Making norms visible and catalyzing reflection occurs through small group dialogue and reflection, correcting misconceptions about harmful behaviors, confronting power imbalances, or finding opportunities to form new norms.

Diffusing new ideas occurs when interventions deploy strategies to spread new ideas beyond those directly reached, communicate positive new norms, model positive behaviors, demonstrate how people are changing or employ public commitments.

Supporting the change process occurs when interventions address structural factors, foster networks, movement and community action, or aim to increase rewards for positive norms and reduce sanctions.

catalyzed reflection through small group dialogue—challenging misconceptions, confronting power imbalances, and identifying opportunities to establish new norms. When disaggregated by outcome, few clear patterns emerged for interventions addressing child, early, and forced marriage, gender-based violence, and women's economic empowerment. In contrast, interventions addressing sexual and reproductive health (HIV and family planning) were most successful when they combined community engagement, reflective dialogue, and structural support—such as building networks, fostering movements, promoting community action, and incentivizing positive norms while reducing social sanctions.

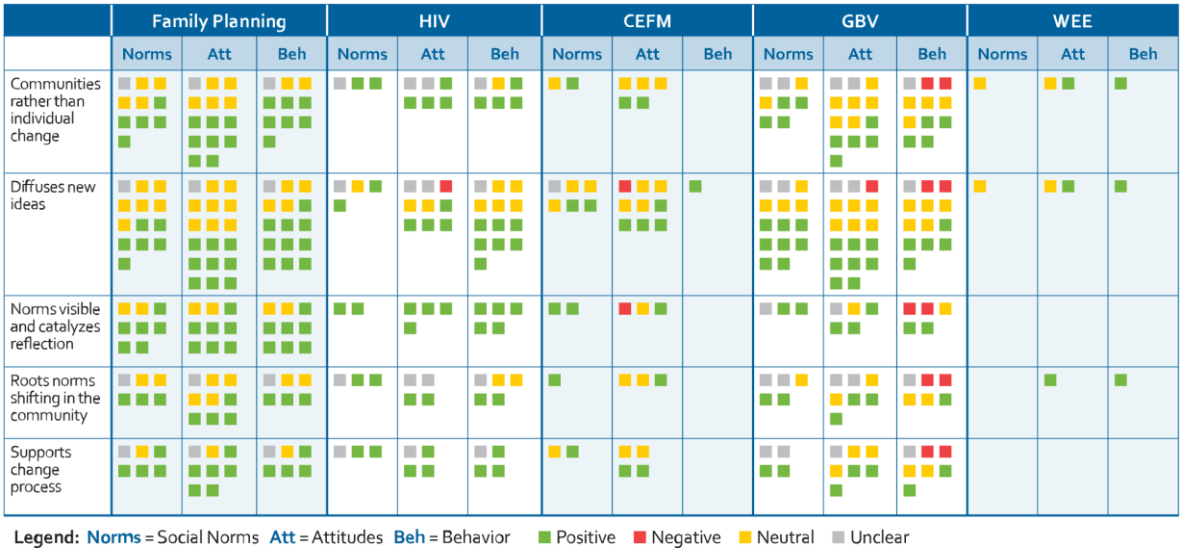


Figure 2. *Norms-shifting Mechanisms by Entertainment Media Intervention Outcomes (N=49) (Categories not mutually exclusive)*

FEATURED INTERVENTION

Let Us Protect Our Future (6), was implemented in a setting where limited access to electricity posed a barrier to many media-based approaches. As a result, the intervention used comic workbooks to disseminate HIV-related information among school-aged children. The intervention incorporated what adolescents learned from the workbooks into interactive activities, games, role-playing, and small group discussions. Additionally, the intervention aimed to shift community-level norms through take-home assignments that encouraged parent participation. Each intervention component was rooted in the community context, developed through formative research, involving both adolescents and other community members.

RESULTS SNAPSHOT

- Participation in the program was associated with significantly lower odds of having unprotected vaginal intercourse (OR: 0.42; 95% CI: 0.22, 0.84; p-value = 0.013)
- Participants in the intervention showed a significantly greater increase in the perception that parents approve of condom use, relative to non-participants (Mean Diff: 0.45; 95% CI: 0.22, 0.67; p-value < 0.001)

How long were the interventions implemented?

Key Learning: Both long- and short-term engagement can shift norms.

Choosing the right intervention duration is critical for effectively engaging audiences and reinforcing key messages. While long-term engagement is often assumed to be necessary, our review suggests this is not always the case **(Figure 5)**. Longer interventions (three years or more) were more likely to yield positive shifts in norms, attitudes, and behaviors, but some very short interventions (less than one year)—particularly those focused on child, early, and forced marriage and family planning—also produced positive outcomes. Longer interventions were more common before 2020, while shorter ones appeared more recently, possibly reflecting a growing capacity to achieve results more quickly. However, a few short-duration, HIV-focused interventions were associated with adverse attitudinal and behavioral outcomes, highlighting the importance of monitoring for unintended consequences. A critical gap remains in understanding the relationship between duration and effectiveness, as 11 interventions did not report implementation timelines—underscoring the need for more comprehensive documentation in future research.

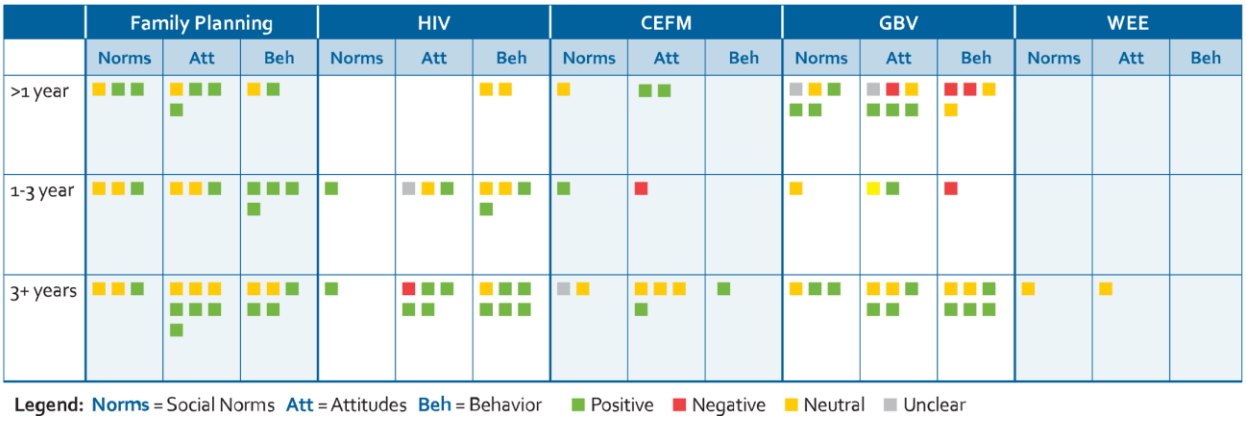


Figure 3. *Heat Map of Entertainment Media Intervention Duration*

FEATURED INTERVENTIONS

Confiance Totale (7), implemented by The Center for Communication Programs in Togo, was a successful radio intervention lasting less than a year. It featured nine 45-second public service announcements broadcast in French and two national languages on seven radio stations. These messages were broadcast 15 times daily between 5:50 a.m. and 10:00 p.m., focusing on access to family planning. The intervention's success was driven by its emphasis on intensity, high exposure, and storytelling approach.

RESULTS SNAPSHOT

- Individuals exposed to the *Confiance Totale* public service announcements had significantly higher odds of holding positive norms toward family planning compared to those unexposed (OR: 1.68; p-value < 0.001)

- Individuals who heard the announcements were significantly more likely to have discussed family planning with their partners in the past month (OR: 1.45; p-value < 0.001), to have positive attitudes toward family planning (Coefficient: 0.45; p-value < 0.001), and to report greater reproductive autonomy (Coefficient: 0.75; p-value < 0.001)

Nigerian Urban Reproductive Health Initiative, implemented by The Center for Communication Programs (8), is an example of a longer intervention (six years). This multimedia intervention included a weekly 30-minute radio magazine with interactive call-in "ask the expert" segments, tailored to each implementation site. The broadcasts provided information on contraception and featured skits modeling positive family planning conversations between couples and with providers. The intervention also included radio listening groups with follow-up discussions, television spots, print materials (e.g., posters, umbrellas, flyers, and T-shirts), and social mobilization activities.

RESULTS SNAPSHOT

- Exposure to the initiative resulted in significant increases in perceived peer support for family planning between baseline and midterm, with effects increasing by exposure level: 17.9 percentage points (low), 22.2 (medium), and 26.7 (high) (p-value < 0.001 for all).
- From baseline to midline, there was a 9.4 percentage point increase in the proportion of listeners who believed that many of their friends were using family planning (p-value < 0.001)

Which intervention strategies were used? Standalone or multichannel?

Key Learning: The ability of entertainment media interventions to positively shift norms is influenced by factors beyond the number of media channels employed.



HOW TO INTERACT WITH TARGET AUDIENCES

The most effective interactive components do more than engage individuals—they encourage creativity and exploration of new ideas.

Virtual engagement:

- Radio call-in shows (sharing opinions or "ask the expert" segments)
- Social media interaction (comments on posts or participation in discussion groups)

In-person engagement:

- Listening/viewing clubs to facilitate dialogue
- Community dialogues
- Community outreach efforts

Depending on the desired outcomes and reach, a multimedia or standalone media approach may be more advantageous. Multimedia approaches, which use multiple channels, can enhance engagement and understanding but tend to be more expensive and complex. Standalone approaches, on the other hand, offer flexibility and scalability, though they provide fewer opportunities for content interaction. **Of the reviewed interventions, 21 employed standalone approaches and 29 utilized multimedia.** Among those targeting child, early, and forced marriage, only multimedia interventions positively shifted norms, attitudes, or behaviors **(Figure 6)**. Attitudes were also more likely to shift positively when gender-based violence and HIV-related interventions used multimedia approaches. However, family planning-related interventions using

standalone approaches showed somewhat more success. These trends suggest that both standalone and multimedia approaches can be effective.

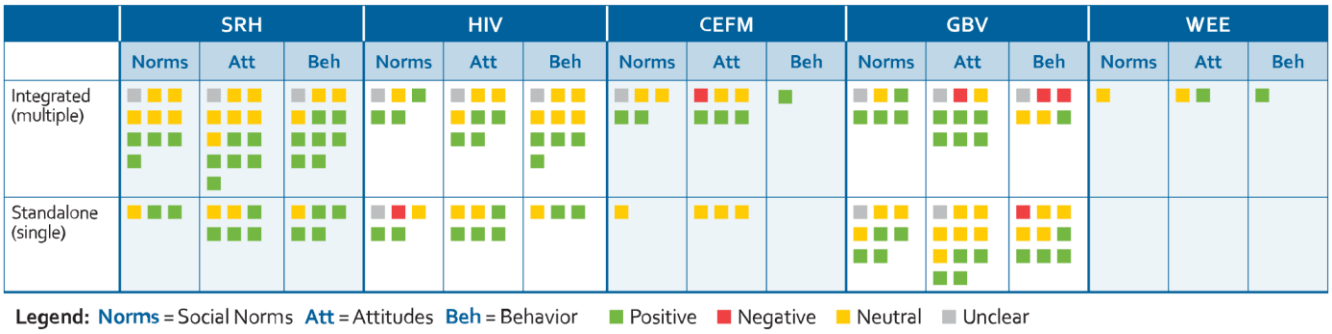


Figure 4. *Heat Map of Standalone and Multimedia Entertainment Media Interventions*

Each media format plays a distinct role in reaching an intervention's target audience with new ideas and information. Television and radio can reach broad audiences, including those without access to other platforms. Social media also has a wide reach and the added advantage interactive engagement. This is likely why these three formats represent the most widely used mediums among entertainment media interventions (television n=16, radio n=32, and social media n=17) **(Figure 7)**. Digital and print media, also commonly used (n=8 and n=12, respectively), reinforce key messages by providing supplementary information.

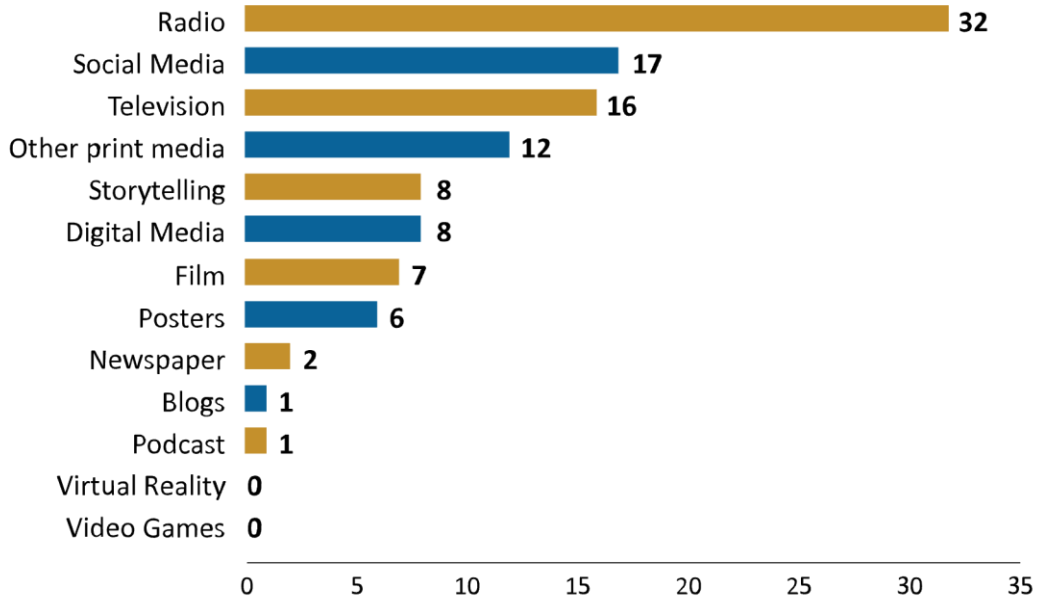


Figure 5. *Channels Used in Entertainment Media Interventions (n=49)*
(Categories not mutually exclusive)

How did interventions utilize interactive components?

Key Learning: In-person engagement shifts norms across outcomes, while virtual components have also proven effective in specific areas such as gender-based violence and family planning.

Interventions that meaningfully engage audiences—beyond passive content exposure—create additional opportunities to reinforce communication objectives, spark dialogue, and foster critical reflection. In entertainment media interventions, virtual strategies included radio call-in shows, "ask the expert" segments, and social media interactions through comments, interactive posts, and discussion groups. Some also featured user-generated content, such as participant-filmed videos, interactive comic workbooks, and personal diaries. Interventions targeting child, early, and forced marriage, gender-based violence, and HIV were particularly effective at shifting social norms and attitudes when they included virtual engagement **(Figure 8)**. However, virtual components alone were less successful in prompting behavior change, particularly in gender-based violence interventions, and occasionally produced negative outcomes. In contrast, interventions with in-person components—such as listening and viewing clubs, facilitated community discussions, and direct outreach—were more successful in fostering positive shifts in norms, attitudes, and behaviors. Though limited, some evidence suggests that women's economic empowerment interventions using in-person formats have greater impact than those relying on virtual methods. However, the absence of a clear trend suggests that future entertainment media interventions should focus on interactive components that encourage active participation to maximize impact.

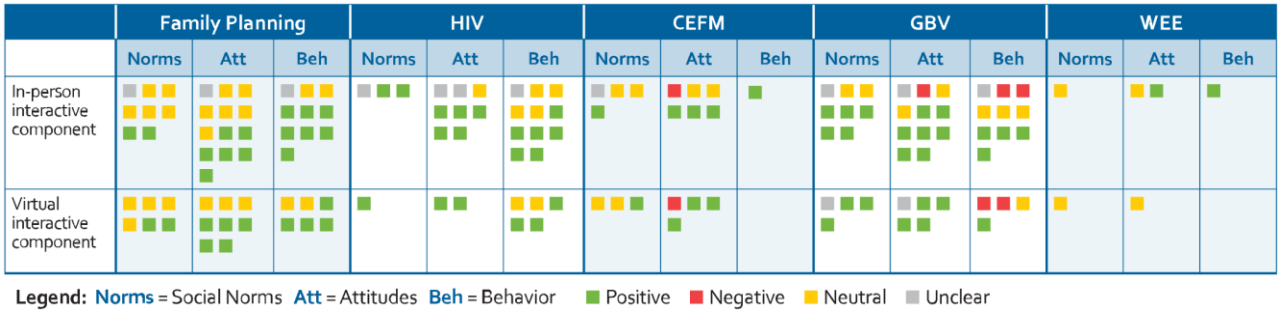


Figure 6. *Heat Map of Entertainment Media Audience Interaction by Outcome (n=49) (Categories not mutually exclusive)*

While many reviewed interventions included user engagement, only a few (n=5) leveraged this opportunity to co-create content—representing a key limitation for norms-shifting entertainment media. **Integrating participatory approaches in design, pre-testing, and implementation, along with feedback loops, helps ensure content reflects community needs. Future initiatives would benefit from expanding user-generated content and fostering interactive engagement to enhance relevance and impact.**

FEATURED INTERVENTIONS

Tchova Tchova Historias de Vida: Dialogos Comunitarios (Push Forward Life Stories: Community Dialogues), implemented in Mozambique by the Center for Communication Programs, was designed to foster social norms to support HIV prevention via community dialogues and a radio magazine. The community dialogues utilized nine video and written profiles of real Mozambican trendsetters to catalyze group discussion. The trendsetters shared stories of how they overcame challenges related to, for example, traditional gender roles, gender-based violence, and alcohol abuse to make positive changes in their lives and to engage in HIV treatment and prevention. The videos were shown during interactive community sessions, followed by dialogue led by trained facilitators. The radio component of the intervention included 34 segments, each lasting 12 minutes. Each segment included a component where listeners could call in to participate in a 'debate' style format on the stories and content, as well as ask questions of specialists.

RESULTS SNAPSHOT

- Participation in the sessions was associated with significantly lower levels of HIV-related stigma compared to non-participation (OR: 2.88; p-value < 0.001)
- Participants were significantly more likely to have communicated with their partner about HIV compared to non-participants (Coeff: 0.19; p-value <0.001)

Change Starts at Home (Change) was a nine-month social and behavior change strategy implemented in the Nawalparasi, Kapilvastu, and Chitwan districts of Nepal. The intervention included weekly radio broadcasts, guided discussions, and group and home-based activities designed to catalyze reflection on existing social norms and gender roles that contribute to intimate partner violence. The community, especially leaders, women's rights activists, and those working in the field of gender-based violence, were involved in the iterative design of the intervention, shaping both the radio content and curriculum. The content was pre-tested with local community members, and feedback from radio listeners was gathered through interactive voice responses after each broadcast, helping to guide the ongoing development of the radio intervention.

RESULTS SNAPSHOT

- Increased information-sharing within intervention communities led to significantly lower acceptance of gender-based violence (Coeff: 0.11; p-value < 0.05)

Who were the reference groups engaged in interventions, and what impact did their participation have on outcomes?

Key Learning: Although trends are limited, gender-based violence interventions tend to show greater positive shifts in norms when they engage family and community members, whereas those focused on family planning benefit from involving health workers.

Involving reference group members is crucial for driving meaningful change, as they play a critical role in shaping norms and behaviors. However, our analysis revealed only a few clear trends regarding which groups are most effective across outcomes **(Figure 9)**. Engaging community and religious leaders appears to positively impact attitudes and behaviors in interventions addressing gender-based violence, HIV, and family planning. Notably, family planning interventions saw greater success when health workers were involved, compared to other reference groups. Conversely, adverse outcomes were observed only when interventions engaged community members, peers, family, or teachers—highlighting the need for careful design of engagement activities to avoid unintended consequences.

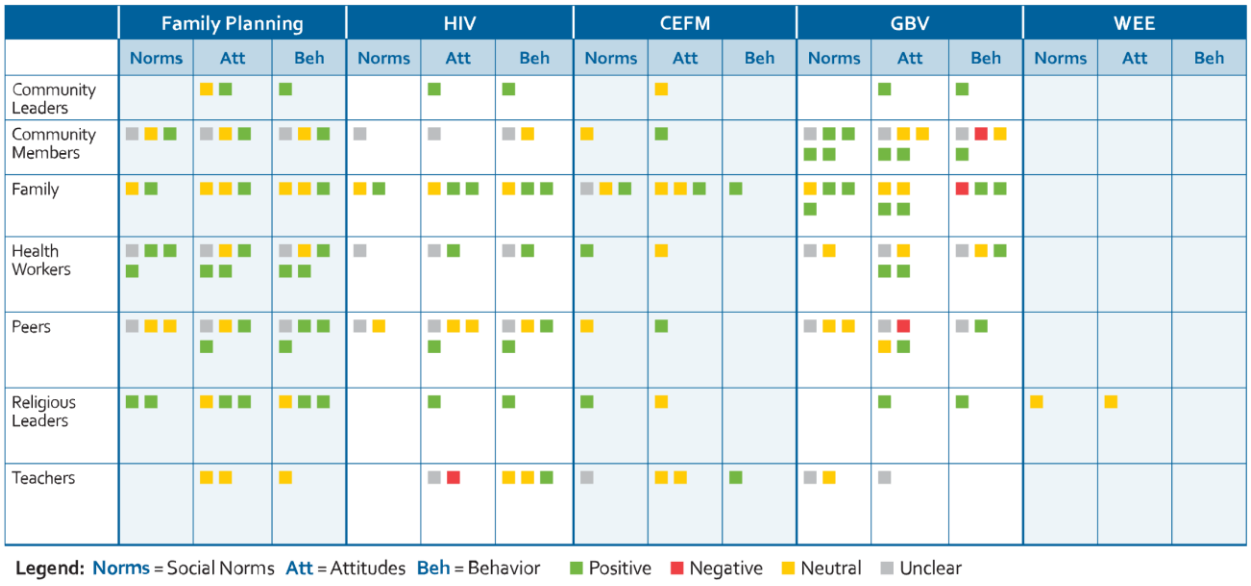


Figure 7. *Reference Groups by Outcome (n=49) (Categories not mutually exclusive)*

FEATURED INTERVENTION

Safe Love Campaign (9), implemented by the Communications Support for Health Project in Zambia, used both in-person and virtual outreach strategies. In-person engagement included community activities like small group discussions, one-on-one conversations, Safe Love Clubs, and radio listening clubs. The campaign also maintained an active Facebook page for broader community discussions. Both approaches helped facilitate dialogue about key campaign themes between adolescent girls and young women, young boys and men, and their broader social networks. Those who listened to the campaign had an increase in recent and consistent condom use. Additionally, listeners in rural areas who had not been tested for HIV in the last six months had an increase in intentions to get tested.

RESULTS SNAPSHOT

- Participants were significantly more likely than non-participants to hold positive injunctive norms regarding condom use with casual partners (PP Diff: 7.60; p-value < 0. 05)
- Women who participated in the program were significantly more likely than non-participants to agree that they could ask their spouse or partner to use a condom if they wanted to (PP Diff: 9.83; p-value < 0.05)

What unintended consequences were observed?

Key Learning: Pairing content with audience engagement strategies and safeguards that promote reflection and dialogue supports monitoring for unintended consequences and informed planning.

Several interventions reported unintended or adverse outcomes, primarily in two areas: the reinforcement of existing norms and harmful consequences. Some interventions included strategies to mitigate these risks; reviewing their approaches provides valuable insights for preventing similar issues in future efforts. These findings highlight the need for continuous monitoring of unintended consequences throughout implementation.

Reinforcement of gender inequitable norms

Some interventions unintentionally reinforced gender inequitable norms, particularly on social media platforms, where direct audience engagement was limited. Efforts to spotlight harmful norms often backfired, with some audiences responding defensively and reinforcing rather than challenging these norms. For example, *Everyday Heroes* in Uganda posted content critiquing norms related to corporal punishment, but some viewers responded defensively, ultimately reinforcing those norms. A similar pattern arose in the *Learning Initiative on Norms, Exploitation and Abuse,* where male participants with moderate exposure were more likely to reinforce inequitable norms, while those with high exposure showed positive normative shifts.

Adverse intervention effects

Some interventions reported unexpected adverse effects. For instance, exposure to C'est La Vie! in Senegal was associated with increased reports of emotional and sexual intimate partner violence, despite improved attitudes toward gender equality. This may reflect reduced stigma and increased awareness, leading to greater recognition and reporting. Additionally, interventions featuring gradual character transformations must ensure sustained audience engagement; otherwise, viewers may miss this progression and interpret inequitable behaviors as positive.



PLANNING TO PREVENT NEGATIVE CONSEQUENCES AND IDENTIFY POSITIVE UNINTENDED EFFECTS

Incorporate effective monitoring systems to mitigate and avoid negative unintended consequences and improve understanding of positive ones:

- Incorporate audience feedback
- Provide support mechanisms

Design messaging to minimize harm and maximize positive impact to mitigate the risk of participant disengagement before witnessing character transformation:

- Incorporate completion incentives
- Sustain engagement by layering storylines to keep audiences curious about what happens next

Mitigating unintended and adverse consequences

Some interventions took proactive steps to prevent and mitigate unintended consequences by focusing on promoting positive norms rather than amplifying harmful ones. Social media-based efforts were sometimes paired with structured, in-person discussions to foster constructive dialogue. Although no specific cases of harm were reported, several interventions addressing sensitive issues (child, early, forced marriage, sexual violence, and HIV) implemented safeguards to avoid psychological distress. These included piloting abridged versions to assess acceptability and detect potential harms, and using content warnings to allow audiences to prepare for or opt out of emotionally intense material. However, the limited discussion in the literature on mitigating unintended consequences remains a missed opportunity for strengthening intervention and evaluation design.

Intervention Scale Up, Adaptation, and Cost

While many entertainment media interventions achieve a wide reach, their longevity, expansion or replication beyond the initial pilot is not guaranteed. This section explores scale-up, since designing with scale in mind is essential to maximizing future reach, impact, sustainability, equity, inclusion, and the return on investment in media development.

How was scalability assessed?

Key Learning: Scalability receives little attention in the evidence on entertainment media, possibly because broad reach alone is assumed to be sufficient – overlooking the feasibility of expansion or institutionalization.

Scalability is a fundamental consideration that should be addressed in the design phase and revisited throughout implementation and evaluation to inform future efforts. Defined as the ease or difficulty of expanding and institutionalizing an intervention, scalability can be strengthened by understanding the contextual factors that shape implementation and by assessing how stakeholders and audiences engage with and respond to the intervention (5). Overall, scalability received limited attention in the available evidence. For interventions that did explore this, **scalability was assessed via a variety of sources, including monitoring data (n=5), targeted surveys and studies (n=4), evaluation data (n=4), costing data (n=3), community feedback (n=2), and staff recommendations (n=1) (Figure 10)**.

KEY TERMS

Scale-Up: "Deliberate efforts to increase the impact of innovations successfully tested in pilot or experimental projects so as to benefit more people and to foster policy and program development on a lasting basis" (10).

Scalability: "The ease or difficulty of expanding and institutionalizing an innovation. Scalability can be enhanced by using what is known about the factors that ensure success to shape the scaling-up strategy" (11).

Cost-Effectiveness: The ability of an intervention to offer the greatest health gain or impact to the population dependent upon available monetary resources.

A key aspect of scalability is determining whether an intervention's effectiveness justifies further investment. However, assessing the effectiveness of entertainment media interventions can be challenging due to unintentional spillover between intervention and control communities. To address this, conducting methodologically sound evaluations are essential. For example, the *Gender Roles, Equality and Transformation* intervention mitigated spillover by using pre- and post-tests with the same participants to evaluate its radio component, rather than comparing separate intervention and control groups.

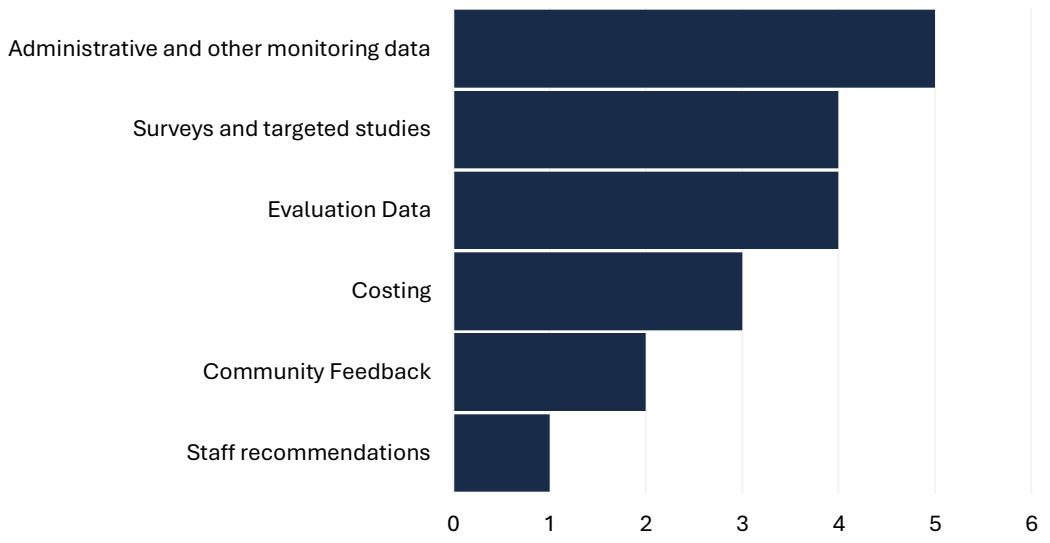


Figure 8. *Data Used to Assess the Scalability of Five Pilot Entertainment Media Interventions*

How did interventions use entertainment media in their scaling, adaptation, or replication efforts?

Key Learning: While few entertainment media interventions are being scaled up, replicated, and adapted, those that are use media like radio, social media, television, storytelling and film to reach a broader audience.

Scale-up, replication, and adaptation aim to expand interventions to new audiences and settings, fostering widespread and lasting change. Interventions use entertainment media to support this effort and reach larger, more diverse, and hard-to-reach populations, while also enables local adaptations that maintain the intervention's core intent.

Scale-Up

Of the reviewed entertainment media interventions, four were scaled to reach a larger audience, only two of which also assessed scalability. While the types of media varied (radio n=2; social media n=1; storytelling n=1; film n=2), they were considered core components for expanding reach and facilitating positive shifts in norms, attitudes, and behaviors **(Figure 11)**. For example, successful behavior change was achieved by using radio to create an enabling environment in conjunction with other intervention components. However, for some interventions, barriers to scaling included expanding the scope too broadly, which made it challenging to effectively adapt and deliver the media in a way that resonated with each community's unique context.

Adaptation

The process of adaptation modifies an intervention to suit a new context while maintaining its core components and intended outcomes. This is crucial when cultural, infrastructural, resource, or policy differences could influence effectiveness. Adapting an intervention is especially valuable when implementing it as originally designed is not feasible due to contextual constraints, costs, or other factors. Of the reviewed interventions, three were adapted, and used either radio (n=2), social media (n=1), and/or television (n=1) to share messages **(Figure 11)**. Each intervention successfully shifted attitudes by strategically adapting messages and content to maintain effectiveness across different settings. For example, television and radio episodes were adapted for other countries or to address new topics, while drawing on the successes of previous iterations.

Replication

Two of the reviewed interventions were examples of replication, implemented in new settings without significant modifications to core components, aiming to preserve fidelity and maintain proven effects. These replicated interventions included radio (n=1), social media (n=1), television (n=1), and film (n=1) **(Figure 11).** While neither led to measurable changes in norms or attitudes, both influenced behavior. One of these interventions was linked to a negative shift in behavior, while the other showed positive changes. This highlights the importance of understanding how evolving contexts can shape outcomes and the need to adapt interventions rather than replicate them without modification.

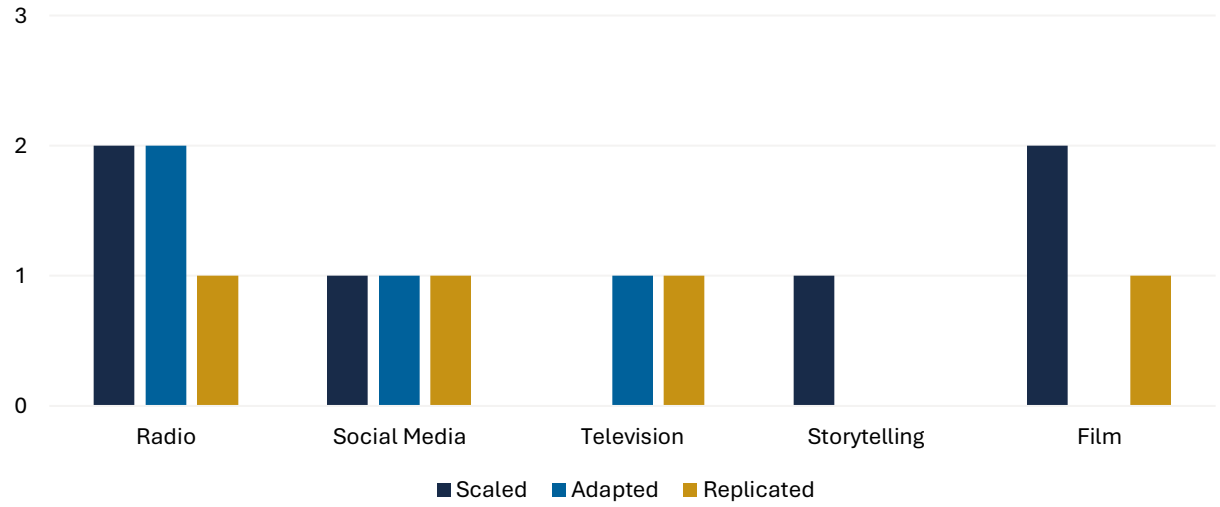


Figure 9. *How Media Was Used in the Scale-Up, Adaptation, and Replication Efforts of Nine Entertainment Media Interventions (Categories not mutually exclusive)*

What cost data was available?

Key Learning: More interventions need to collect costing information using standardized measures.

While costing information is essential for assessing an intervention's scalability, cost analyses were limited among the reviewed entertainment media interventions. The lack of standardized measures further hindered meaningful comparisons across interventions. Among those that did report costing data, the most common approach was calculating unit costs (e.g., cost per listener) **(Table 3)**. Only two interventions included cost-benefit analyses, and just one reported cost-effectiveness. This lack of data significantly limits our ability to determine whether an intervention's benefits justify its investment or how efficiently it can achieve outcomes given available resources.

Table 3. *Costing of Entertainment Media Interventions*

Intervention	Approach	Unit Analyzed	Cost Per Unit
Community Radio Intervention	Costing	Regular Weekly Listener Combined; by series	$3.94 *Kwishilya:* $3.12; and *Sinalamba:* $13.00
Impano	Costing	Loyal Listener	$1.80
Merci Mon Héros	Costing	Reach; Engagement; and Video View	Reach: $0.14 Engagement: $1.12 Views: $3.75
No Name 3	Costing	Additional Contraceptive User in Pilot; Estimated Cost per Additional User at Scale-up	Pilot: $85 Scale-Up: *$15.30*
RISE II	Cost-Benefit	Financial Analysis; Economic Analysis; Stakeholder Analysis; Gender Equity and Social Inclusion Analysis	Financial Analysis: *Mixed positive financial results depending on setting and product* Economic Analysis: *Ability of financial returns to offset intervention cost differs by setting* Stakeholder Analysis: *Mixed impact on government's fiscal position based on setting* Gender Equity and Social Inclusion Analysis: *Women's share of net losses varies by setting;* *Youth's share of net losses varies by setting*
SASA!	Costing and Cost Effectiveness	Cost Per Activist and Cost Per Person Reached; *Total Cost*	$389 per Activist and $21 per Person *$138,598 total cost*
Shujaaz	Cost-Benefit	Monetized benefit over the lifetime of the study cohort; Return on Investment, Total and by Outcome	Total: $439,707,318 over cohort lifetime; 24:1 ROI More Safe Sex: *$132,000,000; 7:1 ROI* More Money: *$289,273,686; 16:1 ROI* Better Education: *$18,433,632; 1:1 ROI*
Tékponon Jikuagou	Costing	Community, by year	$4,093

FEATURED INTERVENTION

Rise II, implemented by Breakthrough Action in Niger, was an integrated social and behavior change intervention focused on improving family planning, maternal and child health, nutrition, and WASH. The intervention used radio to amplify health messaging and extend its reach. As part of its cost-benefit analysis, *Rise II* conducted financial, economic, stakeholder, gender equity and social inclusion analyses comparing results across two implementation regions. Findings revealed regional variation in benefits, including financial returns and the distribution of net losses among women and youth. These insights are especially valuable for those considering the replication, adaptation, or scale-up of *Rise II*.

RESULTS SNAPSHOT

- Women who participated in *Rise II* were significantly less likely to perceive that their neighbors married their daughters as soon as they reached puberty (PP Diff: 6.6; p-value = 0.01), and significantly less likely to believe that their neighbors approved of marrying off girls at puberty (PP Diff: 7.7; p-value < 0.001)

Intervention Monitoring and Evaluation

Evaluation of entertainment media interventions has become more rigorous, with many studies employing strong designs and integrating qualitative methods to capture both outcomes and context. However, critical gaps remain. Many evaluations lack clear descriptions of how norms were measured, limiting comparability and confidence in results. Additionally, while some mention monitoring or adaptive management, few document how these processes informed learning or course correction. Future efforts should prioritize clearer norms measurement, the use of validated tools, and transparent reporting of adaptive processes to strengthen evidence and impact.

How were interventions evaluated?

Key Learning: While most entertainment media interventions employ rigorous evaluation methods, they often fall short in using mixed- or multi-method approaches that contextualize success and deepen understanding of how and why outcomes occur.

Evaluation needs and approaches vary based on the intervention and implementation strategies. Cross-sectional and exploratory study designs—both qualitative and quantitative—are often more affordable and useful for describing interventions and exploring relationships between intervention components and other variables. As indicated in **Figure 12**, this was common among the reviewed interventions (n=14). However, such designs cannot establish temporality, and therefore do not provide evidence of causal relationships between the intervention and observed outcomes. Stronger study designs—such as longitudinal (n=12), pre- and post-test (n=5), quasi-experimental (n=6), and randomized controlled trials (n=12)—can address the limitations of exploratory approaches and provide clearer evidence of whether entertainment media interventions drive change.

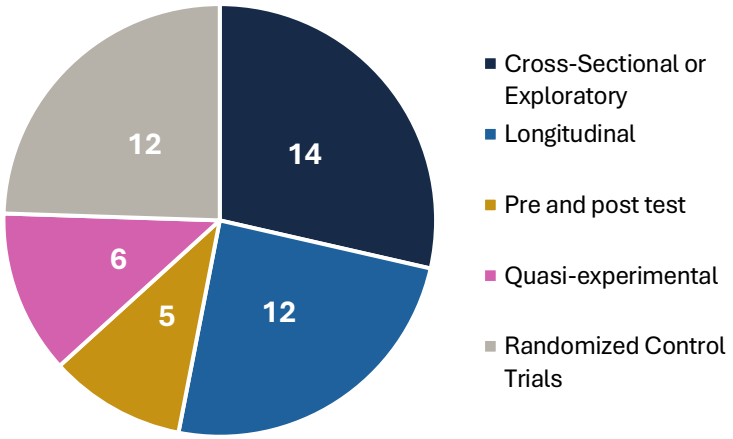


Figure 10. *Entertainment Media Interventions Evaluation Designs (n=49) (Categories not mutually exclusive)*

Most interventions lacked complementary qualitative evaluations (n=30), leaving important questions unanswered about the contextual factors influencing success. Mixed- or multi-method approaches, especially those incorporating participatory techniques, are the most effective for evaluating norms-shifting interventions; and yet, only 10 of the 49 reviewed interventions used them. Given mixed-method approaches not only establish temporality but also reveal how and why changes occur and whether impacts are sustained, this signals a key area for improvement.

How were norms measured?

Key Learning: Most interventions do not report how they measure norms, posing a significant barrier to assessing effectiveness and limiting comparability across studies.

Although the number of validated norms measures has grown since 2014, most efforts have focused on developing new measures for specific interventions rather than adapting or using those that are fully validated. This trend is evident among the reviewed entertainment media interventions. **Of the 23 that reported their measurement approach, the majority (n=14) created new norms measures—most since 2021 (Figure 13)**. Only nine interventions used previously validated measures, either in full (n=2) or by adapting constructs (n=7). Most relied on quantitative (n=14) or mixed-methods (n=7); 11 tested for validity, 10 for reliability, and five for both**.** An additional 27 interventions described a norms measurement method, but it was unclear whether their measures were new, adapted, or validated. The lack of published measures limits opportunities for reuse, increases the burden of developing new measures, and hinders comparability across studies.

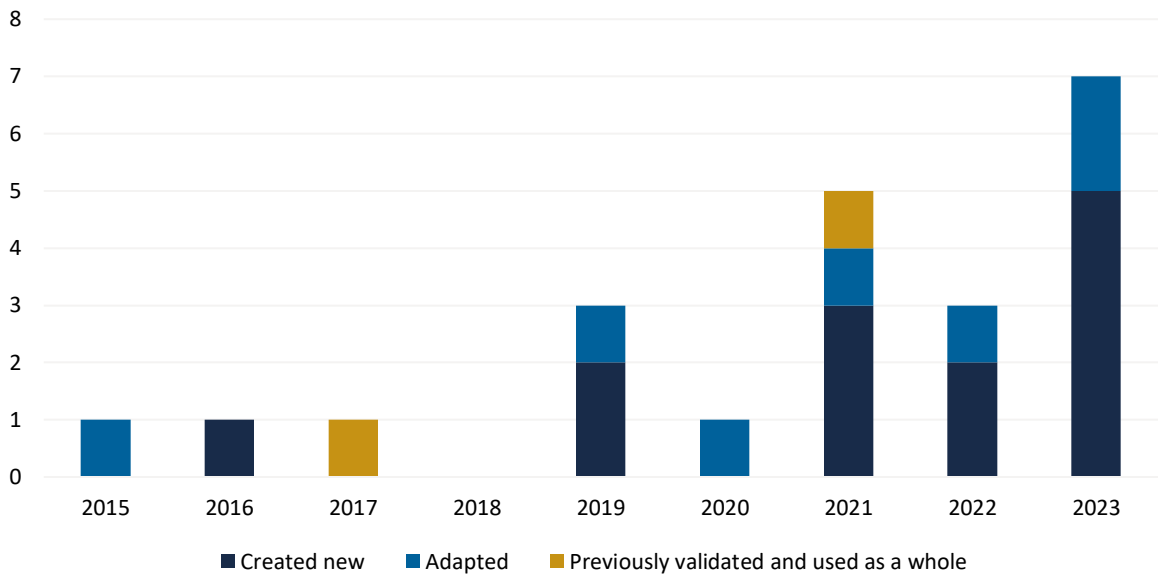


Figure 14. *Norms Measures Used Within Entertainment Media Interventions*

FEATURED INTERVENTION

Communities Care (12) was a theory-driven initiative implemented in conflict-affected areas of Somalia to improve the quality, access, and coordination of care for girls and women who experienced sexual violence and other forms of gender-based violence. It also aimed to shift social norms that accept and justify gender-based violence through community-led prevention efforts. As part of the intervention, experts in social norms, gender-based violence, humanitarian emergencies, and psychometrics developed and validated the *Social Norms and Beliefs about Gender-based*

Violence Scale to measure injunctive norms. This scale consisted of 15 items across three sub-scales: response to sexual violence (5 items), protecting family honor (6 items), and a husband's right to use violence (4 items). Responses followed a four-point Likert scale, ranging from "none of them" to "all of them." Compared to control group participants, those in the intervention districts had a significantly greater shift toward positive social norms around sexual violence, family honor, and violence perpetration by husbands, as measured by the three sub-scales.

RESULTS SNAPSHOT

- Participation in the program led to significant shifts away from norms that approved of sexual violence (Coeff: -0.214; $p < 0.001$), using violence for protection of family honor (Coeff: -0.558; $p < 0.001$), and a husbands' right to use violence (Coeff: -0.309; $p = 0.003$)

What monitoring and adaptive management approaches were used?

Key Learning: Too few entertainment media programs share how they use adaptive management during implementation.

Collecting and utilizing data for monitoring, improvement, and learning is crucial for intervention success. Adaptive management is an iterative process that uses monitoring, evaluation, and other key learnings to refine implementation approaches and improve outcomes. Adaptive management ensures that interventions remain relevant and effective, especially in new implementation contexts. However, the evidence on entertainment media interventions offered limited insights into their monitoring (n=15) and adaptive management (n=2) practices, with only six using both approaches **(Figure 14)**. This represents a significant knowledge gap. To address it, funders and peer-reviewed journals must prioritize these topics to enhance monitoring and adaptive management practices.

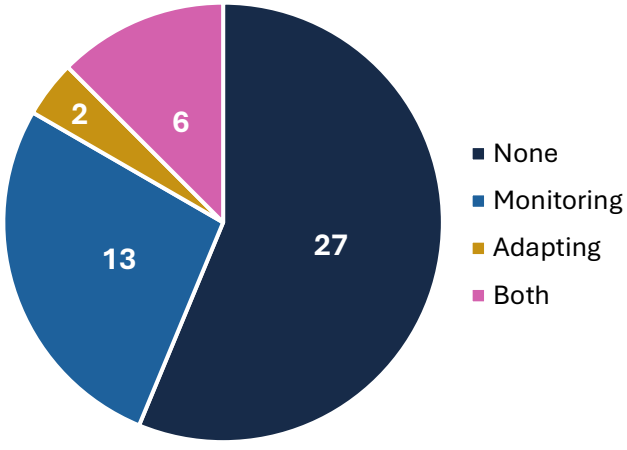


***Figure 15**. Monitoring and Adaptive Management Strategies Used in Entertainment Media Interventions (n=49)*

FEATURED INTERVENTION

Redefining Norms to Empower Women (13) employed a multi-pronged monitoring approach. It tracked shifts in norms, focusing on early signs of change, while also monitoring for potential backlash from staff, partners, and community members. The intervention utilized an Activity Monitoring Report and an Activity Summary Report, both based on the 'SASA! Raising Voices' monitoring tools, completed quarterly to assess successes, lessons learned, and challenges. Verbal feedback from project staff supplemented these reports, allowing for regular reflection and timely corrective action. This iterative approach led to a reduction in participants' expectations that violence perpetration among men was prevalent and acceptable.

RESULTS SNAPSHOT

- Participation in the program was associated with a significant 4.2 percentage point decrease in the perception that others in the community approve of men using aggressive means to resolve conflict with their wives (p-value < 0.01)

Key Takeaways

Limitations

The review of entertainment media interventions revealed several key limitations:

- Much of the literature **lacked detailed descriptions of the media components.** While most studies identified the media channels used, they rarely specified how these channels were leveraged, such as the number of episodes aired, audience reached, and frequency of exposure, making it difficult to assess the media's impact on intervention outcomes.

- Although we aimed to include resources in English, French, and Spanish, and made targeted efforts to identify non-English documents, **an inherent bias toward English in publishing meant that our findings were ultimately limited to English-language journals and publications**.

- Many evaluations focused on the impact of a single implementation period, **limiting insights into the cumulative effects of sustained media exposure**.

- Nearly half of the **interventions did not measure shifts in social norms**. Given the limited number of interventions measuring shifts in social norms, the review was expanded to include those that assessed changes in proxy indicators, such as attitudes and behaviors. While all interventions aimed to influence norms, the lack of direct norm measurement made it difficult to assess their effectiveness in achieving this goal.

- The literature provided **limited information on key implementation details**. Few studies described the sequencing of intervention components, such as whether media was introduced before or after other activities, and the rationale behind these choices. Additionally, there was often little clarity on whether media content was created by program staff, audiences, or both. As a result, this analysis could not determine the degree of alignment between intervention goals and factors such as audience needs, entertainment content, communication platforms, and partnerships. These gaps likely stem from the absence of formal guidelines for the design, implementation, evaluation, and reporting of entertainment media interventions, further compounded by limited financial and human resources. Future efforts could address this gap through qualitative case studies that capture rich implementation insights.

- **Few studies addressed ethical considerations or unintended consequences, leaving critical gaps in understanding potential risks** associated with entertainment media approaches.

Five Recommendations for Success

Interventions that aim to shift social norms are inherently complex and require dynamic approaches. Entertainment media-based interventions offer a promising avenue for driving such change at scale, while maintaining cost-effectiveness and adaptability. By harnessing the power of mass media, these interventions can reach broad and diverse audiences with tailored content. When combined with interpersonal communication, both scripted and unscripted media formats can deepen audience engagement, increasing the potential for sustained shifts in social norms. Importantly, entertainment media approaches are not one-size-fits-all—they can be adapted to local contexts and integrated with existing policies and programs, enhancing their relevance and effectiveness. To maximize their impact, entertainment media interventions should:



Ground intervention development in theory and formative research; apply adaptive management; and engage youth, adolescents, and their reference groups throughout the intervention life cycle.

Interventions should use formative research to understand the implementation context, identify existing needs, and tailor communication objectives to populations. When paired with theory-driven design to define change pathways, interventions are more likely to girls, young women, and their reference groups. Using participatory adaptive management techniques throughout the design, implementation, and monitoring process will strengthen this work by refining approaches as new challenges and unintended successes arise, ensuring that the content resonates with and authentically reflects local realities.



Carefully consider which implementation approaches most effectively engage audiences, given the specific implementation context and desired outcomes.

During the design process, program implementers must make key decisions to engage participants. While incorporating all five mechanisms of change (see the Design and Mechanisms of Change section) is ideal, prioritization may be necessary. In such cases, interventions that make social norms visible to catalyze reflection are more likely to drive positive shifts in norms, attitudes, and behaviors. Both standalone and multimedia interventions can be effective, but outcomes depend on how well the chosen format is leveraged. Multimedia interventions have demonstrated positive impacts on social norms related to child, early, and forced marriage, as well as attitudes toward gender-based violence and HIV. Standalone interventions can also be impactful, but may benefit from complementary components that promote active engagement and help sustain participant involvement throughout the intervention.



Include opportunities for participants to interact with the content, preferably in person, while leveraging the strengths of each media channel.

Whenever possible, entertainment media interventions should incorporate in-person interactive components to encourage active participation and strengthen the impact of exposure to virtual content. When in-person engagement is not feasible, well-designed virtual interactions can also be effective. To achieve this, implementers must intentionally design each media channel to serve a distinct purpose within a cohesive, multichannel strategy that maximizes reach and fosters meaningful audience engagement. Effective strategies may include community dialogues, youth clubs, listening sessions, radio call-in shows, or other interactive formats that reinforce key messages, spark dialogue, and promote critical reflection. Importantly, these engagement opportunities must be tailored to the specific needs, interests, and preferences of the target audience to be successful.



Ensure the duration is appropriate for the context and the desired outcome.

Both short-term (<1 year) and long-term (3+ years) entertainment media interventions can lead to meaningful impact. However, achieving desired outcomes–and avoiding unintended negative consequences–requires a strong understanding of the implementation context. For short-term interventions in particular, implementers should aim for high intensity and sufficient dosage to maximize exposure, reach, and influence within a limited timeframe.



Take careful steps to avoid reinforcing harmful social norms and prevent psychological harm to participants.

To reduce the risk of unintentionally reinforcing harmful social norms, intervention content should emphasize the promotion of positive norms, especially when using social media, where narratives are more difficult to control. To minimize the potential for psychological distress from emotionally charged content on sensitive topics, implementers should pre-test materials with target audiences, include appropriate content warnings, and use digital monitoring tools to track audience reactions in real time. These strategies help ensure that interventions remain both ethical and effective.

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Annex 1. Entertainment Media Interventions and Associated References

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
Breakthrough's Early Marriage Campaign	Breakthrough Trust	India	CEFM	EA, OA, YA	Raghunathan N, Sushant L, Mankad S. Can media campaigns change attitudes and spark actions to reduce early child marriage? Impact evaluation of breakthrough's early marriage campaign in Jharkhand and Bihar states of India. New Delhi, India: International Initiative for Impact Evaluation (3ie), 2021.
Bridge, Redefine, Integrate, Develop, Generate, and Expand II	Johns Hopkins University Center for Communication Programs, Save the Children, PACT Malawi, International HIV/AIDS Alliance, Malawi Ministry of Health	Malawi	SRH – FP, SRH – HIV	Not specified	Kaufman MR, Rimal RN, Carrasco M, Fajobi O, Soko A, Limaye R, et al. Using social and behavior change communication to increase HIV testing and condom use: The Malawi BRIDGE Project. AIDS Care. 2014;26:S46-S9. doi: 10.1080/09540121.2014.906741.
C'est La Vie!	Keewu Productions	Senegal	SRH – FP, GBV	EA, OA, YA	Dione M, Heckert J, Hidrobo M, Le Port A, Peterman A, Seye M. C'est la vie!: Mixed impacts of an edutainment television series in West Africa. Washington, DC: International Food Policy Research Institute (IFPRI), 2023. Massey PM, Kearney MD, Rideau A, Peterson A, Gipson JD, Nianogo RA, et al. Measuring impact of storyline engagement on health knowledge, attitudes, and norms: A digital evaluation of an online health-focused serial drama in West Africa. J Glob Health. 2022;12:04039. doi: 10.7189/jogh.12.04039.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
Change Starts at Home	Equal Access International, Interdisciplinary Analysts, Vijaya Development Resource Center	Nepal	GBV	YA	Clark CJ, Batayeh B, Shrestha PN, Morrow G, Shrestha B, Ferguson G. Diffusion in social norms change about violence against women: A longitudinal analysis of intervention data from a cluster randomised trial. Global Public Health. 2021;16(10):1618-30. doi: 10.1080/17441692.2020.1828984. Francis S, Shrestha PN, Shrestha B, Ferguson G, Batayeh B, Hennink M, et al. The Influence of Organised Diffusion on Social Norms Change: Addressing Intimate Partner Violence in Nepal. GLOBAL PUBLIC HEALTH. 2021;16(4):610-22. doi: 10.1080/17441692.2020.1845767. McGhee S, Shrestha B, Ferguson G, Shrestha PN, Bergenfeld I, Clark CJ. "Change Really Does Need to Start From Home": Impact of an Intimate Partner Violence Prevention Strategy Among Married Couples in Nepal. J Interpers Violence. 2021;36(15-16):Np7840-np67. doi: 10.1177/0886260519839422.
ChattyCuz	Behavioral Insights Team, Reach Digital Health, University of Witwatersrand, University of North Carolina	South Africa	GBV	YA	De Filippo A, Bellatin P, Tietz N, Grant E, Whitefield A, Nkopane P, et al. Effects of digital chatbot on gender attitudes and exposure to intimate partner violence among young women in South Africa. PLOS Digit Health. 2023;2(10):e0000358. doi: 10.1371/journal.pdig.0000358.
Communities Care Programme	United Nations Children's Fund	Somalia	GBV	Not specified	Glass N, Perrin N, Marsh M, Clough A, Desgroppes A, Kaburu F, et al. Effectiveness of the Communities Care programme on change in social norms associated with gender-based violence (GBV) with residents in intervention compared with control districts in Mogadishu, Somalia. BMJ Open. 2019;9(3):e023819. doi: 10.1136/bmjopen-2018-023819.
Community Radio Program	Population Media Center	Zambia	SRH – FP, SRH – HIV, GBV	OA, YA	Goldberg E. Community Radio Program to Improve the Health of Women and Children: Outcome Survey Report. USAID Zambia, 2021.
Condom Normalization Campaign	BBC World Service Trust, Population Council	India	SRH – FP	Not specified	Suryawanshi D, Patel SK, Adhikary R, Bharat S. Does Mass-Media Public Communication Campaign Normalize Discussion, Attitude and Behavior

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
					about Condom Use among Married Men in India? Journal of AIDS and Clinical Research. 2016;7:1-9.
Confiance Totale	Johns Hopkins University Center for Communication Programs	Togo	SRH – FP	YA	Silva M, Edan K, Dougherty L. Monitoring the Quality Assurance Branding Campaign Confiance Totale in Côte d'Ivoire. Breakthrough RESEARCH, 2021. Loll D, Tokplo H, Werwie TR, Prince-Agbodjan S, Ouro-Gnao D, Vondrasek C, et al. Evaluation of the Confiance Totale Campaign in Togo: Associations Between Campaign Exposure and Family Planning Outcomes of Interest. J Health Commun. 2023;28(11):739-56. doi: 10.1080/10810730.2023.2266426. Breakthrough ACTION. Evaluation of the Confiance Totale Campaign in Togo: Levels of Campaign Exposure and Associations with Family Planning and Reproductive Health Outcomes. Baltimore, MD: Breakthrough ACTION, Johns Hopkins Center for Communication Programs, 2023.
Every Adolescent Girl Empowered and Resilient	BBC Media Action, International Rescue Committee, Restless Development, Concern Worldwide	Sierra Leone	SRH – FP, CEFM	EA, OA, YA	BBC Media Action. How radio can build a more supportive environment for girls' education, learning, and empowerment: Every Adolescent Girl Empowered and Resilient (EAGER). London: BBC Media Action, 2023.
Everyday Heroes	Save the Children	Uganda	GBV	C, EA	Uysal J, Chitle P, Akinola M, Kennedy C, Tumusiime R, McCarthy P, et al. Lessons Learned from a Mixed-Method Pilot of a Norms-Shifting Social Media Intervention to Reduce Teacher-Perpetrated School-Related Gender-Based Violence in Uganda. Adolescents. 2023;3(2):199-211. doi: 10.3390/adolescents3020015.
Girls' Adolescent and Reproductive Rights: Information for Management and Action	United Nations Children's Fund	India	SRH – FP	EA	Sood S, Kostizak K, Ramaiya A, Cronin C. Measuring the effectiveness of communication programming on menstrual health and hygiene management (MHM) social norms among adolescent girls in India. Global Public Health. 2021;16(4):578-89. doi: 10.1080/17441692.2020.1826048.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
					Ramaiya A, Zimmerman L, Mafuta E, Lulebo A, Chipeta E, Stones W, et al. Assessing the relationship between agency and peer violence among adolescents aged 10 to 14 years in Kinshasa, Democratic Republic of Congo and Blantyre, Malawi: A cross-sectional study. PLoS Medicine. 2021;18(12):1-19. doi: 10.1371/journal.pmed.1003552.
Gender Roles, Equality and Transformations	Pathfinder International, Save the Children, Straight Talk Foundation, Concerned Parents Association, Institute for Reproductive Health Georgetown University	Uganda	SRH – FP, GBV	EA, OA, YA	Dagadu NA, Barker KM, Okello SBT, Kerner B, Simon C, Nabembezi D, et al. Fostering gender equality and reproductive and sexual health among adolescents: results from a quasi-experimental study in Northern Uganda. BMJ Open. 2022;12(3):e053203. doi: 10.1136/bmjopen-2021-053203.
Girls' Education South Sudan	BBC Media Action, Cambridge Education of the Mott MacDonald group, Windle Trust International, Montrose International, Leonard Cheshire	South Sudan	SRH – FP, GBV, CEFM	Not specified	Girls' Education in South Sudan. Girls' Education in South Sudan (GESS) Endline Report: Output 1: Social & Behavioural Change Communication. Girls' Education in South Sudan, 2018.
Global Grant Health Project	BBC Media Action, in collaboration with local broadcasting partners	Ethiopia	SRH – FP	OA, YA	Aspinall L, Assefa H, Carney C. Improving reproductive, maternal and newborn health using health communication in Ethiopia: Final evaluation. London, UK: BBC Media Action, 2017.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
Icchedana	United Nations Children's Fund	Bangladesh	CEFM	EA, OA, YA	Hauer M, Sood S. Exploring Knowledge, Attitudes, and Beliefs About Child Marriage in Bangladesh Through a Transmedia Entertainment-Education Initative. The Journal of Development Communication. 2021;32(1):68-79. Sengupta A, Sood S, Kapil N, Sultana T. Enabling gender norm change through communication: A case study of a trans-media entertainment-education initiative in Bangladesh. Journal of Development Communication. 2020;31(2):34-45. Sood S, Ramaiya A. "On the Wings of Wishes" (Icchedana), Adolescent Girls in Bangladesh Taking Flight Using A Social Behavioral Change Communication Program to Address Child Marriage Related Social Norms: A Longitudinal Panel Study. J Health Commun. 2022;27(5):302-11. doi: 10.1080/10810730.2022.2104970.
Impano n'Impamba	Umurage Communication for Development, Population Media Center, Institute for Reproductive Health Georgetown University	Rwanda	SRH - FP	EA, OA, YA	Institute for Reproductive Health. Measuring the effects of the radio drama Impano n'Impamba: fertility awareness and family planning results. Washington, DC: Institute for Reproductive Health, Georgetown University for the U.S. Agency for International Development (USAID), 2017.
InThistoGether	Center for Innovative Public Health Research, Internet Solutions for Kids Uganda, Mbarara University of Science and Technology	Uganda	SRH – FP, SRH – HIV	YA	Ybarra ML, Agaba E, Nyemara N. A Pilot RCT Evaluating InThistoGether, an mHealth HIV Prevention Program for Ugandan Youth. AIDS Behav. 2021;25(10):3437-48. doi: 10.1007/s10461-021-03237-5.
Kataa Ukatili Dhidi ya Wanawake,	Tanzanian Ministry of Community	Tanzania	GBV	Not specified	Leyaro V, Selaya P, Trifkovic N. The effectiveness of documentary films to reduce violence against women: Experimental evidence from Tanzania. Growth and Development Research Project (GDRP), 2021.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
Watoto na Mauaji ya Albino	Development, Gender and Children, University of Dar es Salaam, University of Copenhagen				
Kenya Adolescent Reproductive Health project	Population Council, PATH, Ministry of Education, Science and Technology, Ministry of Health and Gender, Sports, Culture and Social Services	Kenya	SRH – FP, SRH – HIV	EA, OA, YA	Njue C, Voeten HACM, Ohuma E, Looman C, Habbama DF, Askew I. Findings of an evaluation of community and school-based reproductive health and HIV prevention programs in Kenya. African Population Studies. 2015;29. doi: 10.11564/29-2-775.
Kyunki... Jeena Issi Ka Naam Hai	United Nations Children's Fund	India	GBV, CEFM, SRH – HIV, SRH - FP	OA, YA	Riley AH, Sood S, Mazumdar PD, Choudary NN, Malhotra A, Sahba N. Encoded Exposure and Social Norms in Entertainment-Education. J Health Commun. 2017;22(1):66-74. doi: 10.1080/10810730.2016.1250843. UNICEF. An Entertainment-Education Initiative on Television: A Glimpse into the Production Process. New Delhi, India: United Nations Children's Fund (UNICEF), 2014.
Learning Initiative on Norms, Exploitation and Abuse	Media for Development International in Tanzania, Amani Girls Home, Tanganyika Christian Refugee Service, London School of Hygiene	Tanzania	GBV	EA, OA	Pichon M, Carter DJ, Howard-Merrill L, Sono R, Gimunta V, Rutenge O, et al. A mixed-methods, exploratory, quasi-experimental evaluation of a radio drama intervention to prevent age-disparate transactional sex in Tanzania. Front Reprod Health. 2022;4:1000853. doi: 10.3389/frph.2022.1000853.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
	& Tropical Medicine				
Let Us Protect Our Future	University of Pennsylvania, Haverford College, Temple University, Centers for Disease Control and Prevention, University of the Witwatersrand, University of Fort Hare, Human Resources Research Council	South Africa	SRH – FP, SRH – HIV	C, EA, OA, YA	Jemmott JB, 3rd, Jemmott LS, O'Leary A, Ngwane Z, Lewis DA, Bellamy SL, et al. HIV/STI risk-reduction intervention efficacy with South African adolescents over 54 months. Health Psychol. 2015;34(6):610-21. doi: 10.1037/hea0000140.
Main Kuch Bhi Kar Sakti Hoon	Population Foundation of India	India	SRH – FP, CEFM, GBV	Not specified	Population Foundation of India. Main Kuch Bhi Kar Sakti Hoon Season Three | Consolidated Evaluation Brief New Dehli, India: Population Foundation of India, 2020.
Merci Mon Héros	West Africa Breakthrough ACTION; Johns Hopkins University Center For Communication Programs	Cote d'Ivoire	SRH – FP	OA, YA	Tchuenche M, Bellows N, Portillo E, Labati ZH, Adou DB, Hammond J, et al. Estimating the Cost of the Design, Production, and Dissemination of Social Media Videos for Social and Behavioral Change: Evidence From Merci Mon Héros in Niger and Côte d'Ivoire. Front Public Health. 2021;9:761840. doi: 10.3389/fpubh.2021.761840. Silva M, Loll D, Ezouatchi R, Kassegne S, Nagbe RY, Babogou L, et al. Evaluating a youth-designed sexual and reproductive health mass and social media campaign in Côte d'Ivoire: triangulation of three independent evaluations. Sex Reprod Health Matters. 2023;31(1):2248748. doi: 10.1080/26410397.2023.2248748. Silva M, Kassegne S, Nagbe R-HY, Ezouatchi R, Babogou L, Moussa F. Determining the most significant changes on intergenerational communication and young people's family planning and reproductive health outcomes: Qualitative evaluation of the Merci Mon Héros media

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
					campaign in Niger and Côte d'Ivoire. Washington, DC: Population Council, 2022.
MTV Shuga Down South	MTV Staying Alive Foundation, Positive Action; Marie Stopes International, Linkages	South Africa	SRH – FP	EA, OA, YA	Kyegombe N, Zuma T, Hlongwane S, Nhlenyama M, Chimbindi N, Birdthistle I, et al. A qualitative exploration of the salience of MTV-Shuga, an edutainment programme, and adolescents' engagement with sexual and reproductive health information in rural KwaZulu-Natal, South Africa. Sex Reprod Health Matters. 2022;30(1):2083809. doi: 10.1080/26410397.2022.2083809.
MTV Shuga Naija	MTV Staying Alive Foundation, Positive Action, Marie Stopes International, Linkages, Nigeria National Agency for the Control of AIDS	Nigeria	SRH – FP	EA, OA, YA	Hutchinson P, Beaudoin CE, Meekers D, Omoluabi E, Akinyemi A. "You need to be able to stand up for what is right": MTV Shuga Naija's transformative impact on youth attitudes towards sexual violence in Nigeria. Journal of interpersonal violence. 2023. doi: 10.1101/2023.08.23.23293994.
Natwampane	World Vision, Lifeline/Childline and Norwegian Church Aid, BBC Media Action, in collaboration with local broadcasting partners	Zambia	GBV, CEFM	Not specified	BBC Media Action. Reducing GBV in Zambia - Midline survey findings. London: BBC Media Action, 2023.
Nigerian Urban Reproductive Health Initiative	Johns Hopkins University Center for Communication Programs, Association for Reproductive and Family Health,	Nigeria	SRH – FP	OA, YA	Krenn S, Cobb L, Babalola S, Odeku M, Kusemiju B. Using behavior change communication to lead a comprehensive family planning program: the Nigerian Urban Reproductive Health Initiative. Glob Health Sci Pract. 2014;2(4):427-43. doi: 10.9745/ghsp-d-14-00009.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
	Centre for Communication and Social Impact				
No name 1	Peripheral Vision International, Innovations for Poverty Action Uganda, Columbia University, University of California San Diego	Uganda	GBV	Not specified	Green DP, Wilke AM, Cooper J. Countering Violence Against Women by Encouraging Disclosure: A Mass Media Experiment in Rural Uganda. Comparative Political Studies. 2020;53(14):2283-320. doi: 10.1177/0010414020912275.
No name 2	Development Media International, University of Oxford, University of Chicago	Burkina Faso	SRH – FP, GBV	OA, YA	Glennerster R, Murray J, Pouliquen V. The Media or the Message? Experimental Evidence on Mass Media and Modern Contraception Uptake in Burkina Faso. Oxford: Centre for the Study of African Economies, University of Oxford, 2021.
No name 3	Pokhara University, Nepal Health Professional Council	Nepal	SRH - FP	EA, OA	Bhandari G, Dhital SR, Khatri D, Bhandari TR. Effectiveness of Social Media-Based Intervention in Intention Change of Adolescents for Promoting Sexual Health Behavior in Western Terai of Nepal. J Res Health Sci. 2024;24(2):e00613. doi: 10.34172/jrhs.2024.148.
No name 4	WEvolve, Population Foundation of India	India	GBV	YA	Donati D, Orozco-Olvera VH, Rao N. Marketing Gender Norms: A Social Media Experiment in India. Columbia Business School, 2023. Donati D, Orozco Olvera VH, Rao NM. Using Social Media to Change Gender Norms: An Experiment within Facebook Messenger in India. Washington, DC: World Bank Group, 2022.
No name 5	Institute of Public Health, Obafemi Awolowo University Nigeria,	Nigeria	SRH – FP, SRH - HIV	OA, YA	Arije O, Udoh E, Ijadunola K, Afolabi O, Aransiola J, Omoregie G, et al. Combination prevention package of interventions for reducing vulnerability to HIV among adolescent girls and young women in Nigeria:

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
	Society for Family Health				An action research. PLOS ONE. 2023;18(1):e0279077. doi: 10.1371/journal.pone.0279077.
Ouro Negro	United Nations Children's Fund, Radio Mozambique, PCI Media Impact, World Food Program, GfK Intercampus, Drexel University	Mozambique	SRH – FP, GBV	EA, OA, YA	Riley AH, Sood S, Sani M. Narrative Persuasion and Social Norms in Entertainment-Education: Results from a Radio Drama in Mozambique. Health Commun. 2020;35(8):1023-32. doi: 10.1080/10410236.2019.1606137.
Resilience in the Sahel Enhanced II project	Breakthrough ACTION, Catholic Relief Services, Save the Children, CARE, Population Council	Niger	SRH – FP, CEFM	Not specified	Dougherty L, Turk LA, Jani N, Dadi C. Evaluation of RISE II integrated social and behavior change activities in Niger: Baseline report. Washington, DC: Population Council, 2022.
Redefining Social Norms to Empower Women	CARE, Seva Lanka Foundation	Sri Lanka	GBV	OA, YA	CARE. Redefining Norms to Empower Women: Experiences and Lessons Learned. Sri Lanka: CARE International Sri Lanka, 2016.
Safe Love Campaign	Government of the Republic of Zambia, in collaboration with local TV networks and broadcasting partners	Zambia	SRH – FP, SRH - HIV	OA, YA	Communications Support for Health. Communications Support for Health (CSH) Program Safe Love Outcome Evaluation Report. Communications Support for Health for the U.S. Agency for International Development (USAID), 2014.
Saleema	United Nations Children's Fund, National Council for Child Welfare, Ahfad University for Women,	Sudan	GBV	C, EA, OA, YA	Evans WD, Donahue C, Snider J, Bedri N, Elhussein TA, Elamin SA. The Saleema initiative in Sudan to abandon female genital mutilation: Outcomes and dose response effects. PLOS ONE. 2019;14(3):e0213380. doi: 10.1371/journal.pone.0213380.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
	Gender and Rights Advocacy Center				
SASA!	Raising Voices, Centre for Domestic Violence Prevention	Uganda	SRH – HIV, GBV	YA	Abramsky T, Devries K, Kiss L, Nakuti J, Kyegombe N, Starmann E, et al. Findings from the SASA! Study: a cluster randomized controlled trial to assess the impact of a community mobilization intervention to prevent violence against women and reduce HIV risk in Kampala, Uganda. BMC Medicine. 2014;12(1):122. doi: 10.1186/s12916-014-0122-5. Starmann E, Heise L, Kyegombe N, Devries K, Abramsky T, Michau L, et al. Examining diffusion to understand the how of SASA!, a violence against women and HIV prevention intervention in Uganda. BMC Public Health. 2018;18(1):616. doi: 10.1186/s12889-018-5508-4.
Shujaaz multimedia platform	Shujaaz Inc.	Kenya	SRH – FP, WEE	OA, YA	Hutchinson P, Mirzoyants A, Leyton A. Empowering youth for social change through the Shujaaz multimedia platform in Kenya. International Journal of Adolescence and Youth. 2019;24(1):102-16. doi: 10.1080/02673843.2018.1475287.
Somali Women towards Economic Empowerment and Transformation	BBC Media Action, BBC Somali Service, in collaboration with local broadcasting partners	Somalia	WEE	Not specified	BBC Media Action. Supporting Somali women towards economic empowerment and transformation. London, UK: BBC Media Action, 2022.
Soul Buddyz Clubs	Soul City Institute, Health Practice, Genesis Analytics	South Africa	SRH – FP, SRH - HIV	YA	Johnson S, Magni S, Dube Z, Goldstein S. Extracurricular School-Based Social Change Communication Program Associated with Reduced HIV Infection Among Young Women in South Africa. Journal of Health Communication. 2018;23(12):1044-50. doi: 10.1080/10810730.2018.1544675.
Tamapendo	UZIKWASA, Innovations for Poverty Action	Tanzania	CEFM, GBV	EA, OA	Green DP, Groves DW, Manda C, Montano B, Rahmani B. A Radio Drama's Effects on Attitudes Toward Early and Forced Marriage: Results From a Field Experiment in Rural Tanzania. Comparative Political Studies. 2023;56(8):1115-55. doi: 10.1177/00104140221139385.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
Tchova Tchova Historias de Vida: Dialogos Comunitarios	Johns Hopkins University Center for Communication Programs, Fundacao de Desemvolvimento da Comunidade	Mozambique	SRH – FP, SRH - HIV	Not specified	Figueroa ME, Poppe P, Carrasco M, Pinho MD, Massingue F, Tanque M, et al. Effectiveness of Community Dialogue in Changing Gender and Sexual Norms for HIV Prevention: Evaluation of the Tchova Tchova Program in Mozambique. J Health Commun. 2016;21(5):554-63. doi: 10.1080/10810730.2015.1114050.
Tékponon Jikuagou	Institute for Reproductive Health Georgetown University, CARE, Plan International	Benin	SRH – FP	Not specified	Institute for Reproductive Health. Tékponon Jikuagou: Final Report. Washington, DC: Institute for Reproductive Health, Georgetown University for the U.S. Agency for International Development (USAID), 2017. Kim TY, Igras S, Barker KM, Diakité M, Lundgren RI. The power of women's and men's Social Networks to catalyse normative and behavioural change: Evaluation of an intervention addressing Unmet need for Family Planning in Benin. BMC Public Health. 2022;22(1):672. doi: 10.1186/s12889-022-12681-4. Rubardt M. Projet Tékponon Jikuagou: Experiences and Effects of Using NGO Platforms to Scale-Up the TJ Social Network Package. USAID. Washington DC: Institute for Reproductive Health, Georgetown University for the U.S. Agency for International Development (USAID), 2016.
Tikambe (Let's Talk)	Restless Development, BBC Media Action, in collaboration with local broadcasting partners	Zambia	SRH – FP	EA, OA, YA	BBC Media Action. How is media content and outreach supporting young Zambians to make sexual and reproductive health decisions? London: BBC Media Action, 2023.
Zambia Community HIV Prevention Project	PACT, Plan International, Catholic Medical Mission Board, Zambia Center for Communications	Zambia	SRH – FP, GBV, SRH - HIV	OA, YA	PACT Zambia. USAID Zambia Community HIV Prevention Project (USAID Z-CHPP) Quarterly Report: Year 4 – January 1, 2019 to March 31, 2019. PACT Zambia, 2020.

Intervention	Implementing Organizations	Country	Outcome(s)	Populations	References
	Program, Sport in Action, Copperbelt Health Education Project, Zambia Health Education and Communication Trust, Young Women's Christian Association				
ZAZI	Johns Hopkins University Center for Communication Programs, South African National AIDS Council Women's Sector	South Africa	GBV, SRH - HIV	OA, YA	Walker GR. "Out there it's YOLO": Youth perspectives on a mass media HIV- and gender-based violence campaign in South Africa. Afr J AIDS Res. 2021;20(1):79-87. doi: 10.2989/16085906.2021.1872666.

Acronyms: C (Children 0 - 9); EA (Early Adolescents 10 - 14); OA (Older Adolescents 15 - 17); YA (Young Adult 18 - 24); CEFM (Child Early and Forced Marriage); FP (Family Planning); GBV (Gender-based Violence); WEE (Women's Economic Empowerment)

Annex 2. Full Intervention Entertainment Media Intervention Heat Maps

Mechanisms of Change

Key: Positive Negative Neutral Unclear

N = Norms B = Behavior A = Attitudes

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child, early and forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Community rather than individual change																			
Confiance Totale	●	●	●	Every Adolescent Girl Empowered and Resilient		●		Every Adolescent Girl Empowered and Resilient			●	Somali Women towards Economic Empowerment and Transformation	●		●	Everyday Heroes	●		●
Every Adolescent Girl Empowered and Resilient			●	Let Us Protect Our Future		●	●	Girls' Education South Sudan			●	Shujaaz multimedia platform		●	●	Gender Roles, Equality and Transformations		●	●
Girls' Adolescent and Reproductive Rights: Information for Management and Action	●	●	●	Safe Love Campaign	●	●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Girls' Education South Sudan			●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●	Natwampane			●					Learning Initiative on Norms, Exploitation and Abuse	●	●	●
Global Grant Health Project	●	●	●	Kenya Adolescent Reproductive Health project		●	●	Resilience in the Sahel Enhanced II project	●		●					Let Us Protect Our Future	●	●	
Impano n'Impamba	●	●	●	Tikambe (Let's Talk)		●	●									MTV Shuga Down South		●	●
Main Kuch Bhi Kar Sakti Hoon	●		●	Zambia Community HIV Prevention Project	●	●	●									MTV Shuga Naija		●	●
Merci Mon Héros	●	●	●													Natwampane		●	●
No Name 2	●	●	●													No Name 1	●	●	●
No Name 4	●		●													No Name 3	●	●	●
Shujaaz multimedia platform		●	●													Ouro Negro	●		●
Tikambe (Let's Talk)		●	●													Saleema	●		●
Resilience in the Sahel Enhanced II project	●	●	●													Tikambe (Let's Talk)		●	●
Zambia Community HIV Prevention Project	●	●	●													Zambia Community HIV Prevention Project	●	●	●
Diffuses new ideas																			
C'est la Vie!	●	●	●	Bridge, Redefine, Integrate, Develop, Generate, and Expand II		●		Breakthrough's Early Marriage Campaign	●	●	●	Somali Women towards Economic Empowerment and Transformation	●		●	C'est la Vie!	●	●	●
Community Radio Program		●	●	C'est la Vie!		●		C'est la Vie!	●		●	Shujaaz multimedia platform		●	●	Change Starts at Home	●		
Confiance Totale	●	●	●	Community Radio Program		●	●	Every Adolescent Girl Empowered and Resilient			●					ChattyCuz		●	●
Every Adolescent Girl Empowered and Resilient			●	Condom Normalization Campaign		●	●	Girls' Education South Sudan			●					Communities Care Programme	●		●
Girls' Adolescent and Reproductive Rights: Information for Management and Action	●	●	●	InThistoGether		●		Icchedana	●		●					Community Radio Program	●	●	●
Girls' Education South Sudan			●	Kyunki... Jeena Issi Ka Naam Hai		●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Everyday Heroes	●		●
Global Grant Health Project	●	●	●	Let Us Protect Our Future		●	●	Tamapendo	●		●					Gender Roles, Equality and Transformations		●	●
Impano n'Impamba	●	●	●	No Name 5		●		Resilience in the Sahel Enhanced II project	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Kyunki... Jeena Issi Ka Naam Hai		●	●	Safe Love Campaign	●	●	●									Learning Initiative on Norms, Exploitation and Abuse	●	●	●
Main Kuch Bhi Kar Sakti Hoon	●		●	Soul Buddyz Clubs		●										Let Us Protect Our Future	●	●	
Merci Mon Héros	●	●	●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●									MTV Shuga Down South		●	●

Mechanisms of Change (*continued*)

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child, early and forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
No Name 2	●	●	●	Kenya Adolescent Reproductive Health project		●	●									No Name 1	●	●	●
No Name 4	●		●	Zambia Community HIV Prevention Project	●	●	●									No Name 3	●	●	●
No Name 5		●		ZAZI	●		●									Ouro Negro	●		●
Resilience in the Sahel Enhanced II project	●	●	●													Redefining Social Norms to Empower Women	●		●
Shujaaz multimedia platform		●	●													Saleema	●		●
Tékponon Jikuagou	●	●	●													SASA!		●	●
The Nigerian Urban Reproductive Health Initiative	●	●	●													Zambia Community HIV Prevention Project	●	●	●
Zambia Community HIV Prevention Project	●	●	●													ZAZI	●		●
Norms visible and catalyzes reflection																			
Confiance Totale	●	●	●	Let Us Protect Our Future		●	●	Every Adolescent Girl Empowered and Resilient			●					Everyday Heroes	●		●
Every Adolescent Girl Empowered and Resilient			●	No Name 5		●		Icchedana	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Girls' Adolescent and Reproductive Rights: Information for Management and Action	●	●	●	Safe Love Campaign	●	●	●	Resilience in the Sahel Enhanced II project	●		●					Let Us Protect Our Future	●	●	
Global Grant Health Project	●	●	●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●									MTV Shuga Naija		●	●
Impano n'Impamba	●	●	●	Tikambe (Let's Talk)		●	●									No Name 3	●	●	●
No Name 2	●	●	●													Tikambe (Let's Talk)		●	●
No Name 5		●																	
The Nigerian Urban Reproductive Health Initiative	●	●	●																
Tikambe (Let's Talk)		●	●																
Resilience in the Sahel Enhanced II project	●	●	●																
Roots norms shifting in the community																			
Every Adolescent Girl Empowered and Resilient			●	InThistoGether		●		Every Adolescent Girl Empowered and Resilient			●	Shujaaz multimedia platform		●	●	Change Starts at Home	●		
Girls' Education South Sudan			●	Safe Love Campaign	●	●	●	Girls' Education South Sudan			●					ChattyCuz		●	●
Global Grant Health Project (BBC Media Action)	●	●	●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●	Resilience in the Sahel Enhanced II project	●		●					Everyday Heroes	●		●
Impano n'Impamba	●	●	●	Kenya Adolescent Reproductive Health project		●	●									Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
No Name 2	●	●	●	Zambia Community HIV Prevention Project	●	●	●									Learning Initiative on Norms, Exploitation and Abuse	●	●	●
No Name 4	●		●													MTV Shuga Naija		●	●
Shujaaz multimedia platform		●	●													No Name 3	●	●	●
Resilience in the Sahel Enhanced II project	●	●	●													Zambia Community HIV Prevention Project	●	●	●
Zambia Community HIV Prevention Project	●	●	●																

Mechanisms of Change (*continued*)

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child, early and forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Supports change process																			
Confiance Totale	●	●	●	Safe Love Campaign	●	●	●	Every Adolescent Girl Empowered and Resilient			●					Everyday Heroes	●		●
Every Adolescent Girl Empowered and Resilient			●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Impano n'Impamba	●	●	●	Tikambe (Let's Talk)	●	●	●	Natwampane			●					MTV Shuga Naija		●	●
Main Kuch Bhi Kar Sakti Hoon	●		●	Zambia Community HIV Prevention Project	●	●	●	Resilience in the Sahel Enhanced II project	●		●					Natwampane		●	●
The Nigerian Urban Reproductive Health Initiative	●	●	●													No Name 1	●	●	●
Tikambe (Let's Talk)	●	●	●													No Name 3	●	●	●
Resilience in the Sahel Enhanced II project	●	●	●													Tikambe (Let's Talk)	●	●	●
Zambia Community HIV Prevention Project	●	●	●													Zambia Community HIV Prevention Project	●	●	●

Duration

Key: Positive Negative Neutral Unclear

N = Norms B = Behavior A = Attitudes

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child and early forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Short duation (>= 1 year)																			
C'est La Vie!		●	●	C'est La Vie!		●		C'est La Vie!			●					C'est La Vie!	●	●	●
Confiance Totale	●	●	●	InThistoGether (ITG)		●		Icchedana	●		●					Change Starts at Home	●		
Impano n'Impamba		●	●	No name 4		●		Tamapendo	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Merci Mon Héros	●	●	●	ZAZI	●		●									MTV Shuga Down South		●	●
No name 3	●		●													No name 1	●	●	●
No name 4		●														No name 3	●	●	●
																No name 5		●	
																Ouro negro	●		●
																Redefining Norms to Empower Women	●		●
																ZAZI	●		●
Longer duration (< 1 year)																			
Community Radio Program		●	●	Condom Normalization Campaign		●	●	Breakthrough	●	●	●	Shujaaz		●	●	Community Radio Program		●	●
Empowered and Resilient			●	Safe Love	●	●	●	Every Adolescent Girl Empowered and Resilient			●	Somali Women Towards Economic Empowerment and Transformation	●		●	Everyday Heroes	●		●
Gender Roles, Equality and Transformations		●	●	Soul Buddyz Clubs		●		Girls' Education South Sudan			●					Gender Roles, Equality and Transformations		●	●
Girls' Education South Sudan			●	Tchova Tchova Historias de Vida	●	●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Let Us Protect Our Future	●		
Global Grant Health	●	●	●	The Kenya Adolescent Reproductive Health project		●	●	Natwampane			●					Learning Initiative on Norms, Exploitation and Abuse	●	●	●
Kyunki... Jeena Issi Ka Naam Hai		●	●	Community Radio Program		●	●	Resilience in the Sahel Enhanced	●	●	●					Main Kuch Bhi Kar Sakti Hoon	●		●
No name 2	●	●	●	Kyunki... Jeena Issi Ka Naam Hai		●	●									MTV Shuga Naija		●	●
Nigerian Urban Reproductive Health Initiative	●	●	●	Let Us Protect Our Future		●	●									Natwampane		●	●
Resilience in the Sahel Enhanced	●	●	●	Tikambe		●	●									Start, Awareness, Support, and Action		●	●
Shujaaz		●	●	USAID Zambia Community HIV Prevention Project	●	●	●									Tikambe		●	●
Tékponon Jikuagou	●	●	●													USAID Zambia Community HIV Prevention Project	●	●	●
Tikambe		●	●																
USAID Zambia Community HIV Prevention Project	●	●	●																

Modality

Key: Positive Negative Neutral Unclear

N = Norms B = Behavior A = Attitudes

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child and early forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Standalone																			
Community Radio Program		●	●	Bridge, Redefine, Integrate, Develop, Generate, and Expand		●		Girls' Education South Sudan (GESS)			●					ChattyCuz		●	●
Confiance Totale	●	●	●	Community Radio Program		●	●	Natwampane			●					Community Radio Program		●	●
Girls' Education South Sud			●	InThistoGether		●		Tamapendo	●		●					Everyday Heroes	●		●
Impano n'Impamba		●	●	Kyunki... Jeena Issi Ka Naam Hai		●	●									Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Kyunki... Jeena Issi Ka Naam Hai		●	●	Let Us Protect Our Future		●	●									Let Us Protect Our Future	●		
No name 1	●	●	●	No name 4		●										Learning Initiative on Norms, Exploitation and Abuse	●	●	●
No name 3	●		●	Soul Buddyz Clubs		●										MTV Shuga Down South		●	●
Tékponon Jikuagou	●	●	●	The Kenya Adolescent Reproductive Health project		●	●									Natwampane		●	●
				ZAZI	●	●										No name 2	●	●	●
																No name 4		●	
																Ouro negro	●		●
																ZAZI	●		●
Multimedia																			
C'est La Vie!		●	●	C'est La Vie!		●		Breakthrough	●	●	●	Shujaaz		●	●	C'est La Vie!	●	●	●
Empowered and Resilient			●	Condom Normalization Campaign		●	●	C'est La Vie!			●	Somali Women Towards Economic Empowerment and Transformation	●		●	Change Starts at Home	●		
GARIMA	●	●	●	Safe Love	●	●	●	Empowered and Resilient			●					Communities Care	●		●
Gender Roles, Equality and Transformations		●	●	Tchova Tchova Historias de Vida	●	●	●	Icchedana	●		●					Gender Roles, Equality and Transformations		●	●
Global Grant Health	●	●	●	Tikambe		●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Main Kuch Bhi Kar Sakti Hoon	●		●
Merci Mon Héros (MMH)	●	●	●	USAID Zambia HIV Prevention Project	●	●	●	Resilience in the Sahel Enhanced	●	●	●					MTV Shuga Naija		●	●
Nigerian urban Reproductive Health Initiative	●	●	●													Redefining Norms to Empower Women	●		●
Resilience in the Sahel Enhanced	●	●	●													Start, Awareness, Support, and Action		●	●
Shujaaz		●	●													Tikambe		●	●
Tikambe		●	●													USAID Zambia Community HIV Prevention Project	●	●	●
USAID Zambia Community HIV Prevention Project	●	●	●																

Interactive Component

Key: Positive Negative Neutral Unclear

N = Norms B = Behavior A = Attitudes

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child and early forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Virtual interactive component*																			
C'est La Vie!		●	●	C'est La Vie!		●		C'est La Vie!			●	Shujaaz		●	●	C'est La Vie!	●	●	●
Community Radio Program		●	●	Community Radio Program		●	●	Empowered and Resilient			●	Somali Women Towards Economic Empowerment and Transformation	●		●	Community Radio Program		●	●
Empowered and Resilient			●	InThistoGether	●	●	●	Icchedana	●		●					Everyday Heroes	●		●
Global Grant Health	●	●	●	No name 5		●		Main Kuch Bhi Kar Sakti Hoon	●		●					Main Kuch Bhi Kar Sakti Hoon	●		●
Merci Mon Héros	●	●	●	Safe Love	●	●	●	Resilience in the Sahel Enhanced	●	●	●					MTV Shuga Naija		●	●
No name 4	●		●													No name 3	●	●	●
Nigerian Urban Reproductive Health Initiative	●	●	●													No name 5		●	
Shujaaz		●	●																
In-person interactive component*																			
C'est La Vie!		●	●	Bridge, Redefine, Integrate, Develop, Generate, and Expand		●		Icchedana	●		●	Somali Women Towards Economic Empowerment and Transformation	●		●	C'est La Vie!	●	●	●
Community Radio Program		●	●	C'est La Vie!		●		Resilience in the Sahel Enhanced	●	●	●					Change Starts at Home	●		
Empowered and Resilient			●	Community Radio Program		●	●	Breakthrough	●	●	●					Communities Care	●		●
GARIMA	●	●	●	Condom Normalization Campaign		●	●	C'est La Vie!			●					Community Radio Program		●	●
Girls' Education South Suda			●	Gender Roles, Equality and Transformations		●	●	Empowered and Resilient (EAGER)			●					Gender Roles, Equality and Transformations		●	●
Global Grant Health	●	●	●	Let Us Protect Our Future		●	●	Girls' Education South Sudan			●					Let Us Protect Our Future	●		
Merci Mon Héros (MMH)	●	●	●	Safe Love	●	●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Learning Initiative on Norms, Exploitation and Abuse	●	●	●
Nigerian Urban Reproductive Health Initiative	●	●	●	Soul Buddyz Clubs		●										Main Kuch Bhi Kar Sakti Hoon	●		●
Tékponon Jikuagou	●	●	●	Tchova Tchova Historias de Vida	●	●	●									MTV Shuga Naija		●	●
Tikambe		●	●	Tikambe		●	●									Redefining Nowms to Empower Women	●		●
USAID Zambia Community HIV Prevention Project	●	●	●	The Kenya Adolescent Reproductive Health project		●	●									Start, Awareness, Support, and Action		●	●
				USAID Zambia Community HIV Prevention Project	●	●	●									Tikambe		●	●
																USAID Zambia Community HIV Prevention Project	●	●	●

*Not mutually exclusive categories

Reference Groups

Key: Positive Negative Neutral Unclear

N = Norms B = Behavior A = Attitudes

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child, early and forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Community Leaders																			
Girls' Education South Sudan			●	Tikambe (Let's Talk)		●	●	Girls' Education South Sudan			●					Tikambe (Let's Talk)		●	●
Tikambe (Let's Talk)		●	●																
Community Members																			
C'est la Vie!	●	●	●	C'est la Vie!		●		C'est la Vie!	●		●					C'est la Vie!	●	●	●
The Nigerian Urban Reproductive Health Initiative	●	●	●	Zambia Community HIV Prevention Project	●	●	●									Change Starts at Home	●		
Zambia Community HIV Prevention Project	●	●	●													Communities Care Programme	●		●
																No Name 1	●	●	●
																SASA!		●	●
																Zambia Community HIV Prevention Project	●	●	●
Family Members																			
C'est la Vie!	●	●	●	C'est la Vie!		●		Breakthrough's Early Marriage Campaign	●	●	●					C'est la Vie!	●	●	●
Tikambe (Let's Talk)		●	●	Safe Love Campaign	●	●	●	C'est la Vie!	●		●					Change Starts at Home	●		
Resilience in the Sahel Enhanced II project	●	●	●	Tikambe (Let's Talk)		●	●	Resilience in the Sahel Enhanced II project	●		●					No Name 2	●	●	●
				ZAZI	●		●									Tikambe (Let's Talk)		●	●
																ZAZI	●		●
Health Workers																			
Confiance Totale	●	●	●	Tikambe (Let's Talk)		●	●	Resilience in the Sahel Enhanced II project	●		●					Ouro Negro	●		●
The Nigerian Urban Reproductive Health Initiative	●	●	●	Zambia Community HIV Prevention Project	●	●	●									SASA!		●	●
Tikambe (Let's Talk)		●	●													Tikambe (Let's Talk)		●	●
Resilience in the Sahel Enhanced II project	●	●	●													Zambia Community HIV Prevention Project	●	●	●
Zambia Community HIV Prevention Project	●	●	●																
Peers																			
Main Kuch Bhi Kar Sakti Hoon	●		●	Condom Normalization Campaign		●	●	Main Kuch Bhi Kar Sakti Hoon	●		●					Redefining Social Norms to Empower Women	●		●
Merci Mon Héros	●	●	●													Tikambe (Let's Talk)		●	●
No Name 5		●		No Name 5		●										Zambia Community HIV Prevention Project	●	●	●
Tikambe (Let's Talk)		●	●	Tikambe (Let's Talk)		●	●									ZAZI	●		●
Zambia Community HIV Prevention Project	●	●	●	Zambia Community HIV Prevention Project	●	●	●												
				ZAZI	●		●												
Religious Leaders																			
The Nigerian Urban Reproductive Health Initiative	●	●	●	Tikambe (Let's Talk)		●	●	Resilience in the Sahel Enhanced II project	●		●	Somali Women towards Economic Empowerment and Transformation	●		●	Tikambe (Let's Talk)		●	●
Tikambe (Let's Talk)		●	●																
Resilience in the Sahel Enhanced II project	●	●	●																

Reference Groups (*continued*)

Sexual and reproductive health (FP)	N	B	A	Sexual and reproductive health (HIV)	N	B	A	Child, early and forced marriage	N	B	A	Women's economic empowerment	N	B	A	Gender-based violence	N	B	A
Teachers																			
Girls' Education South Sudan			●	Kyunki… Jeena Issi Ka Naam Hai		●	●	Breakthrough's Early Marriage Campaign	●	●	●					Everyday Heroes	●		●
Kyunki… Jeena Issi Ka Naam Hai		●	●	Soul Buddyz Clubs		●		Girls' Education South Sudan			●					Learning Initiative on Norms, Exploitation and Abuse	●		
				Kenya Adolescent Reproductive Health project		●	●												
No Reference Groups Mentioned																			
Community Radio Program		●	●	Bridge, Redefine, Integrate, Develop, Generate, and Expand II		●		Every Adolescent Girl Empowered and Resilient			●	Shujaaz multimedia platform		●	●	ChattyCuz	●	●	●
Every Adolescent Girl Empowered and Resilient			●	Community Radio Program		●	●	Icchedana	●		●					Community Radio Program		●	●
Girls' Adolescent and Reproductive Rights: Information for Management and Action	●	●	●	InThistoGether		●		Natwampane			●					Gender Roles, Equality and Transformations		●	●
Global Grant Health Project	●	●	●	Let Us Protect Our Future		●	●	Tamapendo	●		●					Kataa Ukatili Dhidi ya Wanawake, Watoto na Mauaji ya Albino		●	●
Impano n'Impamba	●	●	●	Tchova Tchova Historias de Vida: Dialogos Comunitarios	●	●	●									Learning Initiative on Norms, Exploitation and Abuse		●	●
No Name 2	●	●	●													Let Us Protect Our Future	●	●	
No Name 4	●		●													MTV Shuga Down South		●	●
Shujaaz multimedia platform		●	●													MTV Shuga Naija		●	●
Tékponon Jikuagou	●	●	●													Natwampane		●	●
																No Name 3	●	●	●
																Saleema	●		●