

# Scriptwriting Using Behavioral Science: How Entertainment-Education can be used to Support Anti-Trafficking Efforts

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# PMC's Entertainment-Education Approach is Unique

## Format: Serial Drama

NOT soap opera

Long-running

Audience can bond with characters

Characters can evolve at believable pace

## Entertaining and Emotional

“cliffhangers”

emotions influence values and behaviors more than purely cognitive information



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# PMC's Entertainment-Education Approach is Unique

## Research-Based

- extensive formative research
- audience, societal & cultural research
- character-driven  
(role models are key)

## Policy Framework

- Summarizes relevant laws & policies
- Issues are officially sanctioned
- Agenda articulated by national policymakers
- Adheres to national policies & strategies



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# Why Telenovelas?

Video clip #1



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# The Battle between Good and Evil

Video clip #2



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# Three Types of Characters

Positive



Photo by Tom Getting

Transitional



Photo by Ellen Morgan

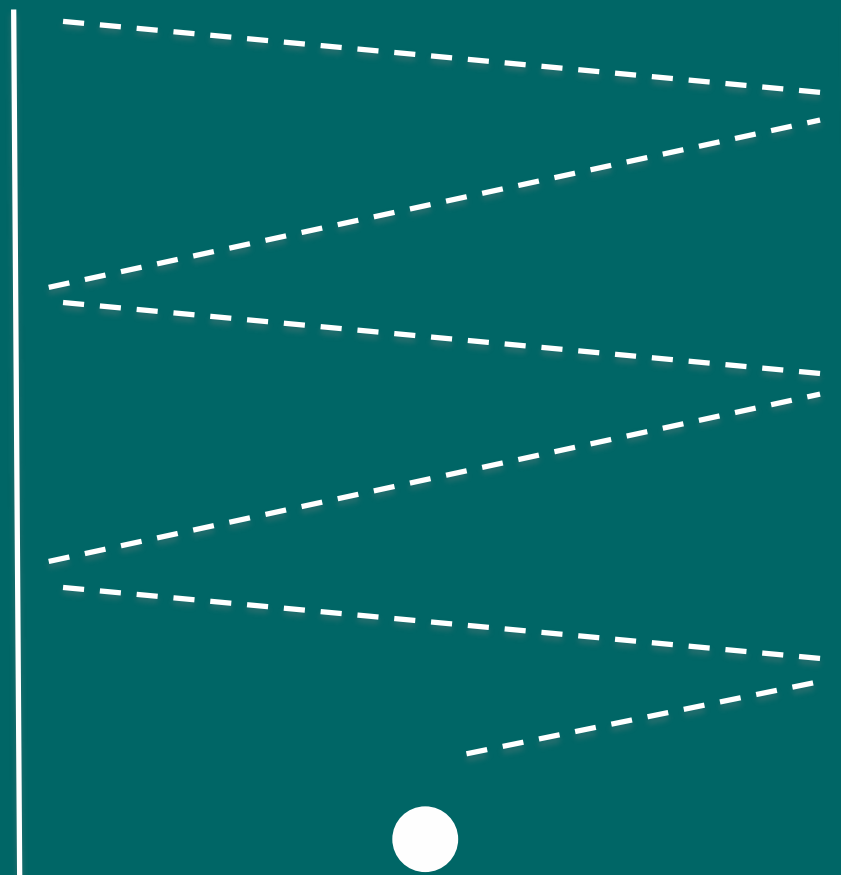
Negative



Photo by Mark Pelleiter



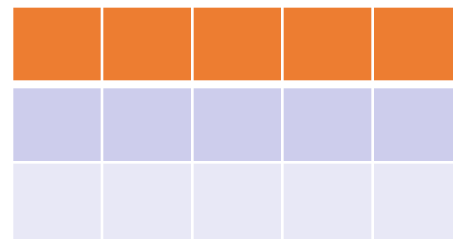
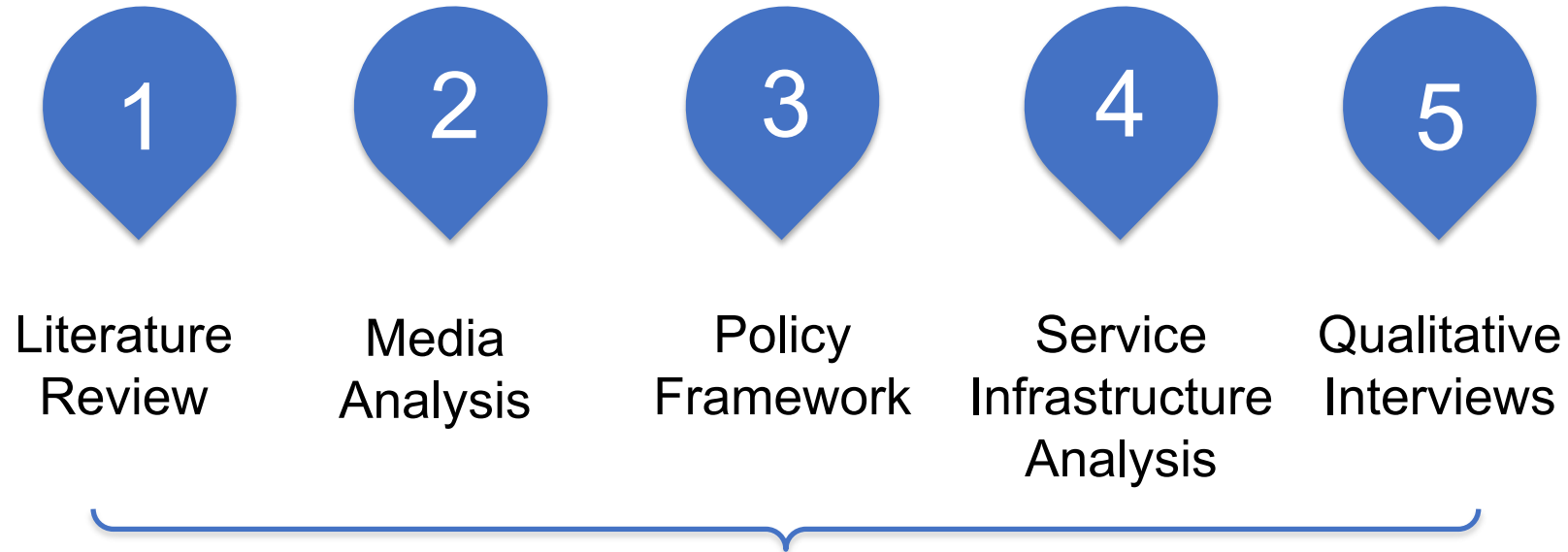
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Transitional Role Model



# Formative Research to Design Characters



Values Grid



What(s)	Why(s)	Positive Value	Negative Value	Desired Behavior Change
Low modern contraceptive prevalence	Fear of side effects	Contraceptives are safe; side effects are rare, known and manageable	Contraceptives have bad effects (cancer, infertility, loss of libido, obesity)	Couples confidently use modern methods of family planning
	Personal or spousal opposition	Couples should discuss family planning choices  God places as responsibility on parents to take good care of their children	The husband is the head of the home and he has the final say  Children come from God; and God provides for all who are born	Couples discuss and mutually decide on family size and family planning uptake  People interpret religious and traditional texts responsibly
	Large desired family size	The Scriptures say “A man who cannot support his family is worse than an infidel”  It is good to have only a number of children you are certain you can take care of: proper nutrition, clothing, shelter, healthcare & education	A man with relatively few children is not masculine; he is weak and a failure  Children are source of cheap labour and serve as a social security guarantee	Men self-evaluate by household economic well-being rather than number of children  Couples strive to have only the number of children they can comfortably support

# “Triggers”: Four Stages

