

Podcasts to Prevent Intimate Partner Violence



LOCATION:
Dollo Ado, Ethiopia

TIMELINE:
2017-2019

PARTNERS:
WAHA Ethiopia
Addis Ababa University
Harvard Medical School
Fondation Hirondelle

PROJECT TEAM:
Dr. Vandana Sharma
Dr. Jennifer Scott
Anne Bennett
Dr. Negussie Deyessa
Theodros Woldegiorgios
Machrine Birungi

PRESENTATION:
Vandana Sharma, MD, MPH
Oct 13, 2020

Leveraging Low-cost Technology in a Refugee Setting



**BOKOLMAYO
REFUGEE CAMP:**

40,000 Somali
refugees

**IPV IN
EMERGENCIES:**

Evidence suggests
that Intimate Partner
Violence (IPV) is the
most common form of
gender-based
violence in
humanitarian contexts

IPV PREVENTION:

There is limited
evidence on effective
IPV prevention
interventions for
displaced populations

FUNDING:

0.12% of humanitarian
funding is for Gender
Based Violence (GBV)
programming

IPV Prevention Evidence Gaps

OBJECTIVE:

To develop & test an innovative approach to prevent intimate partner violence (IPV), using low-cost technology to empower refugees to create & disseminate local solutions, building on the Somali tradition of storytelling.

UNITE FOR A BETTER LIFE (UBL) PODCAST SERIES

16 podcasts have been co-created by Somali refugees on gender , healthy sexuality, conflict resolution, household task-sharing, khat use, & sexual harassment. Each podcast includes dramas, interviews, debates.



1

Refugees are trained in digital storytelling, interviewing & editing

2

Refugees are mentored to create a series of podcasts on IPV, targeting underlying gender norms & risk factors

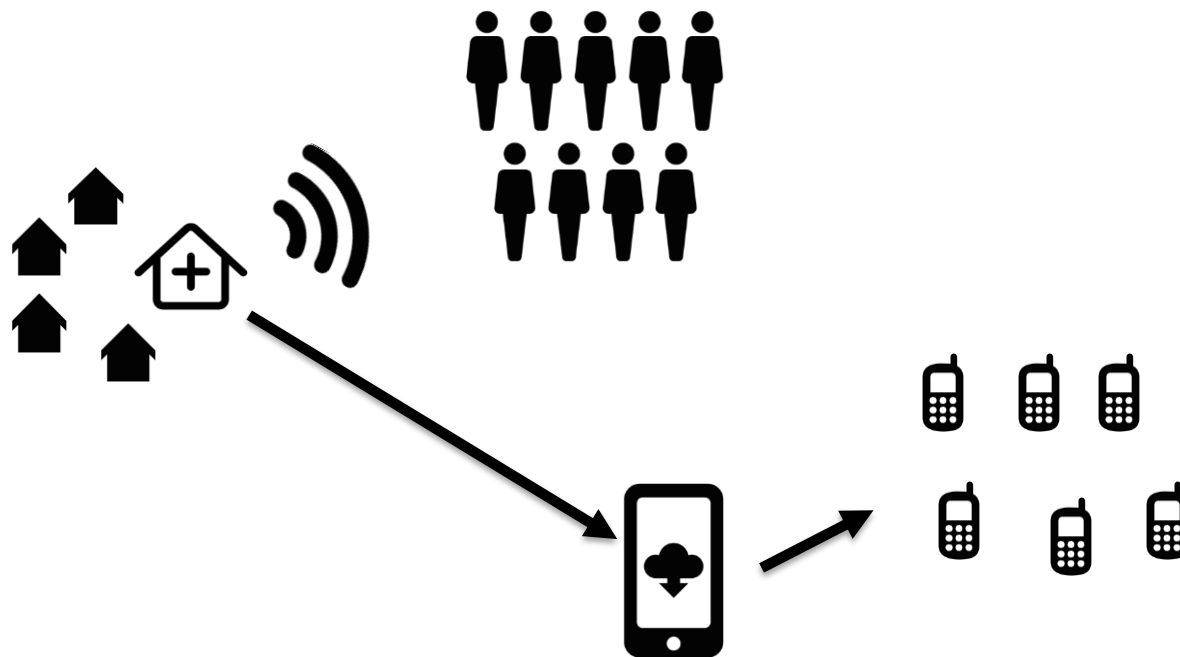
3

Podcasts are broadcast at listening centers in the camp

**If effective during piloting, they may also be available for downloading & peer-to-peer sharing*

4

Data are collected pre- and post- intervention delivery to assess changes in knowledge & attitudes



Building on & Generating Evidence



UBL Rural Ethiopia

- A gender transformative IPV prevention program
- 14 participatory group sessions on gender, healthy relationships, conflict resolution, HIV
- Delivered in context of traditional coffee ceremony
- Tested via randomized controlled trial including 6,770 households in 4 districts in rural, Ethiopia (2014-2018)

UBL Humanitarian Context

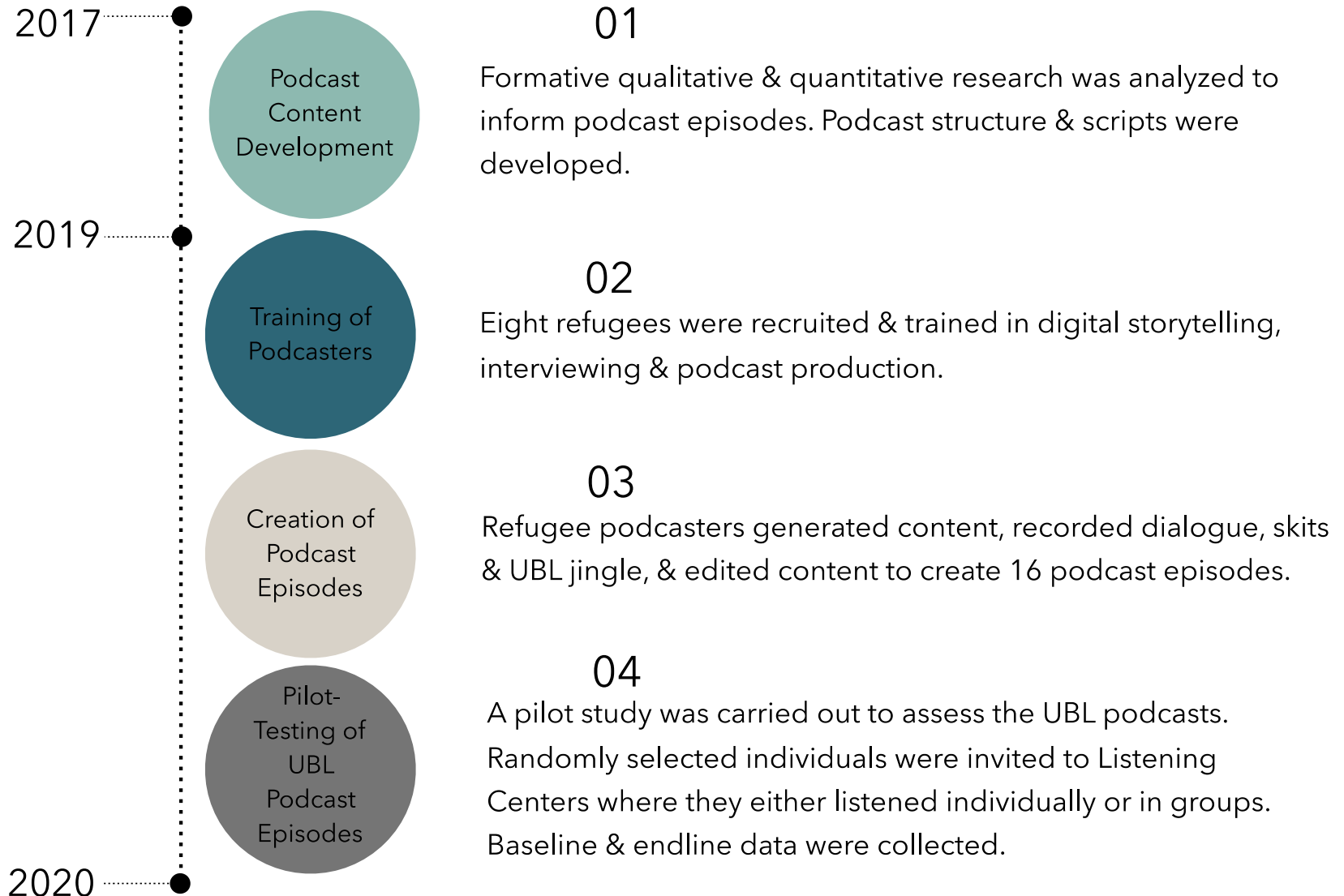
- Adapted for refugee context & Somali culture
- 16 participatory group sessions (includes khat use, harassment and stress)
- Delivered within Somali tea talks
- Piloted in Bokolmayo refugee camp (2016-2018)



UBL Podcast Series

- Targets harder-to-reach populations
- Similar topics but content co-created by refugees
- 16 episodes use storytelling & dramas to convey key messages
- Broadcast & group discussion at Listening Centers
- Piloted in Bokolmayo refugee camp (2017-2019)

UBL Podcast Project Timeline



UBL Formative Research

- 1 High risk of GBV for women and girls in Bokolmayo & IPV is the most common form of violence women face
- 2 Displacement-related changes increase GBV risk
- 3 Loss of livelihoods, increased substance use, poor mental health contribute to IPV
- 4 Access to education identified as both harmful and protective factor for GBV

80%
of women in
Bokolmayo
experience physical
IPV in their lifetime

69%
of women in
Bokolmayo
experience sexual
IPV in their lifetime

Norms & Attitudes

“She should endure [violence] for the sake of Allah.”

“Inside the family there is greater violence. She looks after the children. She prepares a place for him to sleep, cooks the food and fetches the water. **But still he treats her brutally.**”

“Her duties are ... whenever he needs sexual intercourse she must be ready if it's day or night.”

“In his mind, the wife in the house is like an animal and she belongs to him because he paid a wealth.”

“Because she is equivalent to half a man.”

“When a girl reaches puberty, she must be engaged. A Somali proverb says
‘girls must be married or buried
’ and that's our tradition.”

UBL Podcast Development



“There was a great transformation for me.
In the beginning I didn’t even know about
podcasts.



Now I can go with
my mic, I can
record the voices, I
can edit, I can
produce very
fantastic audios,

**now I am a
great
podcaster.”**

UBL Podcast Testing

1 > 90% who participated listened to all 16 episodes

2 Reported behavior change included: strengthened communication with partner, using listening skills, equitable household task sharing, healthy conflict resolution.

3 Listeners shared with an average of 14 people

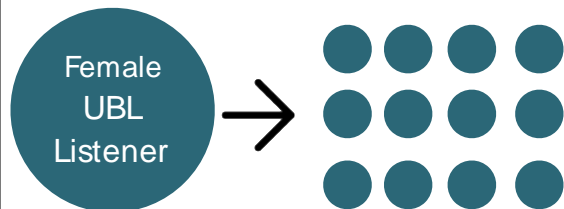
90%

would listen to podcasts again

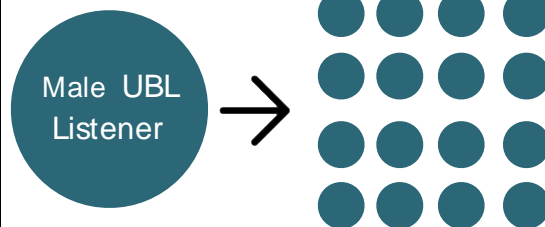
85%

Changed their behaviors due to UBL podcasts

12 individuals



16 individuals



Listening Individually vs in Groups



“By listening independently, people can listen to the UBL podcasts any time they need and can have privacy.”

Among Women:

- No difference in # of episodes completed, information remembered or shared
- Greater reported relevance of program, satisfaction and behavior change when listening in groups
- Preference for Listening Centers (compared to at home with own device)

Among Men

- No major differences
- Preference for Listening Centers

Looking to the Future



For the UBL Podcast Intervention:

- 1 Conduct a larger evaluation of the UBL Podcast intervention
- 2 Develop field-friendly tools to facilitate implementation
- 3 Scale up in Dollo Ado & other sites



Thank You

Vandana Sharma, MD, MPH
vsharma@hsph.harvard.edu

**Special thanks to the
women, men, community
members and partners who
took part in the project.**



uniteforabetterlife.org

