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:
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PRESENTATION:
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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.
Refugees are trained in digital storytelling, interviewing & editing

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

Podcasts are broadcast at listening centers in the camp

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

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

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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

01
Formative qualitative & quantitative research was analyzed to inform podcast episodes. Podcast structure & scripts were developed.

02
Eight refugees were recruited & trained in digital storytelling, interviewing & podcast production.

03
Refugee podcasters generated content, recorded dialogue, skits & UBL jingle, & edited content to create 16 podcast episodes.

04
A pilot study was carried out to assess the UBL podcasts. Randomly selected individuals were invited to Listening Centers where they either listened individually or in groups. Baseline & endline data were collected.
High risk of GBV for women and girls in Bokolmayo & IPV is the most common form of violence women face

Displacement-related changes increase GBV risk

Loss of livelihoods, increased substance use, poor mental health contribute to IPV

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.”

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

“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.”

“Because she is equivalent to half a man.”

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

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

- **12 individuals**
  - Female UBL Listener

- **16 individuals**
  - Male UBL Listener

90% would listen to podcasts again

85% Changed their behaviors due to UBL podcasts
Listening Individually vs in Groups

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

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

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