OPENING CEREMONY

THE FIRST INTERNATIONAL CONFERENCE ON ENTER-EDUCATION Entertainment for Social Change

Why Public Health?
Why is the Center for Communication Programs at the Johns Hopkins School of Public Health coming to Hollywood to talk about entertainment?

Why is the School of Public Health bringing doctors from Zambia, the Philippines, Mexico, and Zimbabwe; actors from India and the United States; producers from Mexico, Brazil, Egypt, Jamaica, Kenya, Indonesia, Senegal, Turkey, and Zimbabwe; and singers from Nigeria, the Philippines, and Mexico to Los Angeles on the eve of the Academy Awards?

What does all this have to do with public health?

Public Health Depends on Communication...
Today, public health depends first and foremost on reaching the public. Public health today is no longer just a matter of clean water and more sewers, or spraying mosquitoes with DDT or closing dirty restaurants. Public health is no longer purely an engineering problem with engineering solutions. Public health is no longer purely a medical problem with purely medical solutions.

On Private Life...
Today, much of public health depends on private life and personal lifestyles. Good public health means preventing unwanted pregnancies, controlling the spread of AIDS, preventing abuse of drugs and alcohol, and teaching parents how to take better care of their children. These are personal matters that can't be cured by a doctor's prescription. These are private decisions that men and women make—not in clinics or hospitals, but in their own homes, about their own personal habits.

And on the Principles of Good Health Communication
This is where entertainment comes in. To be effective today, public health communication needs to follow what I call the Rule of the Four P's: personal, popular, pervasive, and persuasive. That means entertainment.

Entertainment is PERSONAL. A soap opera can make a public health problem such as unwanted pregnancies or AIDS immediate and emotional, even to those who have never personally experienced them.

Entertainment is POPULAR. We delight in hearing Tatiana and Lea, King Sunny Ade and Onyeka sing to us.

Entertainment is PERVASIVE. It brings Aunt Phoebe into our living room to tell us the things our mothers were too timid to say.

Entertainment is PERSUASIVE. The stars of television, radio, film and print materials encourage us to follow their examples to change the way we dress, to change the way we talk, to change the way we think, and even to change the way we behave.

Some of us would even add a fifth principle of good health communication:

THE ENTER-EDUCATE CONFERENCE

WEDNESDAY, MARCH 29, 1989

Speakers:
Phyllis T. Piotrow
Everett M. Rogers
Judith Senderowitz
Entertainment is PROFITABLE. In the long run, public health messages are going to have to pay their own way, and the profit motive in entertainment is a practical way to help pay for good health messages.

Getting it All Together
That is why the Johns Hopkins School of Public Health Center for Communication Programs is cosponsoring this conference. And that is why we have joined with the Annenberg School of Communications here at the University of Southern California, and with the Center for Population Options to invite you to Hollywood this week to entertain and to educate one another.

With a Little Help from Our Friends
The major support for this conference comes from the United States Agency for International Development, which supports the Population Communication Services project. For this we are most grateful. USAID recognizes that in many countries rapid population growth is a major public health problem. It makes other environmental, economic, social and health problems much worse. And USAID, like many other international development agencies, is beginning to recognize that the mass media and the entertainment world can play a star role in helping people in the everyday world to live safer, healthier, happier lives.

Maria, a migrant to Lima, the capital city of Peru, worked as a household maid for a wealthy family. Through her expertise with a Singer sewing machine, she climbed the socio-economic ladder of success. Simplemente Maria attracted very high audience ratings. The sale of Singer sewing machines increased many times, as did the number of young girls who enrolled in sewing classes.

When Simplemente Maria was broadcast in other Latin American nations, similar effects occurred. In fact, the Singer Sewing Machine Company purchased advertising on the television broadcasts.

Expanding the Idea to Other Causes
In the mid 1970s, Miguel Sabido, a brilliant television producer and director in Mexico, proved that the lesson taught by Simplemente Maria could be utilized to motivate enrollment in adult literacy classes, to encourage adoption of family planning, and to promote female equality. Sabido’s soap operas, or telenovelas, were audience rating successes for Televisa, the Mexican television network, and resulted in widespread behavior change by audience members.

Expanding the Idea to Other Countries...
While living in Mexico during the late 1970s, I observed how popular and effective these telenovelas were. I observed the basic concept of combining education with mass media entertainment, an ingenious idea that has been carried forward in TV and radio soap operas in India, Kenya, Jamaica, Indonesia, and many other nations.

THE ENTERTAINMENT-EDUCATION STRATEGY FOR MASS MEDIA
Capitalizing on a Success Story
In 1975, a graduate student from Mexico at Stanford University analyzed the lessons learned from a Peruvian television soap opera. The program, Simplemente Maria, broadcast in Peru in 1969, perked my interest in entertainment-education strategies for mass media.

And to Other Media
The strategy has been carried over to rock music for adolescents in Mexico, the Philippines, and other nations. In Nigeria, African music has been used to carry the responsible parenthood message.

THE ENTER-EDUCATE CONFERENCE

14 THE ENTER-EDUCATE CONFERENCE
Meanwhile, Back in the USA

Hollywood, independent of the pioneering experiences of developing countries, was pursuing its own entertainment-education strategy. In the late 1970s, Norman Lear attempted to attack racial prejudices in the US through *All in The Family*, a television series featuring the character Archie Bunker as a negative role model. Lear also raised public consciousness about such issues as abortion and vasectomy, a daring and controversial action at the time.

In recent years, Hollywood television programs and films have raised such social issues as drunken driving, gay and lesbian rights, AIDS, child abuse, wife abuse, infant mortality, and drug abuse. Often these issues are incorporated into a single episode, or several episodes, of a television series through the efforts of social cause groups, called “Hollywood Lobbyists” by Professor Kathryn C. Montgomery. One of these groups with a cause is CPO, the Center for Population Options, a co-sponsor of this Enter-Educate Conference.

Measuring the Effects of the New Strategies

In the United States, entertainment-education strategies have rarely been evaluated, so we do not know much about their effects on media audiences. But in Third World Nations, policy-makers want to know the effects of the educational soap operas, the music, and other media that entertain while also educating about family planning, female equality, AIDS, and other social issues.

Along with Dr. Piotrow’s staff at Johns Hopkins University, and with various scholars of mass communication in Third World Nations, I have been conducting research to measure the effects of the entertainment-education strategy in India and other nations. Essentially, our conclusion is that the entertainment-education strategy does indeed bring about needed social changes.

Research can measure the effects of enter-educate strategies. The graph above, from a prizewinning vasectomy campaign in Brazil, indicates that promotional spots aired on television for a short period of time dramatically increased the number of people requesting information about vasectomy services. Sponsored by the Johns Hopkins University Population Communication Services in collaboration with PRO-PATER of Brazil, the campaign was honored in London and New York City with a first place among Brazilian advertising campaigns.

On the Verge

I believe that we are at the dawning of useful applications for the entertainment-education strategy, both for Third World development and for coping with social problems in nations such as the United States. My colleagues and students at the Annenberg School of Communications are happy to join with CPO and Johns Hopkins University and with all of you in this important conference. We have much to learn from each other in the next four days.
RELATING TO THE MEDIA

Intimacy, Time, and Information
When you think about it, our relationship to the media is really quite intimate. We snuggle up in a comfortable chair or in bed at night. We stay up to the wee hours of the morning to finish that book or magazine article. We spend hours at a time in a darkened movie theater peering into the lives of others, in a larger than life format. And we cut off reality and slip into another realm when we plug into a walkman and walk down a city street.

We also spend an enormous amount of time with the media. Married people spend more time with the media than with their spouses or their children. Children, in turn, spend more time with the media than they do in school. The media are a major source of information for children.

From Covert Innuendo...
Parents have legitimate concerns about the kind of sensitive information that the media pass on to their children. There are thousands and thousands of sexual references, innuendos, and implications of intended sexual behavior on American television. Most of the references involve the young, the beautiful and the unmarried, with little suggestion or discussion of birth control.

To Overt Information:
"The Times They Are A Changin"
In 1977, US television did not even permit the word "responsible" to be used by a teenager because it suggested birth control. The fall of 1987 was the breakthrough season. US television saw young people discussing family planning with their parents and with each other. We saw young couples actually stop at the critical moment to use contraception.

The Search for a Great Role Model
Parents do not usually want to talk to their children about birth control, and schools are not usually willing to go that far in sex education courses. Young people, then, look to TV for information and role models. Because they have few sources of information or outlets to express sexual feelings or attitudes, young people borrow from TV scripts or programs and act them out in their personal lives. Sometimes whole scenes are picked up right from television. Scripts of questionable information or intent are often the only models for behavior that young people know.

Allies in the Quest
Television is beginning to respond to young people's need for more accurate information. We are at a prime time for
working with television as an ally. CPO, the Center for Population Options, works here in Hollywood with the television industry on research and script consultation.

CPO acts as a broker between interested TV creators and young people to ensure that reality is reflected in the scripts.

We are at a point where TV, movies, and other media are ready to be allies with us. We no longer have to knock on their doors day after day, year after year to make them listen. Now, they are seeking us out because they are interested in communicating social needs, social development and social change, and because social ideas can be entertaining and profitable.

*Scenes from the CBS television network schoolbreak special, No Means No, in which high school kids in the US are dramatically confronted with the pressures of teenage sexuality. The special featured (from photo far left to right) Chad Lowe, Lori Loughlin, Jim Marshall, Chad Lowe and Dana Barron.*