

Entertainment-Education to Promote Safe Motherhood:

in the context of Bangladesh

EDUCATION DIVERTISSANTE POUR PROMOUVOIR LA SECURITE MATERNELLE :

DANS LE CONTEXTE DU BANGLADESH

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Abstract: We are now in the era of technological miracles, including in the field of communication. Satellite television brings us news and information across national boundaries. The media have a strong influence of people's knowledge, attitudes, and practices. The power of media can be used very effectively to make people healthier. Systematic communication strategies can improve health behavior. Communication shapes how people conduct their daily lives, even their sexual behavior. Mass media techniques that combine entertainment with health education are particularly effective in producing behavior changes. The entertainment education approach are based on assumption that the power of mainstream popular culture is great enough to generate models for over all social behavior. This article is attempt to analyze that how entertainment education could be an important tool to promote safe motherhood in the context of Bangladesh.

Key words: Entertainment education, Communication, Safe motherhood, Health promotion, Maternal health, Behavior Change

Résumé: Nous sommes maintenant dans l'ère de miracles technologiques, y compris dans le domaine de la communication. La télévision par satellite nous apporte des actualités et des informations à travers les frontières nationales. Le média a une influence importante sur les connaissances des gens, sur leurs attitudes et pratiques. Le pouvoir de média peut être utilisé d'une façon efficace pour rendre la population plus saine. Les stratégies de communication systématique peut améliorer les habitudes hygiéniques des gens. La communication façonne leur conduite dans la vie quotidienne, voire leur comportements sexuels. Les techniques de média combinant les divertissements et l'éducation de santé sont particulièrement efficaces pour changer les comportements. L'approche de l'éducation divertissante est basée sur

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l'hypothèse que le pouvoir de la culture de tendance générale est assez puissant pour engendrer des modèles pour tous les comportements sociaux. Cet article tente d'analyser comment l'éducation divertissante peut devenir un outil important pour promouvoir une maternité saine au Bangladesh.

Mots-Clés: éducation divertissante, communication, maternité saine, promotion de la santé, santé maternelle, changements de comportement

1. INTRODUCTION

“Entertainment-Education” is a promising strategy for improving health in many countries. This approach relies on specially crafted media messages to entertain and to educate audiences about an educational issue, to create favorable attitude and to change behavior. Radio and television soap operas, popular music, street theater and comic books have all been used to educate the public about such health issues as family planning, HIV/ AIDS prevention, environmental health, female equality, improved sanitation, female genital mutilation (Singhal, Arvind and Rogers, Everett M. 1999).

This article is an attempt to analyze the role of entertainment education in the context of Bangladesh to promote safe motherhood. In this article authors try to review some studies from global context. Then there is a brief description of the situation of maternal health condition in Bangladesh and finally some examples of effectiveness of entertainment education from Bangladesh context are discussed. In the conclusion some recommendations are included for future researchers and policy makers.

Systematic communication strategies can improve health behavior. The power of communication today stems from two recent developments: the rapid growth of communication media and the notable increase in our understanding of communication processes (Pitro P.T. et.al. 1997). Communication shapes how people conduct their daily lives, even their sexual behavior. People want to know more about health; people want to talk more about health to friends and family, hear about it through mass media, and discuss it with competent, caring service providers; people are willing to change their health behavior. The issue is no longer whether health communication can influence behavior. Now the issue is how to sharpen our understanding of communication to do better job.

The expert recognizes the power of popular entertainment in shaping the perceptions and practice of its viewers. Television shows, movies and music not only command the attention of their audience, but also reinforce exciting behavior, demonstrate new behavior and affect audience emotions. Popular entertainment provides an ideal outlet for sharing health information and affecting behavior. Not only is television an effective outlet, but in some cases it speaks directly to the audiences that we most want to reach those at greatest risk for preventable diseases. In fact, findings in a 1999 Health styles Survey in America indicated that regular viewers of soap operas reported more health concerns than individuals who do not watch soap operas.

A popular soap opera in Tanzania “Twende na Wakati” (Let’s Go with Times) has influenced about one- fourth of its listeners to adopt family planning methods and HIV/ AIDS prevention, primarily by getting people to discuss the issues. In the late 1990s, South Africa used entertainment- education successfully in annual Soul City campaigns. Each campaign is organized around a particular health issues, such as AIDS or family planning (Rogers, 2000).

In Afghanistan a radio drama serial carrying messages vital to the well-being of the population, backed up by more detailed information in reinforcing radio programs and cartoon magazines, is proving effective in increasing people’s knowledge of immunization and other subject (Gebreel A.O. and Butt, J 1997).

Even in small scale, an entertainment approach can be effective. Short radio or television spots that tell a story or involve popular characters more compelling than those that preach at people or simply tell

them to take action. Both humor and tragedy can move an audience. In turkey the best remembered component of a family planning campaign was a tragic but totally wordless spot that showed a young couple having more and more children until they debilitated mother disappears from the scene, presumably dead. Paradoxically, during the same campaign, a series of humorous spots starring Turkey's leading comedian, Uger Yucel, was almost equally remembered. On an even small scale, village-based entertainment that reaches only a few hundred people can carry important health messages. Puppet shows, street-theater, school dramas, video vans traveling to rural areas-all can bring valuable health information to people who might not pay attention to or understand formal lecture job (Pitro P.T. et. al. 1997).

While experience from international research can shed a great deal of light on the potential effectiveness of Entertainment Education initiatives, it also has its limitations, particularly in relation to domestic Entertainment efforts. Firstly, many international Entertainment Education efforts have occurred in nations characterized by different political and economic system. Arrangements that work well in those nations may simply be infeasible in Bangladesh. Secondly media environments in many countries are very different from this country. The reality of Bangladesh is different than of the societies mention above. Understanding messages by all people are not same because of lack of education, socio-economic status and cultural background. Access to television and other media is less than develop country. Though the policy makers believe that through media and enter-educative method people can easily understand and retain information on various health related issues. There have been a few reported attempts to systematically asses the effectiveness of the entertainment education approach.

1.1 Understanding of Entertainment Education

Entertainment has been used for educational purpose since the beginning of human history. Greek tragedies, parables in the Bible, songs, stories in every religion and culture present the conflicts and values of different societies in vivid, dramatic, and, above all, entertainment terms. Modern mass media carries on this tradition, reaching millions of popular radio and television shows that entertain and educate simultaneously (Pitro P.T. et. al. 1997).

Johns Hopkins has used what is called the Enter-Educate approach for more than a decade to make health messages more appealing. Songs encouraging young people not to rush into sexual relationships were the first effort. Although the message contradicted the themes of popular music, the songs were big hits in Latin America, the Philippines and Nigeria. The messages were and correctly remembered years later and the songs were played long after the peak of their popularity (Kincaid, D.L., J.L. Jara, P.L. Coleman. and F. Segura. 1988).

1.2 The Nine Ps of Entertainment-Education

Pervasive: Entertainment is everywhere, from village fair to cable television, from songs and dances to drama and talk radio.

Popular: People voluntarily seek entertainment. They like it and eagerly pay attention.

Personal: Entertainment can bring the audience right into a character's intimate thoughts and actions. Audiences identify with characters as if they were real.

Participatory: People participate in entertainment themselves- through songs, dances and sports also by following the lives of the characters, writing fan mail, and discussing messages from entertainment with friends and family.

Passionate: Entertainments stirs emotions. When emotions are aroused, people remember, talk to others, and some times change their lives.

Persuasive: In entertainment, people can see consequences of wise and foolish behavior. They

identify with role models and may imitate them.

Practical: Entertainment infrastructures and performers already exist and are looking for dramatic themes such health, love, sex, reproduction.

Profitable: Entertainment can pay its own way, generating sponsorship, support for collateral materials, and financial returns to producers and performers.

Proven effective: People acquire knowledge, change attitudes, and act differently as a result of mass entertainment, as Johns Hopkins has documented in more than a dozen Enter-Educate projects (Pitro P.T. et.al. 1997).

2. ROLE OF ENTERTAINMENT EDUCATION: GLOBAL CONTEXT

In Guatemala, the USAID-supported Maternal and Neonatal Health Program (MNH) (New World Bank, 2005) led to significant improvements in knowledge, attitudes, and practices related to recognizing danger signs and knowing what to do in the case of an obstetrical emergency. For example, women exposed to the program were significantly more likely to give birth at a health care facility and know that severe bleeding was a danger sign.

Adewusi, Richard (2004) has shown that informing and educating adolescents in areas of sexual/reproductive health and substance use, using didactic methods, yields little or no results. In Youthaid's experience, however, edutainment through drama has been shown to be effective.

In the Philippines, Lea Salonga urged young people not to get into "that situation", that is, Pregnant before they were ready. She wanted young people not to make wrong decisions. Benefitting from more advance preparation and from the successful experience with Tatiana, the Lea Salonga songs were promoted on T-shirts and posters, through contests, and in radio and television spots, and were linked with a telephone hotline. All repeated message that young girl should avoid premarital sex. Evaluation in Metropolitan Manila showed that more than 90 percent of the young people surveyed remembered the message, about half said they were influenced by it and talked to others about it, and 50 percent sought more information. The Dial-A-Friend Telephone Hotline promoted in radio and television spots was overwhelmed by calls (Rimon J.G. II, Treiman, D.L. et al 1994).

The impact evaluation consisted of a survey of 320 people. According to the survey results, the campaign dramatically increased the level of communication between husbands and wives concerning maternal health; overall 65.5 % of all survey participants said they discussed pregnancy and maternal health issues after the campaign. Prior to the campaign, approximately 3% of the population had discussed maternal health with their spouses (Coulibaly, Lydia Clemmons and Ya Ya, 1999). Among all of the means of communication used during the campaign, the green pendelu was the element that participants found the most interesting (83.9%). A total 94.4% of survey respondents had heard of it. Remarkably, 85% of those interviewed who had not participated in the campaign had heard of green pendelu indicating a rapid and effective spread of this innovative concept. Indeed, the impact evaluation indicated that although only 600 people (10 percent of the population over the age of 15 years) had participated in the IEC campaign, nearly 500 people (89% of the population) had seen or heard about green pendelu three months later. Nearly all of those interviewed knew that the green pendelu represented pregnancy 89.9 % of husbands, 79% of mothers-in-law. The IEC campaign led to more positive attitudes and behaviors related to pregnancy at the household level, including husbands supporting their wives by reducing their workloads, improving their nutrition, and urging them to seek medical attention and maternal health services.

Of the various media and methods used to inform, educate and communicate about pregnancy and maternal health, the DCSP impact evaluation survey showed that the three traditional media were by far the most remembered by the communities. Nearly all the respondents remembered the green pendelu,

the griots and the song. Hence, although pandelu, griots and songs are traditional channels of communication in Mali, their utilization can be effectively innovated to adopt them to modern needs. Mutasa (1994) draws similar conclusions in his discussion of the modern use of old proverbs in South Africa: changing time and situation require solutions which the traditional forms cannot longer supply. However, it is often sufficient to adapt an antiquated item to a modern context or constructions. This process of innovation becomes a living proof of continuity of the traditional forms.

Entertainment-Education approaches to health promotion and disease prevention are a popular method for many interventions that target adolescents and youth adults. An article by Glik et.al.(2002) documents how this approach is used to educate and influence young people about HIV/AIDS, other sexually transmitted diseases (STDs), and other health issues in the United States. A review of the literature is followed by a two-phase descriptive study of American youth performing arts entertainment-education programs. First, a qualitative survey was conducted among youth performing arts participants who were attending a national conference on the subject. This was followed by a qualitative survey among adult and youth conference attendees from established HIV/AIDS prevention youth performing arts programs. These two approaches provided detailed insight into the characteristics, approaches, and framework used to create, implement, and evaluate these entertainment-education efforts. Nine domains that defines the effects and effectiveness of youth HIV prevention entertainment education interventions are identified and described, including those related to performances, intervention management, and audiences. Given the importance of evaluation for the success and effectiveness of intervention program, these domains are used to construct a framework for entertainment-education research and evaluation efforts.

The Radio Communication Project (RCP) in Nepal is an ongoing, theory-based, multimedia reproductive health campaign which began in 1995. It consists of two entertainment-education radio serials (a soap opera for the general public and a dramatized distance education serial for health workers), additional radio spot advertisements and promotions, and complementary print materials. The study found increased health worker interpersonal interaction skills, improved quality of client-provider interactions, increased client self-efficacy in dealing with health workers, improved client attitudes toward health services, and toward the practice of family planning, increased adoption of family planning, and increased family planning service utilization, all attribute to the RCP. The panel data allowed statistical control of the influence of predisposing factors before the campaign on post campaign ideation and behavior. The effect of the RCP on contraceptive behavior was largely indirect through its influence on ideation. Implication for the design of integrated, multimedia, entertainment-education campaigns and integrated evaluation designs are discussed (Douglas storey et.al.1999).

The “Suami Siaga” campaign (Shefner-Rogers CL, Sood S, 2004) in Indonesia was a multi-media entertainment education intervention, implemented in 1999/2000, that targeted husbands with messages about birth preparedness. The paper presents the effects of this campaign (1) on the acquisition of new knowledge by husbands about birth preparedness, and (2) on husbands’ action toward becoming an alert husband (a Suami SIAGA). When husbands were directly exposed to the messages from the Suami SIAGA campaign, new knowledge gain and birth preparedness activities occurred. However, the interaction of direct exposure to the campaign and the interpersonal communication stimulated by the campaign about Suami SIAGA was an ever stronger predictor of knowledge gain and birth preparedness actions. Researchers found an increase increased knowledge of severe bleeding as a danger sign and in planning for childbirth through such activities as fundraising, arranging for transportation, and lining up blood donors (Shefner-Rogers CL, Sood S, 2004). Limitations of the study included post-only measures and a relatively short time period between the intervention and the impact evaluation.

In his paper Rimon (1990) states mass media techniques that combine entertainment with health education are particularly effective in producing behavioral changes. The Enter-educate approach is based on the assumption that the power of mainstream popular culture is great enough to generate models for overall social behavior. Enter-education incorporate 5 factors; projects are personal, popular, pervasive, persuasive, and profitable.

de Figueiredo (2004) writes the media influences the way we see the world and contributes

significantly to the construction of social norms. Drama is undisputedly a powerful vehicle for social change. The power of drama lies not only in its ability to attract large audiences, but also in its capacity to shift social norms through constructive role modelling and catalysing interpersonal dialogue and debate. This helps create an environment that supports change. The Soul Buddyz multi media intervention and accompanying evaluations consistently illustrate the power of the media to shift knowledge and attitudes and to influence behaviour change. Since its inception in 1998, it is being valued for its impact on knowledge, skills and attitudes, Soul Buddyz has also sparked enthusiasm, interest and activism among young children in the country.

3. IMPORTANCE OF ENTERTAINMENT EDUCATION: BANGLADESH PERSPECTIVE

Issues relating to reproductive health are becoming increasingly prominent on the public health agenda (Pitro P.T. et.al. 1997). Maternal care or safe motherhood has gotten considerable attention in recent years. Each year more than half a million women die from pregnancy-related causes and almost all of these deaths are in developing countries. In establishing the Millennium Development Goals four years ago, the international community made a commitment to reducing maternal deaths by three quarters by the year 2015 (WHO, 2005).

Maternal mortality and morbidity remain of high concern in Bangladesh. With the current maternal mortality ratio of about 3 per 1000 live births, a woman's estimated life-time risk of dying from pregnancy and child birth related cause in Bangladesh remains about 100 times higher than in developed countries (MOHFW, GOB; 2003:14). The Government of Bangladesh therefore adopted in October 2001 the Bangladesh National Strategy for Maternal Health. The goal of Maternal Health strategy is to reduce maternal mortality and morbidity. Some important element in the strategy are to develop awareness through social mobilization and stake holder participation; promote through the HNPS health education promotion component, universal awareness on danger sign during pregnancy and delivery, delivery planning and emergency preparedness for pregnant women. In this above situation entertainment education could be an important tool to promote safe motherhood.

We are now in the era of technological miracles, including in the field of communication. In many sense the world has shrunk, and today we live in global village. Satellite television brings us news and information across national boundaries. The internet offers a choice of reference as well as original documents at the touch of a key. CD-Roms offer interactive sources of information through our personal computers. The mass media, particularly the electronic media, have collectively a wide reach. Generally, they also have a high level of credibility, and the information they carry generally accepted by the audience (Rafei, U.M. 1997-2000).

In the health era too, the media have a strong influence of people's knowledge, attitudes, and practices. Typically, the media have been used to market healthy behavior, which target the individuals. The power of media can be used very effectively to make people healthier.

Mass media techniques that combine entertainment with health education are particularly effective in producing behavior changes (Rimon Jg, 1990). Because they entertainment, entertainment-education can capture the attention of an audience. The use of population mediums makes it possible to reach variety of audiences (Pitrow PT, Coleman PL 1992). Information can be communicated through variety of channels- small media (e.g., pamphlets, brochures, and the internet) and mass media-and in a variety of formats -campaigns, news coverage, and educational messages inserted into regular entertainment programming.

In developing countries like Bangladesh communication is an important part of development, but will not generate development itself. The communication factors that cause failures on various programs are lack of understanding and insight of the planners on the needs of their clients. Poorly developed

messages improper channels, and top down methods also cause these poor results (Rodrigo ML, 1989).

Though there is a consensus that Entertainment Education can be an important and potentially vital component of a successful public health strategy, in Bangladesh there is no effort to evaluate the Entertainment Education strategy. There is an urgent need for research of effects of entertainment programming in light of recent revolutionary changes in information and entertainment technologies, options and delivery systems.

Some Examples From the Studies in Bangladesh

Shajahan (2004) in his paper states in Bangladesh two highly popular Entertainment Education serial dramas recently produced (Shabuj Shathi and Shabuj Chhaya) were major television hit. According to formal evaluation research the drama serials both were extremely successful and influencing audience attitudes and behaviors related to health. Overall popularity of the drama was impressive, with 90% of viewers surveyed preferring the drama to any other TV programs. A national survey of 7,200 men and women in rural and urban areas revealed a compared to those who were not (59% vs. 23%). Overall health knowledge high level of health knowledge among those who were exposed to the dramas, was significantly related to watching the drama after controlling for socio-economic characteristics and other sources of health knowledge. Visiting a health/family planning service facility and use of a modern contraceptive were both significantly related to recall of the Shabuj Shathi television drama while watching the Shabuj Chhaya has the strongest relationship with knowledge of HIV/AIDS, followed by knowledge of nutrition, childhood disease and safe motherhood. 74% of those who watched 'Shabuj Chhaya' became aware of HIV/AIDS compared to 27% who did not watch.

A study by Mitra And Associates (1991) explored the respondents' exposure to radio programs using large samples. When they were asked about what did they listen to radio, 75-79 percent of the having access to radio mentioned music except in the rural sample of Rajshahi region and the Dhaka slum sample. In those two samples too, the portion usually listen to 'music' was no fewer than 66 percent. The next most popular radio program appeared to be the one dealing with 'family planning' mentioned by over 50 percent of respondents except in the rural sample of the Rajshahi region. 'Drama' ranked to be the third most popular program mentioned by 40-50 percent of respondents in all but the rural sample of Rajshahi and Dhaka slum sample.

The study also found that between 38-44 percent of rural respondents in the Dhaka, Chittagong, and Rajshahi regions and 14% of the rural respondents in the khulna region reported to be watching television daily or several times a week, while 51 percent of Dhaka slum respondents and 33.1 percent of Khulna slum respondents reported the same. For the slum respondents however the number of regular television watcher was somewhat better, about 10% of the khulna slum sample and about 15 percent of the Dhaka slum sample.

A study (Evaluation of the Shukhi Sangsar,1979) by Johns Hopkins University / Population Communication Services of Bangladesh found that exposure to radio messages was high among women having access to radio in Trishal upazila, two peak period of radio listening were emergent in the data, an afternoon peak period and an evening peak period. The afternoon peak period normally ranged over from 1:00 p.m. to 3:00 p.m. and the evening peak period from 7:00 p.m. to 10:00 p.m. In the afternoon peak period the largest number of respondents listen to radio between 2:00 p.m. to 4:00 p.m. while in the evening peak period did the largest number between 8:00 p.m. to 10:00 p.m. Attention should be given so that social messages were timed with the radio's programmes on 'music' and/or 'family planning' as the earlier findings revealed those two radio programmes more popular than any other radio programmes.

An evaluation study by Mitra and Associates (1985) reports that the 1985 survey upheld the findings of the 1983 survey that there are peak period of radio listening on a week day- the morning peak period, the afternoon peak period and the evening peak period. There was almost no variation between the two survey as regards the characteristics of peak period. The evening peak period ranges from 7:00 p.m. to

10:00 p.m. It is the most important time for radio listening among all segments of target audience, as large number of the radio listener's listen to radio during the time. Music, drama and news were found to be preferred programmes in rural and urban areas in the survey of 1983 and 1985.

BRAC Mass Media Campaign Study (1986) shows drama appeared to be the most favorite television program with the male and female respondents in both rural and urban areas (with females in both areas having high percentage). For instance, the report 61.5 percent of females, 28.6 percent of males in OTEO rural areas, 53.6 percent of females and 53.1 percent of males in adjacent non-OTEP rural areas, 75 percent of females 42 percent of males in remote non OTEP rural areas and 81.1 percent of females and 47.6 percent of males in urban areas mentioned drama as their favorite program. Other programs watched were news, music and public information.

A study (Assessment of EPI communication,1990) was conducted to determine the effectiveness of EPI communication intervention in urban areas by different socioeconomic categories. One hundred percent of the middle class fathers and mothers were aware of the EPI programs. For the middle class TV and radio were the major sources of information. All but one percent of the lower middle class (LMC) mothers were aware of the EPI program. For the LMC mothers health and family planning workers, TV, neighbors/relatives/ friends and for the LMC fathers TV, radio and health and family planning workers were the major sources of information. All but four percent of the slum dwelling mothers and fathers were aware of EPI program. Among this category health and family planning workers, were the most important source of EPI information for both mothers and fathers.

River and Smith (1985) in their paper writes Worldview International Foundation, an international voluntary organization, using the social marketing approach to promote development theme, were able to plug into a commercially successful network that assured them of reaching a large, attentive audience for a very low cost. An estimated 8 million Bangladeshis have seen the literacy film in cinema halls, mobile film projection vans, and on television. Project evaluation showed that 95% of the surveyed audience enjoyed the film and understood the intended message. WIF's next project was to develop social messages on family planning theme. A love story entitled "Together" was developed. The social message revolves around a newlywed couple; both are hesitant to immediately start a family, but neither feels comfortable discussing his/her feelings on the subject with the other because of strong cultural taboos against such a delay. As the story develops, the barriers are surmounted, and this "model couple" begins to discuss the issue—using singing dancing to express their concerns about family planning. Understanding audience expectations in a commercial cinema context is the key to some successfully adapting this medium for social development messages. WIF's experiences demonstrate how effective, well-conceived social messages can be presented in a commercial cinema context.

A study was conducted by Hasan K (1991) find the effectiveness of different communication approaches used by SMC among its target audience. 530 audiences of news paper, radio, TV, cinema, billboard, neon-sign and films in 9 upazilas of 9 districts, and 1222 audiences of boat sails rickshaw and auto-rickshaw tin signs of 5 districts were selected randomly for data collection on the part of traditional and non-traditional media respectively. Data of the study was collected during August-September, 1991 through questionnaire. Result revealed that media accessibility varies significantly from rural to urban areas. Radio was found most reached and availed media (about 70%). On the other hand TV was most powerful and main source of information among the urban and semi-urban respondents. In the rural areas news paper reading was very poor. Though on an average two third of the respondents read news papers in urban areas. But half of the women did not read news paper. Radio and TV seemed to be major source of information followed by hoarding/sign board, news paper magazine and cinema. Mobile film unit was well exposed in the semi-urban and rural areas. Out of two radio programs of the social marketing company, "Chotto nir shukher nir" had reached more listener (50%) than "Shishur hashi mayer hashi" (33%).

A study of demonstrate that radio and television are two important mass media for disseminating information about family planning in Bangladesh. However access to them and exposure to family planning through them are still limited, particularly for television. In their study, not more that one-fourth (28%) of the respondents reported that their household poses working radio and only 8.6%

reported that they had a working television (Islam, M.M., Hasani, A.H.M.S. 2000).

4. CONCLUSION

The pattern of use of media is changing in the rural areas. More people are exposed to television program now. Regular radio listeners are reducing. People prefer mass media specially television as well as health worker to get health information. Drama and cinema is the most popular program in the rural areas. So health information can be disseminate through television drama and cinema. This is more acceptable to the rural population.

It was reveal from above discussion that, a communication strategy should employ multi-channel, mutually reinforcing approach appropriate to the audience and prevailing condition. Much experience shows that multimedia approach works best. A good communication strategy will combine different media to repeat and reinforce key messages. Since resources are always limited, communication strategies should identify a leading medium to carry the messages and focus major efforts there. The major medium should be reinforced by other forms of communication that repeated same messages.

The principle policy challenge is to design communication strategies that will reach less privileged, rural, illiterate people who are by far the majority in Bangladesh. It is evident that electronic media, particularly TV, play an important role in disseminating health information among rural people. Television emerged as the most important mass media for this purpose followed by radio, doctor/health worker. From this article entertainment education found to be quite effective. On the basis of the review of above studies the following recommendations are put forward for consideration of future researchers and policy makers.

- Innovative type of health programs should be offered through television to make the health messages interesting to the target audiences.
- Large scale study is needed with appropriate design to find out the effectiveness of Entertainment Education.
- People prefer mass media to hear about health, so more research is needed to ensure the appropriate use of mass media to entertain and to educate.
- Multi-channel approach (mass media + health worker) should be used for reinforcing of messages.

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