

Strengthening Community Theater to Effectively Deliver Health Messages

Why use this approach?

Leveraging and strengthening relevant local theater groups creates a cadre of community-based actors that have the capacity to skillfully deliver health messages and engage target audiences in health promotion. This entertainment-education approach builds their capacity to develop entertaining dramas that focus on critical topics such as family planning, reproductive health and adolescent health.



STEP 1: Identify drama groups

with selection criteria that may include:

- experience in performance arts - evaluate the history and previous genres
- presence of skilled playwrights, directors and actors
- fluency and articulation in the local language
- balance of gender in the group
- interest in social and health issues, including family planning and commitment to tackling a community health challenge



STEP 2: Facilitate a four-day training

that includes two days of workshop and script writing, one day for a mock rehearsal to receive feedback and correct any misinformation while the last day is for the actual community theater performance.

The two-day workshop is facilitated by team of facilitators which include the SBCC Committee members, particularly the State/LGA Health Educators with support from TCI. The facilitating team is also present during the mock rehearsal.

At the end of the community theater performance, social mobilizers give out referral cards (Go-Cards) to members of the audience who indicate interest in adopting a family planning method.