

# #ISurvivedEbola

## The Power of Real-Life Survivor Stories

With more than 14,000 cases and death tolls soaring over 5,000, the Ebola outbreak has become a global public health emergency, shocking the world. The situation in West Africa is critical and seemingly out of control. Uncertainty, misinformation, and public's lack of trust in health workers have aggravated the medical, social and economic issues resulting from the outbreak. Rumors abound and, in the absence of dependable information, panic continues to grow...and reverberate around the world. Currently, we are all at risk!



The idea of using entertainment as a means to educate is by no means a new concept - dating back to the beginnings of the oral tradition and storytelling itself. However, this is one of the first times in history that consciously designed stories, embedded within the context of a radio soap opera, will be systematically used to address a global public health emergency. To solve this complex problem, not just in West Africa, but around the world, we invite you to join us on this life-saving journey into the world of Entertainment-Education.

For 30 years, PCI Media Impact has produced and broadcast stories for social change, utilizing the power of Entertainment-Education (E-E). E-E is a well-known methodology for purposefully embedding educational and social issues in entertainment media and using multiple platforms such as TV, radio, music, mobile, web and others for broadcast. E-E drives changes at the individual level, affecting knowledge, attitudes and behaviors and at the systemic level, changing norms and creating conditions that enable dramatic change.

### PCI Media Impact's Ebola Communication Strategy

#ISurvivedEbola  
Campaign

Radio Drama  
Series

Radio Call-in  
Shows

Environmental  
Projects take  
on Ebola

Songs and Music  
Videos take  
on Ebola

In response to the Ebola Outbreak in West Africa (Liberia, Guinea and Sierra Leone), PCI Media Impact is undertaking multiple narrative-based projects to help inform and engage the public with critical information on how they can protect themselves, their families and their communities from the spread of the Ebola virus. The lessons we have learned from our many years of work with family planning and population issues and our deep understanding of how E-E can engage an audience makes our characters believable. We remind the audience of their own concerns and fears and how to overcome them with the help of good stories, well told.



# #ISurvivedEbola – A Communication Campaign using Real-Life Survivor Stories

In this global public health emergency, PCI Media Impact is drawing on our understanding of the power of role models and a growing list of survivors in these hard-hit communities. Survivors will be portrayed as heroic community role models to help communicate successful behaviors for tackling Ebola. To best utilize the stories of survivors within this context, we have launched a storytelling campaign designed to reach people at all levels. These #ISurvivedEbola stories will be used as a way of sustaining widespread dialogue, while inspiring members of the general public to seek, share and use vital, new life saving information. This strategy will not only reduce fear but it will also encourage adoption of the recommended prevention and containment practices and help reintegrate survivors back into their homes and communities once they are Ebola-free.

Video Stories

Audio Stories

Print Media

Music

Mobile Technology

Social Media



PCI Media Impact will work with dozens of survivors whose positive actions helped them recover from the virus, as well as people who have facilitated that recovery in others. Giving the “survivors” a powerful media voice, their stories will be produced in video and audio, print, mobile messaging, web and social media and in multiple languages to be disseminated throughout the effected region. These are real stories to save lives!

## Ebola Radio Dramas

Using the potential of culturally resonant stories, in partnership with UNICEF-Liberia and other key partners, PCI Media Impact is producing a series of radio dramas in 12 local languages to be broadcast on more than 30 radio stations in the three Ebola affected countries. These dramas accurately portray the current Ebola outbreak with sensitivity to the cultural complexities, values, needs and perceptions of target communities.

These dramas are designed to influence critical shifts in understanding that can contribute to halting the spread of this global threat. The dramas will embed key messages on Ebola prevention and approved protocols for adequate care. These messages will become part of an on-going dialogue, bypassing certain levels of cultural resistance currently faced by more direct and overt communication campaigns and thus allowing for a higher likelihood of positive reception in West Africa.





## Ebola Radio Call-in Shows

PCI Media Impact is also leveraging talk radio, a powerful information platform available in Africa to reach millions with accurate information, guidance with regard to emerging best practices, access to experts, knowledge of local resources, and perhaps most importantly, information and interpersonal communication, debunking rumors. Radio, and in particular, radio call-in shows, are a very effective vehicle to create a community of listeners who can build and engage in on-air discussions – both “live” through call-ins all provoking important conversations. This is particularly important in a region with widespread illiteracy.

Working in local languages, these call-in shows will feature interviews with experts, survivors, and testimonials from radio drama characters to ask and answer questions and in turn, spark important conversations.

Our goal is to reinforce the life-saving messages in our radio dramas and help the audience incorporate this information in their daily lives.

In addition, we are using our existing environmental radio dramas to embed the Ebola message and to emphasize its importance, we are also bringing music and music videos into the fight against Ebola, making full use of our creative and artistic partners in West Africa and around the world.



Radio Dramas  
in **12** Languages



More than  
**50**  
Stations



With active  
presence in  
**3**  
Countries

Reaching over **70%** of the population with life saving information



## Capacity to Respond

PCI Media Impact is uniquely positioned to make a dramatic difference in the public health communications effort in West Africa. For us, it is an historic opportunity to demonstrate what our evaluators have proved repeatedly: Entertainment-Education really works! And it has an unlimited potential to save lives.

5000 RADIO & TV EPISODES  
OVER 100 SERIAL DRAMAS  
MORE THAN 50 COUNTRIES  
**1 BILLION**  
PEOPLE REACHED



...one story at a time.

If you are interested in supporting our work or if you would like to donate or volunteer your time or services, please contact us through

Sean Southey, Chief Executive Officer at PCI Media Impact:  
[ssouthey@mediainpact.org](mailto:ssouthey@mediainpact.org); +1 347-276-1354



TELL A STORY  
CHANGE THE  
WORLD



pci media impact • ))  
tell a story, change the world