



## **Economic and Social Council**

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### **Commission on the Status of Women**

#### **Fifty-ninth session**

9-20 March 2015

**Follow-up to the Fourth World Conference on Women  
and to the special session of the General Assembly entitled  
“Women 2000: gender equality, development and peace for the  
twenty-first century”**

### **Statement submitted by Population Media Center, a non-governmental organization in consultative status with the Economic and Social Council\***

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

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\* The present statement is issued without formal editing.



## Statement

Population Media Center is a non-profit international non-governmental organization that strives to improve the health and well-being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behaviour change. Founded in 1998, Population Media Center has over 15 years of field experience using the Sabido Methodology, impacting more than 50 countries around the world.

The Beijing Declaration and Platform for Action noted that the world had seen an explosion in the field of communications, while the Five-year Review of the implementation of the Beijing Declaration and Platform for Action (Beijing +5) reaffirmed the importance of gender mainstreaming in all areas and at all levels, with certain areas identified as requiring special attention. These included: education; social services and health (including sexual and reproductive health); the HIV/AIDS pandemic; violence against women and girls; the persistent and increasing burden of poverty on women; and the formulation of strategies to enable women and men to reconcile and share work and family responsibilities equally.

The Beijing Declaration and Platform for Action also noted that the media has the potential to promote the advancement of women and the equality of women and men by portraying women and men in a non-stereotypical, diverse and balanced manner, and by respecting the dignity and worth of the human person.

## Recommendations

We urge the Commission to accelerate efforts to promote women's and girls' greater equality in all sectors of life and at all levels of decision-making by employing the power of entertainment-education strategies delivered through mass-media.

Through the use of long-running serialized dramas on radio and television, the principles of shared power and responsibility between women and men — at home, in the workplace and in the wider national and international communities — can be role-modelled effectively, with large proportions of the listeners and viewers adopting positive behaviour change.

Long-running serialized dramas on radio and television can also effectively address disparities in education, promote social services and health (including sexual and reproductive health), protect against HIV/AIDS infection, positively effect change in men's attitudes about violence against women and girls, and encourage men to equally share work and family responsibilities with women.

We urge the Commission to recognize that social learning theory demonstrates that people learn from role models. Long-running serialized dramas on radio and television, created by local writers, actors, and production staff, can create programs that are culturally sensitive and appropriate to bring about positive behaviour changes as they relate to the mission of the Commission on the Status of Women.

Through the use of “positive”, “negative”, and “transitional” fictional characters exhibiting different behaviours, the range of behavioural options the real-world audience is aware of is broadened. Audience members gradually learn the consequences of decisions the characters make around a variety of issues. The

issues addressed in each program can be based on the concerns of the host country, and the values of the program can be based on the policies of that country and in accordance with the mission of the Commission on the Status of Women.

Considering that the Commission on the Status of Women is the principal global intergovernmental body exclusively dedicated to the promotion of gender equality and the empowerment of women; and, that the Commission on the Status of Women is tasked with making recommendations to accelerate the implementation of the Platform for Action, including analysis of good practices; and, that the main focus of the current session will be on the Beijing Declaration and Platform for Action, including current challenges that affect its implementation and the achievement of gender equality and the empowerment of women, we urge the Commission on the Status of Women to promote awareness and utilization of entertainment-education strategies delivered through mass-media, especially long-running serialized dramas on radio and television.

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