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For over 30 years Entertainmenteducation (E-E) has been a tool for changing health behaviour. E-E uses drama, music, or other communication formats that engage the emotions to inform audiences and change attitudes, behaviour, and social norms. Worldwide, several hundred major projects have used E-E to improve health.

Entertainment-education dramas can persuade because they show characters who change their behaviour to improve their lives. Stories have unique power and nuance to describe people's behaviour and interactions, and their consequences. E-E seeks to change people's behaviour by creating stories where the audience can easily identifying with stories' characters. Also, E-E is particularly able to influence behaviour rooted in traditions that are hard to change.

 [Entertainment-Education for Better Health \[EN\].pdf](#)