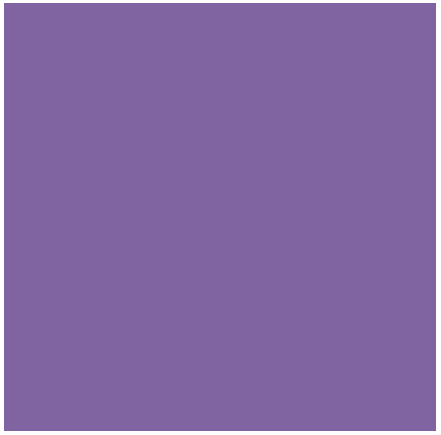
Nuestro Barrio

The Bold and the Bankable



Using Telenovelas for Financial Education

EDUTAINMENT

Also known as Entertainment Education.

- Process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience members' knowledge about an issue, create favorable attitudes and change overt behavior of individuals and communities. (Singhal & Rogers, 2002)

Sesame Street

Public Health Theory

- **Social Learning Theory** (Albert Bandura)
  - Emphasize the importance of observing and modeling the attitudes and behaviors of others.
  - Vicarious learning from others is a powerful teacher of attitudes and behavior.
- **Miguel Sabido Methodology**
  - Use long-running serial dramas (telenovelas) to create an emotional bond between the audience and characters.

Quantitative Evaluation using Transtheoretical Model of Change *(TTM or Stages of Change)*

- Identifies “stages of change” people move through as they adopt new behaviors. It was used to guide the development of a series of outcome measures that capture incremental behavioral change.

Stages of change

Precontemplation

Contemplation

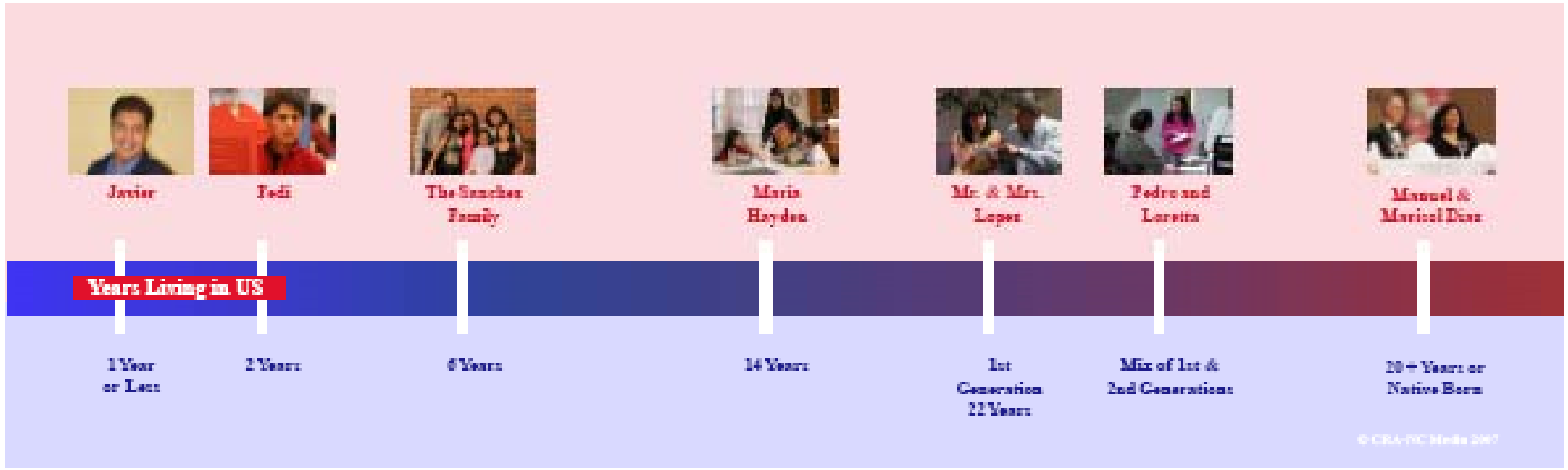
Preparation

Action

Maintenance

Characters in Nuestro Barrio

Precontemplation, Contemplation, Preparation, Action, Maintenance



UNC Chapel Hill/Ford Foundation Evaluation

- **Financial Literacy**
  - Nuestro Barrio viewers absorbed financial literacy content of the episodes.

    Found a positive effect of viewing on all measures, and a statistically significant effect on one in particular – whether SS# is necessary to open a bank account.

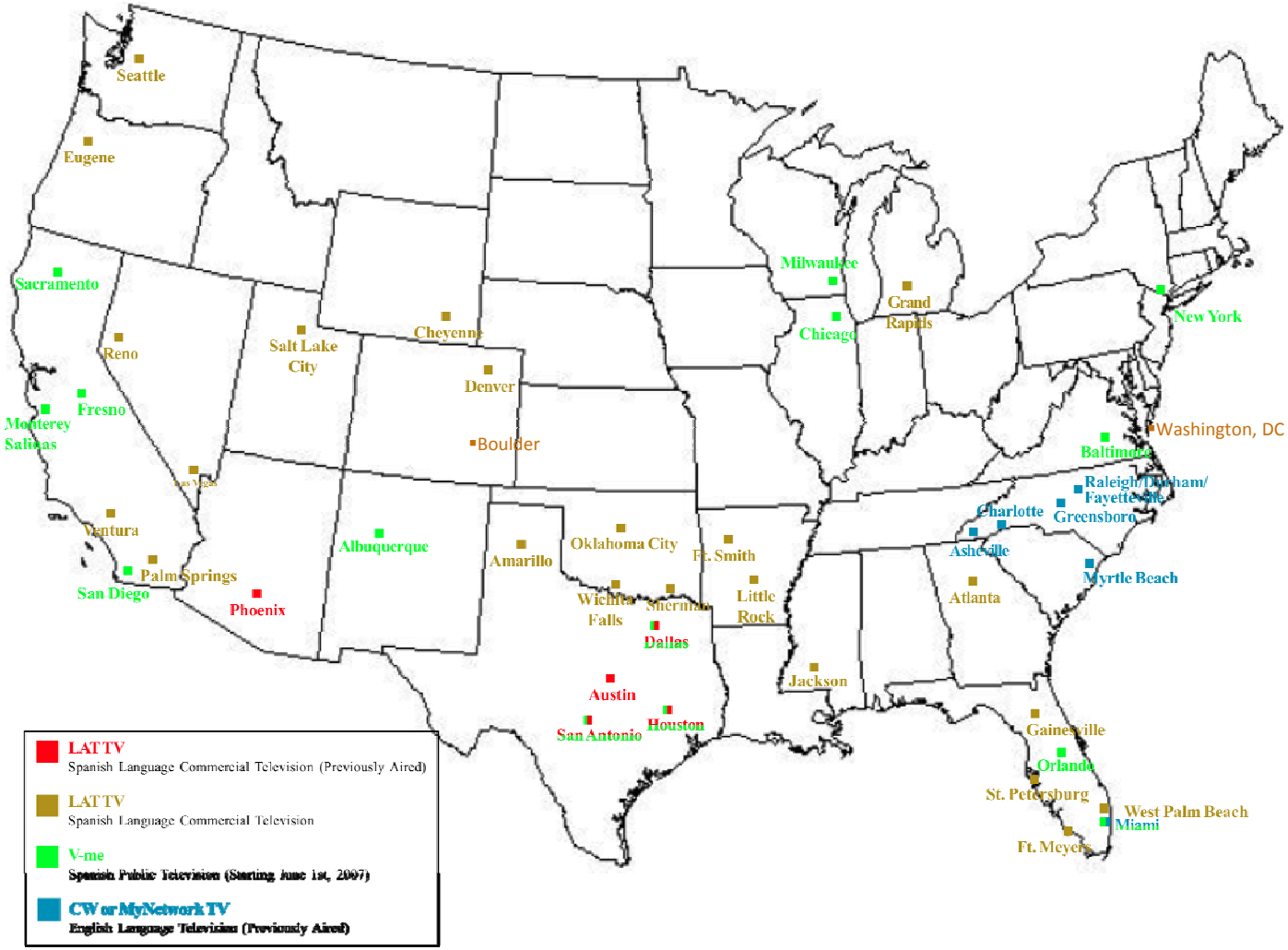
- **Financial Attitudes**
  - Nuestro Barrio increases viewers' trust in financial service providers.

    There was a significant impact on the second attitudinal measure
  - comfort asking a bank employee for advice.
- **Financial Behavior**

  - Nuestro Barrio induces behavioral change

  Study finds strong, consistent effects of Nuestro Barrio with respect to viewers' stages of change (i.e. viewers were further along) with respect to the viewers' processes of change (i.e. viewers were more likely to show movement into successive stages of changes).

DISTRIBUTION

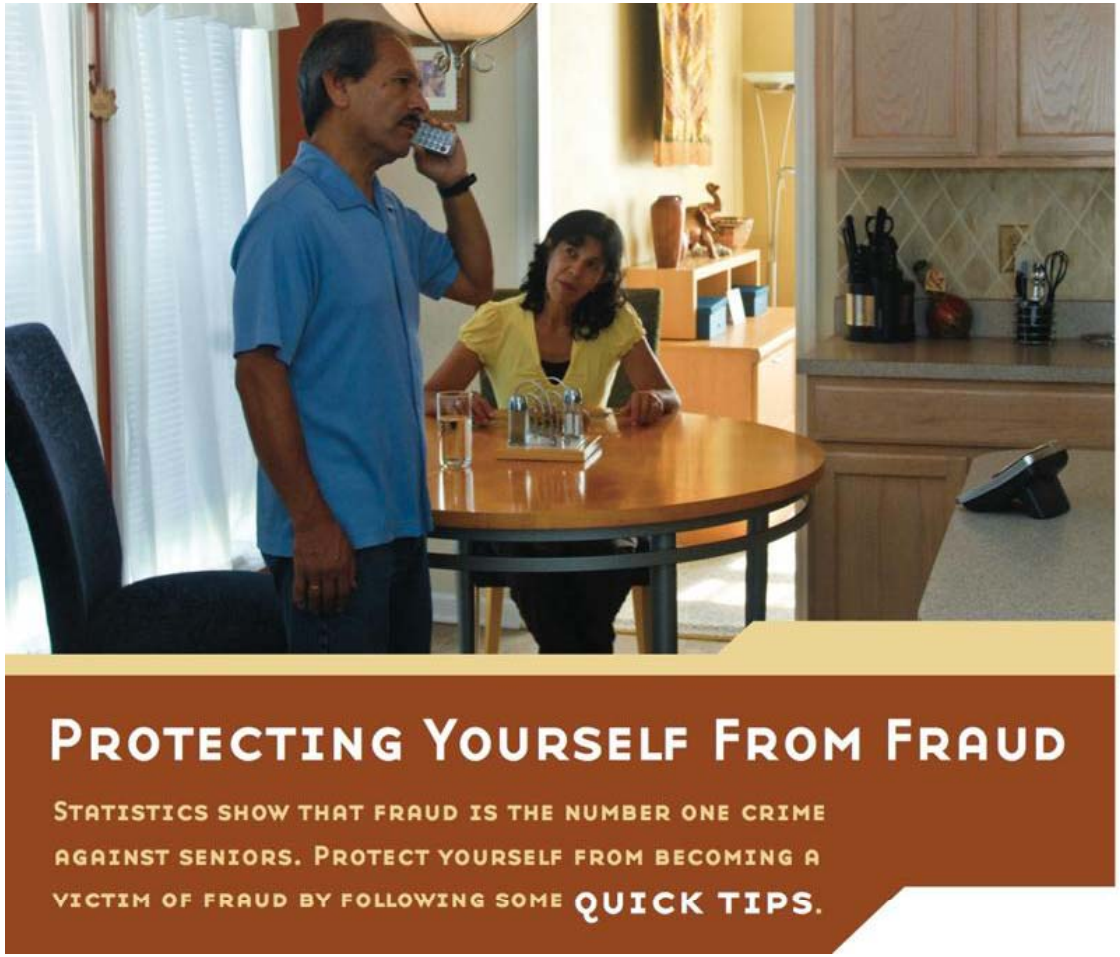


Distribution & Products

- Community Events and Partners
- Red Carpet Openings
- Earned Media
- Radio and TV Interviews
- Paid Advertisements

- Homebuyer Workshop Facilitator Guide
- DVD of Educational Storylines.
- High School Curriculum
- Photo novellas

- Television broadcast via multiple commercial and public stations.
- Spanish, English, Satellite, Cable, Digital, Paid, Free, Barter/Split
- Univision, Telemundo, LATV, WB, V-me, public access.

- Consumer Fraud PSAs
- Website
- Brochures and Posters
- DVDs of series

Consumer Fraud Campaign