

**Experiences of the Beneficiaries of Interactive Popular Theatre (IPT): A Qualitative Study on the experiences of the beneficiaries of IPT as a part of BRAC CST program on COVID-19 prevention at Cox’s Bazar Sadar, Ramu & Chakoria Upazila in Bangladesh.**

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Purpose of this report of summative learning project: In Partial Fulfillment of the Requirements  
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## **Experiences of the beneficiaries of Interactive Popular Theatre (IPT): A Qualitative Study on the experiences of the beneficiaries of IPT as a part of BRAC CST program on COVID-19 prevention at Cox's Bazar Sadar, Ramu & Chakoria Upazila in Bangladesh.**

### **Abstract:**

The COVID-19 pandemic is still ongoing across the globe as well in Bangladesh which spreads very fast in human contact. To prevent this disease from spreading, we need to follow certain guidelines and some behavioral modifications which need a conscious effort from all of us. Aiming to that, BRAC is conducting a community-based CST program in six sub-districts of Cox's Bazar. Interactive Popular Theater (IPT) is one of the components among other interventions of the CST program like handwashing stations, mask-wearing, social distancing and miking. IPT incorporates awareness messages regarding COVID-19, cervical cancer and other social issues into it. The focus was COVID-19 preventive messages while cervical cancer also bears great importance as well. IPT transfers knowledge to its audience through entertainment like singing, dancing and acting. This study looked into the experiences of the beneficiaries, from their perspective. Our study investigated their feeling about IPT. This study wanted to know whether the IPT was entertaining, the reason for liking or disliking it, they got benefitted or learned new things. Knowledge gained from the IPT and their application in real life was also a topic of interest. All the respondents reported an overall good experience with IPT. The reason for expressing satisfaction with the IPT is learning new knowledge. The study also found out the daily applications of these messages in their life which mean, there are positive behavioral changes have been noticed like adopting wearing masks and handwashing as habits. As this kind of intervention is very new in our country, we need more research in this field from different perspectives. The use of IPT also has a great impact on building people's awareness and understanding. It could be a great tool and might be used to educate the common people in Bangladesh on a larger scale.

### **Introduction:**

The coronavirus is a viral disease which took the monstrous appearance of the pandemic and wreaked havoc on millions of lives and still counting. COVID-19 was first detected in China at the end of 2019 and was announced as a pandemic at the beginning of next year (Mohamadian et al., 2021). With the rise of interventions, the understanding of COVID-19 has increased to a substantial level since the first outbreak (Chilamakuri & Agarwal, 2021). COVID-19 pointed to the need for multisectoral collaboration and community participation in implementing different preventive measures like physical distancing, staying at home, quarantine etc. (Gebru et al., 2021).

South Asian region has already experienced the highest mortality rate in comparison to the other parts of the world and the reason behind it are huge population density, economic vulnerabilities, social disparity, lack of health system resilience and lack of trained health workforce (Babu et al., 2021). COVID-19 exposed the lack of preparedness and cooperation in this region regarding infectious disease surveillance to formulate guidelines within the SAARC countries (Bhutta et al., 2020). India is at the peak of death rate and case rates and Bangladesh also follows the same trend (Welch et al., 2021).

Although a series of preventive strategies had been adopted by the Bangladesh government initially, an online based KAP (Knowledge, Attitude & Practice) study found the majority of respondents in Bangladesh reported a lack of proper knowledge flow about COVID-19 while they agreed on following all the precautionary recommendations (Ferdous et al., 2020). That is also justified to a great extent as Bangladesh had no prior experience of SARS or MERS earlier and the public healthcare system was not resilient enough to absorb the shock (Ferdous et al., 2020). The initiatives taken by the government of Bangladesh proved to be insufficient while the private sector and NGOs got praised by the government itself for distributing COVID-19 preventive messages among the common population (Alam et al., 2022).

The WHO dashboard shows the total number of COVID-19 cases identified to date is 651 million and deaths are nearly 6.6 million (World Health Organization, WHO). Although several preventive strategies had been adopted by the Bangladesh government, an online-based KAP study found the majority of respondents in Bangladesh reported a lack of COVID-19 knowledge flow while they agreed on following all the preventive recommendations (Ferdous et al., 2020). These government initiatives proved to be insufficient while the private sector and NGOs got praised by the government itself for distributing COVID-19 preventive messages among the people (Alam et al., 2022).

The shortage of updated knowledge on COVID-19 prevention causes the predominance of rumours, stigma, conspiracy theories and unnecessary prevention practices which may lead to a higher infection and death rate (Islam et al., 2020). A shortage of correct information causes fear, anxiety and dependence on rumour while the abundance of information causes misconceptions & mistrust among the common people (Khan et al., 2022). One study points out the shortage of studies on knowledge and preventive behaviour in Bangladesh which found a huge gap in knowledge and preventive behaviour and suggested proper knowledge distribution urgently to prevent the further spreading of COVID-19 (Hosen et al., 2021).

Interactive Popular Theater (IPT) is a form of Community-Based Participatory Research which teaches the community gently in a culturally appropriate manner by delivering health messages through entertaining dramatic performances (Fredland, 2010). In North Carolina USA, they implemented an intervention through theatre performance to educate teenagers about preventive strategies for HIV which includes sex education, avoiding risky sexual behaviours and open discussion and it gave the best result to make teenagers understand (Lightfoot et al., 2015). A case study of raising awareness through thought-provoking popular theatre regarding violence against women and their rights in Bangladesh and India proved to be impactful among the audiences (Khan, 2017).

Cox's Bazar is the home to more than a million of FDMNs who have been forcefully migrated to Bangladesh falling victim to genocide and sexual violence in 2017 (Rashid et al., 2021). In recent years, a lot of interventions are happening among the FDMN and host community. Therefore, we need to focus on other areas too. And this IPT intervention hopefully will boost the better experiences among the target population regarding COVID-19 preventive practices.

As Social and Behavioral Change Communication (SBCC) is proven very effective in preventing COVID-19 from spreading (Kaushik et al., 2021). BRAC has been implementing a community-based CST intervention model in six sub-districts of Cox's Bazar which is based on providing COVID-19 preventive messages through different SBCC activities like handwashing stations, mask-wearing, social distancing, micing and IPT. IPT has been staged in different public spaces before the community people at public spaces to raise awareness. The document of knowledge of beneficiary experiences of COVID-19-related IPT is still very rare in Bangladesh.

### **Justification:**

Cox's Bazar is a place of tourist attraction and millions of people visit there every year. And it has the burden of a million of FDMNs as well. That's why this intervention is necessary to prevent COVID-19 from spreading by giving them preventive knowledge through IPT.

The in-depth experiences of beneficiaries are important to know as the intervention is about to come to an end. If the beneficiary perspective is known well whether they liked the IPT or not, was it entertaining, was it easy enough to understand, was the IPT language understood by them, was the messages realistic or whether they faced any kind of challenges to practice those messages then this kind of IPT intervention could be improved further to have a better outcome. And that's why this study is important to know their real-life experience regarding IPT.

IPT is a popular medium of teaching people in a culturally appropriate way globally to provide preventive knowledge to change behaviours. But in Bangladesh, according to the best of my knowledge, the application of IPT to prevent COVID-19 is very new. So, there is a gap in knowledge regarding this field especially the experiences of beneficiaries of IPT which provides COVID-19 prevention messages.

### **Research Question:**

What are the experiences of BRAC-facilitated IPT on COVID-19 prevention among the beneficiaries in Cox's Bazar Sadar, Ramu & Chakoria Upazila from May 2022 to December 2022?

### **Objectives:**

#### **General Objective:**

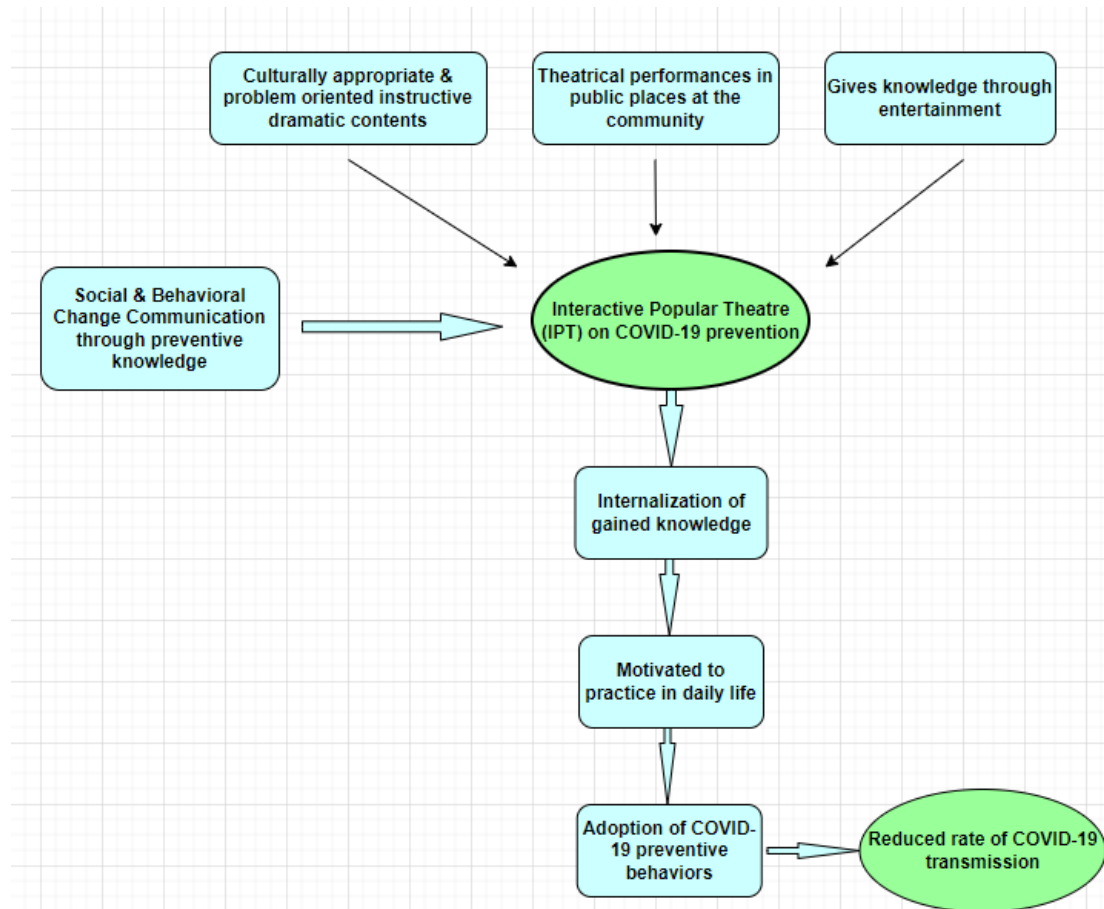
To explore the experiences of the beneficiaries of BRAC IPT who watched the IPT contents carrying COVID-19 messages in Cox's Bazar Sadar and Ramu Upazila in Bangladesh.

#### **Specific Objectives:**

- To understand the practice of COVID-19 norms being influenced by the IPT.
- To know more about their liking and disliking of IPT and their suggestions to improve that.
- To get an evidence-based idea of to what extent the IPT becomes successful to make people aware of COVID-19 behaviours.
- To scrutinize the challenges faced by them while following the COVID-19 messages.

### **Conceptual Framework:**

As the intervention has finished and the result is yet to be published, we did a vigorous literature review before going to the field to understand how the IPT works and what are the possible experiences of the beneficiaries. While conducting the study in the field, we frequently came across several change mechanisms which we incorporated into the conceptual framework. As an SBCC, IPT is a tool which has been used to give messages to people to change their behavior to prevent COVID-19. It provides knowledge with entertainment through theatrical performances in a culturally appropriate manner. The messages were given through the entertaining performances in local language which influenced the behavior of the audience. The experiences of beneficiaries are, how they internalize the messages and become motivated to practice that in daily life and finally adopt them as a preventive behavior to reduce the rate of COVID-19 transmission.



**Figure- Conceptual Framework**

### **Description of IPT:**

The Interactive Popular Theater (IPT) has been held in different sub-districts of Cox’s Bazar to raise awareness among the common people and bring behavioral changes. The awareness regarding COVID-19 was the highlight of IPT which taught people how to take precautions to avoid the COVID-19 infection. But the limelight was shared with cervical cancer as the major audience was female and they appreciated it highly.

Among the respondents of 5 places, two places were notified beforehand that there would be a drama the next day. The rest of the other places were not notified earlier about the drama staging. They came with a team and all their goods like harmonium, drums, clothes, wood, bamboo, canvas and banners etc. at the holding place of the drama. Then they asked for permission to stage the drama. Only one place reported the sound system, the rest of the places had no sound system.

They brought materials to build makeshift spaces for their dressings and performances. They called some of the people to watch the drama but other people came seeing the crowd and their goods. They didn't do miking before the drama, they just conveyed orally about staging the drama. The curious people found out about the drama troop themselves and asked about it and ultimately informed their neighbors.

The drama starts with singing songs and they sang the songs with dance moves. Then they gave messages by acting different funny dramatic scenes. The messages focused mainly on COVID-19 precautions and guidelines. They dressed as coronavirus wearing vests and masks and "Corona-1" and "Corona-2" were written on their head. They were trying to catch people who do not follow the rules and they were talking between themselves that people are getting careful that's why they can't attack people although the COVID-19 is still out there in the country. They actually showed people how the coronavirus looks like and how and when it spreads.

All of the participants were able to report all the instructions clearly that have been given through the acting. The instructions were mainly related to COVID-19. They include what should be done and what should not be done to escape from the infection of COVID-19. Major instructions were wearing masks, washing their hands frequently with soap, maintaining distance while talking, staying at home and not going out if not necessary, avoiding crowds and taking vaccines.

The participants gained knowledge from the drama about COVID-19 and other social aspects like family, raising children, cleanliness of the environment and wife-husband relationship. They not only gained knowledge but also shared their knowledge with others who didn't watch the drama which might be their family members or neighbors.

The IPT was enjoyed by all types of audiences like men, women, children, youths, the elderly and teens. Among all the categories of audiences, women were the highest in number. All the women reported that men were at their work at that time both in the afternoon and evening. Actually, Cox's Bazar is a busy area, every man works here and comes back home late at the night. So, it's quite tough to find them in the household.

This was not like the IPT is over and they left. It was a two-way discussion between the audience and actors. The actors replied to the audience and inspired to ask more questions in between the drama. The people associated with IPT asked for feedback at the end like how did you guys like the drama or do you have any questions for us. In the end, they advised the audience to follow the rules of precautions that have just been shown in the drama.

## **Methodology**

### **Study Design**

The study followed the qualitative approach. The experiences of the IPT beneficiaries of the BRAC CST program in Cox's Bazar were explored through the exploratory design.



## **Study Site**

The study was conducted in five different unions of Cox's Bazar sadar, Ramu and Chakoria. Among Sadar upazila three unions were included. Ramu and Chakoria had one union each.

## **Study Population**

The study population was the beneficiaries of the Interactive Popular Theater (IPT) under the BRAC CST program implemented in Cox's Bazar. The beneficiaries are the people who watched the drama directly when it was held.

## **Inclusion Criteria**

The persons who watched the drama by themselves, only they were included in the study.

## **Exclusion Criteria**

The person who did not watch the IPT were excluded from the study.

## **Sampling Technique**

Sampling has been done using the purposive sampling method from the selected study sites. As our plan was to explore the experiences of the beneficiaries of IPT. The beneficiaries were contacted at their household with the help of local BRAC officials. Among 6 IDI participants, 3 were from Sadar, 2 were from Ramu and 1 was from Chakoria. We selected 14 participants for the FGD from P.M Khali of Sadar upazila. The number of participants was determined by their availability, their will and time.

## **Data Collection Tool**

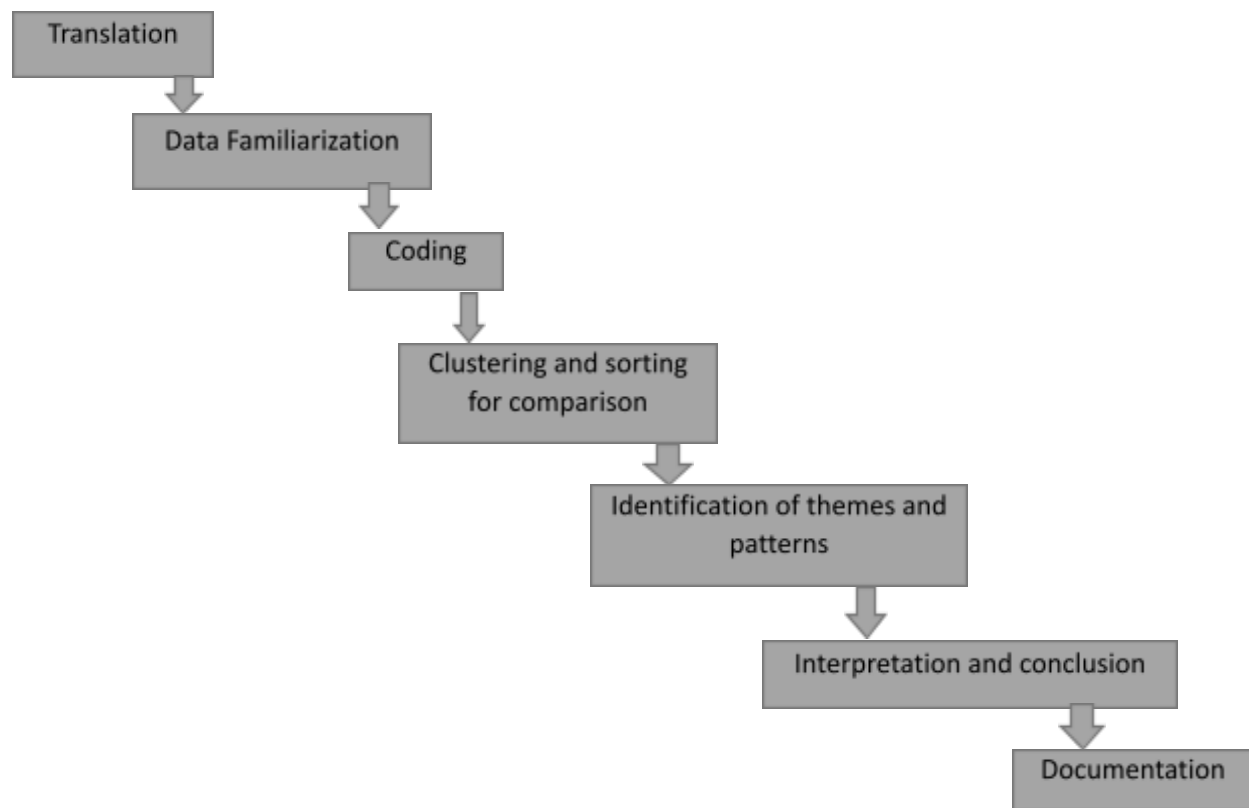
A semi-structured guideline was developed for both IDIs and FGD. The same guideline was used for both IDIs and FGD.

## **Data Collection Procedure**

A total of 6 IDIs were done. Among them, 5 were done in person at the household level and 1 was performed by the research assistant later on. And the FGD was performed by the supervisor. All of the In-depth Interviews and FGD were done following the same guideline translated in Bengali. And all the interviews were held at the household level. All of the interviews except one were held between the 26th of November and the 30th of November. The last IDI was performed in the first week of December. Each and every interview was recorded on the smartphone with the permission of the respondent.

## Data Analysis Plan

At the very beginning, all the recordings were translated directly into English. All of the translations were done by the interviewer. Then the analysis was started through data familiarization. The transcripts were read several times for familiarization. Then the data were coded following the apriori codes. On the basis of themes, coded data were sorted and clustered in the data matrix for each individual interview. After data visualization in the data matrix, the similarities and dissimilarities of the data were identified. And themes were derived from the patterns found in the data. In the end, the themes were compared and interpreted to use in the documentation.



**Fig: Data Analysis Process**

## Data Triangulation

The data obtained from IDIs were matched with the data obtained from FGD. Which show's the convergence of results and confirms the validity of the data. Both the data from IDIs and FGD were triangulated on experiences of IPT beneficiaries.

## Ethical Considerations

At first, approval from the BRAC Institutional Review Board was obtained. A proper explanation of the study's purpose, benefits and possible risks was described to the respondents. So, informed consent was obtained beforehand from the respondent. Participation was absolutely voluntary and they had the complete authority of withdrawing themselves from the study at any point in time. There was no kind of forces were applied to the respondents to make them participate. We used an ID number for every participant and did not use their name and address anywhere. The data was kept in the password-protected laptop with utmost safety and confidentiality. There was no sharing of the data happened within the whole procedure.

## Findings

### Positive Experiences of Beneficiaries:

The audiences of IPT enjoyed the drama as their impressions about IPT said that clearly. All of them expressed their positive reactions towards IPT. Nobody shared any negative experiences regarding the IPT. Even they took the side of IPT.

One of the respondents from Ramu said,

*“There wasn’t such part in the drama that I didn’t like. Suppose, if we act in a drama, or do something entertaining, there will be some small mistakes. (Baby coughing) We are human-being, and they are human beings too. So, making mistakes is very natural.” (IDI-2)* There are several categories of why they liked the drama so much. They are described below.

**Informative:** The IPT was full of information that helped the audience know every detail of COVID-19 and some other problems. People reported so many unknown things were known through the IPT. All of the information might not be new but they were a great reminder that they must follow the COVID-19 guideline for their own good. They informed all the rules first and then at the end asked everyone to follow the rules to stay safe and healthy. IPT team asked to follow the COVID-19 guidelines even after taking the vaccines because people tend to be a little negligent about following the regulations thinking they are safe after the vaccine.

The respondent from Ramu said,

*“.....at first, they said that mask use is an absolute necessary. This means everyone has to use a mask. Only using the mask is not enough. Besides using the mask, we always have to stay neat and clean. Where there is a crowd, we have to avoid that crowd. We always have to maintain a distance of 3 hands when we speak to someone. Then, in case of going to a wedding house or anywhere, we have to sanitize our hands. We have to sanitize our hands before eating. Even we have to sanitize our hands when we come back home from outside. And we have to change our outdoor clothes coming back home. And now, as a preventive measure against COVID-19, we all*

*have to take corona vaccine who are above 5 years of age. Taking corona vaccine doesn't mean you are completely safe. Coronavirus is an infection which is like a communicable disease. For that reason, taking vaccines doesn't mean you are fully protected. That's why we were asked to wear a mask even after taking the vaccines. And we are asked to avoid the crowd. Avoiding crowds doesn't mean leaving people, it means maintaining self-precautions.” (IDI-2)*

**Entertaining:** The IPT was full of entertainment. The entertaining elements like singing, dancing and funny acts were the main attractions. They sang songs in between the drama so that people become entertained and listened carefully to the messages that they wanted to convey. People also got entertained when they saw actors dressed as coronavirus and acting like coronavirus.

The respondent from Ramu said in one sentence that,

*“The main reason for liking this drama is, there was huge entertainment in the drama.” (IDI-2)*

The other respondent from the Sadar said,

*“Yes, the time they took the look of the coronavirus. I liked this part the most.... Children were bursting into joy when they came in front of us as the coronavirus.” (IDI-4)*

**Gender Sensitive:** The content of the drama was made very gender sensitive with a conscious effort. The topics of cervical cancer and menstrual hygiene made it female gender sensitive. Women were very curious about cervical cancer and they asked about its treatment and prevention. And the presence of female actors in the drama troop made all these gender-sensitive messages easily acceptable to the women. Even the male actors talked about menstrual hygiene in such a gender-sensitive way that women felt empowered and appreciated the act.

The respondent stated from Ramu said,

*“Till now people here are scared to share about menstrual hygiene. Maybe if I share it with them, they might misunderstand me, and I might face problems. A man, he himself said that. He said his house was in Merullah. I might not know his name exactly. I liked that very much hearing from him.” (IDI-2)*

**Context Sensitive:** The whole drama was conducted in the Chatgaiya (local language) dialect. So, it made everyone understand very well as the local people are not habituated to the standard Bangla language. All the songs and acts were in the Chatgaiya language which made them feel close to their heart. And the topics of the drama were similar to their own life like market going, family, children, how to raise children and the relationship between wife and husband. As the drama reflected the audience's lifestyle and audiences also correlated, that's why IPT were

highly able to make its beneficiaries understand the messages. Ultimately audiences liked IPT so much for its being context-sensitive.

One respondent from Ramu said,

*“They talked about family, children and how to raise children.... I liked the most when they told us about children’s education, guardians should look after them and keep an eye on them. I liked these things.”*

(IDI-1)

The other respondent said,

*“Yes, I understood. That was our own dialect. Not the standard language because everyone will not understand the standard language. That’s why that was in our dialect.” (IDI-2)*

**Location Friendly:** All the IPTs were held at the community level. So, it was helpful for the common people to attend the IPT. Especially, it was very convenient for the women and the children to enjoy the drama at night at their doorstep. It might not be possible for many to see the drama if the drama would have held in other public places. And the gender-sensitive content got huge appreciation due to the location as it was held at the place where women could access it.

The respondent of Chakoria said,

*“It was held in the big courtyard of one of my uncles.”*

**Comprehensive Explanation:** The IPT has an outstanding quality of making people understand the messages that they want to convey them. The context-specific content which used the local language and that are also delivered through songs, dance and funny acts proved to be a great medium for teaching and influencing their behavior. The respondents frequently shared their satisfaction with their understanding level and IPT’s ability to make them understand. It was not one-way delivery of messages. The audiences have been inspired by the IPT team to ask questions about whatever they did not understand. This two-way communication was conducive to comprehending the IPT.

The Participant from Ramu said,

*“Entertainment means, every time we speak, it’s not like it’ll be possible to understand. Nowadays, we are doing multimedia classes, why do we make the children do that? Because, if the teacher talks to the students directly, not all of the students get to understand. But if we do classes with entertainment in a multimedia way then everyone understands. Similarly, they also wanted to show us something like that. For example, three people, two women and one man dressed like the coronavirus. Then they sang songs. This means, they dressed like the coronavirus and made us understand through singing. This means, what happens if you do not wash your*

*hands after coming home from outside, what happens if you go to a wedding house? They made us understand all these things that's why we liked it.” (IDI-2)*

The same kind of expression came out in the focus group discussion in P.M Khali,

*“They made us understand very well through the drama. There were males and females. Whoever didn't understand, they made them understand. The people liked it more that's why people listened more.” (FGD)*

**New Knowledge:** The IPT helped its beneficiaries to gain new knowledge regarding different aspects that were completely unknown to them before the IPT. IPT helped its beneficiaries to build new knowledge on different topics which ultimately lead them to apply it in their real life. The main important new knowledge that came up again and again, is cervical cancer. Many women didn't know about it at all or knew very little. Women were scared to discuss this disease as this is considered a matter of shame. So, IPT made that clear to the women, broke the ice and let them know where to get cervical cancer services and vaccines.

The respondent from Ramu said,

*“To talk about an example, they talked not only about the corona. They talked about cervical cancer of women, and breast cancer too. What we do is, get scared to discuss it with two other people. What will people say and it is considered as a matter of shame. But according to the research, 80 out of 100 women suffer from that disease only because of their ignorance. They have the disease but they get scared to talk about it.” (IDI-2)*

Another male respondent from Chakoria stated,

*“I didn't know about cervical cancer earlier what they have discussed in the drama. I didn't even know what cervical cancer was. I understood from the drama for the first time. ....In reality, our mothers and sisters are dying of this disease, and that's why I liked to be aware of this.” (IDI-6)*

Taking a booster dose was also unknown to one person. Another person didn't know that they should take a shower or become fresh after coming home from outside. And some people reported that they didn't learn anything new as they had exposure to this knowledge from BRAC or other NGOs and television.

The respondent from Chakoria said,

*“Yes, I learned new things. As we work outside, what we do normally is, when we come back home, we enter our house directly with our outside dresses. We touch our children and cuddle them, we cuddle our children. As I have germs in my body, I'm spreading them to them. With this germ, he/she can fall sick. So, I learned a new thing and what I do is, when I come back, I don't enter the room directly. I ask for my dresses outside and I take shower and then I enter the house.” (IDI-5)*

The other respondent from Cox's Bazar Sadar said,

*“New thing... we didn't take booster dose. We used to know two vaccines are enough earlier. But they advised us to take a booster dose also. This one was new for me.”* (IDI-4)

### **Proliferation of the Knowledge:**

The knowledge gained from the drama is not static, it kept on proliferating further and further. It's not like that people learned something and they will remember it. It seems once the IPT audience people get to know one thing they tend to practice it and pass it on.

A respondent from P.M Khali said,

*“My sister-in-law didn't come, I told her. My children didn't come, I told her. And my husband didn't come as well, I told him too. I told him that there was a drama held there, they said these things etc.”* (FGD, P.M Khali)

### **Popularity of the IPT:**

The feedback from the beneficiaries about the IPT was overwhelming. This positive feedback proved the popularity of IPT and increased their further expectations from the IPT. They asked for longer IPT sessions, frequent IPT sessions and IPTs on different other social issues. These demands prove the higher acceptance of IPT among the common people. And finding no negative feedback is also a great testimony to the popularity of IPT.

The respondent from the Kurushkoil (Interviewed in P.M Khali) replied upon asking whether he disliked any of the parts of IPT,

*“No. No. There is no such part. Even I want to thank them for doing this drama. If they do this drama everywhere every month, it would be better. People will stay aware and will learn to perform better. If you do a drama and leave and you will come back when again there is corona (he meant pandemic), then people will forget. If you come every month, people will remember and stay conscious and get educated. They'll get educated means, they will wash their hands and keep clean.”* (IDI-5)

The respondent from Ramu stated her feeling saying,

*“Of course, it was beneficial. Because they spent their labour and intelligence to make us understand this much. Suppose, if you go to a cinema hall, they won't allow you in without a*

*ticket of 50 takas. Even they will see your dress-up and behaviour. Without any remuneration, spending their labour, using the lights and mic they showed us everything. Of course, we have become benefitted.”*

(IDI-2)

*“That may be time, they have a time limit of one hour. Despite that, they tried to make us understand..... Yes, of course, the time should be more. We listened to two more songs from them by requesting ourselves in our language. We actually liked it. They have their fixed limited time. Despite that they mentioned everything.”*

(IDI-2)

### **Positive behavioral Changes After the IPT:**

IPT has proven its great impact on the behavior of common people who are the beneficiaries of IPT. They promptly adopted some behaviors that have been shown in the IPT, which they were not used to following before staging the IPT. They adopted several behaviors and practice them in their daily after watching the drama. And they find it beneficial for their own good. Actually, these changes have been possible due to the influence of IPT messages. The knowledge generated by the IPT was quite visible in their actions in practical life.

A respondent of Kurushkoil (Interviewed in P.M Khali) stated,

*“As I drive a vehicle, I don’t wash my hands so frequently. I touch something and at the next moment, I’m eating something with the same hand. I don’t wash my hands but I eat with my hand. So, what’s happening? Germs are getting into my body. We don’t think much about that. So, I learned from there that they said whatever I eat, I have to wash my hand first..... Yes, after watching the drama. I always wash my hands now in the basin of the hotel where I eat. Now, when they serve the food, I wash my hand before eating.”* (IDI-5)

The respondent from Chakoria shared his view on this saying,

*“It’s been noticed that the people started wearing the mask. I don’t know the rest of what they do. Now, I see people wearing a mask who did not wear masks earlier.... A few people used to wear masks before the drama. Now many are seen wearing the mask.”*

(IDI-6)

### **Discussion:**

Our study mainly scrutinized the experiences of beneficiaries of Interactive Popular Theater (IPT). The findings clearly show the positivity of the IPT experiences throughout the staging process. The IPT has extremely been well received by the community people and the importance of the messages shown in the drama was absorbed well by the audience as the drama showed them everything as a real-life scenario. That’s why their learning experience was remarkably enhanced by the IPT and nothing proved to be negative to them while enjoying the show. They didn’t even mention any challenges during the period. The IPT provided knowledge on COVID-19. This informative nature of IPT created widespread awareness among its



beneficiaries. Cervical cancer was also a part of the IPT and it caught the attention of the audiences. The messages on cervical cancer gained massive popularity among the beneficiaries as the majority of the spectators were female and they asked many questions about that. IPT has brought changes in their behavioral practice regarding maintaining COVID-19 precautions. The use of the local language and the plot of IPT being similar to the audience helped IPT to be appreciated by the beneficiaries. They got informed about new knowledge and reminded about existing knowledge which led them to adopt them as a habit. IPT not only provided knowledge on COVID-19 but also provided knowledge on multiple issues. The feedback from the audience established the popularity of the IPT as a great tool for spreading messages. But there a shortcoming has come up in the finding which is forgetting the messages if IPT is stopped or done only once. But if the IPT is continued on the same issue or different issues, it has the ability to influence the thought, knowledge and behavioral actions of beneficiaries.

The IPT had a goal to convey messages to its beneficiaries on COVID-19 guidelines. But it was not been confined solely to COVID-19. It forwarded messages on multiple issues like every aspect of COVID-19, cervical cancer, family, raising children, children's education, marital relationship and keeping the environment clean as well. So, IPT was a package of knowledge on several other social issues together with COVID-19 and cervical cancer. And IPT had a great aspect of two-way interaction between the audience and actors. Khan (2017) claimed a similar thing in his study conducted in Bangladesh and India which looked into the impact of theatrical performances of MNP (Manobadhikar Natyo Parishod) among the audiences. The MNP also focused on multiple issues to provide knowledge to the people of Kushtia about rape, child marriage, dowry, acid throwing, women and child trafficking, eve-teasing etc. And it also had the positive side of two-way communication to give solutions to the spectators. Thus, the effectiveness of IPT is quite visible. It can cover multiple issues at a time and build awareness through interactive performances.

The IPT informed its audience about several issues. By which the audience got to know many new things that they didn't know earlier. They learned what to do in what situation regarding COVID-19 and cervical cancer. And that made them empowered and confident about those situations. IPT was a wake-up call for its beneficiaries to be aware of the given messages. It worked as an eye-opener which made them think about the messages given through the IPT. Ultimately, they realized that IPT was for their own well-being which they must follow. And the IPT did all of this by role-playing like a real-life scenario. The study of Skye et al (2014) showed the efficiency of interactive theatre among medical students regarding breaking bad news to patients. Like the IPT, it also showed the students what to do in what situation by role-playing. It was also a thought-provoking and eye-opening act which made students think more and make them confident about breaking bad news. So, IPT proved to be a great medium of making people informed and practising them in real life as it shows real-life scenarios by role-playing. Although IPT audiences were mainly the little educated people and turned out to be a significant influential factor to raise awareness and change behaviors among them. It could be more effective among

educated and conscious people. So, IPT might be used as a future weapon of fighting stigmas and ignorance, especially in public health.

IPT got some proposals of modification like the respondents asked to stage the drama at night at the place where the drama was held in the daytime so that the men can come back by then and watch it. This was the concern of the women as the men are more vulnerable than women because they need to go out for their livelihood. The presence of prominent drama personalities may be an actor or director was asked to involve in the IPT by a respondent as well. IPT beneficiaries also asked for frequent IPT sessions with longer duration and IPT sessions on various other social issues. Skye et al (2014) also discussed the modification referred by the respondents like the characters are not real and they don't know the real situation. There should be the presence of a professional physician who will play the role of a doctor and answer the queries. It would be more realistic and helpful. So, IPT also needs several additions in their organization of IPT which can level up the benefits.

The IPT rendered great motivation to its beneficiaries to apply gained knowledge to their daily life. They learned through theatrical performances and promptly applied it to their life. They transferred their knowledge to the actions like mask-wearing, hand washing and maintaining distance. At the same time, women seemed more open and curious about a topic like cervical cancer and menstrual hygiene. All of this has been possible due to the IPT. Lightfoot et al (2015) described the positive effects of interactive theatre intervention among ninth-grade students in North Carolina regarding sexual health and HIV prevention. The effects of the theatre on the students were quite visible in their lives through their actions. They got to know so many things about sex the taboo topic and practising safe sexual behaviour after the interactive theatre.

Our study is quite unique in the context of Bangladesh as well as the world. In many cases of our findings, there are no relevant literature was available to the best of my knowledge. So, there is a huge scope for doing research in this regard. And using IPT as a medium of conveying messages regarding the dissemination of disease-preventive knowledge to the target population is quite a new idea in the context of Bangladesh. As the COVID-19 pandemic is still on and vaccination is still ongoing in the country, so, the intervention of IPT about that is still so very relevant and useful to the beneficiaries. And women being the major audience, including cervical cancer is an amazing attracting factor of the IPT which made it so popular with women. Discussing cervical cancer and menstrual hygiene in the drama broke the taboo and women found it empowering.

This study will be an eye-opener for the implementers and managers of IPT intervention. This study will facilitate them to know the beneficiary perspective of the drama. It will help them to know the likings and dislikes of the audience about the IPT. This will ultimately be useful for the decision-makers to modify the IPT features and contents. As this kind of intervention is very new to Bangladesh, our study will help such type of future projects to make their policy knowing the beneficiary expectations. Using popular theatre as a medium of preventive health education is in its early phase, and literature shortage is very much prevalent. So, our study findings will guide future programs as well as researchers to fill the void of literature.

This study has several limitations. It has a limited number of respondents due to time and resource constraints. And the major challenge was the language barrier. Most of the respondents are women and they are housewives. As a result, they have limited education and exposure. That's why they were not so fluent in using the standard Bangla language and that ultimately hampered their communication. Another factor was a gender issue. As most of our participants are female, they were a little hesitant to talk to male interviewers. And the gender-sensitive issues talked about in the drama were avoided by them sometimes due to their shyness. They used small sentences and tried to finish their answer as short as possible. And the FGD was held in the local Chatgaiya language. There were so many people in the discussion which made the discussion session very noisy and the transcriber faced hardships to understand the dialogue. And finding male respondents was a challenge as most of the men were out at their work while the drama was being held.

## **Conclusion:**

This study is bringing some crucial aspects to light related to the experiences of beneficiaries of IPT. The acceptance of IPT in the community is as high as a cent percent. All of the participants liked it very much and expected it to be held more in the future. The reason behind liking the IPT is its huge entertainment elements. The actors delivered the messages through singing, dancing and acting funny acts which were very amusing. Then the other element of the IPT is informative. It informed its audience about COVID-19, cervical cancer and other social issues. The spectators go to know many new things respectively. The addition of cervical cancer into the IPT was another important factor which made its female audience super satisfied. A majority of the audience was female, and the talk on cervical cancer and menstrual hygiene took them out of their shells as they used to feel hesitant to talk about it due to social stigma. At the same time, the context sensitivity of the content of IPT was the most favorable aspect of IPT content. The whole drama was conducted in the Chatgaiya language and the plot was based on local life which the audience found very relevant to them and loved it. The language and comprehensiveness of IPT made it highly popular. The two-way communication offered by the IPT actors was incredible for audience's learning. The audience had the opportunity to ask questions for further understanding. They asked for further help from IPT actors to provide them with the information about cervical cancer service centre and its vaccination centre. All in all, the beneficiary-level experience was super satisfying. And IPT proved to be an amazing medium for educating people. The audience who watched drama share their knowledge with the people who did not watch IPT which ultimately leads to the spreading of knowledge.

## **Recommendations**

Although there are no such major changes suggested by the beneficiaries, there are some individual expectations. As Cox's Bazar is a place of tourist attraction, so there is a huge work everywhere and all the men work there. So, men do not stay at the home in the daytime. The places where the drama have held in the daytime should be held at night so that men also can experience the IPT and know about COVID-19 and cervical cancer. It will help them to be protected from COVID-19 as they go out every day and the risk is more. And if they know about cervical cancer, they will be sympathetic to their wives and act sensibly. The drama should be held a few more times on the same topic so that the audience might not forget the messages. It will ultimately make the audience's knowledge firmer and cover the audience who missed the drama earlier. The popularity of the IPT made its spectators ask for longer IPT sessions instead of one hour. Once the COVID-19 pandemic is over, IPT should be continued to stage in different parts of Cox's Bazar as well as Bangladesh on different other social issues.

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## **Annexes**

### **Annex A: IDI guideline**

**Title: Experiences of the Beneficiaries of Interactive Popular Theatre (IPT) under the CST program on COVID-19 prevention in Cox's Bazar**

#### **In-depth Interview Guideline**

##### **Socio-demographic Questions:**

<b>Questions</b>	<b>Answers</b>
1. What is the respondent's Name? অংশগ্রহণকারীর নাম কি?	

2. What is the respondent's Age? অংশগ্রহণকারীর বয়স কত?	
3. What is the respondent's Sex? অংশগ্রহণকারীর লিঙ্গ কি?	
4. Marital status? বৈবাহিক অবস্থা?	
5. What is his/her highest education level? তার সর্বোচ্চ শিক্ষাগত যোগ্যতা কত?	
6. How many members do you have in your family? আপনার পরিবারের সদস্য সংখ্যা কত?	
7. Have you watched the IPT (drama) yourself on COVID-19 here? আপনি কি নিজে কোভিড-১৯ সম্পর্কিত আইপিটি নাটক দেখেছেন?	<b>Probe:</b> Where? When? How many?

### Specific Questions:

Theme	Questions	Probe
IPT experiences of the beneficiary	1. To what extent were you able to watch the IPT drama? আপনি কতখানি আইপিটি নাটক দেখতে সক্ষম হয়েছিলেন?	<ul style="list-style-type: none"> <li>If partial, then why? যদি আংশিক হয়, তাহলে কেন?</li> </ul>
	2. How did you get to know about it? আপনি এটা সম্পর্কে কিভাবে জানলেন?	<ul style="list-style-type: none"> <li>Did you go there yourself or someone else called you?</li> <li>আপনি নিজেই ওখানে গিয়েছিলেন নাকি</li> </ul>

		<p>আপনাকে কেউ ডেকেছিলো?</p> <ul style="list-style-type: none"> <li>• Your friend or neighbour? আপনার বন্ধু বা প্রতিবেশী?</li> <li>• Or the IPT implementers? নাকি পরিচালনা সংশ্লিষ্ট রা?</li> </ul>
	<p>3. What did you see in the IPT? আইপিটি তে আপনি কি দেখেছেন?</p>	<ul style="list-style-type: none"> <li>• Can you please elaborate on that? এটা কি আপনি একটু দয়া করে বিস্তারিত বলতে পারবেন?</li> </ul>
	<p>4. How was the IPT (drama)? আইপিটি নাটক কেমন লেগেছে?</p>	<ul style="list-style-type: none"> <li>• If good then, why? যদি ভালো হয়, তাহলে কেন?</li> <li>• If bad then, why? যদি খারাপ হয়, তাহলে কেন?</li> </ul>
	<p>5. Did you enjoy the drama/was it entertaining? আপনি কি নাটক উপভোগ করেছেন/নাটক গুলো কি বিনোদনমূলক ছিলো?</p>	<ul style="list-style-type: none"> <li>• If yes, then why? যদি হ্যাঁ হয়, তাহলে কেন?</li> <li>• If no, then why? যদি না হয়, তাহলে কেন?</li> <li>• If average, then next question যদি গড়পড়তা হয় তাহলে পরবর্তী প্রশ্ন</li> </ul>
	<p>6. Which part of IPT did you like the most? কোন অংশ টা আপনার সবচেয়ে ভালো লেগেছে?</p>	<ul style="list-style-type: none"> <li>• Why? কেন?</li> </ul>
	<p>7. Which part of IPT you did not like? কোন অংশ টা বেশি ভালো লাগেনি?</p>	<ul style="list-style-type: none"> <li>• Why? কেন?</li> </ul>
	<p>8. Did you understand the language of the IPT properly?</p>	<ul style="list-style-type: none"> <li>• If no, why? যদি না হয়, তাহলে কেন?</li> </ul>



	<p>আপনি কি নাটকে ব্যবহৃত ভাষা ঠিকমতো বুঝতে পেরেছিলেন?</p>	<ul style="list-style-type: none"> <li>• Which part? কোন অংশ?</li> <li>• Did they use local language? নাটকে কি স্থানীয় ভাষা ব্যবহৃত হয়েছিলো?</li> </ul>
	<p>9. Did you face any challenge watching the IPT? নাটক দেখতে গিয়ে আপনি কি কোন বাঁধার সম্মুখীন হয়েছিলেন?</p>	<ul style="list-style-type: none"> <li>• What are the challenges? বাঁধা গুলি কি?</li> <li>• According to you, what are the reasons behind the challenges? আপনার মতে, এই বাঁধা গুলির কারণ কি?</li> </ul>
	<p>10. Did you understand the messages they gave through IPT? আইপিটি নাটকে যে বার্তা/উপদেশ দেয়া হয়েছে তা কি আপনি ঠিকমতো বুঝতে পেরেছিলেন?</p>	<ul style="list-style-type: none"> <li>• Can you tell me what messages they gave through IPT? আমাকে বলতে পারবেন আইপিটি তে কি কি বার্তা দিয়েছে?</li> </ul>
	<p>11. Do you follow those instruction in your real life? ওই উপদেশ গুলো কি আপনি বাস্তব জীবনে মেনে চলেন?</p>	<ul style="list-style-type: none"> <li>• What are the instructions? নির্দেশনা গুলি কি কি?</li> <li>• Are you able to practice them in your daily life? সেগুলো কি আপনি দৈনন্দিন জীবনে অনুশীলন করতে পারেন?</li> <li>• What are they? সেগুলো কি কি?</li> <li>• Which one you could not practice, why? কোন গুলো অনুশীলন করতে পারেন নি, কেন?</li> </ul>
	<p>12. Did you share your IPT experience with your family &amp; friends? আপনি কি নাটকের অভিজ্ঞতা পরিবার ও বন্ধুদের সাথে ভাগাভাগি করেছেন?</p>	<ul style="list-style-type: none"> <li>• With whom did you share? কার সাথে ভাগাভাগি করেছেন?</li> </ul>

		<ul style="list-style-type: none"> <li>• Were they interested in watching IPT themselves? তারা কি নাটক নিজে দেখার জন্য আগ্রহী হয়েছিলো?</li> <li>• How many of them went to watch the next IPT? তাদের মধ্যে কতজন পরবর্তী নাটক দেখতে গিয়েছিলো?</li> <li>• Do they practice those instructions just hearing from you? শুধু আপনার কাছে শুনেই তারা নির্দেশনা গুলি পালন করছিলো?</li> </ul>
	<p>13. Did you learn anything new about COVID-19 through IPT? আপনি কি এই আইপিটির মাধ্যমে নতুন কিছু শিখেছেন কোভিড-১৯ সম্বন্ধে?</p>	<ul style="list-style-type: none"> <li>• What is that? সেটা কি?</li> <li>• Do you think it changed your idea about COVID-19? আপনি কি মনে করেন এটা কোভিড-১৯ সম্বন্ধে আপনার ধারণা বদলে দিয়েছে?</li> <li>• Is it helpful? এটা কি উপকারী ছিলো?</li> </ul>
	<p>14. Did implementers ask for your feedback? পরিচালক রা নিজে থেকে আপনার কাছে কোন প্রতিক্রিয়া জানতে চেয়েছিলেন?</p>	<ul style="list-style-type: none"> <li>• Who asked? কে জিজ্ঞেস করেছিলো?</li> <li>• What asked? কি জিজ্ঞেস করেছিলো?</li> </ul>
	<p>15. According to you, what else could be added into the IPT to improve it? আপনার মতে, অন্য আরও কি এই আইপিটিতে যোগ করা যায় এটা উন্নত করার জন্য?</p>	<ul style="list-style-type: none"> <li>• Why do you think it is important? আপনি কেন এটাকে গুরুত্বপূর্ণ মনে করেন?</li> </ul>

		<ul style="list-style-type: none"> <li>Is there anything you want to remove from the IPT? কোন কিছু কি আপনি আইপিটি থেকে সরিয়ে ফেলতে চান, কেন?</li> </ul>
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## Annex B: Codebook

THEMES	CODES	DEFINITION	SUBCODES	DEFINITION	WHEN TO USE	WHEN NOT TO USE
IPT information	Description of the Drama	Every detailed information of the drama regarding its place, timing, informing source, drama activities, major category of audiences, feedbacks, knowledge sharing and the instructions given through the IPT.	Instructions given through IPT	It includes all the instructions that have been given through the drama.	It will be used to describe all the information about the drama regarding its place, timing, informing source, drama activities, major category of audiences, feedbacks, knowledge sharing and the instructions given through the IPT.	It will not be used except the description of the drama regarding its place, timing, informing source, drama activities, major category of audiences, feedbacks, knowledge sharing and the instructions given through the IPT.
000000	Positive Experiences	The reasons for the positive experiences of the IPT which includes	Informative	All the information experienced through IPT by the beneficiary .	It will be used to categorize the reasons for the positive experiences of the IPT	It will not be used except for categorizing the reasons for the positive experiences

		it's being informative, entertaining, context sensitive, gender sensitive and location friendly.	Entertaining  Comprehensive  Context Sensitive  Gender Sensitive  Location	The entertaining aspects of IPT.  The quality of IPT that makes people understand easily.  The language and cultural aspect that is helpful for the beneficiary to absorb the IPT.  The female gender sensitive aspects of IPT.  The staging location of drama that attracted the beneficiaries.	which includes it's being informative, entertaining, context sensitive, gender sensitive and location friendly.	of the IPT which includes it's being informative, entertaining, context sensitive, gender sensitive and location friendly.
Knowledge gained by the beneficiaries	Gained Knowledge	The knowledges that have been gained by the respondent through IPT	New Knowledge	The knowledge which is completely new to the respondent and it was unknown before	It will be used when we will code all the knowledges that have been gained by the respondent	It will not be used except coding all the knowledges that have been gained by the respondent

		regarding any aspect.		watching the drama.	through IPT regarding any aspect.	through IPT regarding any aspect.
Recommendations	Recommendations	The suggestions given by the respondents to make the IPT better.			It will be used when we will enlist the recommendations given by the IPT beneficiaries.	It will not be used except for enlisting the recommendations given by the IPT beneficiaries.

### Annex C: Data display matrix

Interview ID	Socio-Demographics	Description of IPT Instruction added	Positive Experiences	New Knowledge	Recommendations
<b>IDI 1</b>	<b>Age:</b> 40 Years <b>Sex:</b> Female <b>Education:</b> St- 03 <b>Profession:</b> Housewife <b>Marital Status:</b> Married <b>Location:</b> Ramu	Drama held at the courtyard. IPT came and asked for permission. They talked about corona first. They said to wash the hands and face, clean the waste, keep the children clean and tidy in the	<b>Informative:</b> She learned many things. <b>Entertaining:</b> She agreed that the drama was entertaining. <b>Gender Sensitive:</b> They talked about menstrual hygiene and cleanliness. Otherwise, cancer may occur.	She mentioned a 3-days training given by BRAC. So, nothing was new to her. She has been introduced with all the cautionary measures.	They did the drama here. Now they are gone. Now it's good or bad.... We have no people to tell them how to do that better.  <b>Wants updates/follow-ups from BRAC</b>

		<p>drama. Everyone of the family, both male and female watched the drama as that time there was a religious festival. So, she didn't need to share the drama experiences to others. Instructions were wearing masks, washing hands with soap, not going out of home, maintaining distances. Not sitting close and chat, not roaming around from this house to that house and going out with precautions..</p> <p>As they live together very closely, she can't follow the rule of staying away from others because neighbor</p>	<p><b>Context Sensitive:</b> The drama was conducted in the Chatgaiya language. So, there was no problem understanding. And they talked about familial issues, family, children, how to raise children, guardians should keep an eye on the and their future, why domestic quarrels happen that's why she liked the drama very much. IPT talked about husband and wife's relationship as well.</p> <p><b>Comprehensive Explanation:</b> The respondent reported that IPT people talked and made them understand the talk through singing.</p> <p><b>Location:</b> She reported watching two IPT sessions. One is in her</p>		
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		come to visit, it's natura.	premises and another is in her neighbor's house.		
<b>IDI 2</b>	<b>Age:</b> 22 Years <b>Sex:</b> Female <b>Education:</b> HSC <b>Profession:</b> Housewife <b>Marital Status:</b> Married <b>Location:</b> Ramu	<p>At first drama people came to their house and asked for permission to stage the drama on corona. She reported about mic and sound system. Then the drama people started singing and made audience understand by singing. She didn't dislike anything and said drama is an entertaining activity and we are human being so, making mistakes is natural. She can't follow wearing masks all the time. But follows other rules. She recorded the drama in her</p>	<p><b>Informative:</b> IPT said to follow all the precautions. They made audience understand every rule through singing. They said not to think we are safe after taking the vaccine. We need to follow the rules even after the vaccine. And asked not to be nervous if corona attacks. It's not necessary that we will certainly die if corona happens. She says we maybe healthy today but we may fall sick tomorrow, it depends on our precautions. It sometimes depends on our immunity and antibody also. She gave an example of having vaccine</p>	<p>Cervical cancer was new to her. What will people say and that is considered a matter of shame. But according to the research, 80 out of 100 women suffer from that disease only because of their ignorance. They have the disease but they get scared to talk about it.</p> <p>To talk about anything new about the corona, we only wear masks and many people think that taking the vaccine</p>	<p>That maybe time, they have a time limit of one hour. Despite that, they tried to make us understand.</p> <p><b>Longer session</b></p> <p>Yes, of course, the time should be more. We listened to two more songs from them by requesting ourselves in our language. We actually liked it. They have their fixed limited time. Despite that they mentioned everything.</p>

		<p>phone. She reported taking individual feedbacks by the drama people, they asked to ask questions to them.</p> <p>Instructions were wearing masks, staying neat and clean, washing hands with soap, maintaining 3 hands of distance while talking, avoiding crowds and sanitize hands in case of visiting a wedding house. Coronavirus is communicable disease, so, we should not be negligent to follow the precautions even after taking the vaccine. Avoiding crowd means not leaving the friends</p>	<p>of 90 percent of people of her area, are they all safe? They stay in the house but the people who work outside they have risks, they should be careful, they informed all of that. She suggested to follow the rules to be safe from corona even if someone gets affected.</p> <p><b>Entertaining:</b> The main reason for liking this drama is, there was huge entertainment in the drama. Singing dancing acting and comedy.</p> <p><b>Gender Sensitive:</b> Yes, till now people here are scared to share about menstrual hygiene. Maybe if I share it with them, they might misunderstand me, and I might face</p>	<p>means it's done. We need to be careful even after taking the vaccines, it still may occur.</p>	
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		<p>and family, it means following self-cautions.</p>	<p>problems. A man, he himself said that. He said his house was in Merullah. I might not know his name exactly. I liked that very much hearing from him.</p> <p><b>Context Sensitive:</b> The IPT was performed completely in local language which made all the audience understand. And the drama perspective was based on the life of common people.</p> <p><b>Comprehensive Explanation:</b> She said we don't understand all the time if anyone says anything. She used an example of multimedia classes which makes children understand through entertainment in a multimedia</p>		
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			<p>way. IPT also tried to make them understand though singing and dancing. And they dressed like coronavirus to make them understand. They tried to make audience understand what happens if people do not wash their hands coming back from outside and what happens if they attend a wedding. And that is the reason they liked the drama most.</p> <p><b>Location:</b> The drama held at the premises of their house.</p>		
<b>IDI 3</b>	<p><b>Age:</b> 35 Years  <b>Sex:</b> Female  <b>Education:</b> St- 05  <b>Profession:</b> Housewife  <b>Marital Status:</b> Married  <b>Location:</b> Sadar</p>	<p>The drama held at the courtyard of the neighboring house. It held at the afternoon. No one called the respondent. She found out herself seeing the IPT people with their</p>	<p><b>Informative:</b> IPT people asked them to follow all the rules shown in the drama. She said that she follows all the rules. And she couldn't mention but said she learned new things from the drama and</p>	<p>No new knowledge learned.</p>	<p>She recommends to hold the drama at the night so that men also can watch the drama.</p>

		<p>goods and vehicle. She had her uncle in the troop, he said about IPT upon asking. But she saw them calling people like come everyone, come everyone... The drama was about coronavirus, it's spreading and vaccine. They dressed like a coronavirus named them as corona-1 &amp; corna-2. They were trying to catch people who do not follow the regulations. She shared the knowledge with fellow women and others. Men were less in the audience as they were working outside. Instructions given though the drama were wearing</p>	<p>follows that too.  <b>Entertaining:</b> She mentioned about singing, dancing and acting which she found entertaining.  <b>Gender Sensitive:</b>  <b>Context Sensitive:</b> Language of the IPT was the Chatgaiya language which is the local language. Which was helpful for the audience to understand the messages given through IPT.  <b>Comprehensive Explanation:</b>  <b>Location:</b> The drama held at the courtyard of respondent's neighboring house.</p>		
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		masks, maintaining 3 feet of distance while talking, washing hands with soap.			
<b>IDI 4</b>	<b>Age:</b> 23 Years <b>Sex:</b> Female <b>Education:</b> <b>Profession:</b> Housewife <b>Marital Status:</b> Married <b>Location:</b> Sadar	<p>The drama held at the courtyard of their neighbor. It happened at around 2 pm. She first noticed some people are coming with musical instruments and other goods. And they start singing. Then she asked them what's going on. They then informed her about the IPT.</p> <p>The drama was about how to be cautious of corona virus. So many women were there together with children. Me were out for their work. She discussed it with other</p>	<p><b>Informative:</b></p> <p>The drama was about how does corona spread and how to stop that. Vaccine should be taken. They asked to stay cautious and made them understand by acting. Earlier they didn't know many things, now they got to know many things from the drama that's why they liked it. What they need to do if they have corona if they don't have corona and how to take precautions before it happens to them. They got to know everything now.</p>	<p>She mentioned so many things were unknown before the drama. Specially she got to know about booster dose vaccine for the first time in the drama.</p> <p>(Both IDI 3 &amp; IDI 4 respondent s were hesitant. As we went to interview without the help of local people. We were strangers to them. That's why they did not mention</p>	<p>She recommended IPT sessions to be held at a regular interval. Otherwise, people will forget what have been shown in the drama. She expressed concerns on male's risk of getting affected as they go out for work. So, drama should be held at night time so that men also can watch the drama.</p>

		women about the drama when they sat together. She talked about the drama to many other people. Instructions were wearing masks, washing hands with soap, maintaining physical distance and not going out.	<p><b>Entertaining:</b> She found the IPT enjoyable as there was songs and acting in it. She mentioned that she liked the most when they dressed as a corona virus. And the children got bursting into joy to see them as corona virus.</p> <p><b>Gender Sensitive:</b></p> <p><b>Context Sensitive:</b> The drama was conducted in Local Chatgaiya language.</p> <p><b>Comprehensive Explanation:</b></p> <p><b>Location:</b> The drama was held at the neighboring house.</p>	about ovarian cancer and gender sensitive issues)	
<b>IDI 5</b>	<p><b>Age:</b> 36 Years</p> <p><b>Sex:</b> Male</p> <p><b>Education:</b> St- 05</p> <p><b>Profession:</b> Auto-bike Driver</p> <p><b>Marital Status:</b> Married</p> <p><b>Location:</b> P.M Khali</p>	The respondent went to a place taking a drive. He found the drama being held there. As he was on his job, he had leave at the middle of	<p><b>Informative:</b> He described the drama and said he was informed about physical distancing of 3 feet, wearing masks, COVID testing, quarantine, washing</p>	He learned new thing is changing clothes coming back home from outside. He should not touch the babies and	He recommends the presence of prominent drama personality in the IPT. He wants frequent staging of IPT. Otherwise, people will forget everything. He asked for IPTs on different other issues like

		<p>the drama. The drama started with the discussion on corona and then song started. It held at around 8/9 pm. 300-400 people were there. Free mask distribution was with the drama. Cox's bazar is a tourist place and every man works there, so women were higher in number than the men. The area was notified beforehand that there will be a drama. He shared his knowledge with his family members. Another drama also held near his house and he inspired his family to watch the drama. Instructions were wearing</p>	<p>outside clothes, being fresh after coming back home etc. After the drama they asked for feedback and asked to follow the rules they have shown in the drama. He liked the drama cause he thinks it was for their own good. He adopted handwashing practice and he follows that wherever he goes. His family also follow all the rules hearing from him.  <b>Entertaining:</b> The respondent found the drama similar to the TV drama and that's he liked it.  <b>Gender Sensitive:</b>  <b>Context Sensitive:</b> The whole dram was conducted in Chatgaiya language. That's why there was no difficulties in understanding.</p>	<p>cuddle them going directly into the home. So, he has to wash himself before entering into home.</p>	<p>environment and social harmony.</p>
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		<p>masks, washing hands with soap, maintaining distance, staying at home and taking vaccine.</p>	<p>All the story of the drama was based on the local life and events.  <b>Comprehensive Explanation:</b>  <b>Location:</b> The respondent went to a distant place with his auto-bike. He found the IPT to be held in a neighborhood, at the premises of a house. Respondent thinks women were higher in number cause the IPT held at the courtyard, it was easy for them to attend the IPT.</p>		
<b>IDI 6</b>	<p><b>Age:</b> 18 Years  <b>Sex:</b> Male  <b>Education:</b> HSC  <b>Profession:</b> Student  <b>Marital Status:</b> Unmarried  <b>Location:</b> Chakoria</p>	<p>The drama held at the evening and IPT people informed them the day before when they fixed the place. Nearly 200 audience were there and most of them were women. A canvas was spread on the land and children sat on that and</p>	<p><b>Informative:</b>  Washing hands should be 20 seconds or more. Sanitizing is essential and taking vaccine as well. They informed the women to be aware of cervical cancer. Women were so curious about the cervical cancer. They were asking</p>	<p>The respondent didn't ever know about the cervical cancer before. He came to know about cervical cancer from the drama for the first time.</p>	<p>No recommendation given.</p>

		<p>elder people watched standing. His cousin informed about the drama. There was no sound system in the drama. They dressed as coronavirus wrote corona-1 and corona-2 on the vest. They were wearing a mask and people were so attentive that didn't move and talk. There were songs at the beginning and then the drama. They were asking people to wear masks, wash hands frequently, sanitize hands and take vaccine through the singing. He shared his experience to his friend. There was information on cervical cancer. They asked for</p>	<p>questions about where they can get good treatment regarding this and all. A man with a diary was giving the ladies the contact numbers of cervical cancer service people. And they said that they can get services at the district sadar hospital. Respondent said that he noticed people are wearing masks more than they did earlier. They informed people not to be negligent about taking precautions of corona after the vaccine. They talked about booster dose also.</p> <p><b>Entertaining:</b> He liked the acting. He found the when they dressed as corona virus and trying to attack people very entertaining. They were</p>		
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		<p>feedbacks at the end. And they inspired to ask question if the audience did not get anything properly. He thinks miking hasn't been done before cause, there would be a huge crowd, the place wouldn't be enough to accommodate people. Women asked for help how to get service related to cervical cancer. Females were also in the troop.</p>	<p>laughing at that time.  <b>Gender Sensitive:</b>  There was a talk on cervical cancer in the drama. Women were more curious about ovarian cancer. That's why they listened carefully. Women were feeling shy that's why respondent with other boys moved far.  <b>Context Sensitive:</b> The drama was conducted in local Chatgaiya language. The audience understood that the drama was for their own good.  <b>Comprehensive Explanation:</b>  He reported that audiences were so serious to listen what are being said in the drama. They didn't make any noise and move from their place. They were trying to</p>		
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			<p>understand what they were saying.</p> <p><b>Location:</b> The drama held at the courtyard of his neighboring uncle's house.</p>		
<b>FGD</b>	<p><b>Age</b></p> <p><b>Sex:</b> Female</p> <p><b>Education:</b></p> <p><b>Profession:</b></p> <p><b>Housewives</b></p> <p><b>Marital Status:</b></p> <p>Married</p> <p><b>Location:</b></p> <p>P.M Khali (Sadar)</p>	<p>The IPT people came and asked for permission to hold the drama in their courtyard in the evening. They brought all the goods. 8-10 people were in the troop. They played musical instruments and sang. Women were in the drama. They talked about cervical cancer and respondents asked for help where to get the treatment. They asked people to wear mask, wash hands, maintain distance and take vaccines.</p>	<p><b>Informative:</b></p> <p>They showed the coronavirus how it looks like. They informed people about vaccine, booster dose, washing hands, sanitize hands and maintaining distance. Why people should take a shower coming back from crowded place like market. They think it made them careful and understand what to do at the time of problems. They were informed about cervical cancer and its symptoms. They informed about cervical cancer vaccine too. People have become more conscious after the drama.</p>	<p>The area has activities of other NGOs. They are well informed from the beginning. So, there was nothing new to them.</p>	<p>They proposed more of this kind of drama in different places. It will help people to get conscious and changed.</p>

		<p>There was free distribution of clothe made mask also. Men were at their work, women were the main audience. They themselves called each other to watch the drama. They shared the knowledge to who didn't come see the drama.</p>	<p>They knew what should be done when someone gets affected. His bed will be separated and foods can't be shared with him.</p> <p><b>Entertaining:</b> They mentioned the fun elements of drama again and again. They liked all the dancing, singing and acting.</p> <p><b>Gender Sensitive:</b> About cervical cancer, they said there will be a burning sensation in the urethra, oedema in the body and painful intercourse. (Respondent whispered as I was there).</p> <p><b>Context Sensitive:</b> The drama language was local and very well understandable.</p> <p><b>Comprehensive Explanation:</b> They liked the</p>		
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			<p>drama very much cause, they made them understand very nicely through the singing and acting. They preferred the drama than miking. They think it made things more understandable. They heard the name of cervical cancer earlier but they understood it on the drama day.</p> <p><b>Location:</b> The drama held at the courtyard.</p>		
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