



## PHOTO & CAPTION

### Video Encourages Girls' Education



Photo: USAID/Leslie McBride

***Schoolchildren are among the stars of a video promoting education for Djibouti's girls.***

Only fifty-three percent of all Djibouti's children — and a mere 30 percent of its girls — attend primary school. To reverse this trend and encourage parents to send their daughters to school, USAID developed a four-minute video that promotes the importance of girls' education.

Produced in each of four local languages — Afar, Arabic, French and Somali — the video features three high-level female role models: a lawyer, an inspector in the Ministry of Education and the head of a large organization. Each woman is shown at work and interviewed about the significance of educating girls. Interlaced with the role models

are scenes of schoolchildren discussing girls' education.

The spots cost a total of \$850 to produce and began airing in December 2004. Over the next four months, they were broadcast 30 times immediately after the local news on the national station, Radio et Television de Djibouti. A survey of viewer perceptions and attitudes will be conducted to determine their effectiveness.

#### Telling Our Story

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