Anti-Violence Video Dramas at Village Film Festivals — Rural Uganda's Randomised Mass-Media Trial That Cut Household Violence Against Women by Lowering the Social Cost of Speaking Out

Gender Equality · Good practice · Uganda

Quality score: 85/100

Evidence strength: Strong

Summary

Three short Luganda videos urging people to speak out on violence were shown at film festivals in 48 of 112 randomised villages. Eight months later, the share of women reporting household violence was 7 points lower than the 19% in comparison villages. Attitudes did not change.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	1/1
Effectiveness	1/1
Efficiency	1/1
Evaluated outcomes	1/1
Sustainability	0/1
Achievement / evidence	1/1
Gender-mainstreaming embedding	1/1
Curator validation	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-23

Peripheral Vision International, with researchers Donald Green, Anna Wilke and Jasper Cooper (fieldwork: Innovations for Poverty Action) — accessed 2026-11-23

Green, Wilke & Cooper (2020), Comparative Political Studies 53(14) — accessed 2026-11-23

J-PAL evaluation summary — accessed 2026-11-23

Harvard GAP evidence summary — accessed 2026-11-23

Replication data (Harvard Dataverse) — accessed 2026-11-23

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