

# **A State of the Art of MRE programs from educational entertainment point of view**

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## **Abstract**

The paper summarizes results obtained during the state of the art analysis of MRE programs with particular attention to campaigns using traditional and mass media.

Although there is extensive literature on MRE theoretical principles and practical planning, a lack of a systematic analysis of practical approaches used in MRE has been noticed.

The paper introduces a comparative analysis of key messages mostly used in MRE in accordance to the particular context in which they are used, defined by three variables identified as conflict stage, type of threat and target audience.

A deep analysis of educational entertainment techniques used in development activities other than mine action, such as disease prevention and family planning, follows.

The paper finally investigates the possibility to apply educational entertainment approaches to MRE using dramatic plot (radio diffused soap opera style) embedding the key messages mostly suitable to the context.

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