

# Paradox

Information is so easy to transmit.  
Few places on earth are beyond the  
reach of cell phones or televisions,  
and yet our efforts to get life-saving,  
livelihood-boosting information to  
people in a form that sticks,  
a form that will actually  
change behavior,  
are frequently disappointing.

# One Reason

many of those in need of the information  
cannot read and lack electricity.

What works?





Bayanga, Central African Republic

Sangha

Likouala

Cuvette Ouest

Cuvette

Djoulu

Boende

Salonga National Park

Tayna

Bateke Plateau National Park

Kindu

Pool, Congo

Kinshasa

Brazzaville

Pointe Noire

US Dept of State Geographer  
Image Landsat

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google earth

Imagery Date: 4/9/2013

2°55'01.74" S 18°49'36.23" E elev 1111 ft

Eye alt 1546.68 mi

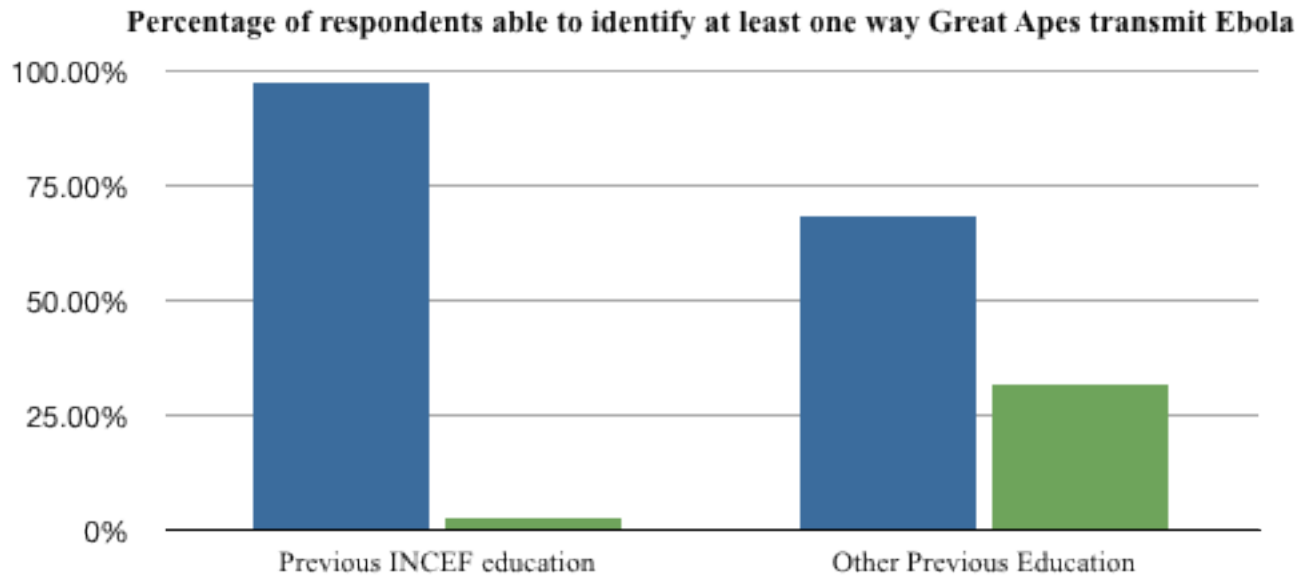




**Tableau n°3** Répartition des personnes sensibilisées suivant les villages visités.

District	Village	Population totale	Participation pendant la projection générale			Total	Taux de participation
			Femme	Homme	Enfant		
Mindouli	Moulandou	250	15	37	18	70	28
	Moulou	178	35	52	38	125	70
	Ngola Ndoundou	242	56	65	59	180	74
	Mindouli Centre	866	221	132	212	565	65
	Kimanika	468	189	153	88	430	92
	<b>Sous total</b>		<b>2004</b>	<b>516</b>	<b>439</b>	<b>415</b>	<b>1370</b>
Goma tse tse	Linzolo 1		103	67	198	368	64
	Linzolo 2	575	53	92	114	259	45
	Goma tse tse	184	25	56	64	145	79
	Kibossi	175	35	56	43	134	77
	<b>Sous total</b>		<b>934</b>	<b>216</b>	<b>271</b>	<b>419</b>	<b>906</b>
<b>Total</b>		<b>2938</b>	<b>732</b>	<b>710</b>	<b>834</b>	<b>2276</b>	<b>77</b>

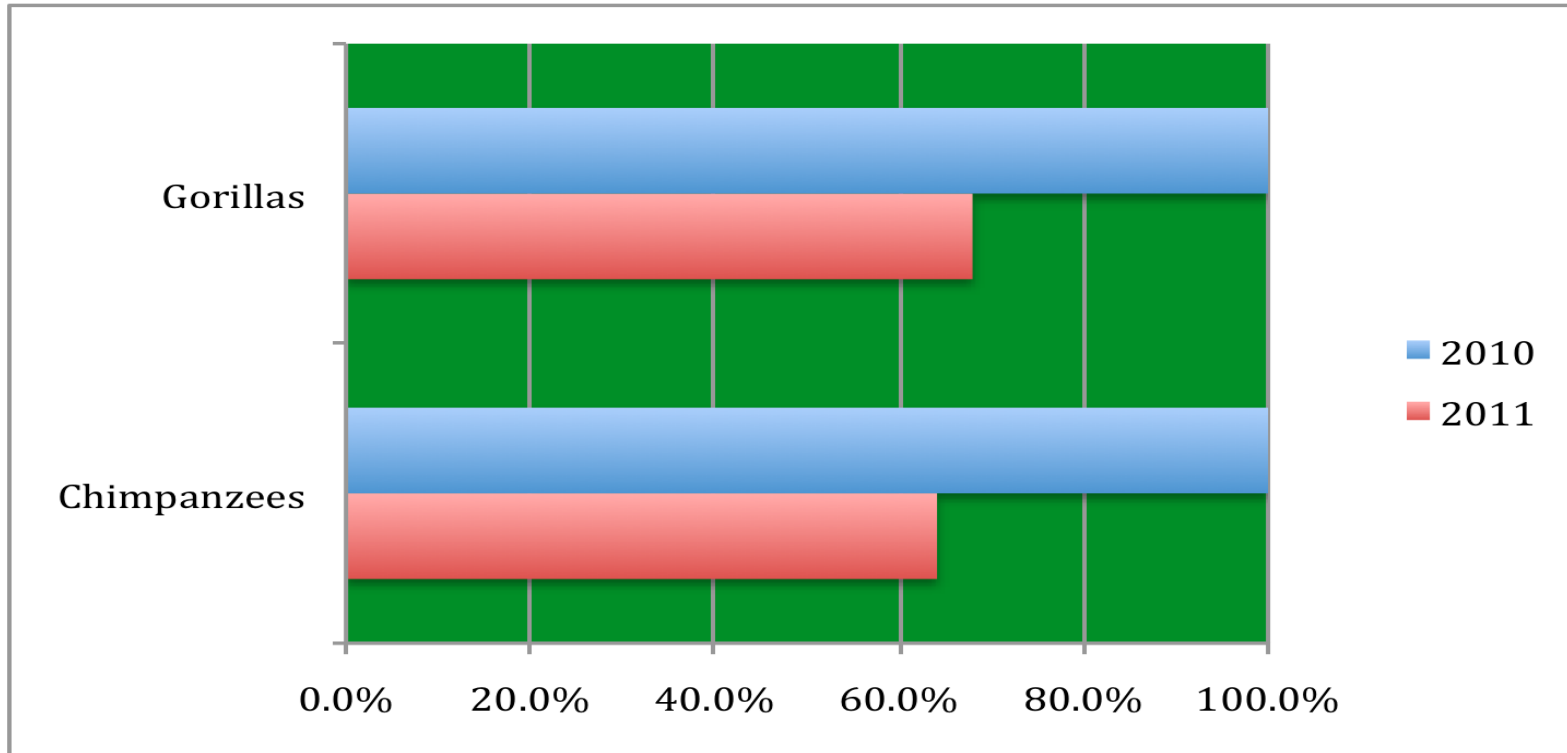
One of our key findings is that people who have previously viewed INCEF films on the causes and preventions of Ebola retain a higher degree of knowledge than people who have had other Ebola prevention education in the past.



Able to identify Blue

Unable to Identify Green

88.2% of women surveyed in 2010 had seen the INCEF films or had discussed them with someone who had. 96.3% of women surveyed in 2012 had done so. Of these, a majority in both years said that the films influenced their consumption of great apes.



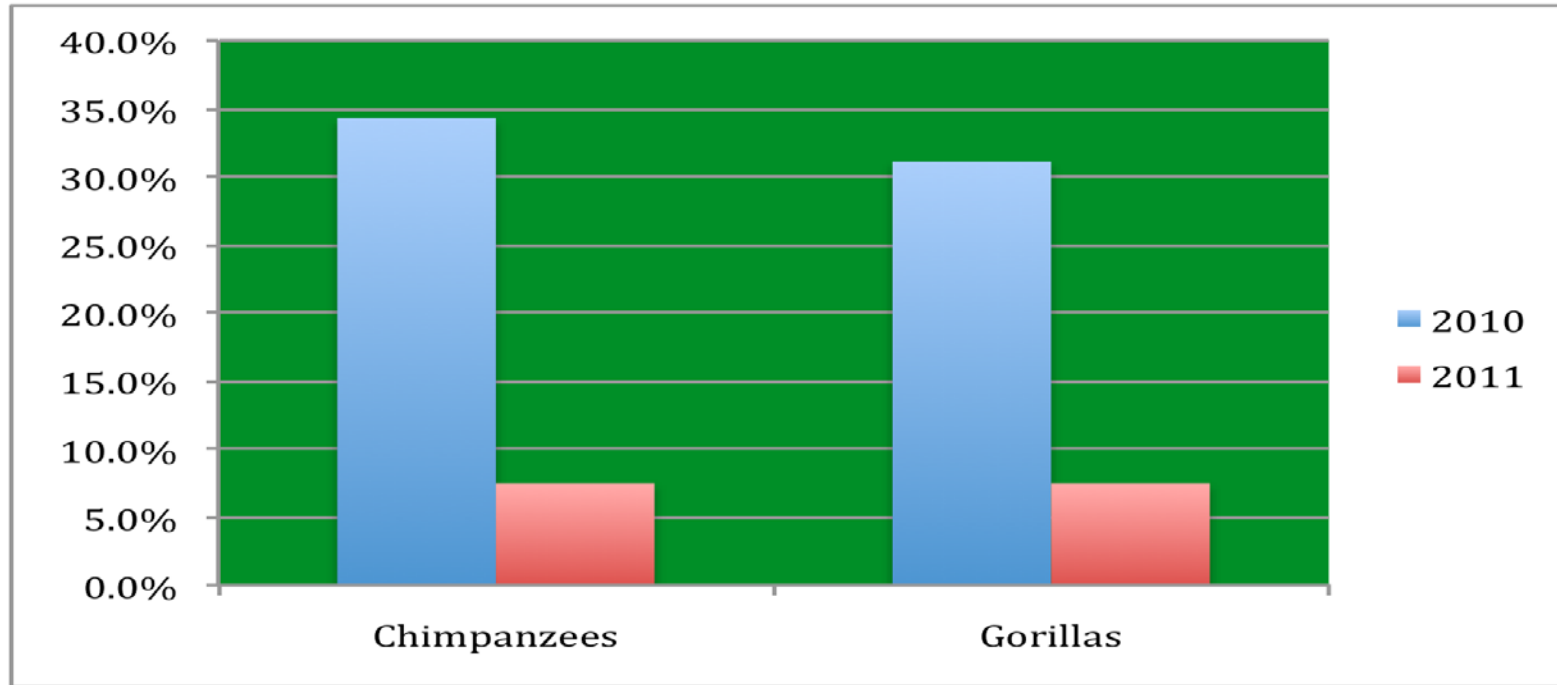
**Percentage of women who said films influenced their consumption of great apes**

*(Note: This graph does not measure change. Instead, it shows that for both years, a majority of women surveyed said the films influenced them.)*



## Results Displayed Graphically

The percentage of men who said they hunted either chimpanzees or gorillas decreased significantly.

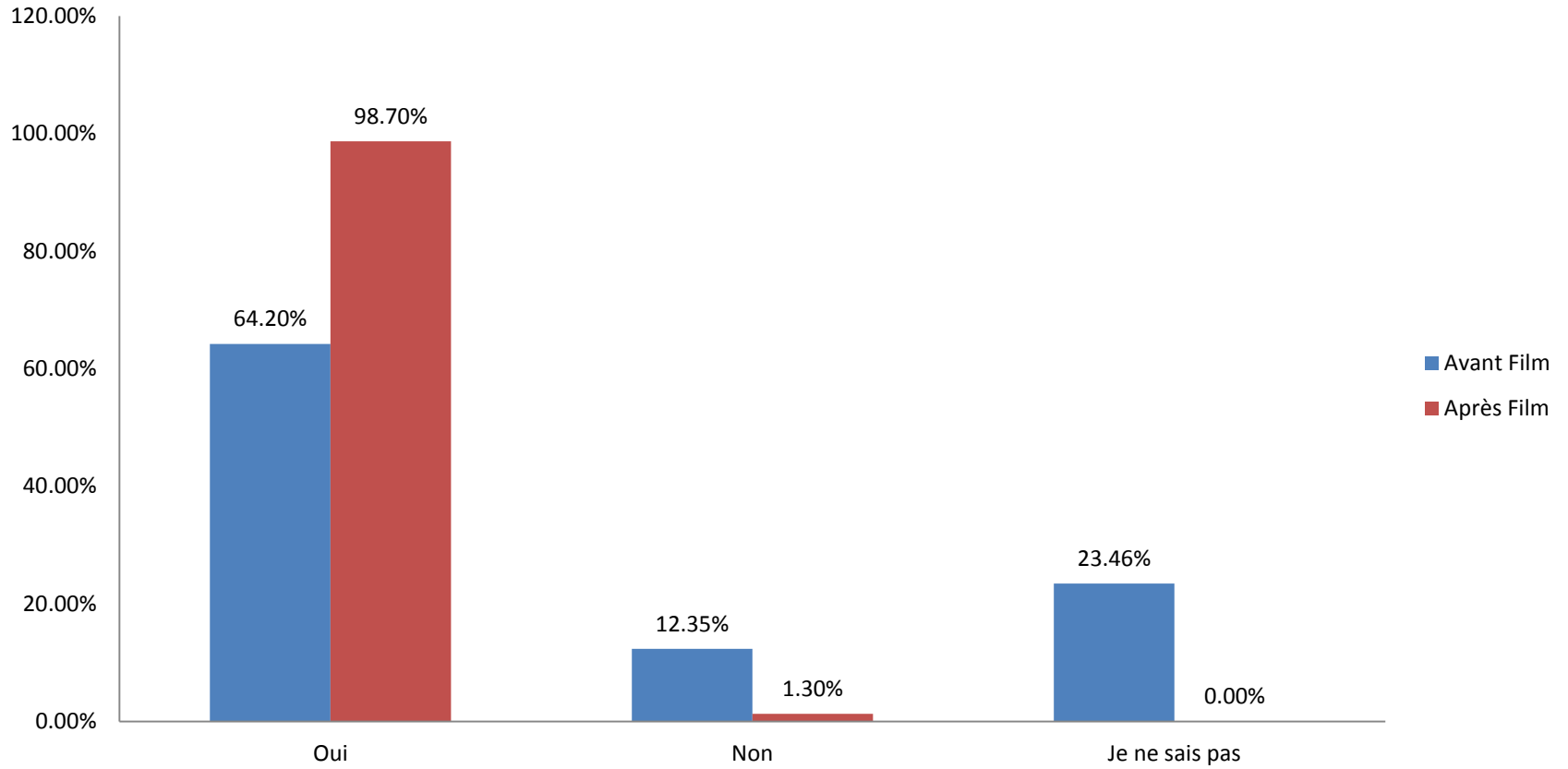


**Percentage of men who hunt...**

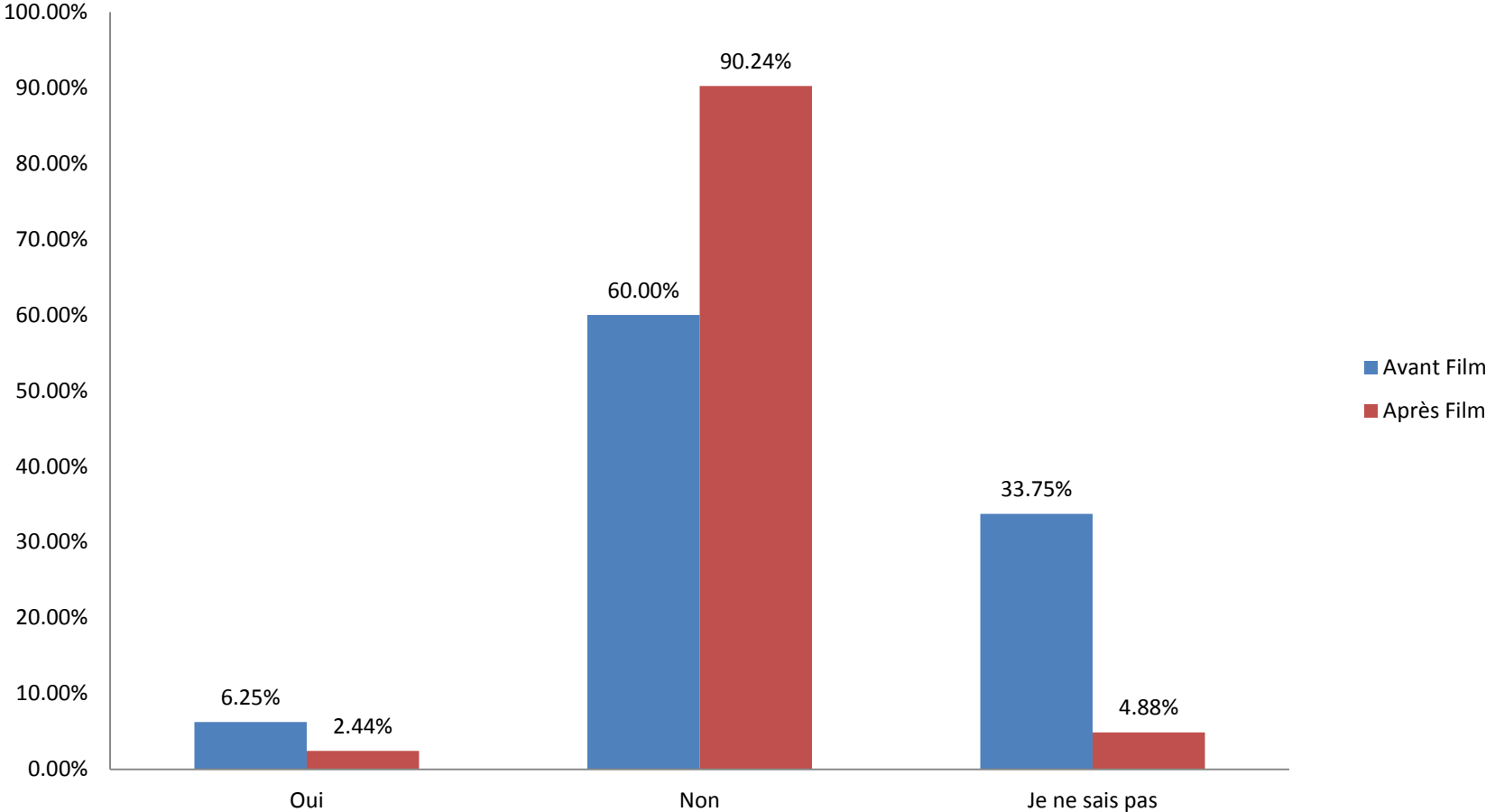
**-Chimpanzees: 34.3% to 7.5%**

**-Gorillas: 31.1% to 7.5%**

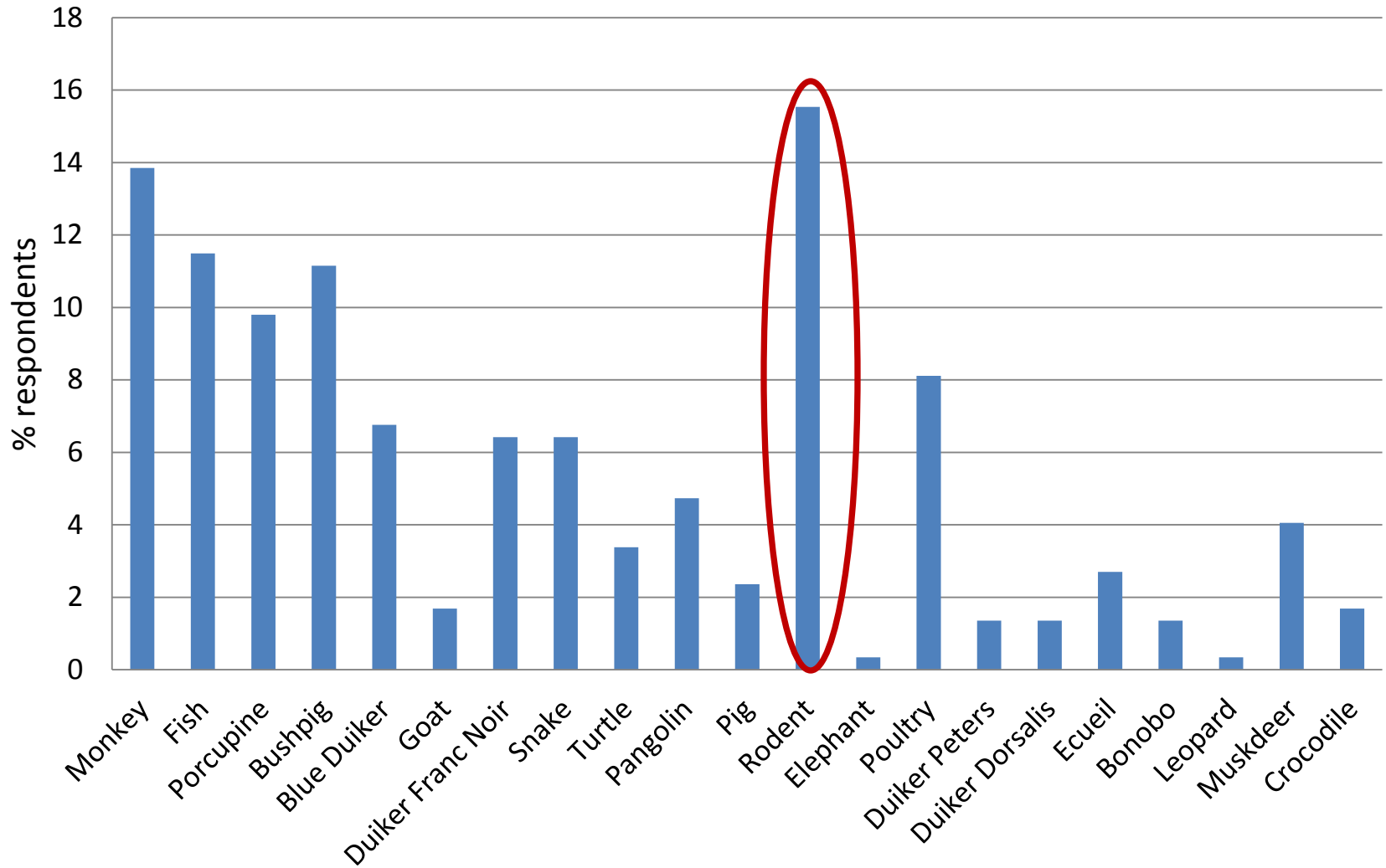
### Question: Does the Forest Code give to local communities?



**Question: Do Local Communities have the right to use classified forests?**



“What types of animals did you hunt, capture, or kill in the last month?”



# INCEF - International Conservation and Education Fund

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