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[McKee, Alan](#) & Tarca, Sarah (2014) *The girlfriend guide to life : love, friends, changes and all that awks stuff answered*. [Textual Work]

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The Girlfriend Guide to Life

The Girlfriend Guide to Life is a sexual health resource targeted at 14-17 year old girls.

Research background

This research is in the field of entertainment-education – ‘the intentional placement of educational content in entertainment messages’ (Singhal and Rogers 2002, 117). E-E recognizes that audiences are not keen to be lectured to by institutionalized experts (Moyer-Guse and Nabi 2010, 29). However in traditional models of entertainment education there is little respect for the expertise of entertainment producers (de Fossard and Lande 2008, 12).

This project asked: When health promoters and entertainment producers work together as equals how does this change the resulting entertainment-education product?

Research contribution

Entertainment producers understand their audiences better than health promoters do. They can use appropriate language and cultural references for that audience – ‘totes’, ‘rents’, ‘One Direction’ – and they understand their audience’s concerns. For example, although the *Girlfriend Guide to Life* was centrally about sexual health, the editors of the magazine understood that their readers also wanted articles about friendships, and their intersection with sexual relationships – such as ‘What if all your friends have a partner but you don’t?’.

Research significance

The Girlfriend Guide to Life is published as a commercial venture by Pacific Magazines with an initial print run of 41,000. Upon publication the Australian Curriculum and Reporting Authority approached us for permission to use material from the special issue on their official website as a resource for teachers of the National Curriculum for Health and Physical Education.