

Population Media Center

Using the Media to Sustain the Earth

Reasons for Non-use of Family Planning

- **Desire for large Families**
- **Fear of side effects**
- **Male opposition**
- **Fatalism**
- **Religious Opposition**




Reasons for Unsafe Sex

- **Double standard regarding number of partners**
- **Age differential between partners**
- **Gender-based power imbalance**
- **Lack of understanding of risk**
- **Lack of partner communication**
- **Gender-Based Violence**
- **Lack of knowledge of HIV status**
- **Stigma and discrimination**
- **Untreated STIs**

The Power of the Media joined with services


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Population Media Center: An Overview

Mission

- Non-profit, non-governmental organization, 501(c)(3).
- Works globally with broadcast media (radio, TV, print).

Issues:

- Family planning
- STIs/HIV/AIDS
- Reproductive health
- Gender equality
- Child protection
- Environment






Population Media Center: An Overview

- **Programs**
 - **15 countries worldwide:** Brazil, Burkina Faso, Côte d'Ivoire, Ethiopia, Jamaica, Mali, Mexico, Niger, Nigeria, Philippines, Rwanda, Senegal, Sudan, United States, Vietnam.
- **Why PMC is Effective**
 - uses sophisticated audience research methods.
 - uses multiple media to target the message.
 - focuses its efforts in countries/regions with highest need.
 - supports local producers and writers to create indigenous programs.
 - works with national & local broadcasters to air locally-produced programs.





Entertainment with Proven Social Benefits

Miguel Sabido
 Creator of PMC's Behavior Change Communications Strategy and VP at Televisa (Mexican TV).

Between 1973-98, Miguel produced 7 "social content" serial dramas in Mexico.



« *Acompañame* »

Sabido Methodology for Behavior Change

Serial Drama: Long-running

- allows time for the audience to form bonds with the characters.
- allows time for the characters to evolve in their thinking and behavior (at a believable pace).



Entertaining, and Emotional

- emotional ties to audience members that influence values and behaviors more forcefully than purely cognitive information.

Real People, Realistic Models

- role modeling.

Uniqueness of the Sabido Methodology

Theory-Based

- Communication Theory (Shannon & Weaver)
- Dramatic Theory (Bentley)
- Theory of the Collective Unconscious: Archetypes * Stereotypes (Jung)
- Social Learning/Social Cognitive Theory (Bandura)
- Triune Brain Theory (MacLean)
- Tonal Theory (Sabido)



Research-Based

- extensive formative research
- audience, societal & cultural research
- character-driven (role models are key)

Format: Serial Melodrama

- highly emotional
- beginning, middle and end
- sub-plots maintain entertainment (interest)
- long-running



Character-Driven: 3 Types

Positive Characters

- archetypes: perhaps more moral than possible for a real person.
- embody the positive values in the values grid.
- are icons (an ideal to which the audience can aspire).
- are constantly rewarded for their positive deeds.

Negative Characters

- behavior illustrates negative values in the values grid.
- negative behavior is slightly exaggerated.
- are regularly punished for their bad behavior.
- occasionally suffer internally and regret their actions, but DO NOT CHANGE.

Transitional Characters

- most similar to target audience members.
- faced with real-life dilemmas.
- are rewarded or punished for good or bad actions (oscillate).
- eventually move toward or away from positive behaviors.



Soap Operas for Social Change to Prevent HIV/AIDS:

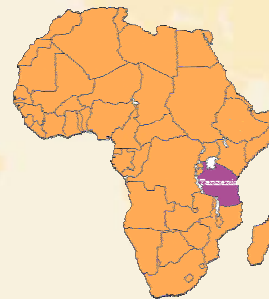
A Training Guide for Journalists and Media Personnel



Population Media Center

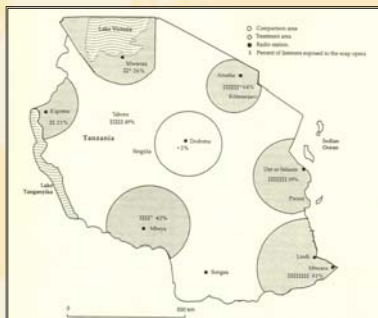


“Twende Na Wakati” Tanzanian Radio Serial Drama



“Twende na Wakati”

Tanzania



Tanzania: Evaluation

HIV/AIDS Prevention:

•82% of listeners said the program had caused them to change their behavior (limiting partners and using condoms).

•153% increase in condom distribution in the broadcast areas (16% increase in Dodoma in the same period).



Tanzania: Evaluation

Family Planning Use:

•Increase of **10 percentage points** in percentage of married women currently using a FP method (no increase in Dodoma).

•When the program was broadcast in Dodoma, CPR increased **16 percentage points** there.



Tanzania: Evaluation

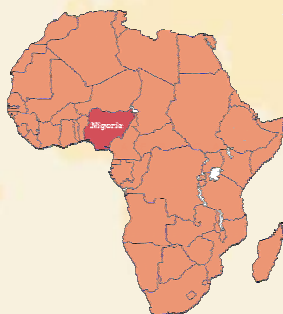
Family Planning Use:

• **41%** of new adopters of FP were influenced by the program to seek services.

• A different serial drama (different methodology) was cited by only **11%**.



“Gugar Goge” Northern Nigeria



“Gugar Goge” Monitoring Data

PMC's drama in northern Nigeria focuses on early marriage and fistula.

Monitoring data from September 2006 (3 months after start of broadcast) showed that:

33% of reproductive health clients cited *Gugar Goge* as their main motivation for seeking services

54% of fistula clients cited *Gugar Goge* as their main motivation for seeking services



“Gugar Goge” Evaluation

91.9% of those interviewed in the endline evaluation study reported that they had listened to at least one episode of *Gugar Goge*. This projects to a combined total of 15.5 million exposed to the program out of a total of 16.9 million people living in Kano and Kaduna states.



82.1% of those interviewed reported listening to the radio serial drama weekly.

“Gugar Goge” Evaluation

When asked if they wanted to have more children, female listeners (16.6%) were significantly more likely to say “no/no more” than non-listeners (3.4%).

More male listeners (15.7%) than non-listeners (10%) also said “no/no more” when asked if they wanted more children.



“Gugar Goge” Evaluation

Female listeners (87.7%) were significantly more likely than non-listeners (64.4%) to say “yes” when asked “Can becoming pregnant every year put the health of the mother at risk?”



“Gugar Goge” Evaluation

A significant difference was found between male listeners (92.8%) reporting knowing of a place to get a male condom compared to non-listeners (75.0%).

A significantly larger percentage of female listeners (96%) also knew of a place to obtain condoms than female non-listeners (64.4%).



“Gugar Goge” Evaluation

When asked if a condom was used the last time they had sexual intercourse with a man, significantly more female listeners (79.5%) said “yes” compared to female non-listeners (35.6%).



“Gugar Goge” Evaluation

When asked if it is “acceptable or not for information on condoms to be provided” significantly more female listeners (87.2%) compared to female non-listeners (75.0%) said it is “acceptable.”

More female listeners (89.1%) had discussed HIV/AIDS with their partners than female non-listeners (81.4%).



“Gugar Goge” Evaluation

Female listeners (81.1%) were significantly more likely than non-listeners (71.2%) to answer correctly by saying “yes” when asked if fistula can be cured.

More male listeners also answered correctly (80.7%) compared to non-listeners (75.0%).



“Gugar Goge” Evaluation

When asked if they had “known or heard about a woman living with fistula,” male listeners (93.9%) were significantly more likely than non-listeners (68.4%) to say “yes.”



“Gugar Goge” Evaluation

When asked their opinion as to whether a “woman with fistula should be part of the community like everyone else,” more male listeners (32.1%) “strongly agreed” with this statement than did non-listeners (17.6%).



PMC’S Other Programs Around the World...

BRAZIL



Social Merchandizing

JAMAICA



“Outta Road”

PMC’S Other Programs Around the World...

MEXICO



“Dimensiones Sexuales” (Sexual Dimensions)

PHILIPPINES



“Sa Pagsikat Ng Araw” (Hope After the Dawn)

PMC’S Other Programs Around the World...

VIETNAM



In development
Reproductive Health

**MALI, BURKINA FASO
CÔTE D’IVOIRE**



“Cesiri Tono” (Fruits of Perseverance)

PMC'S Other Programs Around the World...

RWANDA



Habitat Preservation and Reproductive Health

SUDAN



"Ashreat Al Amal"
(Sails of Hope)

PMC'S Other Programs Around the World...

NIGER



"Gobe Da Haske"
(Tomorrow Will Be a Brighter Day)

SENEGAL



Program in development

PMC'S Other Programs Around the World...

UNITED STATES



Working with US Media
For Social Change

PMC Projects in Development

- Botswana
- Burkina Faso
- China
- Côte d'Ivoire
- Egypt
- Honduras
- Kenya
- Madagascar
- Mali
- Mozambique
- The Philippines
- Tanzania



What can you do?

- Sign-up to receive PMC's newsletter at:
www.populationmedia.org
- Encourage policymakers to support funding for family planning, reproductive health and women's empowerment

