

Population Media Center



*A Comprehensive Plan for
Entertainment-Education in Ethiopia*

Dhimbibba

(“Getting the Best
out of Life”)



Yeken Kignit

(“Looking Over One’s
Daily Life”)

Formative Research

Literature Review

Reviewed over 200 documents.

Media Assessment

Explored strengths and weaknesses of existing entertainment-education programs and to establish lessons learned.

Qualitative Research

To identify primary and secondary audiences and to identify socio-economic and cultural issues to be considered in the serial dramas.



Training Workshop on Sabido Methodology

5 weeks of training for:

- **playwrights**
- **program producers**
- **program advisors**
- **monitoring and evaluation experts**

Of the 16 playwrights trained, 5 were selected.



Pre-Test Pilot Episodes



Advisory Committee Established

Composed of:

- **Scriptwriters**
- **Program producers**
- **Gender and health experts**
- **Media communication experts**
- **Theatre art advisors**



Yeken Kignit

(“Looking Over One’s Daily Life”)

- **257 episodes (Jun 02 – Nov 04)**
- **Over 50% of Ethiopians listened to the drama**



Dhimbibba

(“Getting the Best out of Life”)

- **140 episodes (Jun 02 – Nov 04)**



Ethiopia: Monitoring

Listeners' Letters Analysis

Received over 15,000 letters in the 2½ years of the broadcast.

Listeners' Groups

50 listeners' groups were established – over 6,800 feedback forms were received and analyzed.



Ethiopia: Monitoring

Qualitative Research

62 focus group discussions were conducted in 3 rounds in various regions.

Health Facility Assessment

Over 14,400 client exit interviews were conducted in 48 hospitals and health centers.



Ethiopia: Results of Facility Assessment



- **63%** of new clients were listening to one of PMC's dramas
- **26%** of new clients named one of PMC's programs by name

Ethiopia: Results of Facility Assessment

- Among those who cited radio as their main source of information, **96%** had heard one of PMC's radio serial dramas.



Ethiopia: Evaluation

Pre-Intervention Survey

Conducted in May 2002

Post-Intervention Survey

Conducted in December 2004



Ethiopia: Evaluation

- **The fertility rate in Amhara fell from 5.4 to 4.3 children per woman**
- **Demand increased 157%**
- **The 2005 Demographic and Health Survey found that contraceptive prevalence had increased 133% (since 2000)**



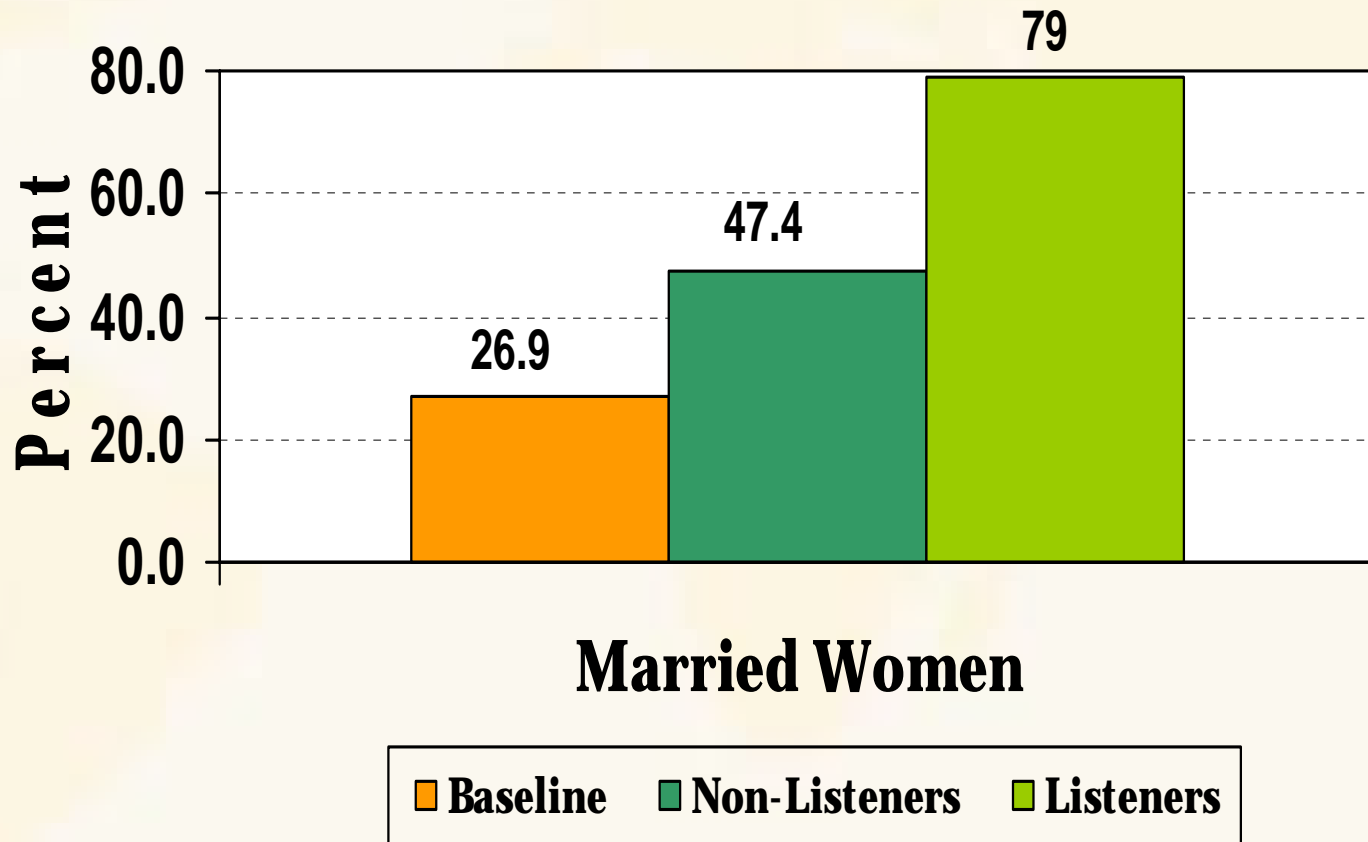
Photo by Monique Jansen

Ethiopia: Evaluation

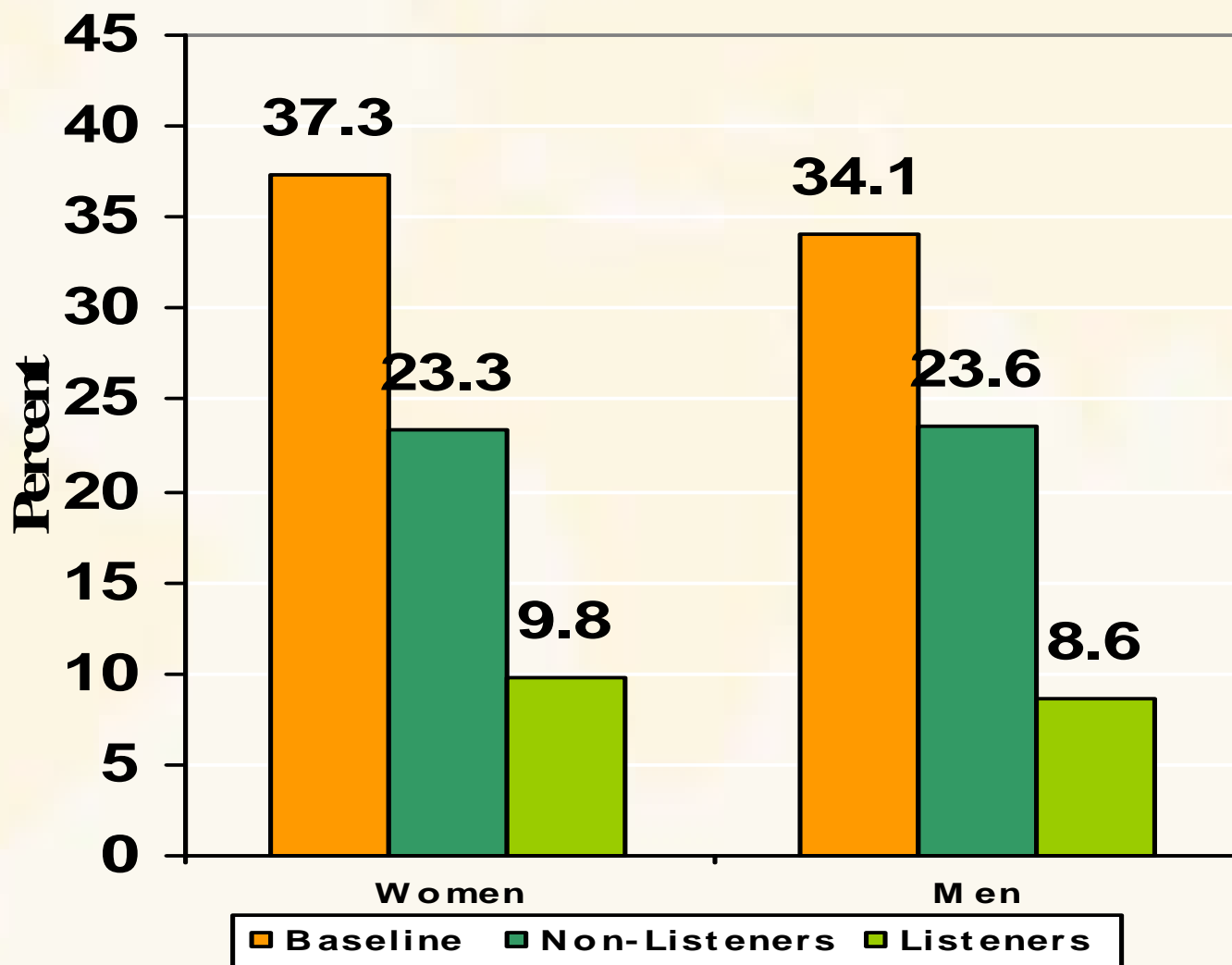
- Listeners were **5 times** more likely than non-listeners to know 3 or more family planning methods.



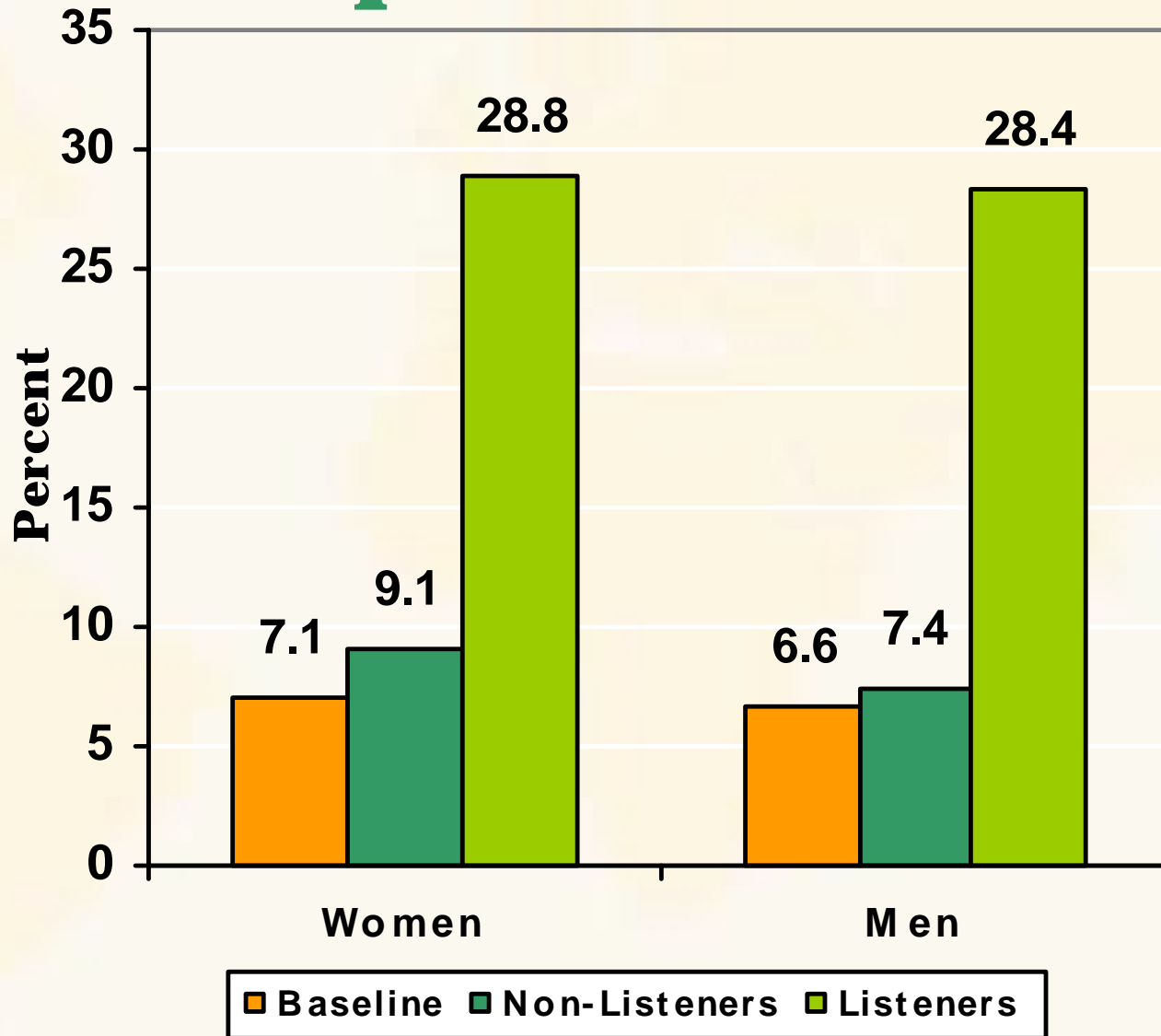
Ethiopia: Ever Use of Contraception



Ethiopia: Means of Determining HIV Status



Ethiopia: HIV Testing



Real Life Stories



Real Life Stories

