



POPULATION

MEDIA CENTER

Acting for Change

www.populationmedia.org

The Link Between Large Families and Poverty



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Photo by Maciej Dakowicz

Every person born in the developing world will require an input of \$13,000 in public infrastructure.

Impact of large families

- High percentage of family income spent on survival needs
- Lack of capital formation
- Lack of funds for education, government, infrastructure and environmental protection



Access to Family Planning Increases use of Family Planning



Since 1960, the contraceptive use rate increased from 10% to 56%.

Total World Population: 7.0 billion

Total Reproductive Age Population Married or in Union: 2.3 billion

Total Users of Modern Contraceptives: 1.3 billion

Total Non-Users of Modern Contraceptives: 1.0 billion

Total Unmet Need for Modern Family Planning Methods: 0.4 billion

Reasons for Non-use of Family Planning Among Unmet Need

- **Fear of side effects**
- **Male opposition**
- **Fatalism**
- **Religious Opposition**



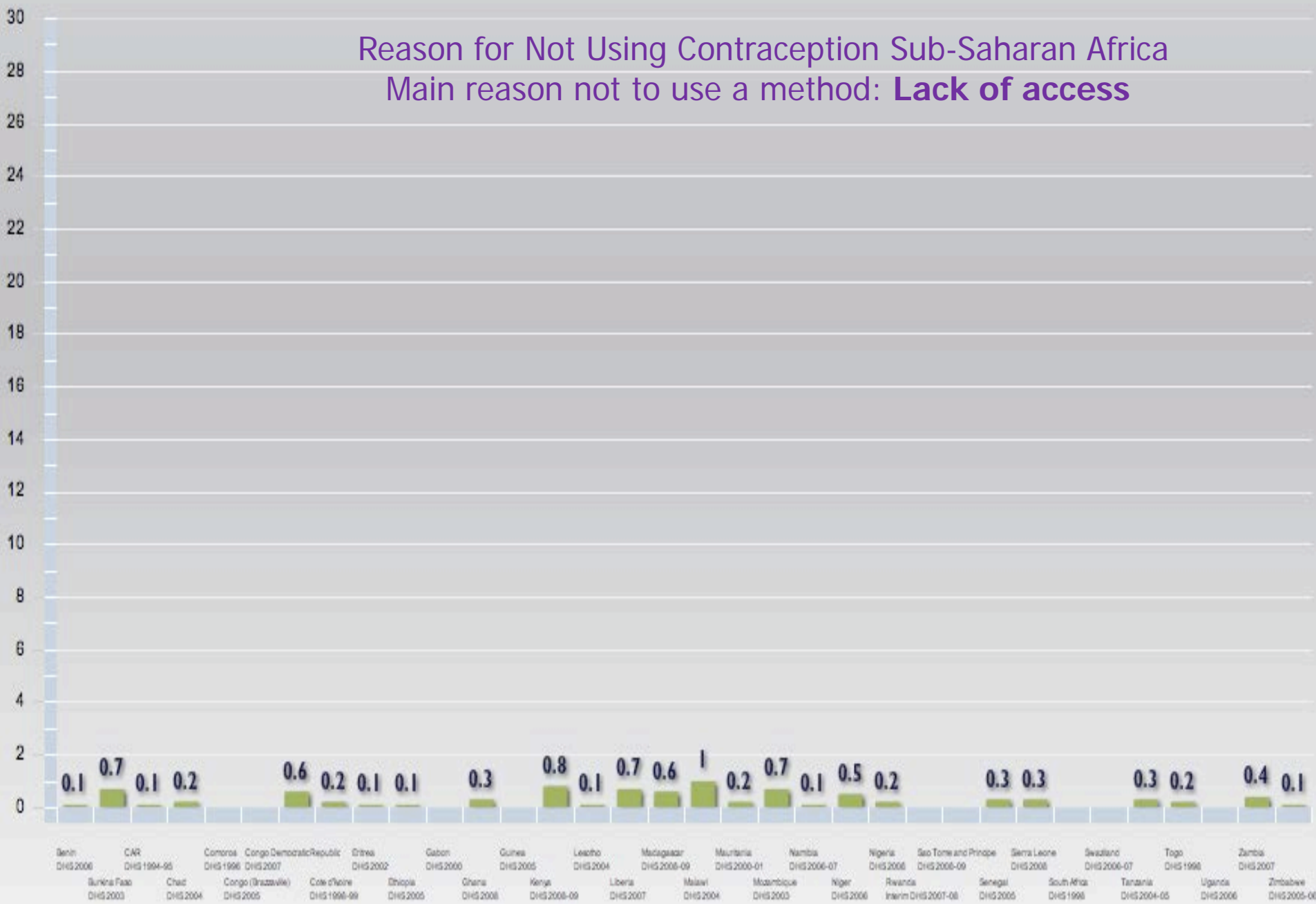
Net Non-Users Who Don't Want to Space or Limit Childbearing: 600 million

Top Reason for Non-Use: Want More Children

☒ Show Data Values

Reason for not using contraception
Main reason not to use a method: Lack of access

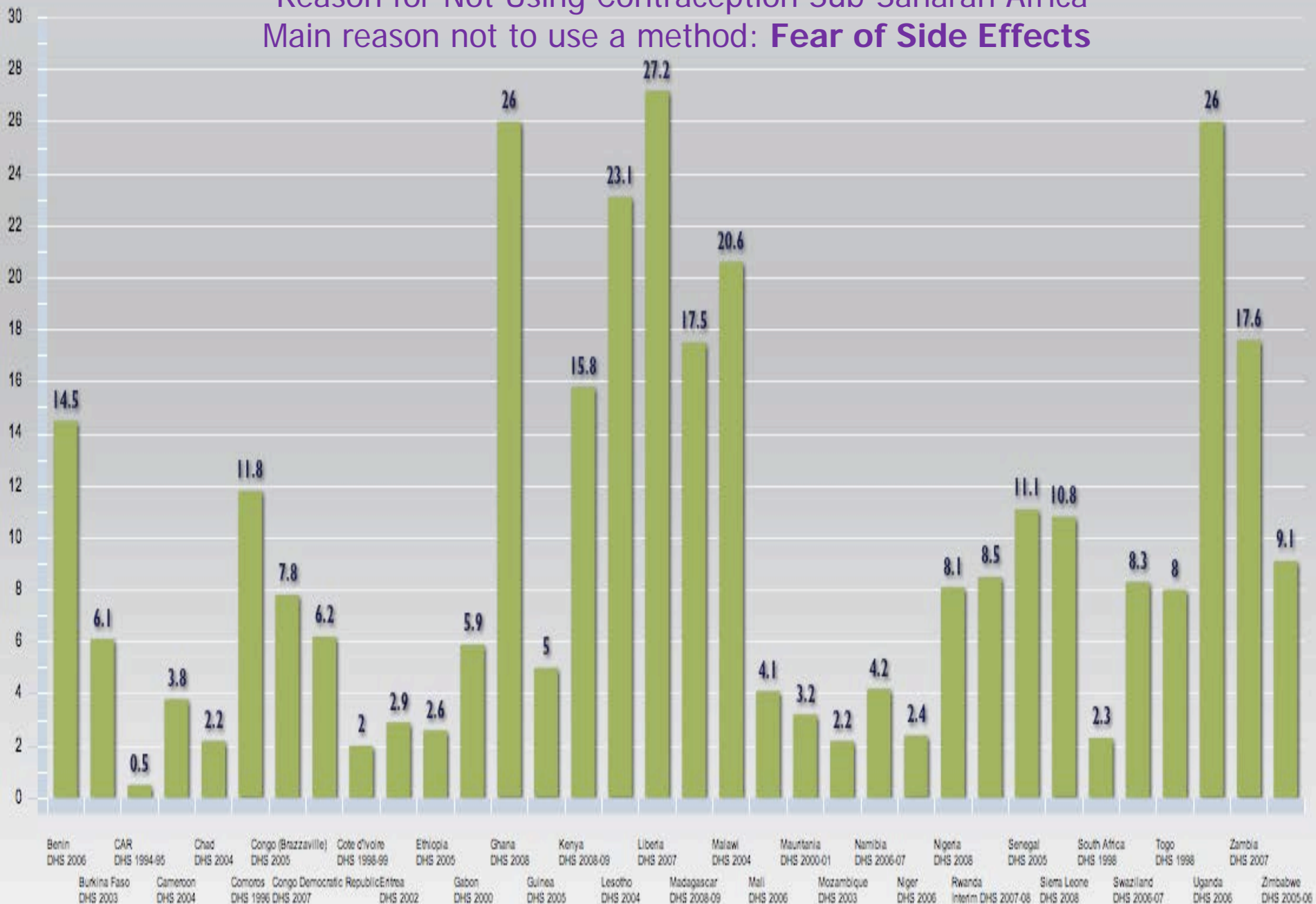
Reason for Not Using Contraception Sub-Saharan Africa Main reason not to use a method: **Lack of access**



Reason for not using contraception
Main reason not to use a method: Fear of side effects

Reason for Not Using Contraception Sub-Saharan Africa

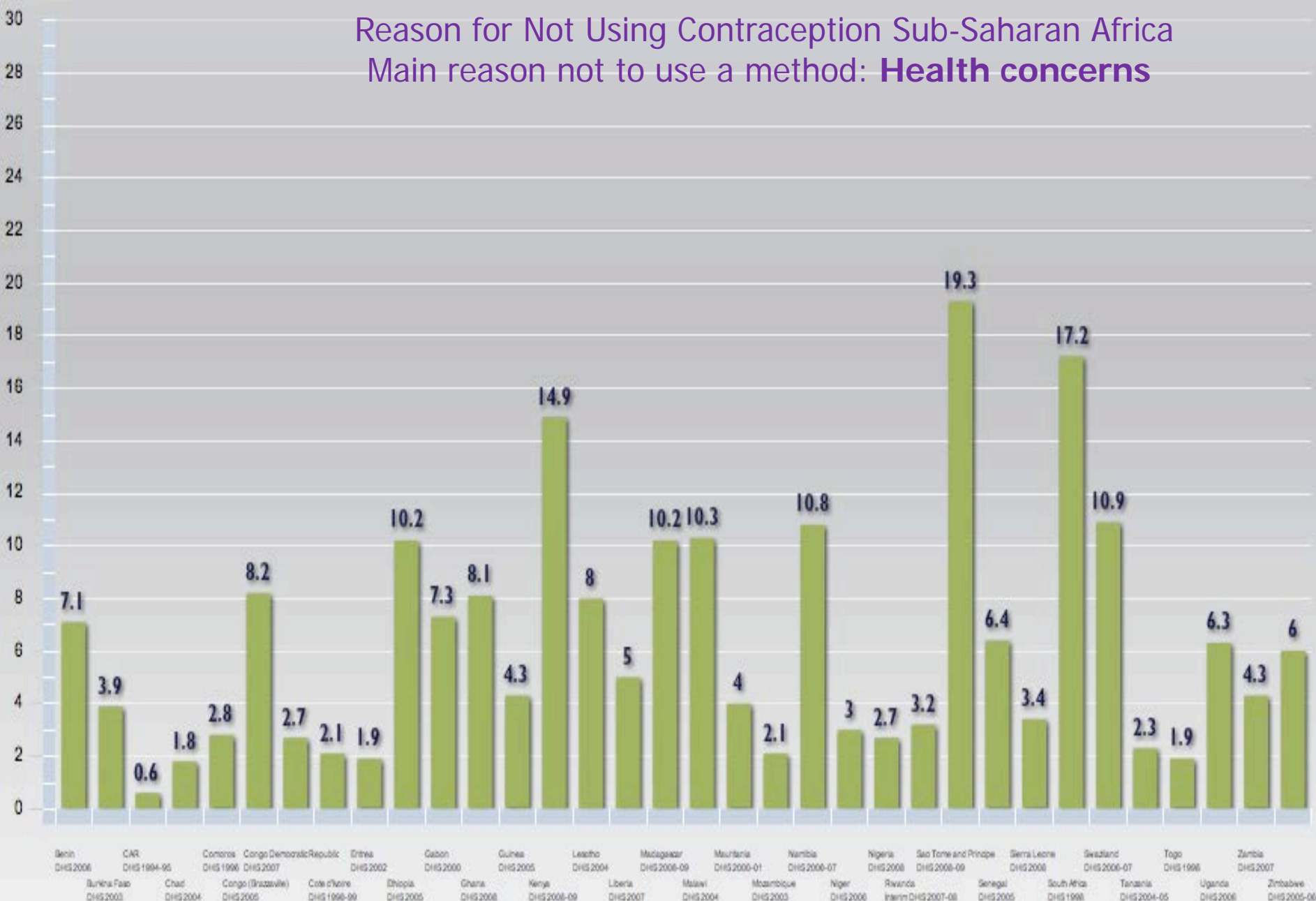
Main reason not to use a method: **Fear of Side Effects**



☒ Show Data Values

Reason for not using contraception
Main reason not to use a method: **Health concerns**

Reason for Not Using Contraception Sub-Saharan Africa Main reason not to use a method: **Health concerns**

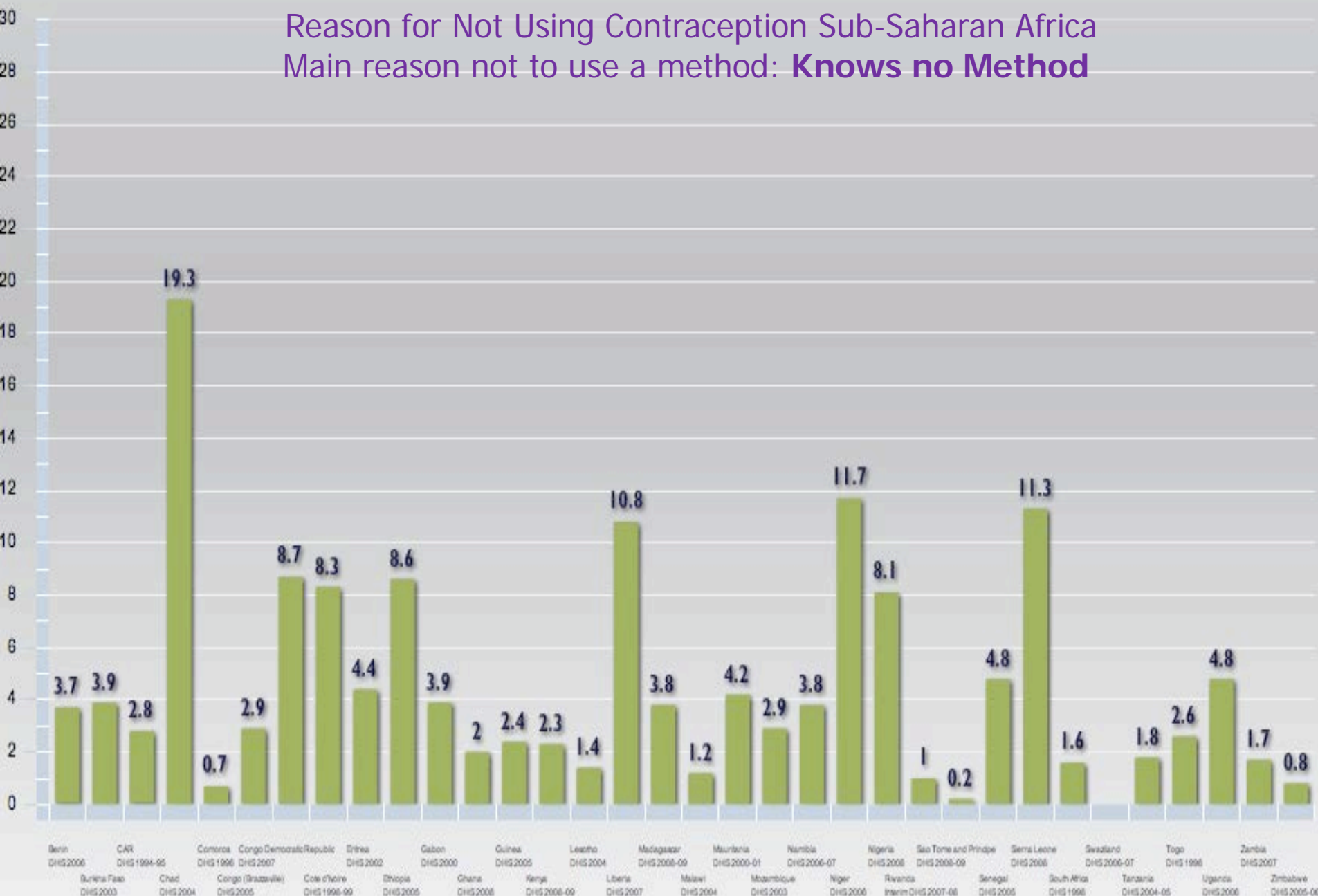


☒ Show Data Values

Reason for not using contraception

Main reason not to use a method: **Knows no method**

Reason for Not Using Contraception Sub-Saharan Africa Main reason not to use a method: **Knows no Method**



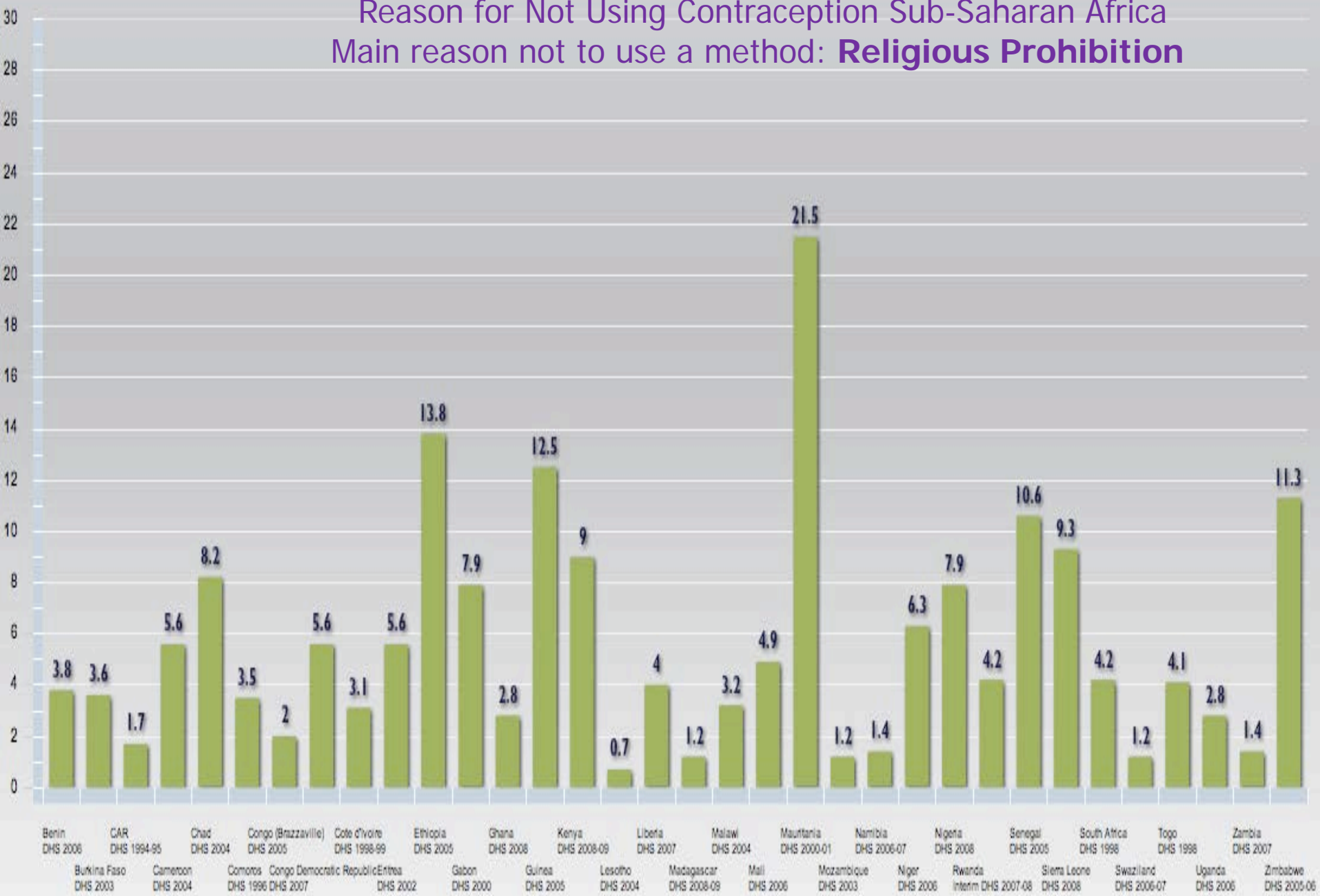
☒ Show Data Values

Reason for not using contraception

Main reason not to use a method: Religious prohibition

Reason for Not Using Contraception Sub-Saharan Africa

Main reason not to use a method: **Religious Prohibition**

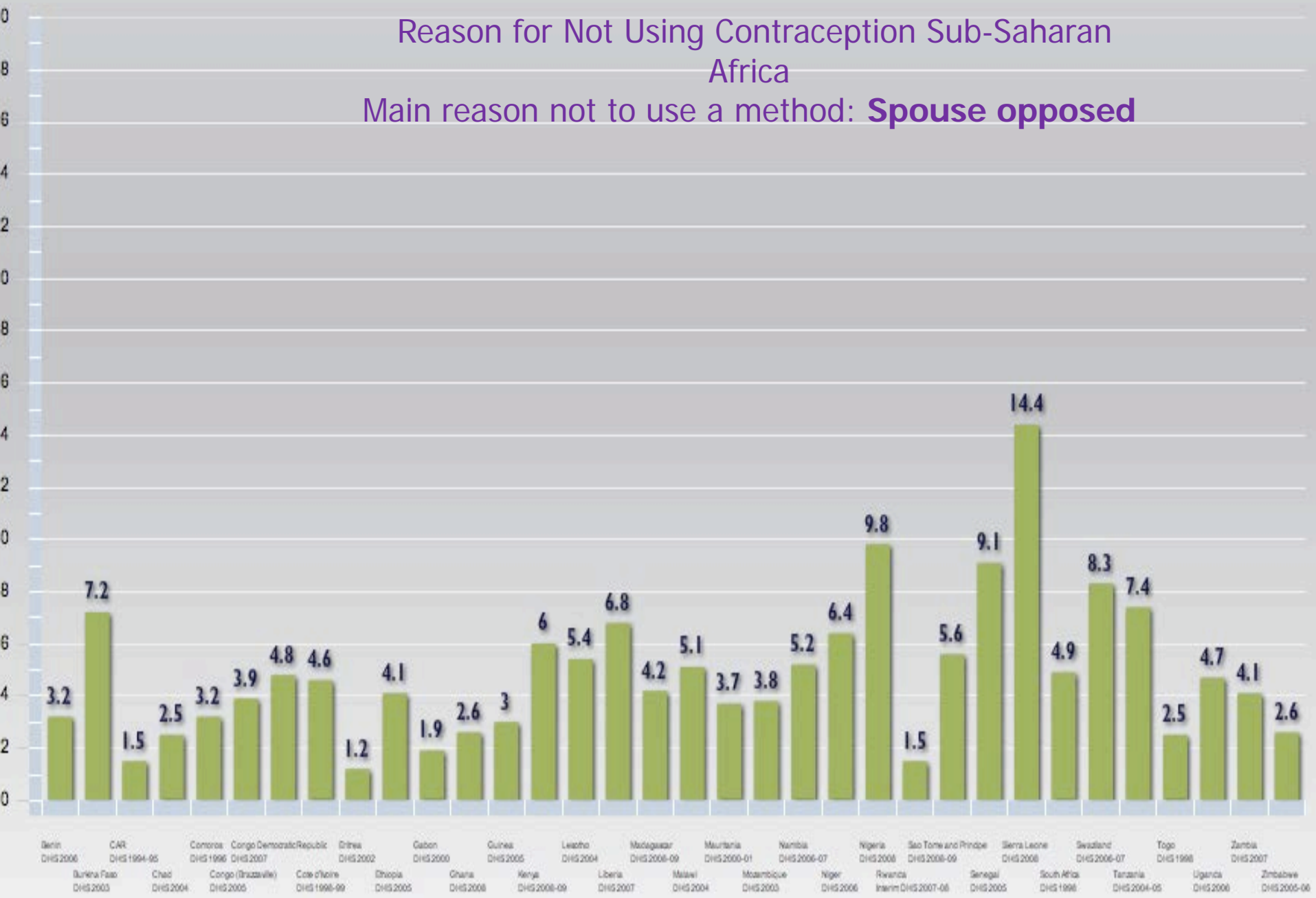


Show Data Values

Reason for not using contraception
Main reason not to use a method: **Spouse opposed**

Reason for Not Using Contraception Sub-Saharan Africa

Main reason not to use a method: **Spouse opposed**



The Power of the Media joined with services



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Photo by Ziva Santop

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**

- **27 countries worldwide:**

Brazil, Burkina Faso, Côte d'Ivoire, Eastern Caribbean, Ethiopia, Jamaica, Mali, Mexico, Niger, Nigeria, Papua New Guinea, Philippines, Rwanda, Senegal, Sierra Leone, South Africa, 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

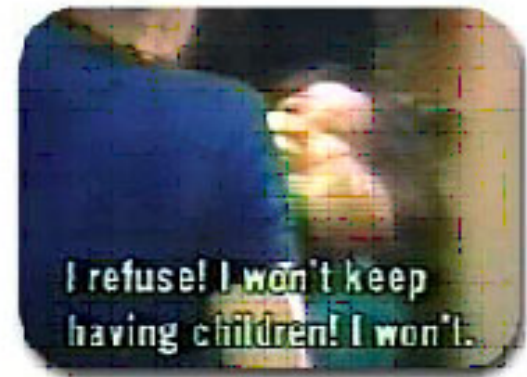
Miguel Sabido

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* »



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.



Photo by Tom Getting

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.



Photo by Ellen Morgan

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.



Photo by Mark Pelleiter

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.



Sabido Methodology for Behavior Change

What Does It Take:

- 70 to 200 episodes ideal.
- Cost is about \$600,000 per year.

Compelling and Relevant

- Avoid too many themes. Can address five to 10 major themes. Make 75% entertainment.
- Number of programs determined by number of major languages. Avoid colonial languages, unless used by many.
- Love stories are compelling.

What to Avoid

- Shortcuts. Too few episodes
- Lack of research
- Untrained writers or producers
- Lack of women or youth writers



Social Change Communications

Involve other media formats

- Talk shows, news programs, other entertainment programs.

Transmedia Storytelling

- Find other platforms to both promote the program and to extend the narrative. Use social media and cell phone technology.

Share ideas across countries

- But don't just do translations of scripts across cultures.



LIZ GILBERT

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



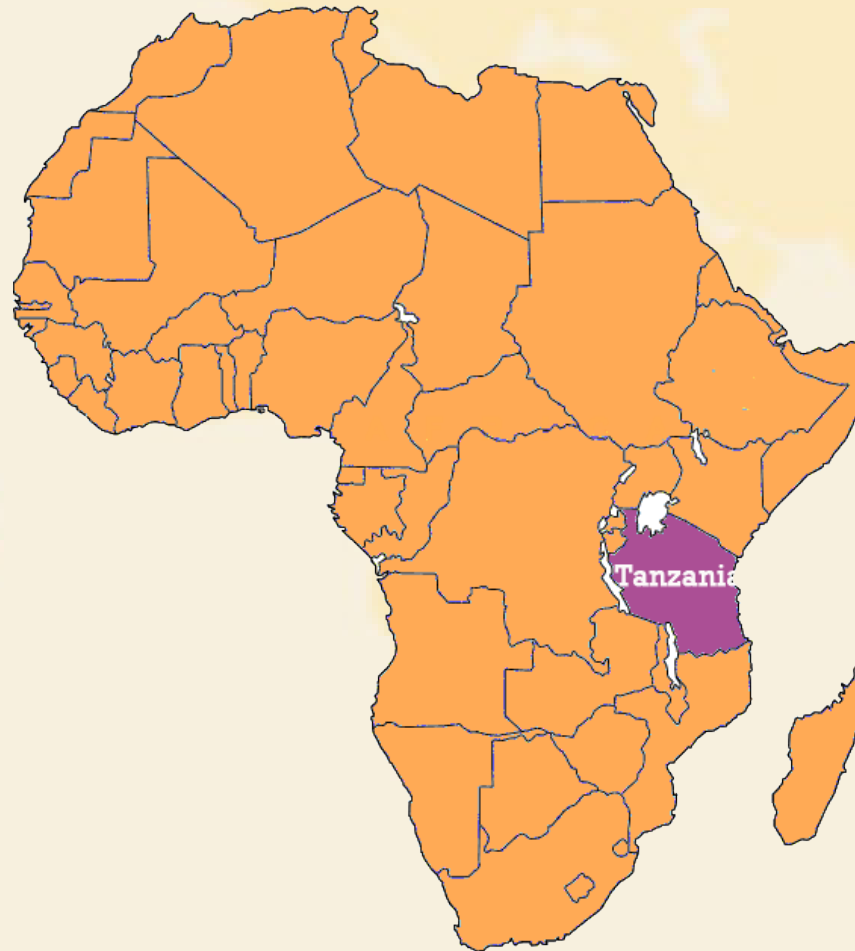
Soap Operas for Social Change to Prevent HIV/AIDS:

**A Training Guide for Journalists
and Media Personnel**



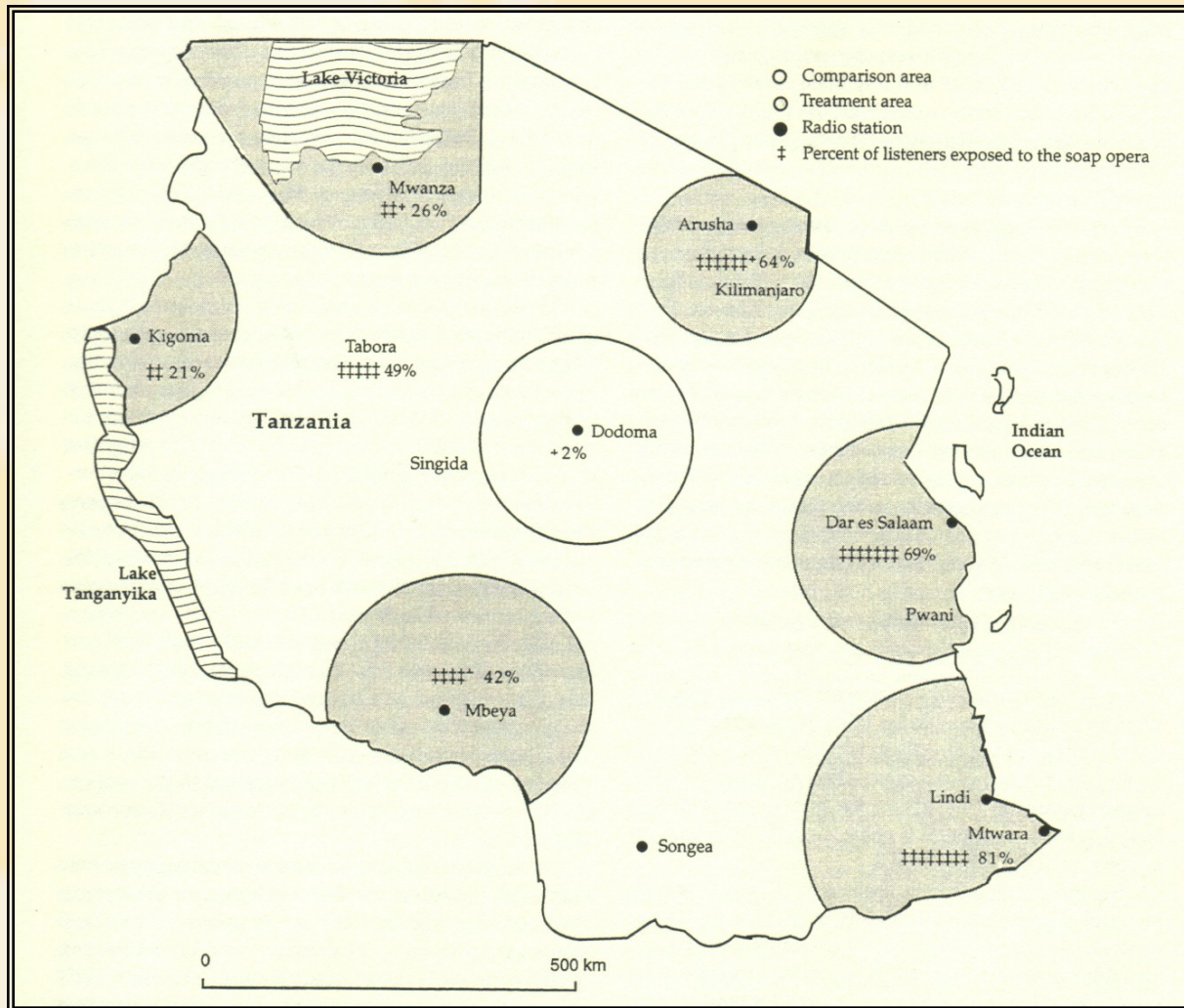
“Twende Na Wakati”

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

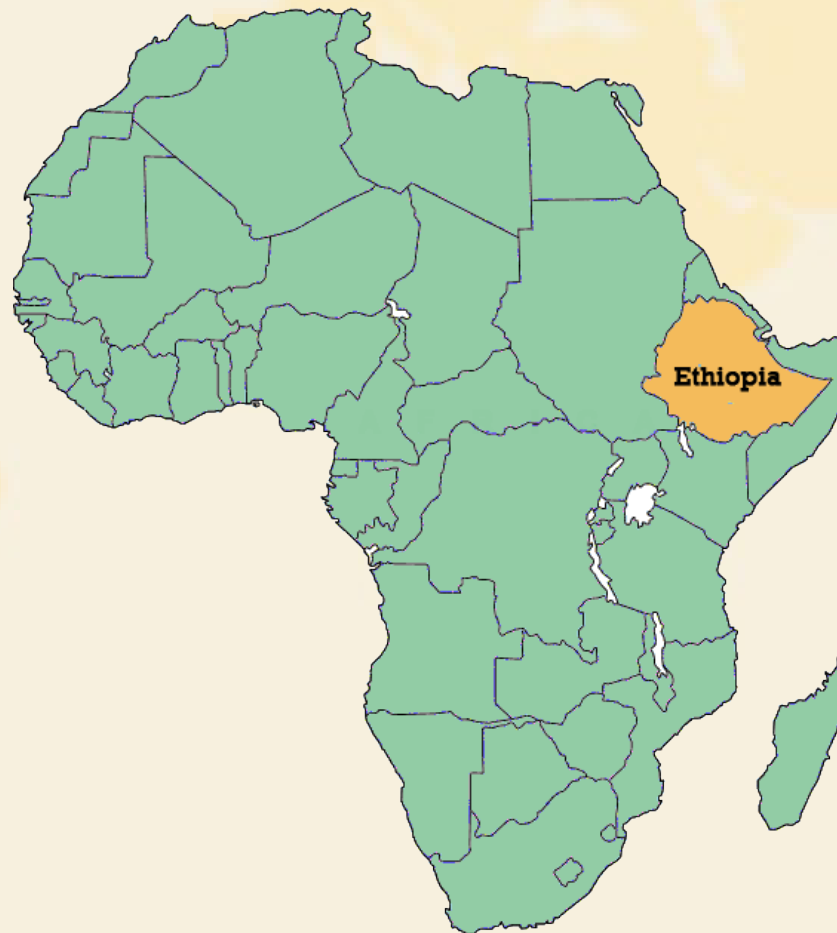
Family Planning Use:

- **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%**.



“Yeken Kignit”

Ethiopian radio serial drama



Yeken Kignit

(“Looking Over One’s Daily Life”)

- **257 episodes (Jun 02 – Nov 04)**
- **46% of Ethiopians listened to the drama**



Ethiopia: Results of Facility Assessment



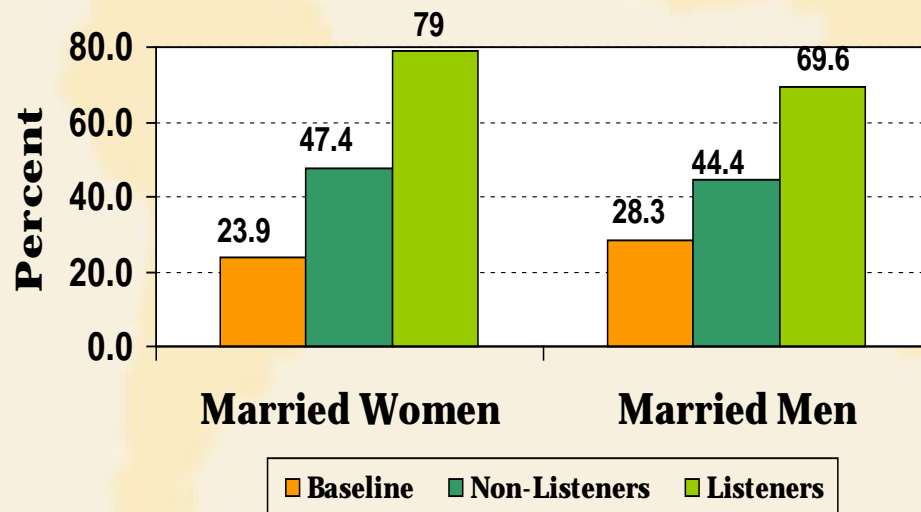
- **63%** of new clients seeking reproductive health services said they were **listening to one of PMC dramas.**
- **18%** of new clients seeking RH services **named one of PMC's programs by name as the reason for seeking services.**

Case Study: Ethiopia

- **Listeners were more likely to have ever used family planning method than non-listeners.**

Yeken Kignit

Ever Use of FP (Any Method): Differences between Baseline and Post-Intervention for Listeners and Non-Listeners



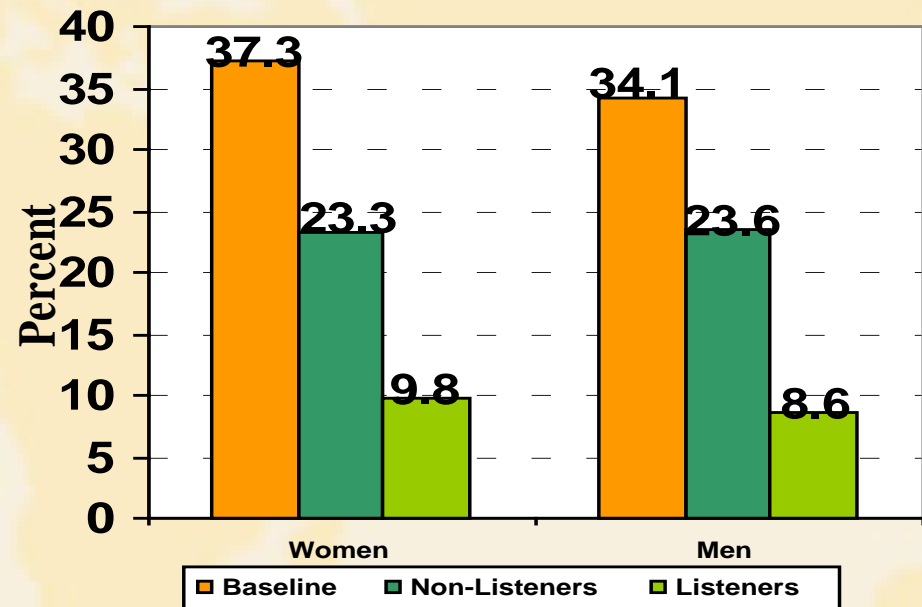
Case Study: Ethiopia



Photo by Monique Jansen

Yeken Kignit

Percentage of Respondents Who Do Not Know of Any Means to Determine HIV Status



- Non-listeners were more likely not to know any way to determine their HIV status.

Case Study: Ethiopia

Yeken Kignit

Respondents Who Had Blood Test for
HIV/AIDS

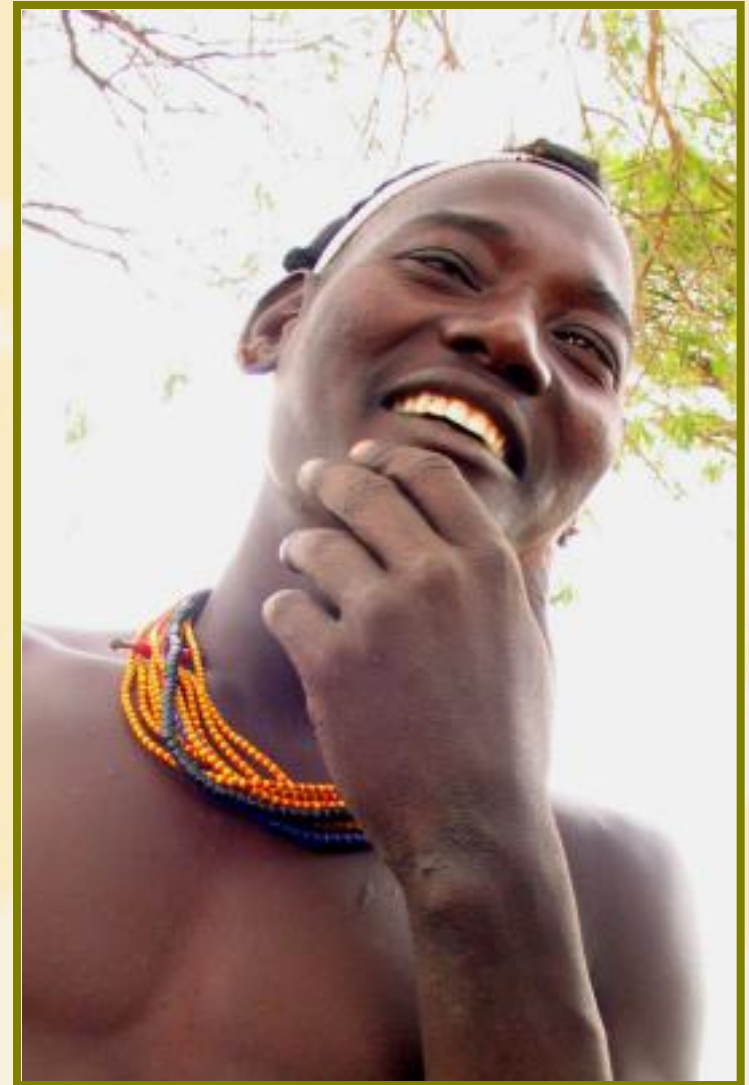
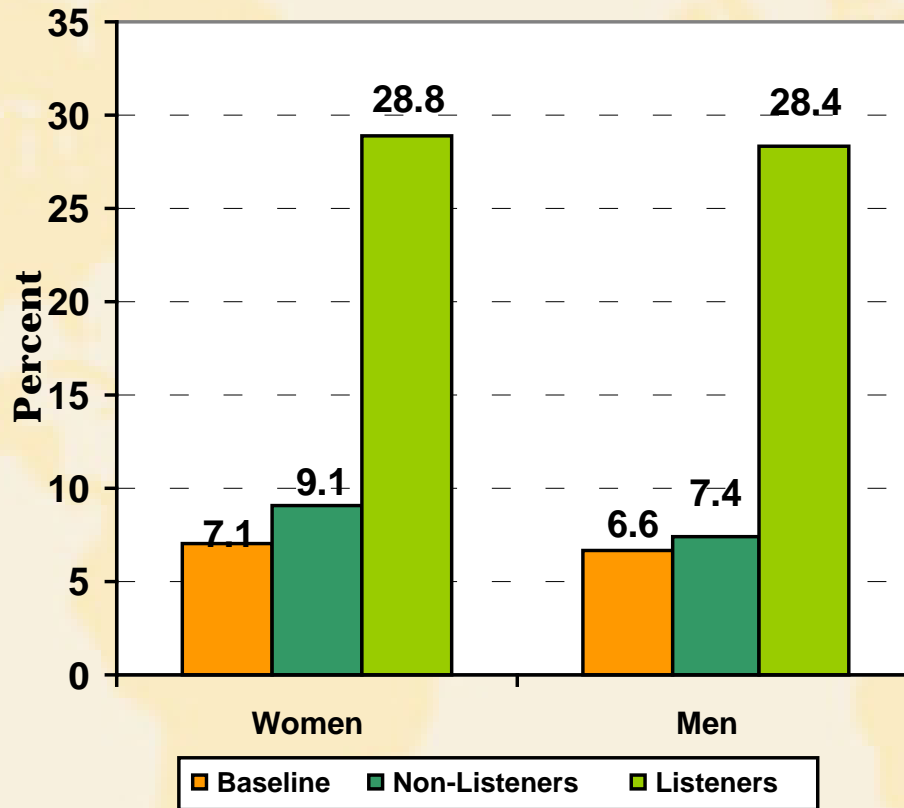
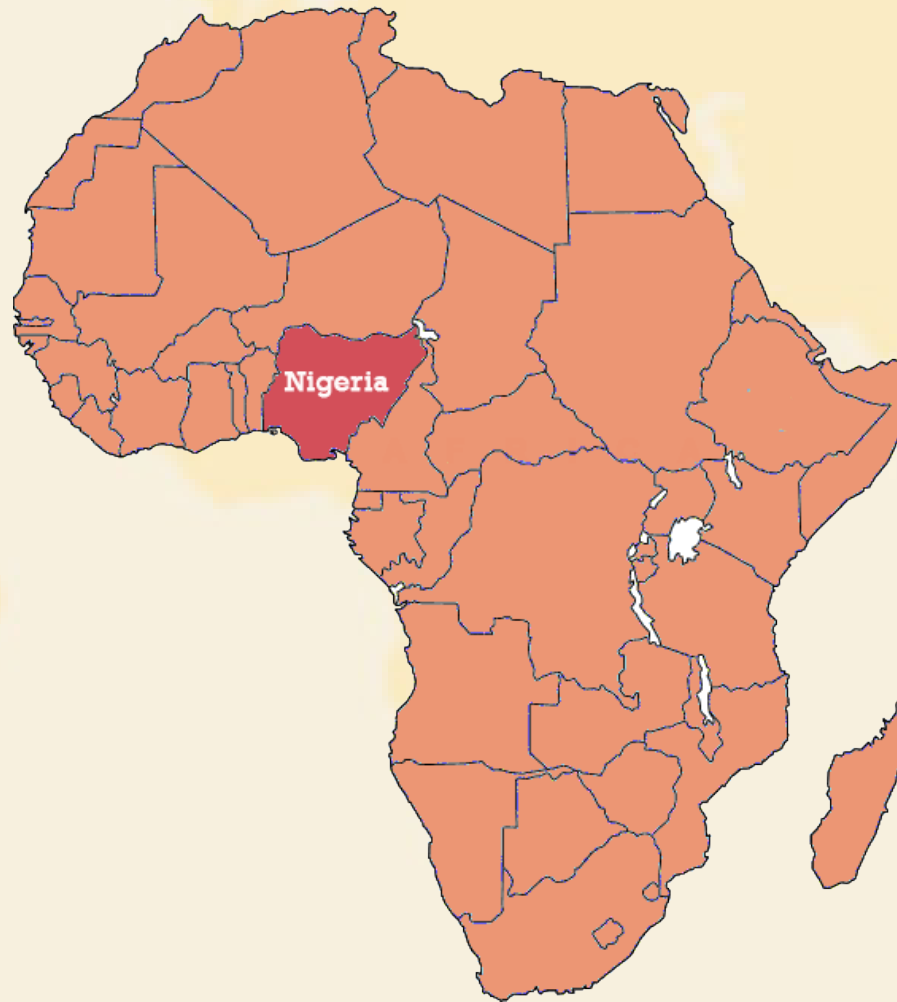


Photo by Monique Jansen

- Listeners were more likely to have been tested for HIV.

“Gugar Goge”

Northern Nigeria



Nigeria

In Nigeria, the ideal number of children for:

Married women = 6.7

Married men = 8.5

The actual fertility rate in Nigeria is 5.7.

Of all births in Nigeria:

87% were wanted at the time

7% were wanted, but not until later

Only 10% of married women report they currently use modern contraceptives. Of the non-users, 55% say that they never intend to use family planning. The top reasons are opposition to family planning (39%), the desire to have as many children as possible (17%), fear of health effects (11%), and not knowing a method (8%). Lack of access and cost were cited by only 0.2% each.



“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



“Ruwan Dare” Monitoring Data



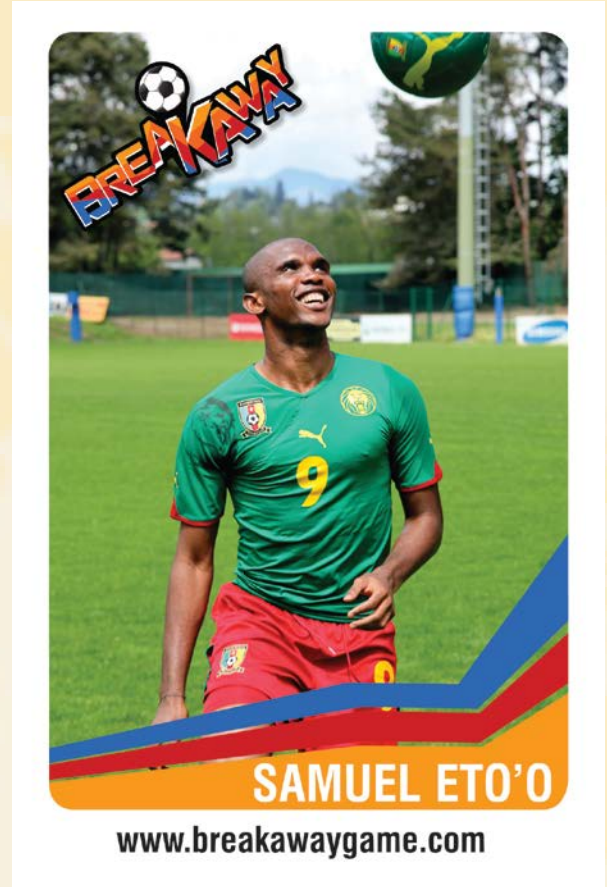
In July 2007, PMC launched its second social content radio serial drama in northern Nigeria, “Ruwan Dare,” focused on promoting reproductive health, enhancing knowledge and use of family planning services, and prevention of HIV/AIDS.

Monitoring data from September-December 2008 showed that:

67% of reproductive health clients cited “Ruwan Dare” as their main motivation for seeking services.

PMC'S Other Programs Around the World...

GLOBAL



“Breakaway”

PMC'S Other Programs Around the World...

BRAZIL



Photo by Teresa Vihena

Social Merchandizing

JAMAICA



Photo by Calvin Hass

**“Outta Road”
(What’s Happening in the
Streets)**

PMC'S Other Programs Around the World...

MEXICO



**“Dimensiones Sexuales”
plus
MTV-Mexico Co-production
“Ultimo Año”**

PHILIPPINES



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

Mooré: Yam Yankre ("The Choice")
Dioula: H&Er& S'ra ("The Road to Happiness")

PMC'S Other Programs Around the World...

VIETNAM



"Khat Vong Song"
(Aspiration to Live)
&
"Hanh Trinh Xanh"
(Green Journey)

MALI, BURKINA FASO CÔTE D'IVOIRE



"Cesiri Tono"
(Fruits of Perseverance)
New Programs in Burkina Faso:
Mooré: "Yam Yankre" (The
Choice)
Dioula: "H&Er& S'ra" (The Road to
Happiness)

PMC'S Other Programs Around the World...

MALI



**“Jigi ma Tignè”
(Hope is Allowed)**

SIERRA LEONE



**“Saliwansai”
(Puppet on a String)”**

PMC'S Other Programs Around the World...

RWANDA



“Umurage Urukwiye”
(Rwanda’s Brighter Future)

SUDAN



“Ashreat Al Amal”
(Sails of Hope)

PMC'S Other Programs Around the World...

NIGER



“Gobe Da Haske”
(Tomorrow Will Be a Brighter Day)

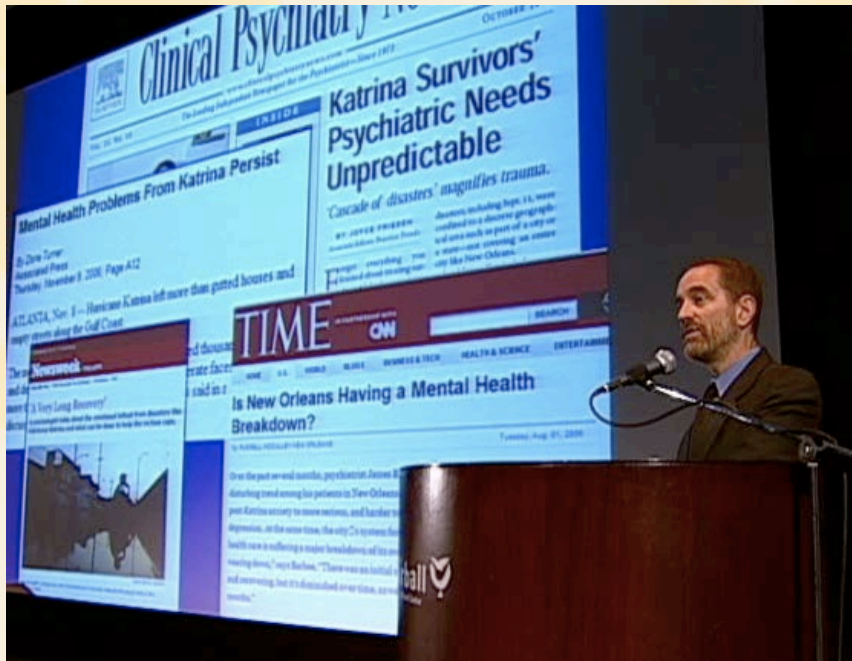
SENEGAL



“Ngelawu Nawet”
(Winds of Hope)
“Conal Keele”
(Harvesting the Seeds of Life)

PMC'S Other Programs Around the World...

UNITED STATES



Dr. Howard Frumkin of the CDC Presents
at PMC's Climate Change Summit



Bruce Davison, Brad Whitford, and Scott Wolf
Perform a One Act Play on Climate Change

**Working with US Media for Social Change
&
“East Los High”**

PMC Projects in Development

- Burundi
- Cameroon
- D.R. Congo
- Ghana
- Guinea
- Haiti
- India
- Kenya
- Kyrgyzstan
- Pakistan
- The Philippines
- Rwanda
- Senegal
- Tanzania
- Uganda





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