

Radio Serial Drama: Telling New Stories

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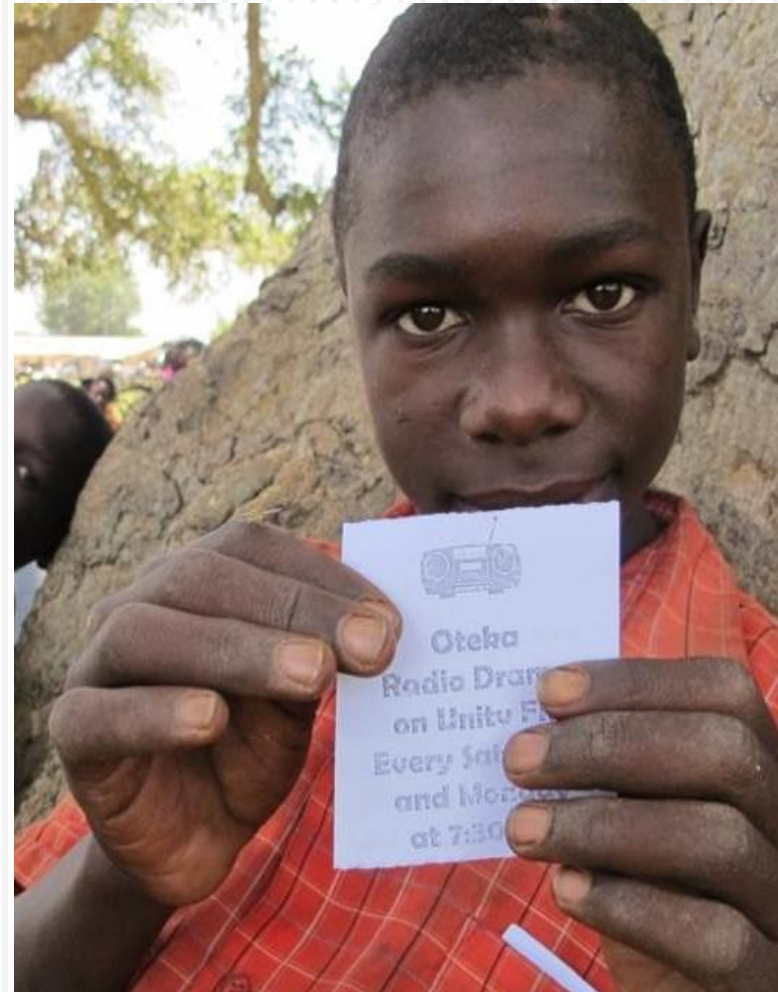


GREAT

GENDER ROLES, EQUALITY AND TRANSFORMATIONS PROJECT
INSTITUTE FOR REPRODUCTIVE HEALTH GEORGETOWN UNIVERSITY
PATHFINDER INTERNATIONAL
SAVE THE CHILDREN

WHY RADIO SERIAL DRAMA?

- Evidence-based
- Stimulates discussion
- Scalable
- Extensive coverage



A PATH FROM RESEARCH TO ACTION

A structured tool (Pathways to Change) was used by experienced local script writers to ensure that RSD was based on formative research results and principals of social & behavior change theory.

The game gives players a character profile (similar to target audiences) for which they must find Barriers and Facilitators at various levels:

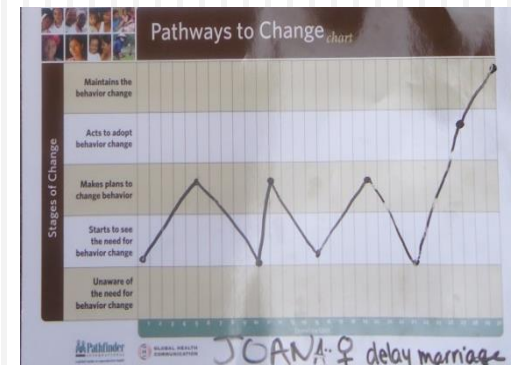
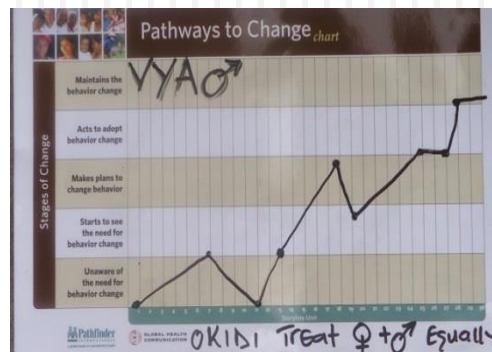
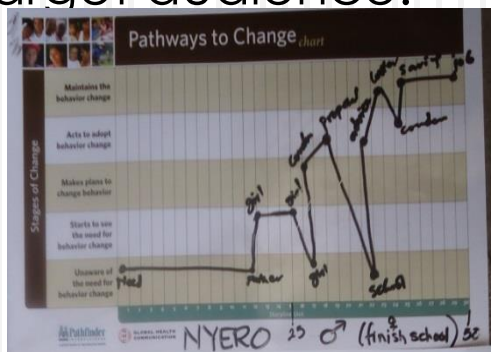
- P= personal
- S= social
- E= environmental



THE DEVELOPMENT PROCESS



- Character trajectories designed to reflect gradual change process consistent with Stages of Change model.
- Participatory, iterative review process involved stakeholders and target audience.



CHARACTERISTICS OF THE DRAMA

- Intergenerational story with characters depicting realities of families in fictional village, Oteka
- 50 half-hour episodes, aired 1 per week over a year, with repetition and multiple broadcasters
- Recorded in local language, Lango & Acholi
- 4 main storylines tailored for specific life stages: VYAs, in-school youth, out-of-school unmarried adolescents, recently married/parenting.
- Popular theme song by local youth group for RSD

SUPPORTIVE ELEMENTS

- **Talking points** on **gender and ASRH** for DJs & presenters
- **Community launch ceremonies** to create a buzz among potential listeners
- **Flyers** and **promotional spots** used to popularize the radio drama
- **Synergies** and **linkages** created between the drama and other GREAT components (e.g. RSD discussion guides for toolkit)

RESULTS

HOW SIGNIFICANT WAS THE
RADIO SERIAL DRAMA
CONTRIBUTION?

EXPOSURE TO OTEKA DRAMA

60% of respondents were exposed to GREAT interventions

94% of those were exposed due to RSD

40% of listeners reported discussing RSD topics with peers

- **71%** of men reported listening to the RSD, compared with only **48%** of women
- **48%** of population in control arm was also exposed to RSD, compared with **66%** of intervention arm

EXPOSURE TO OTEKA DRAMA

Percent of respondents reporting exposure to GREAT interventions, by intervention and demographic group

	RADIO	VHT	COMMUNITY ACTION CYCLE	TOOLKIT
10-14	78%	12%	8%	40%
15-19	59%	9%	5%	3%
Newly Married/ Newly Parenting	58%	22%	7%	5%
Adults	62%	25%	10%	2%

*RSD Exposure may have been higher as those respondents who could not recall the name of a radio drama they had listened to were considered as 'not exposed'.

IMPACT ATTRIBUTABLE TO GREAT INTERVENTION

- ✓ **44% of married/parenting adolescents were currently using contraception** vs 33% expected in absence of exposure
- ✓ **69% of couples in which one or both were exposed discussed contraception** together in the last 3 months vs. 57% expected in absence of exposure
- ✓ **52% of respondents reported that they or their male partners were involved in childcare** in the past week vs. 42% expected in the absence of exposure

LESSONS LEARNED

WHAT CAN WE TAKE AWAY
FROM OUR EXPERIENCE?

LESSONS LEARNED

- Drama was **primary** form of exposure to GREAT
- RSD is more than story-telling.
- Discussion guides require more **active facilitation** and may be more appropriate for groups with adult leaders.
- Important to find **appropriate days** and **time** to increase listenership for specific segments of population (e.g., young women).