

Population Media Center

Using the Media to Sustain the Earth

Access to Family Planning Increases use of Family Planning

Since 1960, the contraceptive prevalence rate
increased from 10% to 54%.



Reasons for Non-use of Family Planning

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



Photo by Maciej Dakowicz



The Link Between Large Families and Poverty



fernandorodriguez.com



fernandorodriguez.com



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



Young Populations and Political Instability

- World Bank: In 9 out of 10 countries classified as “severely fragile,” youths under 15 years of age comprise 40% or more of the population.
- Population Action International: 80% of the civil conflicts during 1970-2000 occurred in countries where at least 60% of the population was under 30.
- In Nigeria, 75% of the population is under 30.





Environmental degradation is accelerated by human population growth



Saving a gigaton of carbon by reducing our 2050 population by 1 billion, through education for women and family planning information and services, would cost 1,000 times less than any of the other technical options - nuclear power, renewables, or increased car efficiency.

The Power of the Media joined with services



+



=



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

- **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* »



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 Pelletier

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



Soap Operas for Social Change to Prevent HIV/AIDS:

A Training Guide for Journalists and Media Personnel

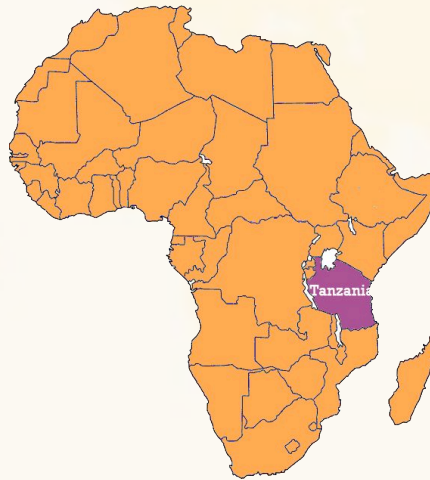


Population
Media
Center



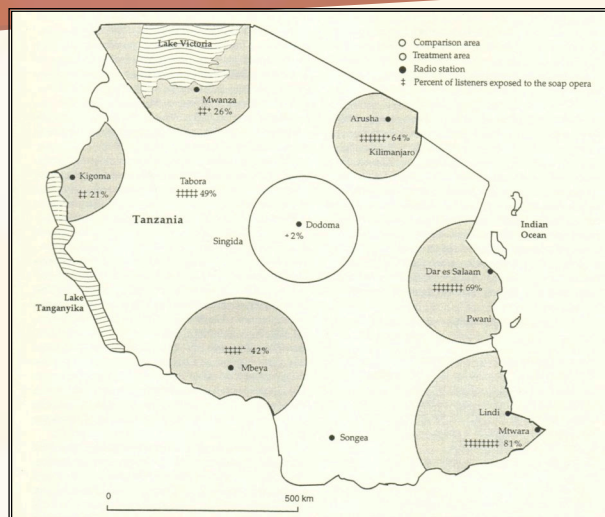
“Twende Na Wakati”

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:

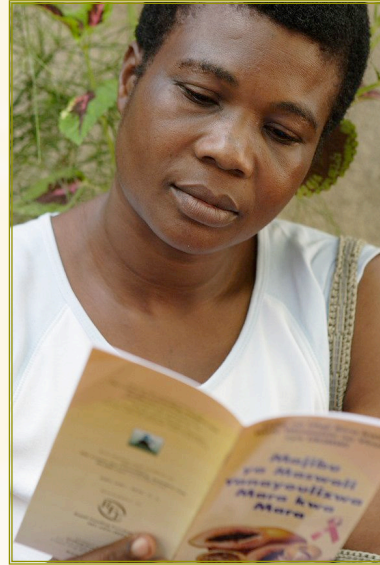
- Increase of **10 percentage points** in percentage of married women currently using a FP method (no increase in Dodoma).
- When the program was broadcast in Dodoma, CPR increased **16 percentage points** there.



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%**.



“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: 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.

Qualitative Research

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

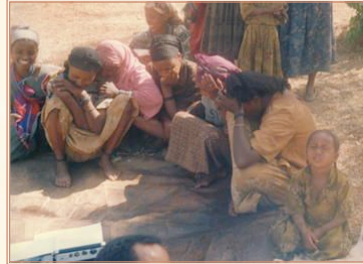


Photo by Monique Jansen

Ethiopia: Evaluation

Health Facility Assessment

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



Pre-Intervention Survey

Conducted in May 2002

Post-Intervention Survey

Conducted in December 2004



Ethiopia: Results of Facility Assessment



Photo by Monique Jansen

- **63%** of **new clients** seeking reproductive health services said they were **listening to one of PMC dramas**.
- **26%** of **new clients** seeking RH services **named one of PMC's programs** by name as the reason for seeking services.

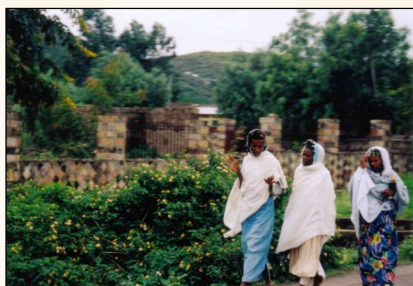
Ethiopia: Results of Facility Assessment

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

Radio Programs Cited among Clients Motivated to Seek Services by Radio



■ PMC's Drama ■ Other Radio Program

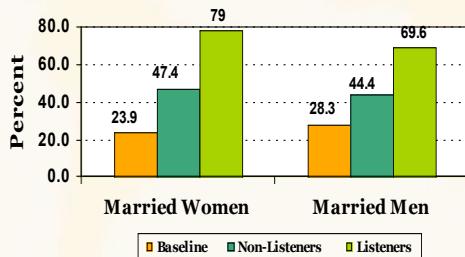


Case Study: Ethiopia

- 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



Photos by Monique Jansen

Ethiopia: Evaluation

- The fertility rate in Amhara (the most populous region) fell from 5.4 to 4.3 children per woman.
- Demand for contraceptives increased 157%.
- The 2005 Demographic and Health Survey found independently that, since 2000, contraceptive prevalence had increased 133%.



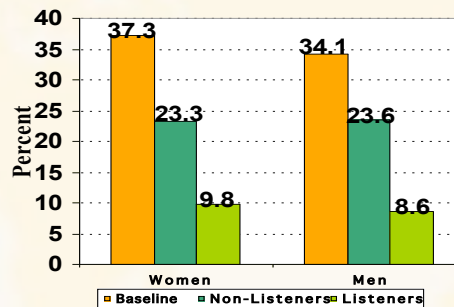
Photo by Monique Jansen

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

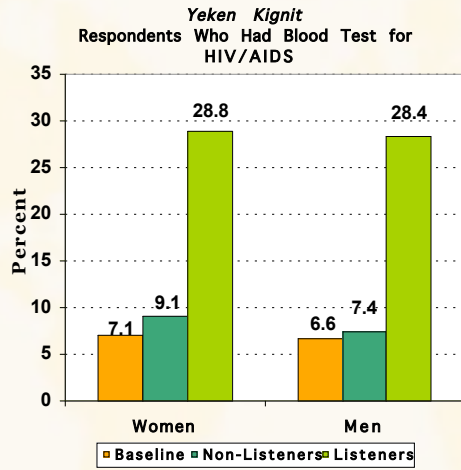


Photo by Monique Jansen

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

“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



PMC’S Other Programs Around the World...

BRAZIL



Photo by Teresa Vihena

**Social
Merchandizing**

JAMAICA



Photo by Calvin Hass

“Outta Road”

PMC'S Other Programs Around the World...

MEXICO



Photo by Hechos29

**“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)**

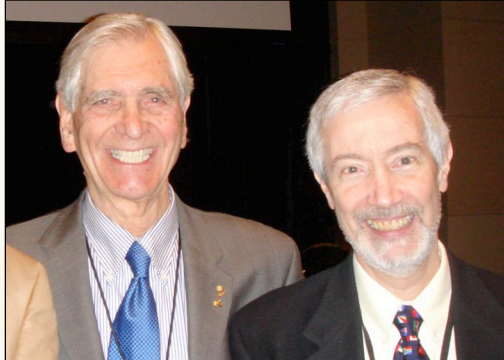
SENEGAL



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
- Caribbean
- DR Congo
- Egypt
- Guatemala
- Honduras
- Kenya
- Madagascar
- Mali
- Morocco
- Mozambique
- The Philippines
- Tanzania
- Uganda
- Western Pacific





Population
Media
Center