



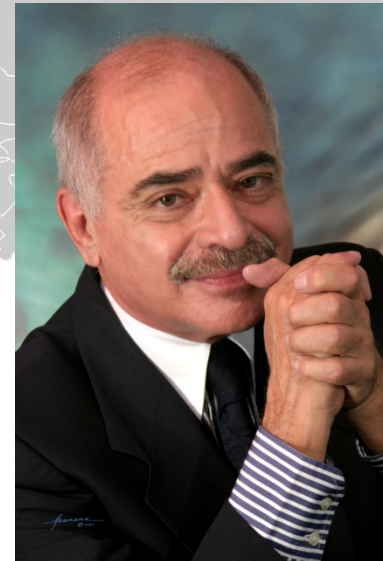
An Effective, Scalable Solution: PMC's Entertainment Improves Lives



Entertainment with Proven Social Benefits

Miguel Sabido

- Inspiration for PMC's Behavior Change Communications Strategy
- Former VP for Research at Televisa (Mexican TV)



PMC's Entertainment-Education is Unique

Format: Serial Drama

- NOT soap opera
- Long-running
- Audience can bond with characters
- Characters can evolve at believable pace

Entertaining and Emotional

- “cliffhangers”
- emotions influence values and behaviors more than purely cognitive information



PMC's Entertainment-Education is Unique

Research-Based

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



Policy Framework

- Summarizes relevant laws & policies
- Issues are officially sanctioned
- Agenda articulated by national policymakers
- Adheres to national policies & strategies

Character-Driven: 3 Types

Positive Characters

- Guided by remarkable morality and 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

- Embody the 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
- Faced with real-life dilemmas
- Are rewarded or punished for good or bad actions (oscillate)
- Struggle to change their behavior
- Eventually move toward positive behaviors and are rewarded



Photo by Mark Pelleiter

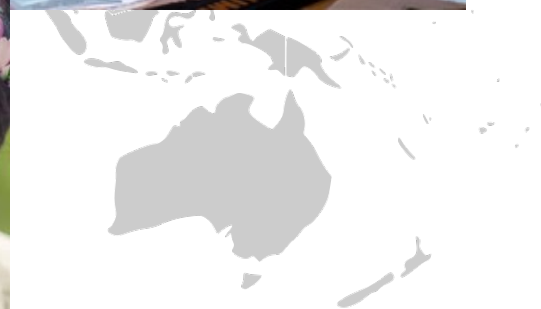
Theoretical Basis for PMC Methodology

Albert Bandura's Social Learning Theory & Social Cognitive Theory

- We learn new behaviors from role models (“vicarious learning”)
- Increase in self-esteem and self-efficacy through “modeling”
- Importance of observing the consequences of behaviors (rewards and punishments)
- Importance of having models who are like the target group



The Power of Media + Services



Some of the Issues We Address

Human Health

- Family Planning
- HIV/AIDS/STIs
- Reproductive Health
- Maternal & Child Health
- Nutrition
- Female Genital Mutilation

Human Rights

- Gender Equality
- Access to Education
- Domestic & Other Violence
- Child Marriage

Environment


- Climate Change
- Reforestation



Use of Family Planning

- Total Reproductive Age Population Married or in Union: 2.5 billion
- Total Users of Modern Contraceptives: 1.4 billion
- Total Non-Users of Modern Contraceptives: 1.1 billion
- Net Non-Users Who Don't Want to Space or Limit Childbearing: .6 billion
- Total Unmet Need for Modern Family Planning Methods: 0.5 billion



A close-up photograph of a woman's face and hands. She is holding a white pregnancy test stick in her right hand, looking down at it with a concerned expression. The background is blurred, showing a white bowl and a glass of orange juice.

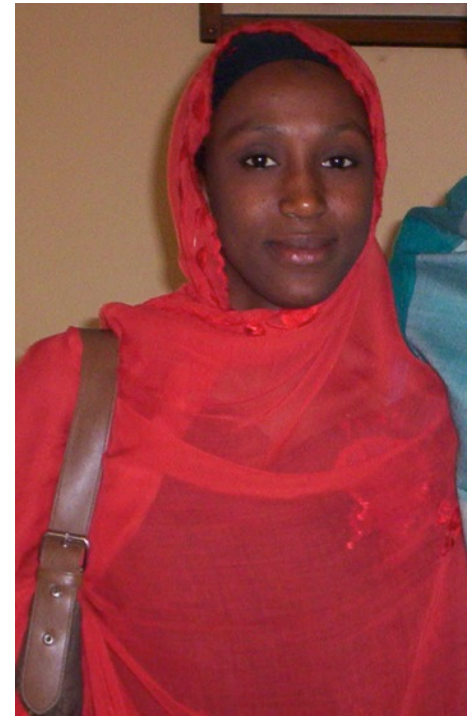
Why are women pregnant if they don't want to be?

- **Gender Inequality**
- **Lack of education**
- **Lack of control/male or family opposition**
- **Fear of side effects of birth control**
- **Fatalism**
- **Religious Opposition**

PMC's Format

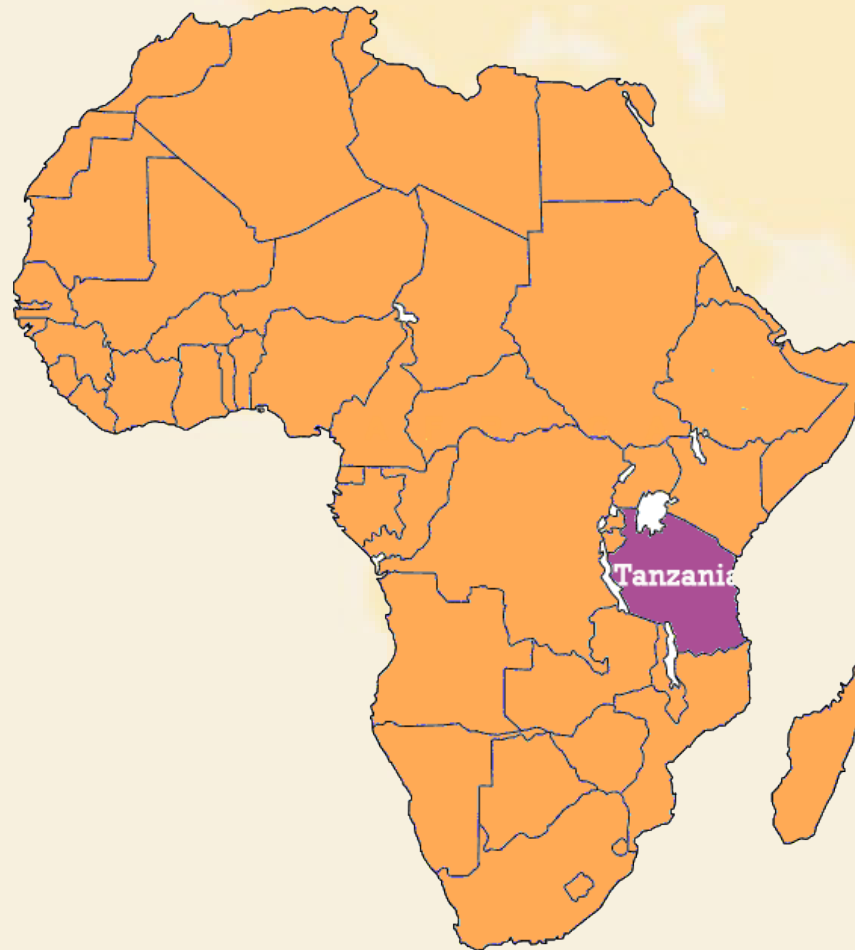
A Rule: Long Running

- 156 episodes over 1.5 years is ideal for radio
- Characters to evolve at believable pace
- Time for audience to evolve
- Time for emotional bonding with characters



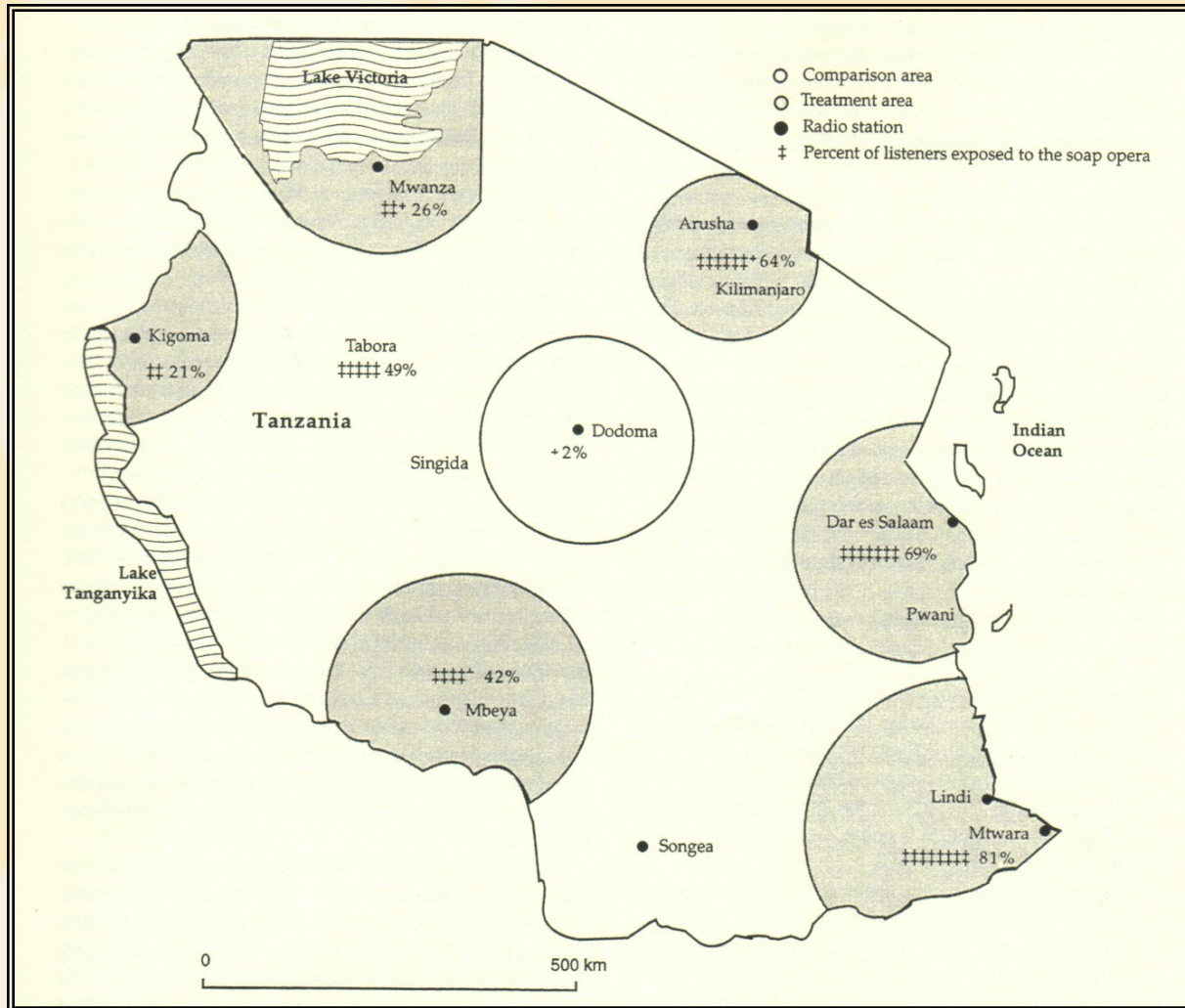
“Twende Na Wakati”

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%**.



“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.

Saliwansai in Sierra Leone

More detailed case study

- Radio serial drama
- 208 episodes
- Broadcast for 2 years
(April 2012 -- April 2014)
- Produced in Krio, a language
that 95% of the country speaks
or can understand





Clinic monitoring found 50% of clients cited *Saliwansai* as their **primary motivation** for seeking family planning and reproductive health services.



Real Results: Child Marriage

In Senegal, *Ngelawu Nawet* (“Winds of Hope”), listeners were 6.3 times more likely to state that women should be 18 years old or older before marriage.

In Nigeria, *Ruwan Dare* (“Midnight Rain”) resulted in listeners being twice as likely as non-listeners to say that a woman should delay getting married for the first time until she is aged 19 or older.

East Los High



5 Daytime
Emmy
Nominations

More than 27,000
people use
Planned
Parenthood widget
in first month of
broadcast

First day of
broadcast, traffic
to StayTeen.org
doubled

60% of viewers
said they referred
East Los High's
resources to a
friend



POPULATION
MEDIA CENTER

Acting for Change

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