



**POPULATION
MEDIA CENTER**

Acting for Change



CHANGING THE WORLD... ONE SOAP OPERA AT A TIME

Sometimes the world's most difficult problems are really not that difficult. That's particularly true in the developing world, where changes in social norms can produce change on a scale that people once thought unimaginable. Improving attitudes and behaviors toward women and girls has a transformative effect. Keeping girls in schools and delaying age of marriage works wonders. Role modeling smaller families, improving spousal communication, and educating women about their family planning options contributes to smaller, healthier, and better educated families. And changes like these translate into greater food security and less stress on the environment.

THAT'S WHY THE POPULATION MEDIA CENTER'S WORK IS SO IMPORTANT

Utilizing a methodology developed by Miguel Sabido in Mexico, PMC creates long-running serialized dramas, in which characters evolve into role models. The programs educate people about the benefits of small families, encourage the use of effective family planning methods, elevate women's status, prevent the exploitation of children, and promote avoidance of HIV infection. Long-running soap operas can also address harmful social practices, such as marriage by abduction, that demean women and lower their status.

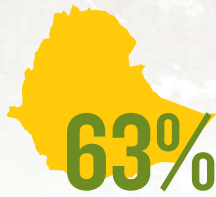


THE SECRET TO PMC'S SUCCESS IS SIMPLE: POSITIVE 'ROLE MODELS' PRODUCE POSITIVE CHANGE.

As documented by the great psychologist Albert Bandura, the way we behave is heavily influenced by the attitudes and behaviors of those we look up to. A role model can be a parent, teacher, or a friend, but it can even be a character in a radio or television drama. That's the basic insight that has made PMC's work so successful. By airing entertaining and long-running soap operas in which popular characters are subjected to positive and negative influences, audiences can learn the value of positive behaviors through the lives and experience of those 'transitional' characters.

FROM SUB-SAHARAN AFRICA TO SOUTH ASIA TO THE CARIBBEAN, PMC'S PROGRAMS HAVE BEEN ACHIEVING TRANSFORMATIVE RESULTS

ETHIOPIA



In Ethiopia **63%** of new health clinic clients seeking reproductive health services in Ethiopia said they were listening to one of PMC's dramas. Contraceptive use among listeners to *Yeken Kignit* increased from **14%** to **40%**.

MALI



In Mali listeners to *Jigi ma Tignè* were **3.4** times more likely than non-listeners to say they "approve of using contraceptive methods."

RWANDA



In Rwanda, listeners were **twice** as likely as non-listeners to know about medication mothers can take to prevent transmission of HIV/AIDS to a baby.

NIGERIA



In Nigeria, **72%** of respondents in four northwest states listened to *Ruwan Dare* one or more times per week, and **67%** of reproductive health clients cited the program as their reason for visiting the clinic.

One of the keys to PMC's success is that its programs are managed, produced, written, and acted by local people. PMC aligns its programs with the policy framework of each host country, including UN agreements to which the country is a signatory. The dramas that PMC helps to develop are, therefore, reflective of the target audience's lives and sensitive to their culture and values.



TENS OF THOUSANDS OF LISTENERS HAVE WRITTEN LETTERS THAT TESTIFY TO THE IMPACT THAT PMC'S PROGRAMMING IS HAVING ON THEIR COMMUNITIES

Here's an excerpt from one of those letters:

"On the basis of the advice you gave us in the radio drama [*Yeken Kignit*], I went to the nearby clinic and received counseling services. Now I am taking birth control injections regularly. I have regained my health. Your program, therefore, has benefited my husband and me and the family as a whole."



By supporting PMC's work you are not only promoting smaller and healthier families, you are creating a sustainable world in which everyone has a chance to prosper.

For more information visit: www.populationmedia.org