

Programs and Activities of Population Media Center March 2010

In its first decade, Population Media Center (PMC) has initiated projects in Brazil, Burkina Faso, Côte d'Ivoire, nine island nations of the Eastern Caribbean, Ethiopia, Jamaica, Mexico, Mali, Niger, Nigeria, Papua New Guinea, the Philippines, Rwanda, Senegal, South Africa, Sudan, the United States and Vietnam. PMC has new projects in development in Cameroon, Democratic Republic of the Congo, Guatemala, India, the Middle East, Pakistan, Sierra Leone, Tanzania, Trinidad, and Uganda. In 2007, PMC was recognized by the Population Institute with a Global Media Award for having the *Best Electronic Communications Service* for its entertainment-education television and radio dramas, featuring family planning, gender equality, and reproductive health issues. In 2009, PMC won third place in the Peter F. Drucker Awards for Nonprofit Innovation. Following is detailed information about PMC's work.

AFRICA

Ethiopia

Population Media Center has received funding from UNICEF to develop an interactive radio program to promote rural health among the general population, with a special emphasis on the 30,000 Health Extension Workers serving rural communities. The program, to be launched in 2010, will support information exchange and improve delivery of preventive and curative health services in Ethiopia. Family planning will be a major component of the program's content.

Population Media Center is nearing completion of a four-year project supported by Save the Children-Norway (with funds from the Norwegian government) and the Oak Foundation that included a social-content radio serial drama project. The project also involved continuing production of a radio talk show for youth; production of various print materials on reproductive health; and capacity building programs for journalists, playwrights, religious leaders, women leaders, youth associations, and reproductive health professionals. In addition, the project included specialized activities for Ethiopia's Afar and Somali Regions addressing female genital mutilation (FGM). The project included extensive monitoring and evaluation.

The talk show and panel discussion, called *Alegnta* ("Security"), has been on the air since October 2005 and will be completed in 2010. The most recent serial drama, *Sibrat* ("Trauma"), was broadcast from September 2007 through February 2010. *Sibrat* was broadcast over the National Service of Radio Ethiopia and FM Addis. The Afar radio program on FGM is called *Naedetai* ("Let's Stop"), and the Somali program is called *Igaddaa* ("We Do Not Want It Anymore"). The programs in the Afar and Somali regions follow a magazine style format and include short dramas, interviews, storytelling, and narration. *Naedetai* and *Igaddaa* will be broadcast through June 2010.

Sibrat, *Alegnta*, *Naedetai*, and *Igaddaa* follow a string of previous projects by PMC in Ethiopia. Two radio serial dramas addressing the issues of reproductive health and women's status, including HIV/AIDS, family planning, marriage by abduction, education of daughters, spousal communication, and related issues were on the air from 2002 to 2004 in two major languages. *Yeken Kignit* ("Looking Over One's Daily Life") was broadcast in Amharic in 257 episodes; *Dhimbibba* ("Getting the Best Out of Life") was broadcast in Oromiffa in 140 episodes. Broadcast of the radio serial dramas in the two languages began in June 2002. Quantitative research (14,400 client interviews at clinics) done in November 2004 found that 63% of new clients seeking reproductive health services at 48 service centers in Ethiopia reported that they were listening to one of the PMC serial dramas. In fact, 26% of new clients named one of PMC's programs by name as the primary motivating factor for seeking services.

Of new clients who cited radio programs as a motivation for seeking services, 96% said that they were motivated by one of PMC's programs. About half the population reported being regular listeners.

In just two and a half years of nationwide broadcasting, the following changes were recorded:

- Listeners were 5 times more likely than non-listeners to know 3 or more family planning methods.
- Among married women in the Amhara region who were listeners, there was a 55 percentage point increase in those who had ever used family planning methods, while among non-listeners, the change was only 24 percentage points. A similar increase occurred among male listeners in the Amhara region.
- Male listeners sought HIV tests at four times the rate of non-listeners, and female listeners sought tests at three times the rate of non-listeners.
- The fertility rate in Amhara (the most populous region) fell from 5.4 to 4.3 children per woman.
- Demand for contraceptives increased 157%.
- Spousal communication about family planning issues among married women climbed from 33% to 68%.
- There was a 50% increase in communication between mothers and their children about sexuality issues.
- There was a 16% increase among men in recognizing the importance of girls' education.
- There was a 38% increase among men in the belief that women are fit to hold public office.

PMC's first serial drama project in Ethiopia was supported by the David and Lucile Packard Foundation, the HIV/AIDS Prevention and Control Office of the Government of Ethiopia (HAPCO), the Hughes Memorial Foundation, the Flora L. Thornton Foundation, CARE-Ethiopia, the UN Population Fund, and 35 individual contributors.

A partnership with Save the Children-US involved production and distribution of a third serial drama on audiocassettes for play by truck drivers and other high-risk groups. The

support from Save the Children allowed production and distribution of 24 episodes of this program, plus the writing of another 28 episodes. The evaluation of the cassette-based drama showed major changes in self-reported behavior by those who listened to the program. HAPCO awarded PMC additional funds to complete production of the remaining episodes and to distribute them to high-risk populations via cassette, as well as to broadcast a modified version on Radio Ethiopia. The broadcast of this program, *Maleda* (“Dawn”), started in May 2005 and was completed in September 2006. Among other findings, the evaluation showed that listeners were 4.3 times more likely than non-listeners to know where to go for counseling and testing services.

PMC also received support from the Packard Foundation for two additional projects in Ethiopia designed to involve the creative community in addressing population and reproductive health issues. These projects included creating traveling stage plays to address reproductive health issues; developing two video documentaries on population and HIV/AIDS issues in Ethiopia; holding contests for the best short stories and poems that address reproductive health issues; and conducting training of journalists in covering reproductive health issues. As part of this work, PMC-Ethiopia published a collection of national prize-winning short stories and poems focusing on HIV/AIDS and related social issues in 2003 under the title *Yehiwot Tebitanoch* (“Drops of Life”). The creative pieces were selected from among 146 short stories and 176 poems submitted in response to a national competition for the best poems and short stories that address reproductive health and HIV/AIDS issues. Ten thousand copies of this book were published and distributed throughout Ethiopia. A second volume of short stories was published in 2004 as a result of a second nationwide competition. The book, *Kinfam Hilmoch* (“Winged Dreams”), was also widely distributed. A third book, *Wenzoch Eskimolu* (“Waiting for the Rivers to Rise”), was published and distributed in 2006. PMC also produced a full-length stage play entitled *Yesak Jember* (“Laughter at Dusk”), focusing on HIV/AIDS prevention. The stage play was launched in September 2003 and was attended by the former President of Ethiopia, Dr. Negasso Gidada. The play was staged in the capital for five months, followed by performances in 14 other cities around Ethiopia. The script was then given to local drama groups for adaptation. PMC received additional support from the Packard Foundation for additional training of journalists in covering reproductive health issues, and that project was completed in 2006.

In 2005 and 2006, PMC received support from UNICEF, HAPCO and the Flora L. Thornton Foundation to develop and broadcast a youth-focused radio serialized melodrama to motivate young people to adopt positive behaviors regarding HIV/AIDS, reproductive health and related social issues. The program, *Menta Menged* (“Crossroads”), began broadcasting on Radio Ethiopia in March 2005 and was completed in March 2007. The evaluation of *Menta Menged* demonstrated that it had significant behavioral effects among listeners. These included the following:

- Listeners were 3.2 times more likely to know about STIs than non-listeners.
- Listeners were 2.5 times more likely to discuss issues relating to HIV/AIDS than non-listeners.
- Listeners were 1.8 times more likely to take measures to protect themselves from HIV/AIDS infection than non-listeners.

- Listeners were 3.2 times more likely to know about voluntary counseling and testing (VCT) than non-listeners.
- Listeners were 1.4 times more likely to be tested for HIV/AIDS than non-listeners.

This same project involved production of a talk radio program aimed at youth. The program, *Alegnta*, began in October 2005, with youth-led panel discussions with experts, and is continuing with support from Save the Children-Norway and the Oak Foundation. The *Alegnta* project also involves production of print materials for youth on reproductive and sexual health issues. A total of five booklets have been published and distributed in 32,000 copies each, along with four leaflets distributed in 40,000 copies each.

The outpouring of emotion in Ethiopia, in response to PMC's programs, has been overwhelming. From all over the country – and even beyond the borders of Ethiopia – 27,000 letters have poured in to PMC's office in Addis Ababa. Ethiopia's news media have run almost a hundred stories on the soap opera phenomenon PMC has created.

Mali

Over 92% of women and girls in Mali have been circumcised, one of the highest rates of female genital mutilation/cutting (FGM/C) in the world. PMC's program, *Jigi ma Tignè* ("Hope Is Allowed") addressed this harmful practice along with issues such as family planning, HIV/AIDS, reproductive health, and the rights of people living with disabilities.

FGM/C inhibits a girl's right to a healthy and safe life. The psychological and physical harm FGM/C causes can be severe. Ending harmful traditional practices, such as FGM/C, that put a woman's health at risk is crucial to achieving gender equity. Gender equity is key to achieving reproductive freedom, which enables women to have a say in how many children they want and protect themselves from unwanted pregnancy.

Jigi ma Tignè was broadcast from March to September 2009. The 74-episode drama was heard nationally on eight regional ORTM stations (the national radio network) and 50 local community radio stations.

The evaluation report on *Jigi ma Tignè* highlighted many of the positive changes resulting from the broadcast related to the action plan of our original proposal. These include the following:

- 26% of listeners are currently using a contraceptive method compared to 18% of non-listeners
- Males who were frequent listeners to the program (27%) were more likely to agree that "female circumcision is dangerous for the health of the girl/woman" than male non-listeners (20%).
- Males who were frequent listeners to the program (21%) were more likely than male non-listeners (14%) to say that "the practice of female circumcision should be abandoned."

Support was provided by the Wallace Global Fund, the Jewish Communal Fund, the Conservation, Food and Health Foundation, USAID/Mali, and a private donor.

Mali, Côte d'Ivoire, and Burkina Faso

Previously, in West Africa, PMC produced a radio serial drama to address issues of child slavery and the link between this problem and poverty-inducing factors, such as unwanted pregnancy and HIV/AIDS. Formative research was completed, and training was conducted for the producer and writers in June 2004. The radio serial drama went on the air in November 2004 and was completed in October 2005. The program, *Cesiri Tono* ("Fruits of Perseverance") was done in partnership with First Voice International, which distributed the program via WorldSpace satellite to 169 community radio stations. These stations then broadcast the program throughout Mali, Côte d'Ivoire, and Burkina Faso. PMC received a grant from USAID to support this work. The Ashoka Foundation awarded PMC the Changemakers Innovation Award (one of three worldwide) in their global competition for the most creative programs designed to prevent human trafficking.

A random-sample, household evaluation survey was conducted in Mali, Burkina Faso, and Côte d'Ivoire to determine the impact listening to *Cesiri Tono* had on awareness of and attitudes towards child trafficking and exploitation and its underlying causes in the three countries. The December 2005 survey data indicated that the program produced the following results:

Mali

- 22.4% of respondents listened to the drama.
- Listeners in Mali were half as likely as non-listeners to prioritize educating boys over girls (11% vs. 22%).
- 31% of listeners in Mali had discussed exploitative child labor during the period of the program, compared to 17% of non-listeners during the same period.
- The belief that it is acceptable for women to work outside of the home was 53% higher among listeners than it had been at baseline.

Burkina Faso

- In Burkina Faso, 23% of listeners had taken action against exploitative child labor, compared to 9% of non-listeners.
- 96% of listeners could identify at least one place that provides family planning/reproductive health services, compared to 80% of non-listeners.

Côte d'Ivoire

- 43% of listeners in Côte d'Ivoire had discussed children's rights in the 12 months before the end of the program, while only 25% of non-listeners had discussed children's rights in the same period.
- 32% of listeners knew at least three factors that can lead to child trafficking, compared to 14% of non-listeners.

All Three Countries

- Listeners in all three countries were substantially more aware of child trafficking than non-listeners.

PMC and First Voice International are working together to create a new regional program for West Africa, which has been endorsed by the Clinton Global Initiative.

Niger

In March 2005, PMC received USAID funding to implement a 2-year radio serial drama project in Niger to address similar issues to those addressed in Mali, Côte d'Ivoire, and Burkina Faso. The program, entitled *Gobe da Haske* ("Tomorrow Will Be a Brighter Day") was on the air from February 2006 to January 2007, distributed by First Voice International via WorldSpace satellite to community radio stations in Niger. USAID provided PMC with a no-cost extension through December 2007, to allow for re-broadcast of the program throughout Niger.

The final evaluation provided strong evidence of widespread listenership and significant changes in several indicators among listeners, as opposed to non-listeners.

- Of all households surveyed, 67.2% were familiar with the serial drama program.
- The vast majority of the listeners (94%) had no education or only primary education.
- 39% of listeners could identify at least three methods of family planning, compared to 10% of non-listeners.
- 67% of listeners had heard about exploitative child labor, compared to 28% of non-listeners.
- 55% of listeners had heard of child trafficking, compared to 28% of non-listeners.
- 23% of listeners knew the link between use of family planning and reducing exploitative child labor, compared to 6% of non-listeners.
- 40% of listeners had discussed exploitative child labor during the past 12 months, compared to 19% of non-listeners.
- 34% of listeners could cite at least three practices that lead to exploitative child labor, compared to 15% of non-listeners.
- 29% of listeners could cite at least three practices that lead to child trafficking, compared to 14% of non-listeners.

Nigeria

PMC is carrying out its second serial drama project in northern Nigeria, with support from the David and Lucile Packard Foundation, the Conservation, Food and Health Foundation and an individual contributor. The 208-episode drama program, *Ruman Dare* ("Midnight Rain"), was broadcast in Kano, Kaduna, Katsina, and Sokoto states from July 2007 to June 2009. The program was a hit, with 72% of the population aged 15-59 reporting they listened at least every week. The endline survey in 2009 showed significant differences between listeners and non-listeners on key programmatic indicators. Spousal communication about family planning more than doubled during the broadcast, with significantly greater communication among listeners than non-listeners. Interviews conducted at reproductive health and family planning clinics during September to

December 2008 showed that 67% of new clients reported that it was *Ruman Dare* that had motivated their visit to the clinic. The program is being rebroadcast three times per week from July 2009 through November 2010.

Previously, from June 2006 – February 2007, PMC produced and broadcast *Gugar Goge* (“Tell It to Me Straight”), a 70-episode radio serial drama addressing reproductive health, family planning, and obstetric fistula in northern Nigeria. Obstetric fistula is a condition commonly resulting from early childbirth that makes its victims incontinent.

The drama was produced in collaboration with the Rotarian Action Group on Population and Sustainable Development (RFPD) and with support from the David and Lucile Packard Foundation and the Conservation, Food and Health Foundation.

Gugar Goge was broadcast over regional government-owned and private radio stations in Kaduna and Kano states. PMC worked with clinics throughout Kaduna and Kano to conduct exit interviews with clients; 47% of new reproductive health clients indicated they were listening to the program. The clinic monitoring determined that *Gugar Goge* served as the primary motivation to seek health care services for 33% of family planning/reproductive health clients and 54% of fistula clients.

The endline evaluation of the program showed that 93.7% of the population in Kano and Kaduna states had heard at least one episode of the program. Even more impressive was the fact that 82.1% of those interviewed reported listening to the radio serial drama at least weekly (four or more episodes per month). The endline evaluation also found that:

- When asked their opinion as to whether “a woman with fistula should be part of the community like everyone else,” more male listeners (32.1%) “strongly agreed” with this statement than did non-listeners (17.6%).
- When asked if they or someone they knew had “ever sought treatment for fistula,” more female listeners (59.7%) said “yes” than non-listeners (48.5%).
- A significant difference was found between male listeners (92.8%) reporting knowing of a place to get a male condom compared to non-listeners (75.0%). A significantly larger percentage of female listeners (96%) also knew of a place to get condoms than did female non-listeners (64.4%).
- When asked if a condom was used the last time they had heterosexual intercourse in the last 12 months, significantly more female listeners (79.5%) said “yes” compared to female non-listeners (35.6%).
- When asked if it is “acceptable or not for information on condoms to be provided,” significantly more female listeners (87.2%) compared to female non-listeners (49.1%) said it is “acceptable.”

A post-broadcast qualitative evaluation, which consisted of participatory sketching and photography with avid listeners of *Gugar Goge*, demonstrated the personal impact of the obstetric fistula story line. Many listeners, both in their sketches and photos, focused on the interrelated themes of early marriage and pregnancies, the development of obstetric fistula, and the debilitating (and often fatal) consequences of such practices.

With support from UNFPA, PMC also carried out an additional project dealing with obstetric fistula. “Fistula Voices” involved a capacity building among community leaders for promoting behavior change to prevent fistula. A training workshop was held for fistula spokespersons in October 2007. Twelve women who had experienced fistula were trained to reach out to other women in their communities to let them know how to prevent and treat fistula.

Rwanda

PMC carried out a serial drama project in Rwanda with support from UNFPA, the Flora L. Thornton Foundation, Mulago Foundation, Arcus Foundation, U.S. Fish & Wildlife Service, and USAID. The program addressed a combination of issues, including reproductive health, prevention of HIV/AIDS, preservation of wildlife habitat, preservation of natural resources, land conservation, sustainable farming practices, and promotion of civil harmony. The 312-episode program, *Umurage Urukwiye* (“Rwanda’s Brighter Future”), was broadcast nationwide from July 2007 to August 2009 on Contact FM and Radio Salus.

The endline survey showed that 38% of the population listened one or more times per week. Clinic exit interviews showed that 15% of new reproductive health clients cited the PMC drama as their reason for seeing services

In an effort to reverse the problem of erosion of farmland, the government of Rwanda sponsors a reforestation program. Tree seedlings are made available at nurseries throughout the country, and there is a designated national tree seedling planting day. PMC’s drama capitalized on that effort and featured characters that planted trees to stabilize farmland and encouraged others to do the same. An independent survey found that 11% of those buying tree seedlings were motivated by the program.

Senegal

Population Media Center has received funding from USAID and UNFPA-Senegal for two radio serial dramas that went on the air in October and November 2008. Both programs are being rebroadcast from October 2009 through mid-2010 on additional radio stations to reach a broader audience. One serial drama, funded by USAID, is written in the Wolof language and is being broadcast nationwide throughout Senegal in 168 episodes. This program, *Ngelannu Nawet* (“Winds of Hope”), addresses USAID/Senegal’s core themes of family planning, reproductive health, HIV/AIDS, child survival, and malaria prevention. The second serial drama, *Coñal Keele* (“The Harvest of the Seeds of Life”), is funded by UNFPA and is written in the Pulaar language for broadcast in the UNFPA target region of Matam. This 58-episode program targets youth and focuses on HIV and STI prevention, and sexual and reproductive health. The Matam region has been identified by UNFPA as a priority region, having a high need for youth health interventions. For the USAID program, PMC is a subcontractor to the *Agence pour le Développement de Marketing Social* (ADEMAS), which implements USAID-Senegal’s health social marketing activities. For both programs, PMC is working in coordination with RAES (*Réseau Africain de l’Education pour la Santé*) based in Dakar, Senegal and the University of California, Los Angeles, School of Public Health.

Sudan

In August 2006, PMC completed a radio serial drama project dealing with reproductive health issues and elevation of the status of women and girls. The program, called *Ashreat Al Amal* (“Sails of Hope”), was broadcast over Radio Omdurman, with free air time provided by the government's Ministry of Information and Communication from November 2004 to June 2006. Evaluation research was conducted by a team from Ohio University led by communications scholar Professor Arvind Singhal. Support for the work in Sudan was provided by the David and Lucile Packard Foundation.

Highlights of the July 2006 evaluation of the project in Sudan include the following:

- Monitoring data showed that among the targeted group (women of reproductive age) there was high listenership. Data gathered from clinic clients in 2005 indicated that between 29% and 39% of clinic clients listened to *Ashreat al Amal*.
- Respondents to the impact evaluation were over 2 ½ times more likely to have discussed HIV/AIDS with their partners after the program than respondents at the baseline.

LATIN AMERICA AND THE CARIBBEAN

Brazil

In Brazil, PMC is working in partnership with Comunicarte, an organization in Rio de Janeiro, to assist TV Globo with tracking the social and health issues in its entertainment programs and measuring the impact of these programs. TV Globo's programming is received throughout 98% of Brazil. With *telenovelas*, the lives of the characters mix with people's lives. And these characters can influence the knowledge of people.

TV Globo inserts messages related to reproductive health and other issues in its most popular programs. The air time TV Globo has donated to issues of social concern would have costs tens of millions of dollars within the last year alone.

Audience research has shown that people value educational content in entertainment programming, as long as it is not presented in a boring way. In fact, TV Globo has received numerous national and international awards for the social relevance of its telenovelas. In 2008, TV Globo integrated 613 scenes into its prime-time telenovelas dealing with reproductive health, small family size, gender relations, and related social and health issues. These programs are broadcast nationwide in Brazil and exported to dozens of countries worldwide, dubbed into various languages. The project is supported by the Thornton Foundation and the Weeden Foundation.

In 2007, PMC and Comunicarte helped TV Globo to measure the effects of a popular telenovela, titled *Páginas da Vida* (“Pages of Life”), on audience behaviors, knowledge, and attitudes. The program completed its broadcast of 203-episodes in March 2007.

At the conclusion of the program, women were interviewed at reproductive health clinics throughout Brazil to monitor the effects of *Páginas da Vida* on decisions to seek family planning services. The data point to the widespread effects of this popular telenovela:

- 60% of women interviewed watched *Páginas da Vida* on a regular basis.

- There was more than a 50% increase in knowledge among women interviewed with regard to various reproductive health issues such as: contraceptive methods, family planning, maternal health, maternity/paternity, unwanted pregnancy, adolescent pregnancy, and HIV/AIDS.
- Among viewers interviewed at BEMFAM family planning clinics, 60% of clients age 18-24 said that scenes in *Páginas da Vida* served as a stimulus for them to seek a health service.
- 65.4% of female viewers interviewed said they would be “more careful” to prevent unwanted pregnancy.

Additionally, the issue of Down syndrome was especially important to include in *Páginas da Vida*, because it is rarely discussed in Brazilian society. Both quantitative and qualitative research was used to evaluate changes in viewers’ knowledge, attitudes, and practices regarding people living with Down syndrome. One focus group participant said: “The biggest impact of the telenovela was seeing the awakening of a series of questions and sensitizations that were made relating to Down syndrome. Moreover, the image of a person with Down syndrome on television during prime time opens space for a new set of opportunities.”

Eastern Caribbean

On October 1, 2007, PMC absorbed Rare Radio and its professional staff. Formerly a part of the Rare Center for Tropical Conservation, Rare Radio has used the Sabido methodology to promote family planning and environmental conservation in the Eastern Caribbean and the Western Pacific. In the 1990s, PMC President Bill Ryerson and Honorary Chair David Poindexter provided Rare with technical training in the Sabido methodology at its inception, and PMC trainer Tom Kazungu provided technical support for Rare’s program design. In the Caribbean, to date, Rare has aired programs in the Caribbean islands of Antigua, Dominica, Grenada, Saint Lucia, and Saint Vincent. The acquisition has provided PMC with greater worldwide coverage, including fully-established programming, trained personnel, and writers. The projects Rare has carried out have been highly successful in changing attitudes and behavior with regard to reproductive health and environmental conservation.

After acquiring Rare Radio, PMC arranged for the rebroadcast of Rare’s highly successful radio drama, *Coconut Bay* in the nine island nations of the Organization of Eastern Caribbean States (OECS), including reruns in Antigua, Dominica, Grenada, St. Lucia, and St. Vincent, and initial broadcast in Anguilla, Montserrat, St. Kitts and Nevis, and the British Virgin Islands.

Jamaica

In Jamaica, PMC worked in coordination with JA-STYLE (Jamaica’s Solution for Youth Lifestyle and Empowerment) to produce and broadcast a 155-episode radio drama. The drama, titled *Outta Road* (“What’s Happening Out in the Streets”), was a story about twelve teens from different social backgrounds whose lives are interconnected. The characters in the drama were confronted with the same issues that plague Jamaican teens, such as love, friendship, peer pressure, violence, sex, drugs, and HIV/AIDS. Funding for this project was provided by USAID. Commercial sponsorship for broadcast was provided by Digicel.

Outta Road was broadcast on two of Jamaica's most popular national radio stations from March 2006 to March 2007. In addition to national broadcast, listening groups were established in schools as a part of the guidance curriculum. Youth listened to the programs in a classroom setting and were also given CDs of the program to bring home to listen to and share with their friends. Guidance counselors used the program as a stimulus for discussion about the difficult and highly sensitive issues addressed in *Outta Road*.

JA-STYLE distributed flyers, pamphlets, handbooks, CDs of *Outta Road*, and good parenting calendars to encourage further discussion among listeners. This supplemental information, what PMC refers to as the Whole Society Strategy, helped to reinforce lessons learned through the program and provided another platform for discussion. This integrated strategy was cited by the teens interviewed as being very helpful, especially in building better relationships with their family and friends.

A quantitative evaluation conducted at the conclusion of the program found:

- 31% of the adolescents surveyed had heard of *Outta Road*
- 32% of listeners discussed the *Outta Road* drama with friends
- 56% of listeners were motivated by *Outta Road* to seek healthy lifestyles services. These include reproductive health, substance abuse, parenting, parent-child relationships, sexuality, and conflict resolution services.

Mexico

In Mexico, PMC worked with the Adolescent Orientation Center (CORA) of Mexico to produce a series of radio mini-serials mixed with talk shows in the five states of Mexico with the highest fertility rates. These programs were developed by young people and were aimed at youth audiences. PMC tested the model, called *Dimensiones Sexuales* ("Sexual Dimensions"), for the radio programs in Puebla State and then developed a manual for the methodology. PMC and CORA expanded the use of the methodology to other states, including Hidalgo, Tlaxcala, and Michoacán. In addition to the radio programs, the project included intensive training of health care providers and youth service agency staff in how to effectively deal with adolescent sexuality issues. Support for the work in Mexico was provided by the Bergstrom Foundation, the Compton Foundation, the Jewish Communal Fund, Path, Interact Worldwide, an individual donor and the participating state governments.

In 2006, PMC and CORA revised the *Dimensiones Sexuales* model to keep it current with youth needs. To evaluate the needs and interests of Mexican youth, PMC engaged a local research firm to conduct a series of focus group discussions with Mexican youth. This research helped to inform the development of PMC's next program in Mexico, a radio call-in show called *Válvula de Escape, Un Espacio sin Censura. Sexo Netas y Preguntas* ("Escape Valve, a Space without Censorship: Discussion and Questions about Sex").

Válvula de Escape provided an outlet for teens to discuss issues relating to sexual/reproductive health on the air with health professionals and other teens. In order to gauge the success of the show, a survey of 300 students was conducted in the fall of 2007 at schools in one of the broadcast areas. Respondents were asked a series of questions

about their awareness and exposure to the radio program *Válvula de Escape*; knowledge of HIV and STIs; and knowledge, attitudes, and behaviors with regard to family planning.

Listenership

- When asked to recall youth radio programs about sexuality, 73% of students interviewed mentioned *Válvula de Escape*.
- The radio show had high appeal among those who listened, with 88% of students indicating they “liked it” or “liked it a lot.”
- 68% of listeners found *Válvula de Escape* to be a “useful” radio program.

Family Planning Knowledge

- Listeners were significantly more likely than non-listeners to know about various family planning methods including birth control pills (74% vs. 60%), female condoms (44% vs. 27%), and injections (28% vs. 10%).
- Listeners (92%) were significantly more likely than non-listeners (83%) to recognize emergency contraception as a form of birth control.

Knowledge and Attitudes about HIV and STIs

- Significantly more listeners (93%) compared to non-listeners (72%) correctly indicated that, without an HIV test, “a person can’t tell when another person has HIV just by their appearance.”
- Listeners were significantly more likely than non-listeners to know HIV can be transmitted:
 - By having sex without a condom: listeners (77%) vs. non-listeners (52%).
 - From sharing needles: listeners (58%) vs. non-listeners (22%).
 - Through blood transfusions: listeners (63%) vs. non-listeners (29%).
- Listeners (59%) were significantly more likely than non-listeners (26%) to know that a blood test will not detect HIV infection one week after exposure to the virus.
- Listeners were significantly more likely than non-listeners to know about sexually transmitted infections (STIs), including knowing symptoms and modes of transmission.

PMC is currently working with CORA to launch a new program in Mexico using the web to improve adolescent sexual health. The project, known as *Sexpertos Saludables* (“Healthy Sexperts”), will have several components that complement each other to create a forum for young men and women where they can share their thoughts and questions about sexuality with each other in an entertaining format. Interactive components, including quizzes, information, the debunking of myths, animations, and a video game, will be accessible to Mexican youth by going to the *Sexpertos* website. Youth will also have the opportunity to chat with a virtual counselor.

The animations will be two-minute segments about a group of friends dealing with their first sexual experiences. The target audience is between the ages of 11 and 16. To ensure the interest of this age group, the animations will be created in the style of Japanese manga, a very popular graphic style. An important feature of the entire approach in *Sexpertos* is to

be sure that the information presented never feels as though it is coming from an “official source.” Based on years of investigation, the serious scenarios will be presented with a sense of humor to be sure to engage the audience and to ensure their frequent return to the site. PMC is funding *Sexpertos* with additional help from the Carso Foundation of Mexico.

ASIA/Pacific

Papua New Guinea

PMC is working in partnership with the UN Country Team in PNG to develop a radio serial drama to promote behaviors related to all of the Millennium Development Goals. The project is supported by the David and Lucile Packard Foundation, BeMobile, Colgate Palmolive, and Population Services International. The program will promote family planning, HIV avoidance, daughter education, stopping domestic violence, and conservation of marine resources, among other goals. A Project Director has been engaged, an office has been established, and initial plans for formative research have been made. The program is likely to go on the air in early 2011.

Philippines

In 2005, PMC produced and broadcast a radio soap opera in the Philippines called *Sa Pagsikat ng Araw* (“The Hope After the Dawn”). The radio serial drama was supported by UNFPA for broadcast nationwide on affiliate stations of the Manila Broadcasting Corporation. This 120-episode drama was aired intensively between July and December 2005. A participatory evaluation of the impact of the program was conducted by a team from Ohio University (led by Dr. Arvind Singhal) in December 2005, and the findings indicated profound effects of the program on the lives of listeners.

In addition, in 2005, PMC conducted a training workshop for members of the AIDS Society of the Philippines and for scriptwriters brought together by them, as well as a seminar for the International Rice Research Institute on the use of entertainment-education for the farming community.

Previously, in 2001, PMC held a "Soap Summit" for producers and writers of the 29 television soap operas and dozens of radio soap operas on the air in the Philippines. A one-day meeting, co-sponsored by three committees of the Philippine Congress and held in the largest hearing room of the Congress, attracted 300 participants from the broadcasting industry, various government ministries, communication scholars, advertisers, members of Congress, NGOs, and other agencies. In addition, a half-day seminar by Miguel Sabido on the design of entertainment-education serial dramas, held at the National Library, attracted 150 broadcast professionals and was followed by dinner hosted by President Gloria Macapagal-Arroyo at Malacanang Palace.

In November 2003, PMC led a session focused on the role of female scriptwriters in elevating the status of women and in bringing about social change worldwide at the Women Playwrights International conference in Manila. In addition, in 2003, PMC conducted a training workshop for members of the AIDS Society of the Philippines.

Viet Nam

At the invitation of UNFPA-Viet Nam, and in collaboration with The Voice of Vietnam Radio (VOV), PMC launched its first serial drama in Vietnam in March 2008. The radio program, *Khat Vong Song* ("Aspiration to Live"), was created to promote reproductive health and avoidance of HIV/AIDS. This 104-episode drama began airing on VOV2, but because of the drama's huge popularity after just 2 months on the air, Voice of Vietnam decided to extend *Khat Vong Song's* broadcast to its two other stations, VOV1 and VOV3. Each episode is followed by a 15-minute call-in show, where experts answer listeners' questions. The program will air for 2 years, with broadcast coverage in all 64 provinces and cities. Support for this project comes from the Danish government via UNFPA.

NORTH AMERICA

United States

In 2006, PMC engaged Sonny Fox, former Chairman of the Board of the National Academy of Television Arts and Sciences, to represent the organization on the West Coast and to work with the entertainment industry to engage them in positive treatment of population and reproductive health issues. As part of this work, in May 2007, PMC held the Entertainment-Public Health Summit to bring together entertainment industry leaders and public health professionals for the purpose of creating dialogue and an ongoing mechanism for regular and speedy input by the public health community into entertainment programs on reproductive health and other health concerns. The Summit was held in Atlanta at the Rollins School of Public Health at Emory University, which was a co-sponsor of the event. The Summit was presented in association with the Mailman School of Public Health at Columbia University, the Harvard School of Public Health, the Writers Guild of America West, and the Academy of Television Arts and Sciences Foundation.

Key presenters at the 2007 Summit included Dr. Albert Bandura, Stanford Psychology Professor and originator of Social Cognitive Theory; Bill Ryerson, President of Population Media Center; Vicki Beck, Director Hollywood, Health and Society, Norman Lear Center, University of Southern California; Dr. Zoanne Clack, Co-Producer and Writer for ABC's hit series *Grey's Anatomy*; Gary Knell, President and CEO of Sesame Workshop; Cindy Popp and Tracy Melchior from *The Bold and the Beautiful* TV series; Sonya Lockett, Vice President for Public Affairs of Black Entertainment Television; Diana Cristina Diaz, Director, Corporate and Community Relations, Univision; Michelle Alban, Director, Primary Research, Telemundo; Arvind Singhal, Professor of Communication Studies and Presidential Research Scholar at Ohio University; Kriss Barker, Vice President for International Programs for Population Media Center; Patric Verrone, President, Writers Guild of America West; Dr. Susan Allen, Director of the Rwanda, Zambia HIV Research Group; and Dr. John Brooks, Director, HIV Clinical Epidemiology Team at the Centers for Disease Control.

The proceedings of the Entertainment-Public Health Summit are available online on Emory University's website at www.sph.emory.edu/media/EPH/Summit.html. A link under the screen of the opening session leads to a menu of other sessions that one can watch.

In November 2008, PMC conducted a daylong Climate Change Summit in Los Angeles in partnership with the Writers Guild of America West, the Academy of Television Arts and Sciences, Women in Film and the Environmental Media Association. The Summit gave attention to the health and security consequences of climate change and the role that population growth plays in accelerating the climate crisis. As mentioned at the Summit, the projected addition of 2.5 billion people to the world's population between now and 2050 is the carbon equivalent of adding two United States to the planet. Writers and producers of numerous American television shows attended the Summit.

Key presenters at the 2008 Climate Change Summit included Patrick Verrone, President, Writers Guild of America; Jane Fleming, President, Women in Film Foundation; Debbie Levin, Executive Director, Environmental Media Association; John Shaffner, President, Academy of Television Arts and Sciences; Dr. Howard Frumkin, Director, National Center for Environmental Health, Centers for Disease Control and Prevention; Dennis McGinn, Vice Admiral, (Ret.) U.S. Navy; David Rambo, Writer/Supervising Producer, CSI; Chris Alexander, Senior V.P. of Corporate Communications, 20th Century Fox Communications; Dr. Neal Baer, Executive Producer, Law & Order: SVU; William Ryerson, President, Population Media Center; Steve Schiffman, General Manager, National Geographic Channel; and Professor Edward Maibach, Director of the Center for Climate Change Communication, George Mason University. The proceedings of the Climate Change Summit can be viewed at www.populationmedia.org/where/united_states/united-states-climate-change-summit/.

PMC is conducting a program to place population experts and ecological economists on talk shows and news interviews in order to better inform the American people about population issues and the ramifications of continued population growth. As of December 2009, nearly 200 placements have been made on talk shows across America. This project also distributes editorial columns by population experts via the Cagle Syndication Service to its 800 subscribing U.S. newspapers and magazines. This service has distributed a series of editorials on population issues generated by PMC, including two by PMC President William Ryerson, an editorial from Dr. Thoraya Obaid, Executive Director of the United Nations Population Fund on World Population Day (July 11, 2005), plus columns by former Colorado Governor Richard Lamm; Lindsey Grant, former U.S. Assistant Secretary of State for Population and Environment; attorney John Rohe; John Flicker, President of the National Audubon Society; UCLA professor Ben Zuckerman; Berkeley professor Malcolm Potts; and Population Institute's Executive Vice President, Robert Walker.

PMC is also distributing frequent news articles and editorials about population and global sustainability issues to a global list of population-concerned individuals and institutions. This email service has generated a flood of letters reacting to both negative and positive statements by political leaders, the news media, environmental leaders and others. Individuals can sign up for the mailing list at www.populationmedia.org/who/subscribe-to-pmc/. As part of this project, PMC conducted a Roper poll of segments of the American public to understand their perceptions of various ways of framing the population issue. Three PMC staff authored an article in Worldwatch Magazine summarizing the findings of this research.

With support from the Wallace Global Fund, PMC and the Population Institute held a meeting of population experts and ecological economists in October 2009 to develop responses to the claims that the economy depends on endless population growth. The material developed during this meeting is being used to advise those appearing on talk shows and news interviews so that they can provide this information to the American people. Podcasts and PowerPoint presentations from “Population Growth and Rising Consumption: What’s Sustainable?” can be viewed online. Podcasts are available (via iTunes) at <http://www.populationinstitute.org/newsroom/podcasts/>. PowerPoint slides are available at <http://www.populationinstitute.org/newsroom/news/view/25/>.

Speakers included: **William Catton Jr.**, author of *Bottleneck: the Human Impasse* (2009); **Laurie Mazur**, editor of *A Pivotal Moment: Human Population, the Environmental Crisis and the Justice Solution* (2009); **Peter Victor**, York University, author of *Managing without Growth* (2008); **Dennis Meadows**, author of *Limits to Growth* (1972) and *Limits to Growth: the 30 Year Update* (2002); **Richard Heinberg**, Post Carbon Institute, author of *Peak Everything: Waking Up to the Century of Declines* (2007); and **Robert Engelman**, WorldWatch Institute, author of *More: Population, Nature, and What Women Want* (2008).

In 2004 and 2005, PMC conducted nationwide contests, which awarded prizes for the best published editorial cartoons dealing with population-related issues. In 2004, the first year of the contest, 188 published cartoons were submitted. In the 2005 contest, 156 entries were submitted. The National Cartoonists Society and the Association of American Editorial Cartoonists publicized both contests to their members.

Judges in the 2004 contest included former Colorado Governor Richard Lamm, retired United Media Chairman Robert Metz, Yale University Professor Robert Wyman, Planned Parenthood Federation's Vice President for International Programs Allie Stickney, and cartoonists Edward Koren and Signe Wilkinson. The 2005 panel of judges included cartoonists Greg Evans (*Luann*), Rick Kirkman (*Baby Blues*), Rick Stromoski (*Soup to Nutz*) and population experts John Seager (President of Population Connection) and Nancy Yinger (Director of International Programs for the Population Reference Bureau). The awards event for the 2005 contest was held in the Senate Environment Hearing Room in the Dirksen Building in Washington, DC. Vermont Senator Jim Jeffords spoke at the event. Many of the 2004 finalists can be viewed on the world's largest editorial cartoon website at www.cagle.com/news/NationalPopulation/1.asp.

GLOBAL

Electronic Game against Gender-Based Violence

PMC is working in partnership with the Emergent Media Center of Champlain College to create an electronic game to prevent violence against women. *Breakaway* is a football/soccer game targeted toward boys aged 10 to 12. Utilizing the Sabido methodology and the FIFA Fair Play Code, *Breakaway* will offer a variety of features that appeal to boys in various cultures while engaging them in a compelling narrative that promotes non-violent values. Project development of the e-game began in 2008 with support from UNFPA. The game has become part of the Secretary General's UNite Campaign to End Violence against Women (<http://endviolence.un.org/>).

More information about E-game can be found as follows:

For a summary and to view a ten minute video produced by EMC, go to

<http://www.populationmedia.org/where/worldwide/>.

Project web site (<http://www.emergentmediacenter.com/unvaw>) linked to the already existing project blog (<http://emc-gamestakeonvaw.blogspot.com>).

Facebook group (Facebook: Empowering Play

<http://www.facebook.com/group.php?gid=108661302908>) that helps spread the mission.

Inter-Regional Training

In 2003, PMC implemented a project for the U.N. Population Fund (UNFPA) on a region-wide basis in Africa and the Asia/Pacific Region to assist local FM and community radio stations in addressing HIV/AIDS and reproductive health issues through entertainment-education. The project included training workshops in the use of entertainment-education techniques for community radio producers and representatives from selected NGOs. Personnel from radio stations and NGOs from Angola, Guinea Bissau, Mali, Mozambique, Namibia, Niger, Nigeria and South Africa received training at a workshop in Johannesburg in March 2003. In the Asia/Pacific Region, personnel from Cambodia, Mongolia, Nepal, Papua New Guinea, Philippines, and Vietnam participated in a similar workshop in Manila in May 2003. As part of the project, PMC produced a report of a needs assessment, *Strengthening Partnerships among Local FM Radio Networks and Reproductive Health Agencies on HIV/AIDS*, which can be found at www.unfpa.org/upload/lib_pub_file/486_filename_157_filename_communityradio.pdf. In follow up to the workshops, PMC has developed long-running social-content serial drama projects with several of the participants.

Training Guide & Best Practices Manual

In 2004, UNFPA asked PMC to develop a training guide with detailed information on the application of the serial drama methodology to address such issues as the way in which gender discrimination impacts women's vulnerability to HIV/AIDS. The training guide was published in 2005. A PDF of the Training Guide is available on the PMC website at www.populationmedia.org/2005/01/06/soap-operas-for-social-change-to-prevent-hivaids/. In 2005, UNFPA asked PMC to develop a best practices manual with examples of excellent social change communication programs worldwide. That publication will be available in 2009. An article on PMC's work appears on the UNFPA website at www.unfpa.org/news/news.cfm?ID=761&Language=1.

International Media Presentations

PMC is an associate member of the Commonwealth Broadcasting Association (CBA). PMC personnel have made presentations at CBA global meetings on the use of broadcasting for social change and the importance of broadcasters addressing issues related to population, reproductive health and the rights and status of women.

PMC's West Coast Representative, Sonny Fox, was one of the founders of the International Academy of Television Arts & Sciences, which is the largest organization of global broadcasters, with members from nearly 70 countries and over 400 companies. In 2006, PMC participated in the International Emmy World Television Festival (held the

weekend before the International Emmy Awards) with presentations on socially responsible broadcasting, in a panel chaired by TV Globo of Brazil. In 2007, PMC co-sponsored and participated in four panel discussions focused on socially responsible broadcasting. The 2007 panels can be viewed at <http://link.brightcove.com/services/player/bcpid1386356872>.

PMC has been invited to present its work at various international conferences, including the 2006 and 2007 Rotary International Conventions, several Global Health Conferences, the UNFPA Africa Regional Fistula Knowledge and Experience Sharing Meeting held in Mauritania in 2007, the Y-PEER conference of UNFPA held in Istanbul in 2007, the first and second national Behavior, Energy and Climate Change conferences held in Sacramento in 2007 and 2008, the National Endowment for Democracy conference on Community Radio Development held in 2007, two conferences of the International Association of Business Communicators, the Sundance Film Festival, the biennial meeting of the Commonwealth Broadcasting Association, the Boulder World Affairs Conference, the Earth Institute at Columbia University, the U.S. Centers for Disease Control and Prevention, the Asian Forum of Parliamentarians on Population and Development, UNICEF headquarters, the 2008 and 2009 Bioneers by the Bay conferences, the 2009 Bioneers conference, the International Family Planning Conference in Kampala, Uganda in November 2009, and various civic organizations, colleges and universities in the U.S. and overseas.

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