

Population Media Center Enews

In February, PMC sent a research team to Kano, Nigeria to conduct qualitative research on the impact of PMC's recently completed radio program, *Gugar Goge (Tell Me Straight)*. *Gugar Goge* addressed fistula, early marriage, reproductive health and women's rights, primarily through the story of a young girl named Kande. In the drama, Kande, like many Nigerian girls, was married at the early age of 12, and quickly became pregnant. Kande suffered from a prolonged, difficult labor which resulted in a fistula (a condition resulting from obstructed labor, which often leaves the victim incontinent), and her baby died. Her husband cast her from his house, and she returned to her father's compound, where a benevolent neighbor, who was also a health worker assisted her in seeking treatment for her fistula. While in the fistula hospital, Kande learned handcrafts, and after her surgery, returned to school to complete her education. At the end of the drama, Kande graduated from school and married a classmate of hers, a fun-loving young man who had recently completed medical school.

The research team that conducted the qualitative evaluation consisted of Dr. Arvind Singhal, Professor of Communications at Ohio University, Sarah Hurlburt, PMC Program Assistant, and Rhada Vij, Research Assistant. Over the course of 3 days, 53 listeners participated in a unique research method, employing expression through sketching and photography, rather than spoken or written word, to articulate what they had learned from the program.



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Binta Abdullahi Abubakar sketches her reactions to "Gugar Goge"



by Binta Abdullahi Abubakar

Binta Abdullahi Abubakar, a twenty year old woman from Kano, Nigeria, participated in PMC's workshop. She drew the sketch above to demonstrate what she learned from listening to *Gugar Goge*. Below she explains the meaning of her sketch.

'In this sketch, Kande is in her hut. The picture indicates how small Kande is, and yet she is still pregnant. She is only twelve years old. In this picture she has not delivered, but she is on her way. I drew this so people can see how small Kande is. When they see the picture they will ask, "How can she give birth?"

'It is quite common for girls at this age to get pregnant, but they often have problems during the delivery. Some will suffer from fistula and when this occurs some will not even be taken to the hospital. They will be left at home, and the conditions will get worse, and they can die.'



by Binta Abdullahi Abubakar

Binta drew the following picture to represent how *Gugar Goge* changed her life.

'After listening to the radio program, *Gugar Goge*, I became very sad. I went outside to my compound and called my sisters and friends to tell them what the story was about. I told them all about Kande, the young girl in the drama who was forced into early marriage and then became pregnant at the young age of twelve years. I told them about the fistula that resulted from giving birth at such a young age without adequate medical care. When I tell my friends this story, they become very sad, some even begin to cry. Many of my friends have also been listening to the program and have seen all of the struggles Kande had to face as a result of early marriage, young pregnancy, and an unattended labor.

'*Gugar Goge* has taught me that early marriage is not good. It leads to many problems. It is better for parents to let their children grow. They should encourage their children to get an education. Girls should wait until 19 or 20 to be married. It is also important that when they do become pregnant, they take care of themselves and go to the hospital when they are in labor.'

PMC combines qualitative research with quantitative research to measure the impact of its programs. Binta is just one of the millions of people impacted every day by one of PMC's programs.

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