



POPULATION
MEDIA CENTER

Acting for Change



GOBE DA HASKE

("TOMORROW WILL BE A BRIGHTER DAY") • NIGER

In February of 2006, Population Media Center launched the 144-episode radio serial drama *Gobe da Haske* with First Voice International via satellite to 72 radio stations across Niger: 69 community radio stations and 3 rural radio stations. It's broadcast in Hausa, the most widely understood language in Niger. The program was rebroadcast in 2007.

ABOUT NIGER

Niger is a little less than half the size of Argentina with a population of almost 17 million. The annual population growth rate is 3.32 percent, tripling the population by 2050. Niger has the highest fertility rate in the world, with the average woman having seven children in her lifetime. More than half of Niger's children are out of school and, among these, the vast majority are girls. Niger has the lowest female literacy rate in the world – 11 percent – and, even today, only one out of three Nigerien girls is in school. Socio-cultural and religious beliefs and practices, including early marriage, and practical issues, such as security and long distances between home and school, keep girls out of school.



Success story of real-life Tarkiki demonstrates the drama's power

Wednesday afternoons were sacred for 13-year old Aminata because she got to listen to her favorite radio program, *Gobe da Haske*. One Wednesday afternoon, her father, whom she greatly respects, asks her to help him in the field.

This Wednesday's episode would reveal whether Takiri will have to submit to a forced marriage. Aminata had cried for Takiri in the previous episode and couldn't wait to find out what would happen. But she won't disobey her father, so, heart in hand, she follows him to the field.

Her father notices that something is wrong, and finally asks. She blurts out, "Today is Wednesday, and every Wednesday at 5:00 I listen to *Gobe da Haske*!" Aminata's father immediately remembers, and apologizes to his daughter. Evening is approaching, and he realizes that she would be too late if she ran home. Instead, they visit Moussa, the farmer in the neighboring field. Thankfully, Moussa has brought his radio, and the three of them tune in just in time to catch the next episode of *Gobe da Haske*!

GOBE DA HASKE HIGHLIGHTS

► **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 only 28% of non-listeners.

► **23%**

of listeners knew the link between the use of family planning and reducing exploitative child labor, compared to 6% of non-listeners.

► **55%**

of listeners had heard of child trafficking, compared to 28% of non-listeners.



THE DRAMA AS A CATALYST

Gobe da Haske received attention from the American Psychological Association for being a catalyst in changing social behavior within Niger.



A TEAM MAKING A DIFFERENCE

OUR FUNDERS:

USAID
UNFPA's Initiative Jeunes project

IN-COUNTRY TEAM MEMBERS*:

Country Representative: Hamsatou Ibrahim
Producer: Achirou Wage
Studio Technicians: Massoyi Salaou
Habibou Issa

* Our in-country team includes many others responsible for writing and production of the program.

Population Media Center (PMC) works worldwide using entertainment-education for social change. PMC's programs role model positive behaviors in realistic people and places.

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LISTENERS & GOBE DA HASKE

In a survey given to listeners after the end of broadcast in 2007, 86.6% of men and 94.3% of women reported to tuning in "always" or "frequently." Of all households surveyed, 67% were familiar with the program.

"The series is interesting because it addresses delicate issues such as early marriage and violence against young girls. Many programs address this theme, but the way in which it is treated in *Gobe da Haske* seems to be the best. This way is well understood by the people, and, thanks to that, many young girls will be saved and will have the opportunity to go to school."

- A teacher from Agadez, Niger