



**POPULATION
MEDIA CENTER**

Acting for Change



HERE S'RA

("THE ROAD TO HAPPINESS") • BURKINA FASO

In September of 2012, Population Media Center launched *Here S'ra* on 22 community radio stations across the country, as well as on Radiodiffusion Television du Burkina. It was broadcast in Dioula, which is one of the two major native languages in Burkina Faso. It was broadcast simultaneously with *Yam Yankré* ("The Choice"), a radio serial drama in the Mooré language.

Clinic monitoring estimated listenership for the two programs at six million people and research on the impact of *Yam Yankré* and *Here S'ra* revealed that the cost per regular listener (listened at least once per week) was \$2 US. The radio broadcasts included weekly listeners' contests to quiz listeners on the storylines and issues, including family planning, reproductive health, and female education. In just two months, there were 3,797 listeners who called in for the contests. The broadcasts ended in March of 2014.



COMPELLING STORIES WITH SOCIAL MESSAGES

Tchèkoura doesn't realize he's being manipulated by a shady businessman in love with his wife. Will Tchèkoura recover his relationship with his wife and avoid financial ruin?

He has three daughters, but Zézouma wants a son. His finances are stretched, and his wife's health is failing. Will Zézouma feed or educate his children? Will his wife survive?

Maminè has a difficult pregnancy. When her fistula does not heal after visiting the village sorcerer, her stepfather disowns her. Will her stepfather realize his follies in time to save her?

Women's Empowerment
Entrepreneurship
Gender-Based Violence

Family Planning
Reproductive Health

Female Education
Obstetric Fistula

HERE S'RA HIGHLIGHTS

► 22

community radio stations
aired the program twice
per week.

► 1.6X

Listeners were 1.6 times
more likely than non-
listeners to say they would
use a modern method of
family planning to delay or
avoid pregnancy in the next
12 months.

► \$2 US

The cost per regular
listener to *Yam Yankré*
or *Here S'ra* (listened at
least once per week) was
\$2 US.

► 1.8X

Listeners were 1.8
times more likely than
non-listeners to have
been tested
voluntarily for HIV.



WEEKLY LISTENERS' CONTESTS

Above, a listener group established by listeners in Hounde. Below left, the country representative gives a prize to a listener of Radio Gaoua. Below right, a young listener participates at Radio Lotamu.

A TEAM MAKING A DIFFERENCE

OUR FUNDERS:

UNFPA
Tree Aid
UNICEF
Beyond Our Borders Fund

IN-COUNTRY TEAM MEMBERS*:

Country Representative: Moussa Dadjoari
Technical Assistant: Grégoire Kabore
Finance Assistant: Adama Rabdo

* 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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What people are saying....

"One of my neighbors who did not attend the clinic, began to do so since she listens to the series Here S'ra."

— Oumou Diarra

"Here S'ra here allowed me to understand that we must respect the spacing of birth; otherwise it can affect the health of the woman. One should also avoid unprotected sex. Since I listen to the series, I discuss various issues raised in the episodes with family and at school."

— Esaïe Millogo, 21 years old