

Population Media Center



Using the Media to Sustain the Earth

***Effects of a Radio Serial Drama
Addressing Child Trafficking in
West Africa***

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In 2005, PMC began a radio serial drama in West Africa to address issues of child slavery and the link between this problem and poverty-inducing factors, such as unwanted pregnancy and HIV/AIDS.



PMC established an office in Bamako, Mali to oversee the project.



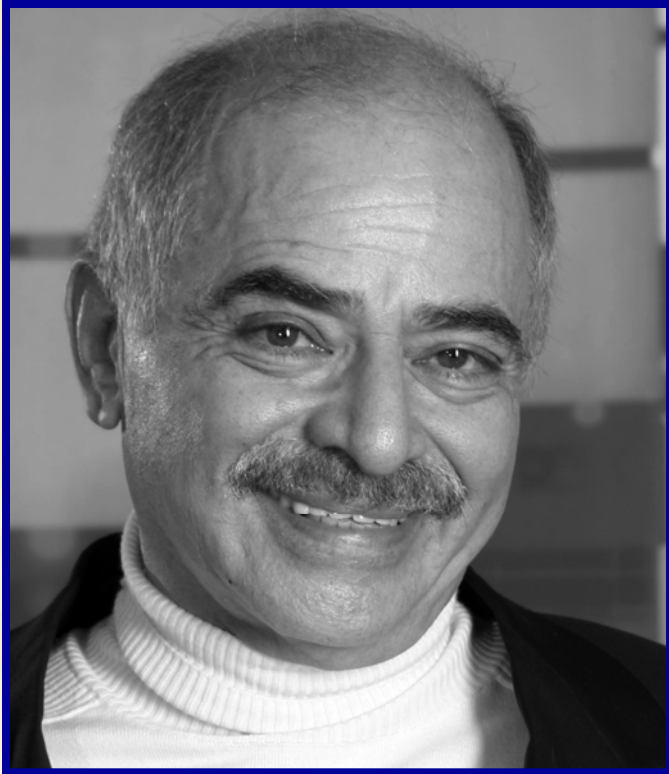
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***The project was financed by
the US Agency for
International Development.***

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, Ivory Coast, and Burkina Faso.



Miguel Sabido

The program used the Sabido methodology of entertainment-education to motivate positive behavior change among audience members. Extensive formative research was conducted with potential audience members to aid scriptwriters to design believable, culturally realistic characters with whom audience members can identify.

These character role models gradually adopt positive behaviors, showing the audience the positive rewards of such change.



The results of using Sabido's audience-centered methodology includes:

- high listenership (reach)
- behavior change (impact)
- relatively low cost per listener (efficiency)

as evidenced by the program evaluation.



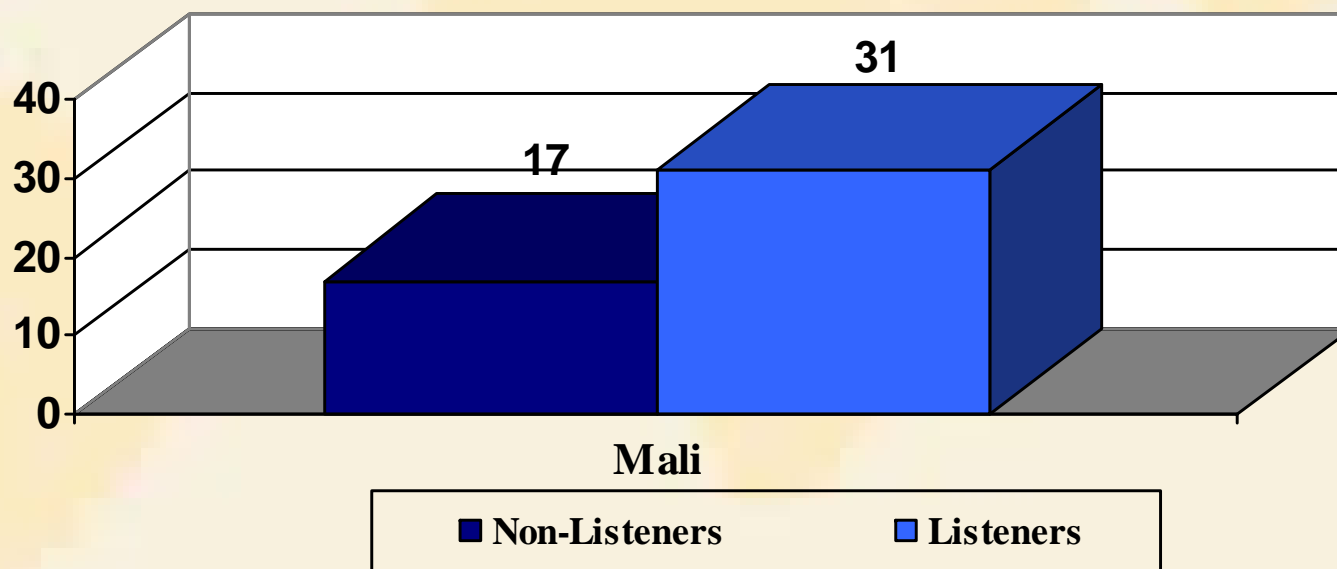
Photo by Gaby Gobou

In Mali:

- 22.4% of respondents listened to the drama, which translates to approximately 3.1 million Malians
- 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

Percentage of Respondents Who Had Discussed Exploitative Child Labor



- In Mali, 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



In Burkina Faso:

- 23% of listeners had taken action against exploitative child labor, compared to 9% of non-listeners



Photo by Jean Pierre Brunet

- 96% of listeners could identify at least one place that provides family planning/reproductive health services, compared to 80% of non-listeners

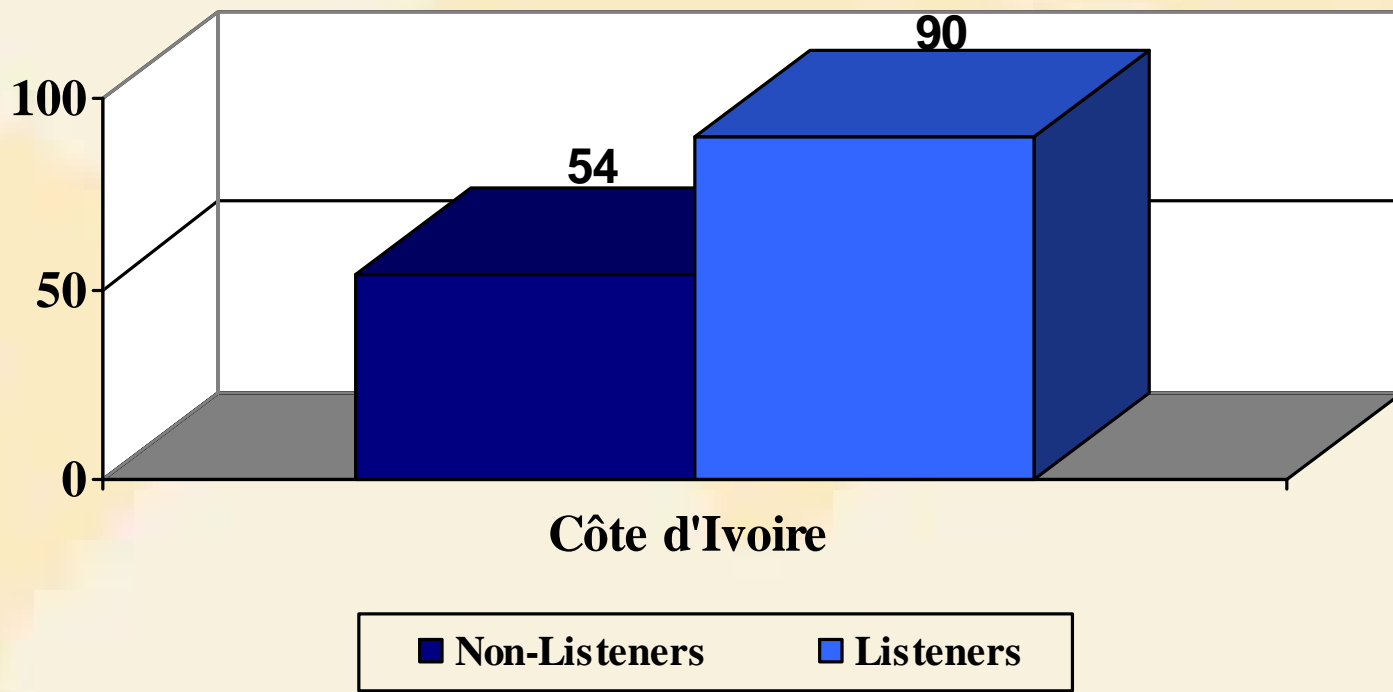
In Ivory Coast:

- 43% of listeners 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



- 90% of listeners in Côte d'Ivoire knew at least one factor that can lead to child trafficking, compared to 54% of non-listeners

Percentage of Respondents Who Knew At Least One Factor Leading to Exploitative Child Labor



In all three countries:

- Listeners were substantially more aware of child trafficking than non-listeners
- To control for age, education, sex and urban/rural residence, logistical regression was performed on key indicators and found that listener versus non-listener differences were significant in all three countries
- To assess the efficiency of the program, we calculated the cost per listener by dividing the total number of people who listened to the program regularly in the three countries by the total cost of the project. The results found that the program cost 24 cents in USD per listener



The challenges of economic and social development in sub-Saharan Africa call for new approaches that can lead to sustainable change. Entertainment-education programs like *Cesiri Tono* have proven to motivate positive individual and behavior change in the numerous countries where such programs have been implemented, and have been demonstrated to be among the most cost-effective strategies for long-term normative change.

The most critical lesson learned from this particular program relates to language. The program was developed on the basis that Bambara or its variant, Dioula, is spoken in each of the three target countries. However, linguistic incomprehension was underlined as being a problem for listeners, given the level of Bambara used by the actors.

Also, although Dioula is spoken in each of the three countries, it is not a language of choice (or “mother tongue”) for people in any of the three countries, but is a market (traders’) language, that is used when negotiating commercial transactions.

The differential results for the three countries where the program was broadcast are certainly due in large part to the fact that the language used by the program is more commonly spoken in Mali than in Burkina Faso or Ivory Coast.



Also, it should be noted that the particularly poor results in Burkina Faso can be attributed to the fact that the program was not broadcast in its entirety by some of the partner radio stations.

Thank you!

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