

POPULATION MEDIA CENTER IS A  
LEADER IN ENTERTAINMENT-EDUCATION.



**POPULATION  
MEDIA CENTER**  
Acting for Change

WE HAVE HELPED 500 MILLION PEOPLE LIVE  
HEALTHIER LIVES IN MORE THAN 50 COUNTRIES.

“I recognized myself in the character of François. He is being pushed to have too many children without knowing what to do. My wife and I learned that there are ways to keep from having children. I am very happy now because of this program.”

—Yam Yankré listener in Burkina Faso



## PMC DRAMAS ARE:

- ✓ Truly entertaining, hit shows
- ✓ Emotional instead of cognitive
- ✓ Character-based role modeling
- ✓ Long stories that unfold over time
- ✓ Written and produced by local staff
- ✓ Based in research
- ✓ Evaluated throughout broadcast

## PMC SERIAL DRAMAS USING ENTERTAINMENT TO CHANGE THE WORLD

### NORTHERN NIGERIA, *RUWAN DARE*, RADIO SERIAL DRAMA

- 72.4 percent of the population in the broadcast area listened
- 12.3 million listeners
- Generated 1.1 million new family planning users
- Cost 89 cents per new family planning user

### UNITED STATES, *EAST LOS HIGH*, TV SERIAL DRAMA

- Rose to be one of top five shows on hulu.com in its first season
- More than 27,000 people used a Planned Parenthood widget from eastloshigh.com in the first month of broadcast
- Nominated for five Daytime Emmys
- Renewed for subsequent seasons, airing each summer

### SIERRA LEONE, *SALIWANSAL*, RADIO SERIAL DRAMA

- Cost 53 cents per listener
- Reached an estimated 3 million people between 15-59 years old
- Cost US \$2.54 for each person that began discussing family planning with family, friends, or neighbors
- Cost US \$1.62 for each person that began using a bednet to prevent malaria

## DRAMATIC IMPACT

### FAMILY PLANNING

Listeners to Nigeria's *Ruwan Dare* were 2.6 times more likely than non-listeners to think that “couples should space children 2.5 to 3 years apart.” (Adjusted odds ratio with  $p = .005$  controlling for sex, urban/rural location, education, age marital status, and state).

### THE ENVIRONMENT

Listeners to Rwanda's *Umurage Urukwiye* were 1.6 times more likely than non-listeners to know that protection of gorillas and their habitat can reduce poverty and bring tourists. (Adjusted odds ratio with  $p = .0167$  controlling for sex, age, education, and urban/rural location).

### GENDER EQUALITY

Listeners to Burkina Faso's *Yam Yankré* and *Here S'ra* were 1.8 times more likely than non-listeners to state that women in their family participate in decisions regarding the education of children (Adjusted odds ratio with  $p < .014$ , controlling for sex, age, and urban/rural location).

[WWW.POPULATIONMEDIA.ORG](http://WWW.POPULATIONMEDIA.ORG)