BEHAVIOR CHANGE COMMUNICATIONS AND ENTERTAINMENT-EDUCATION

PMC knows that strategic and audience-specific communications results in behavior change. For PMC, entertainment-education has been the most powerful form of behavior change communications, particularly long-running radio serial dramas.

SABIDO METHODOLOGY

PMC uses the Sabido methodology to produce radio and TV soap operas around the world. The Sabido methodology creates culturally-specific stories with “positive,” “negative,” and “transitional” characters to model behavior in long-running serial dramas. Local teams of writers, producers, and actors create the program using extensive formative research as a guide, and the range of realistic characters and plot twists gives audiences an entertaining glimpse of important social and health issues. PMC’s approach provides a platform for education and discussion, allowing people to then make their own decisions.

WHOLE SOCIETY STRATEGY

PMC’s Whole Society Strategy combines print, television, radio, music, and new media to reinforce serial drama themes and reach more people. Audience research identifies preferred media channels across audience segments. PMC often includes media capacity building in its Whole Society Strategy, training journalists and broadcasters within the region in pro-social reporting.

TRANSMEDIA STORYTELLING

PMC’s transmedia storytelling brings the serial drama narrative alive across multiple platforms to allow audience members to be drawn further into the fictional world, interact with characters, and learn in different ways. This can be done through old and new media, such as fictional characters having in-character social media profiles and blogs or a newspaper from the fictional setting being produced for the audience to read.

“I have understood the extent of attitudinal and awareness problems that exist in our society. I have realized the pains and suffering women undergo particularly in the rural areas. I will, therefore, make every effort possible on my part, by holding discussions with others and educating them, in support of attempts to tackle the problem.”

- Solomon Simie, Sibrat listener

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Ethiopia’s response to PMC’s programs has been overwhelming. 35,000 letters have poured in to PMC’s office in Addis Ababa, and Ethiopia’s news media have run more than 100 stories on the soap opera phenomenon. International press coverage has included the New York Times, The Economist, BBC, CBC, and others.

 PMC’s Ethiopia office opened in 2000 and launched its first two radio serial dramas (soap operas) in June of 2002. Since then, PMC-Ethiopia has produced eight radio serial dramas, six radio talk shows and radio magazines, 10 books sharing personal stories, 10 booklets aimed at youth, and numerous training workshops and other multi-media materials. PMC-Ethiopia won a 2011 Global Media Award, and the Country Representative, Dr. Negussie Teffera, won the 2011 African Chairman Award for Excellence in Reproductive Health Communication Leadership in Africa.

2000-2004

PMC-Ethiopia’s first radio serial dramas broadcast.

- Yeken Kignit and Dhimbibba air nationwide for 2.5 years. More than 15,000 letters come from listeners; 45% of women and 47% of men self-identify as regular listeners; and 63% of new clients seeking reproductive health services at 48 clinics reported listening to one of the serial dramas.

Whole Society Strategy Components:

- Yesak Jember - live performance play
- Yehiwot Tebitawoch - book
- Kinfam Hilmoch - book

2005-2008

- Menta Menged airs nationwide and endline data show that listeners were 3.2 times more likely to know about STIs and 2.5 more times likely to discuss issues relating to HIV/AIDS than nonlisteners.
- Whole Society Strategy: Alegnta- radio talk show
- Zaren Ketegubet - book
- Wonzoch Eskimolu - book

- Maleda gets distributed via cassette to target audiences as well as broadcast, with 93% of listeners able to cite 3 ways HIV/AIDS is transmitted and 100% citing 3 ways to prevent infection.
- Gudayachin - radio talk show
- Iggadda - radio magazine (in Somali language)
- Naedeti - radio magazine (in Afar language)
- Yernaleda Shekim - book
- Yaltenabebu Libotch - book
- Wurse - book
- Mulu Sew - book

2007-Present

- A Whole Society Strategy effort to address Female Genital Mutilation consisting of Sibrat airing nationwide, 2 radio talk shows, a radio magazine, 7 capacity building training workshops, 4 books, numerous TV and radio spots, and leaflets in 3 languages.
- Whole Society Strategy: Feneta - radio talk show
- Mieraf airs nationwide, with listeners 3.6 times more likely to know about HIV prevention methods than nonlisteners.
- Whole Society Strategy:

2010-2011

- Mieraf airs nationwide, with listeners 3.6 times more likely to know about HIV prevention methods than nonlisteners.
- Whole Society Strategy: Feneta - radio talk show

2010-2012

- A Whole Society Strategy to address Violence Against Women consisting of 5 capacity building training workshops, leaflets, posters, TV and radio spots, and a book.
- Whole Society Strategy:

2012-2013

- Yeregebu Feteloch airs nationally to address HIV/AIDS, female genital mutilation, reproductive health, and more.
- Whole Society Strategy:

2014-Present

- Yebirehan Felgoche airs nationally to address alcohol, substance abuse, and HIV/AIDS.
- Whole Society Strategy:

www.populationmedia.org

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