



POPULATION MEDIA CENTER

Acting for Change



SALIWANSAI

("PUPPET ON A STRING") • SIERRA LEONE

In April of 2012, Population Media Center launched *Saliwansai*, which is currently the only nationwide radio program addressing social and development health issues. This 208-episode radio drama tells the stories of people facing real-life situations found in today's Sierra Leone, addressing issues of family planning, reproductive health, and gender equality.

Saliwansai airs twice per week on nine radio stations in Krio, a language which up to 95 percent of the country's population can speak or understand. After each episode listeners are encouraged to call or text comments about characters, storylines, or program content.

ABOUT SIERRA LEONE

Sierra Leone is one of the poorest countries in Sub-Saharan Africa with less land than South Carolina. Despite the poverty and limited geographical space, its 6.1 million people is projected to reach 11.1 million by 2050. Only six percent of women are using a modern form of contraception.



COMPELLING STORIES WITH SOCIAL MESSAGES

Abu struggles to save his farm and his wife, who has been weakened by pregnancies.

College student Hingrah risks his scholarship and his health by risky behavior, including unprotected sex.

Gibo must refrain from physical and verbal abuse if his girlfriend is going to accept him in marriage.

Wara's father most likely made her mother "disappear" before handing her (15 years old) over to marriage.

Family Planning

Adolescent
Reproductive Health

Gender-Based Violence
Entrepreneurship

Early Marriage
Obstetric Fistula

SALIWANSAI HIGHLIGHTS

▶ **57%**

of clients across the entire country cited *Saliwansai* as influential in their decision to seek health services.

▶ **74%**

of clients seeking services reported that people in their village listen to *Saliwansai*.

Of those who cited radio programs as their source of information

▶ **82%**

cited *Saliwansai* as the motivating factor to seek family planning or reproductive health services.



EXCITEMENT IN THE STREETS

Members of the *Saliwansai* team took to the streets for rallies promoting the drama in March of 2013. Above, the project officer in Kenema. Below left, a rally in Bo. Below right, handing out t-shirts in Makeni.



A TEAM MAKING A DIFFERENCE

OUR FUNDER:

UNFPA

IN-COUNTRY TEAM MEMBERS*:

Country Representative: Vickynatu Sonia Johnson
Technical Assistant: Fatmata Dainkeh Kargbo
Finance Assistant: Bintu Marion Koroma

* 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....

"Saliwansai is the best radio serial drama I have ever listened to. It is entertaining and educative."

"I like Saliwansai. It is one of the best dramas that I have listened to. The recording is clear, the characters are good and the stories are educative and entertaining. The only thing is the time is too short."

"I like Saliwansai, it is very educative and entertaining. It informs me about how to space children rather than having the ones you cannot take care of."