



POPULATION
MEDIA CENTER

Acting for Change



HANNUNKA MAI SANDA

(“POWER IN YOUR HANDS”) • NIGERIA

In November 2013, *Hannunika Mai Sanda* began airing in northern Nigeria. This nine-month radio serial drama aired until July of 2014 in the Hausa language. *Hannunika Mai Sanda* was comprised of 78 episodes and aired twice per week on seven radio stations: Kebbi Broadcasting Corporation (Kebbi State), Aso FM (Abuja), FRCN (Kaduna State), Karama FM (Kaduna State), Rima Radio (Sokoto State), Freedom Radio (Kano State), and Companion FM (Katsina State).



ABOUT NIGERIA

Nigeria is the seventh most populous country in the world, with a population of over 170 million. The annual population growth rate is 2.54 percent, which means Nigeria’s population is expected to be more than 207 million by 2020. Only 14.1 percent of people say they use any contraception. UNFPA estimates that anywhere from 100,000 to 1 million women suffer from obstetric fistula and only 43 percent of women obtain a secondary education.

FOUR CONNECTING AND COMPELLING STORYLINES

Dela married her young daughter off for a dowry, but now her daughter has fistula and returned home to live with her mom. The smell is keeping people away from Dela’s market stall. Will she be able to cure her daughter?

Adama and Amadu are happily married until Adama’s mother convinces her to stop using contraceptives without her husband’s knowledge. Will Adama survive a tough pregnancy and will Amadu still trust her?

Money is tight and Hamisu wonders if he should send his daughter to school like her brothers. Will Hamisu find the money? What will become of his daughter’s future?

Hauwa is a bright student, but Datti wants her in his bed. Hauwa doesn’t know that Datti has contracted HIV from one of his partners and she eventually succumbs to his charms. Is Hauwa HIV positive? Will she finish her studies?

PMC METHODOLOGY

PMC adapts the Sabido methodology to produce radio and TV soap operas around the world. This methodology creates culturally-specific stories with “positive,” “negative,” and “transitional” characters to model behavior. Local teams of writers, producers, and actors create the program, and the range of characters and plot twists give audiences an entertaining and emotional way to absorb and discuss important social messages.

WHAT LISTENERS ARE SAYING

“Before I was a permanent house wife, but now from this drama, the benefits of education woke me up and I went back to school.”

- Amina Abubakar from Abuja

“Not even me alone, the programs changes people like my father, mother, sisters, brothers, friends and my entire family. And those living in the village that watch this program change their behavior.”

- Elyasu Magubi from Sokoto

A TEAM MAKING A DIFFERENCE

OUR FUNDERS:

Ford Foundation
MacArthur Foundation
UNFPA-Nigeria
Rotarian Fellowship for Population and Development
Skye Bank

IN-COUNTRY TEAM MEMBERS*:

Country Representative: Ephraim Victor Okon
Technical Assistant: Joan Jeremiah
Finance Assistant: Lambert Essien

* Our in-country team includes more country nationals responsible for oversight, production, and writing 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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PRESS CONFERENCE

Above, Ephraim Victor Okon gives a press conference about the radio dramas in Nigeria, *Hannunka Mai Sanda* and *Tafigawalo*.



HANNUNKA MAI SANDA IMPACT

Hannunka Mai Sanda impacts Nigeria’s growing population by enhancing human health and human rights. It presents stories, from which the audience can learn, and then allows people to choose what is best for them and their families.

Human Health:

- Family Planning
- Reproductive Health
- HIV/AIDS
- Adolescent Reproductive Health
- Fistula
- Nutrition

Human Rights:

- Education
- Child Marriage