In November 2013, *Tafigawalo* began airing in southern Nigeria. This nine-month radio serial drama in the Pidgin language ran until July of 2014. *Tafigawalo* consists of 78 episodes and initially was broadcast to people in three Nigerian states: Uyo, Enugu, and Lagos. With additional funding, PMC then rebroadcast in seven Nigerian states, including five new states: Benue, Imo, Cross Rivers, FCT, and Ebonyi.

**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**

With four children already, Mbakwo pleads with her husband to give her body time to recover between pregnancies. He retaliates by taking a second wife. Will he and Mbakwo be able to rebuild their life together?

Rashima is 14 years old and a good student, but she’s attracted to an older classmate, Chickie. Chickie lives a rough lifestyle and has numerous lovers. Will Rashima make it through a number of harrowing situations?

Mbede has three girls and a boy, and his wife believes it’s a waste of money to educate their daughters since they will only grow up to be housewives. What will become of his daughters? And his relationship with his wife?

John is a hot-tempered man and when he gets drunk he takes out his aggression on his wife and sometimes his children. But one day his actions cost him the life of a child. Will he be able to reform his ways?
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.

TAFIGAWALO BROADCAST SCHEDULE

Tafigawalo airs twice per week. It is broadcast in three states by three radio stations: Planet FM in Uyo, Bond FM in Lagos, and by the Enugu Broadcasting Corporation in Enugu.

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.

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TAFIGAWALO IMPACT

Tafigawalo 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
• HIV/AIDS
• Adolescent Reproductive Health

Human Rights:
• Education
• Gender-Based Violence

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, Tafigawalo and Hannunka Mai Sanda.