



**POPULATION**  
MEDIA CENTER

Acting for Change



# **YAM YANKRÉ**

**(“THE CHOICE”) • BURKINA FASO**

In September of 2012, Population Media Center launched *Yam Yankré* on 22 community radio stations across the country, as well as on Radiodiffusion Television du Burkina. It’s broadcast in Mooré, which is one of the two major native languages in Burkina Faso. It was broadcast simultaneously with *Here S’ra* (“The Road to Happiness”), a radio serial drama in the Dioula language.

Clinic monitoring estimated listenership for the two programs at six million people and research on the impact of *Yam Yankré* and *Here S’ra* revealed that the cost per regular listener (listened at least once per week) was \$2 US. The radio broadcasts included weekly listeners’ contests to quiz listeners on the storylines and issues, including family planning, reproductive health, and female education. In just two months, there were 3,797 listeners who called in for the contests. The broadcasts ended in March of 2014.



## **The story of real-life François demonstrates the power of *Yam Yankré***

*François (shown in photo above) and his wife listen to Yam Yankré when he gets home from work. He earns a meager wage working as a mason, which makes it hard to support his wife and six children. “Through Yam Yankré,” says François, “my wife and I learned that there are ways to keep from having children. I am very happy now because of this program.” François and his wife never went to school and never learned that there was any way to prevent having more children. If it were not for Yam Yankré, François and his wife would probably already have a seventh child.*

*“I recognized myself in the character of François,” says the real-life François. “He is being pushed to have too many children without knowing what to do.” François explained that he and his wife understood that their large family was causing numerous difficulties for them – they are neither able to adequately feed their children nor provide them with health care when necessary. François and his wife now understand that they have the means to prevent having more children.*

# YAM YANKRÉ HIGHLIGHTS

▶ **\$2** US

The cost per regular listener to *Yam Yankré* or *Here S'ra* (listened at least once per week) was \$2 US.

▶ **3,797**

In just two months, 3,797 listeners called into the weekly listeners' contests, which quizzed listeners about the storylines and the issues addressed.

▶ **1.8X**

Listeners were 1.8 times more likely than non-listeners to have been tested voluntarily for HIV.

▶ **1.6X**

Listeners were 1.6 times more likely than non-listeners to say they would use a modern method of family planning to delay or avoid pregnancy in the next 12 months.



## WEEKLY LISTENERS' CONTESTS

Above, PMC's country representative giving a prize to a contest participant. Below left, listener group in Houde with PMC and UNFPA representatives. Below right, a prize being given to a listener in Tin Tua a Fada.



## A TEAM MAKING A DIFFERENCE

### OUR FUNDERS:

UNFPA  
Tree Aid  
UNICEF  
Beyond Our Borders Fund

### IN-COUNTRY TEAM MEMBERS\*:

Country Representative: Moussa Dadjoari  
Technical Assistant: Grégoire Kabore  
Finance Assistant: Adama Rabdo

\* 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.

POPULATION MEDIA CENTER | SOUTH BURLINGTON, VT 05403 USA

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## STORIES WITH IMPACT

### *Family planning*

François dreams of being a great farmer, but bills are mounting and his wife is pregnant again. She's weak from closely spaced pregnancies.

### *Reproductive Health, Safe Births, Entrepreneurship, Infant and Maternal Nutrition*

The doctor tells Biba to wait a year before getting pregnant again after her miscarriage. She's soon pregnant again and must struggle to take care of herself and the baby.

### *Female Genital Mutilation, Entrepreneurship*

Talato and her husband disagree about female genital mutilation and cutting for their daughters. Talato must fight to save as many of her girls as possible.