I recognized myself in the character of François. He is being pushed to have too many children without knowing what to do. My wife and I learned that there are ways to keep from having children. I am very happy now because of this program.”

—Yam Yankré listener in Burkina Faso

NORTHERN NIGERIA, RUWAN DARE, RADIO SERIAL DRAMA
- 72.4 percent of the population in the broadcast area listened
- 12.3 million listeners
- Generated 1.1 million new family planning users
- Cost 89 cents per new family planning user

UNITED STATES, EAST LOS HIGH, TV SERIAL DRAMA
- Rose to be one of top five shows on hulu.com in its first season
- More than 27,000 people used a Planned Parenthood widget from eastloshigh.com in the first month of broadcast
- Nominated for five Daytime Emmys
- Renewed for subsequent seasons, airing each summer

SIERRA LEONE, SALIWANSAI, RADIO SERIAL DRAMA
- Cost 53 cents per listener
- Reached an estimated 3 million people between 15-59 years old
- Cost US $2.54 for each person that began discussing family planning with family, friends, or neighbors
- Cost US $1.62 for each person that began using a bednet to prevent malaria

FAMILY PLANNING
Listeners to Nigeria’s Ruwan Dare were 2.6 times more likely than non-listeners to think that “couples should space children 2.5 to 3 years apart.” (Adjusted odds ratio with p = .005 controlling for sex, urban/rural location, education, age marital status, and state).

THE ENVIRONMENT
Listeners to Rwanda’s Umurage Urukwiye were 1.6 times more likely than non-listeners to know that protection of gorillas and their habitat can reduce poverty and bring tourists. (Adjusted odds ratio with p = .0167 controlling for sex, age, education, and urban/rural location).

GENDER EQUALITY
Listeners to Burkina Faso’s Yam Yankré and Here S’ra were 1.8 times more likely than non-listeners to state that women in their family participate in decisions regarding the education of children (Adjusted odds ratio with p < .014, controlling for sex, age, and urban/rural location).