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ORGANIZING TO ADVANCE SOLUTIONS IN THE SAHEL

Bixby Center
for Population, Health & Sustainability

COLLEGE OF
Natural Resources



AFIDEP
African Institute for
Development Policy



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POPULATION
MEDIA CENTER
Acting for Change

The Need for Social Change Communications to Address Population Dynamics in the Sahel

William Ryerson

Founder and President of Population Media Center

September 21, 2012



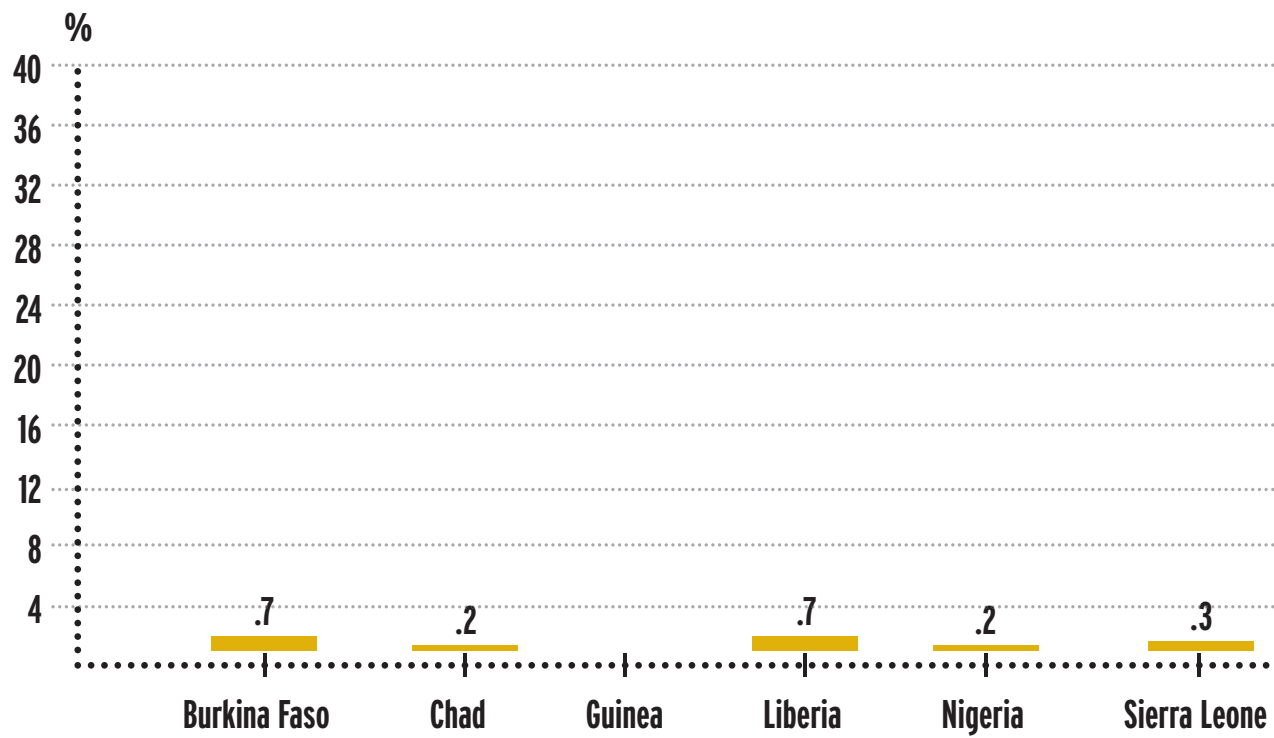
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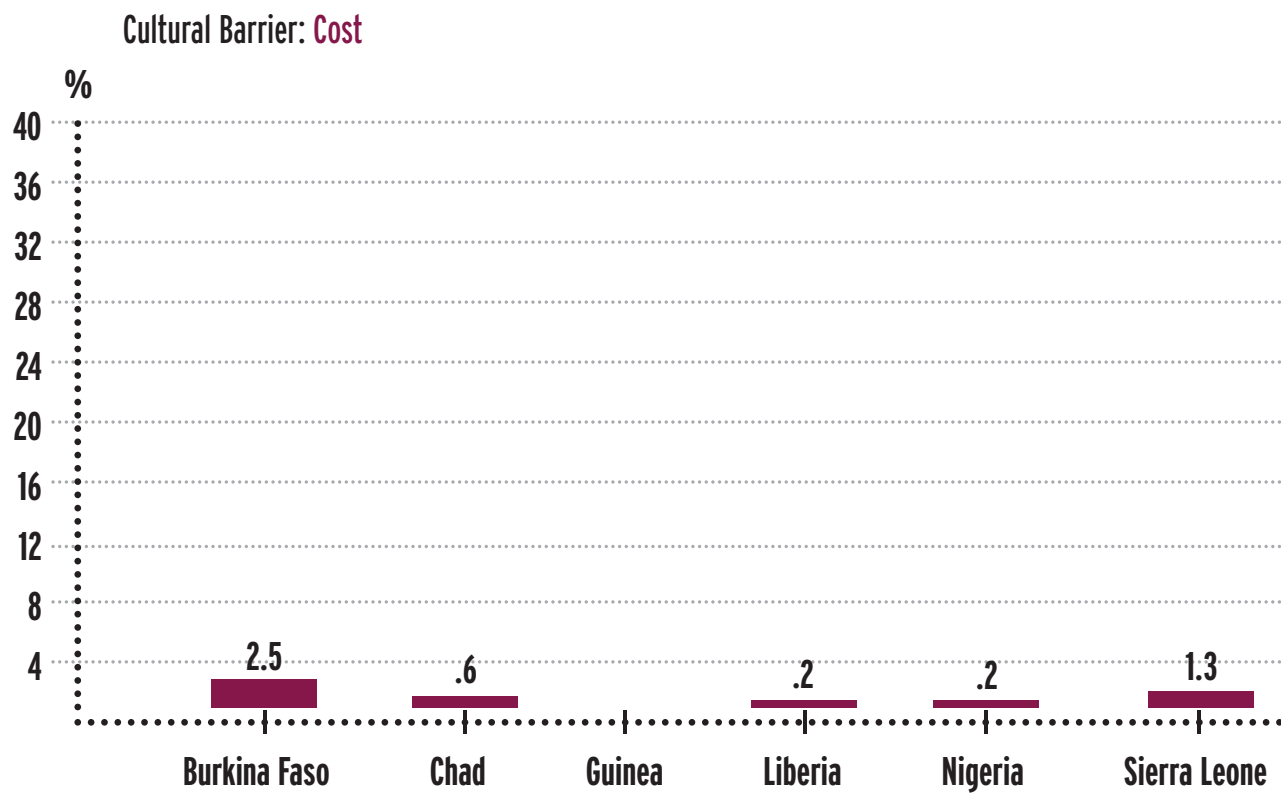
Demographic Health Survey

Reasons for non-use of contraception in Sub-Saharan Africa

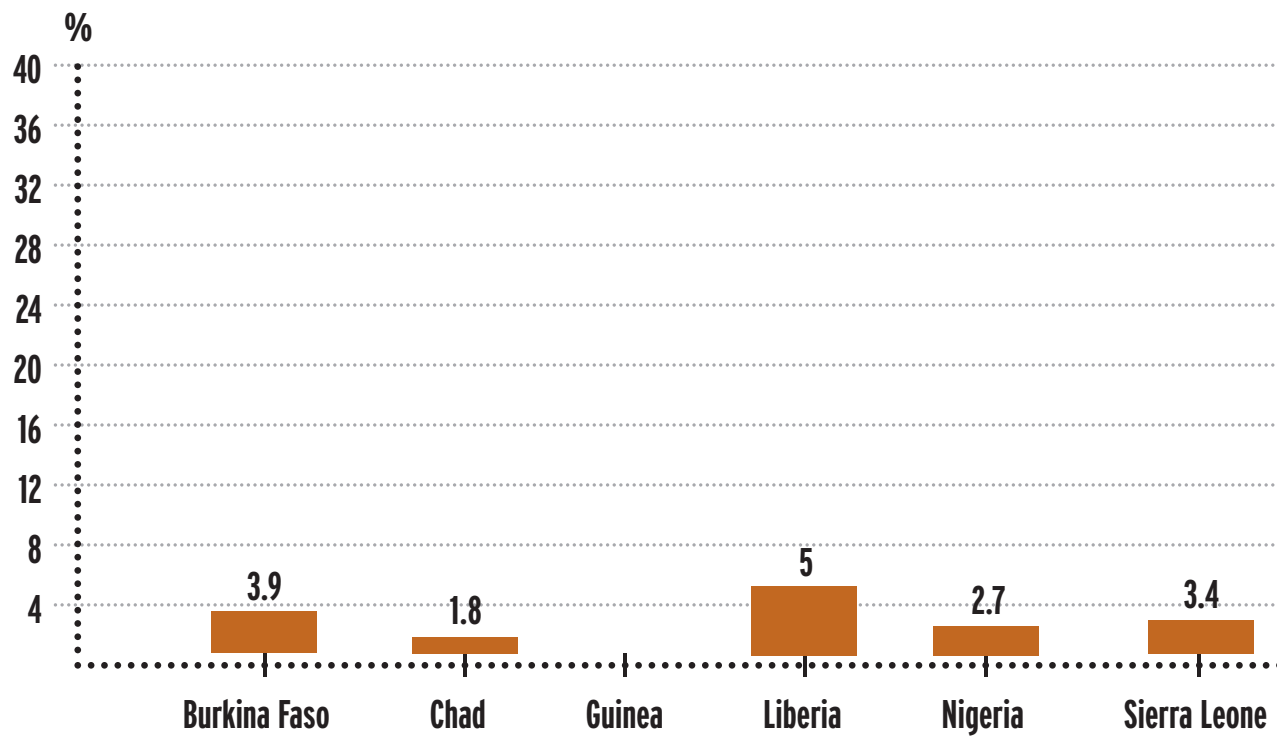


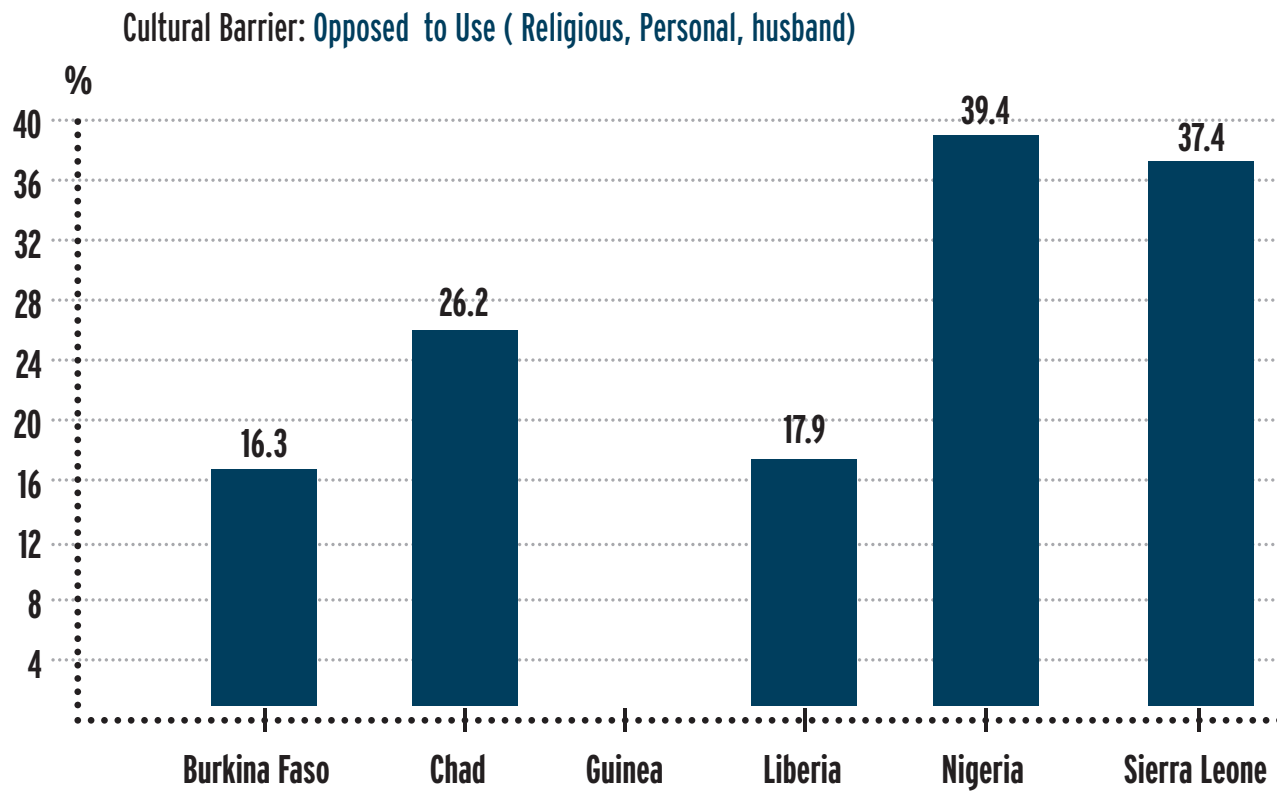
Cultural Barrier: Lack of Access



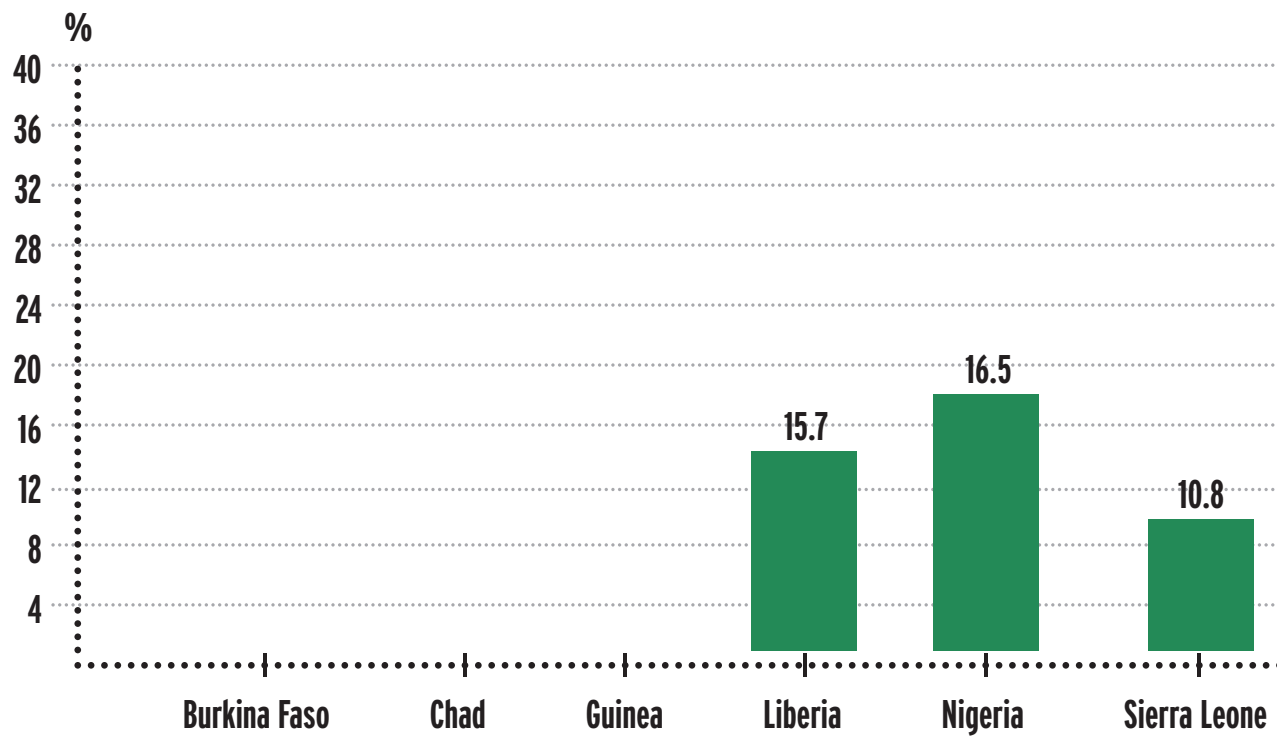


Cultural Barrier: **Concerned About Health Effects**

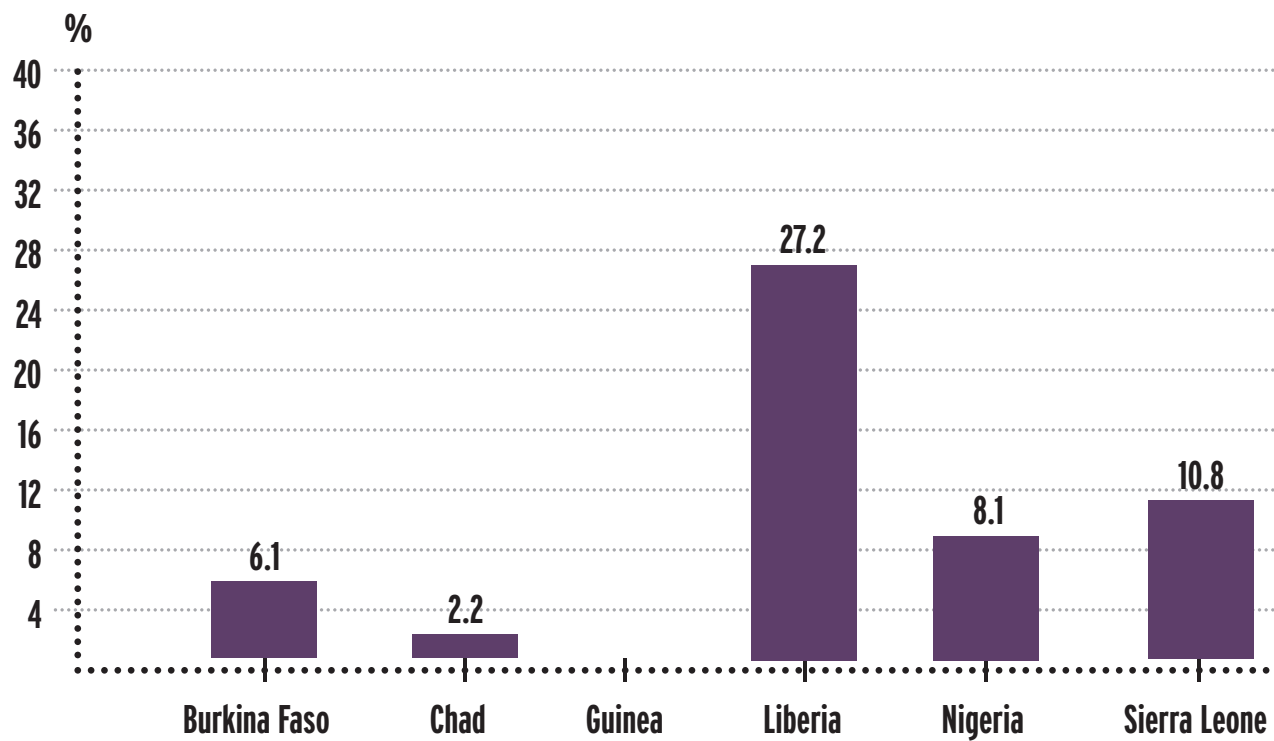




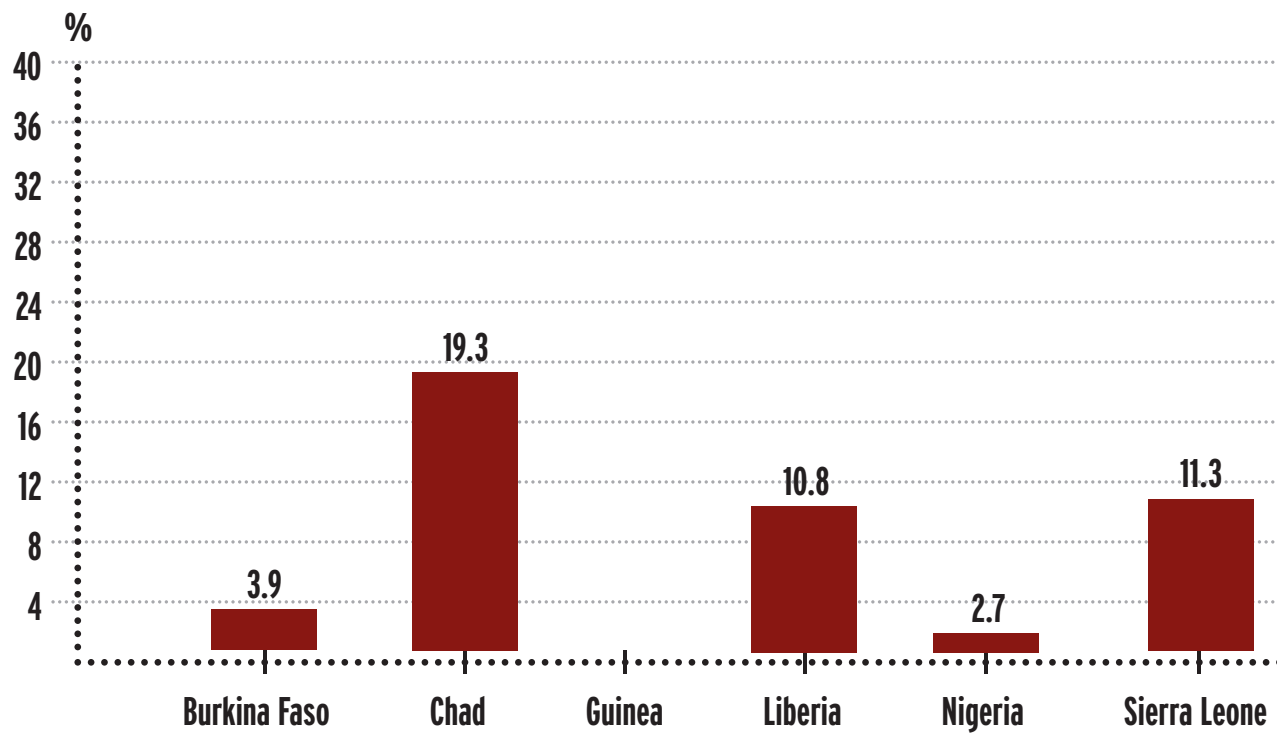
Cultural Barrier: **Wants as Many Children as Possible**



Cultural Barrier: Fear of Side Effects



Cultural Barrier: **Knows No Method**



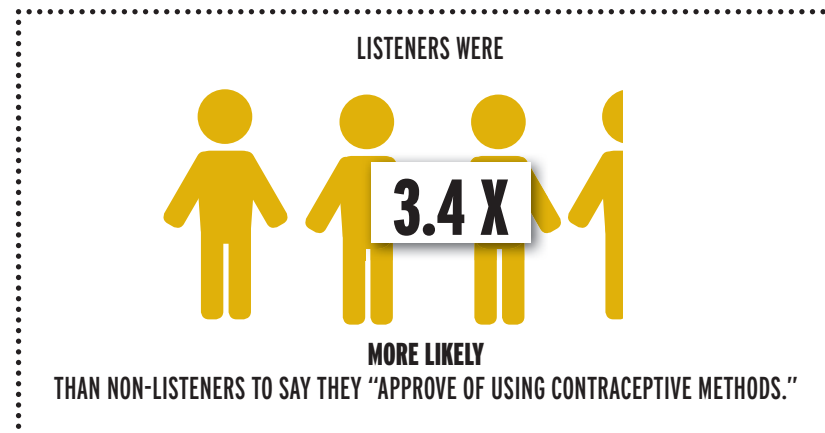
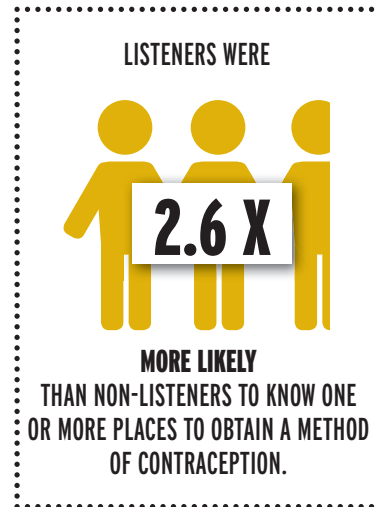
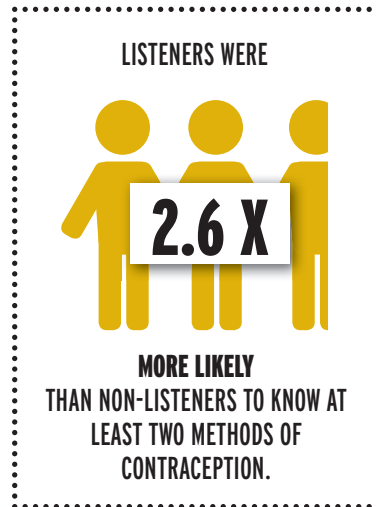


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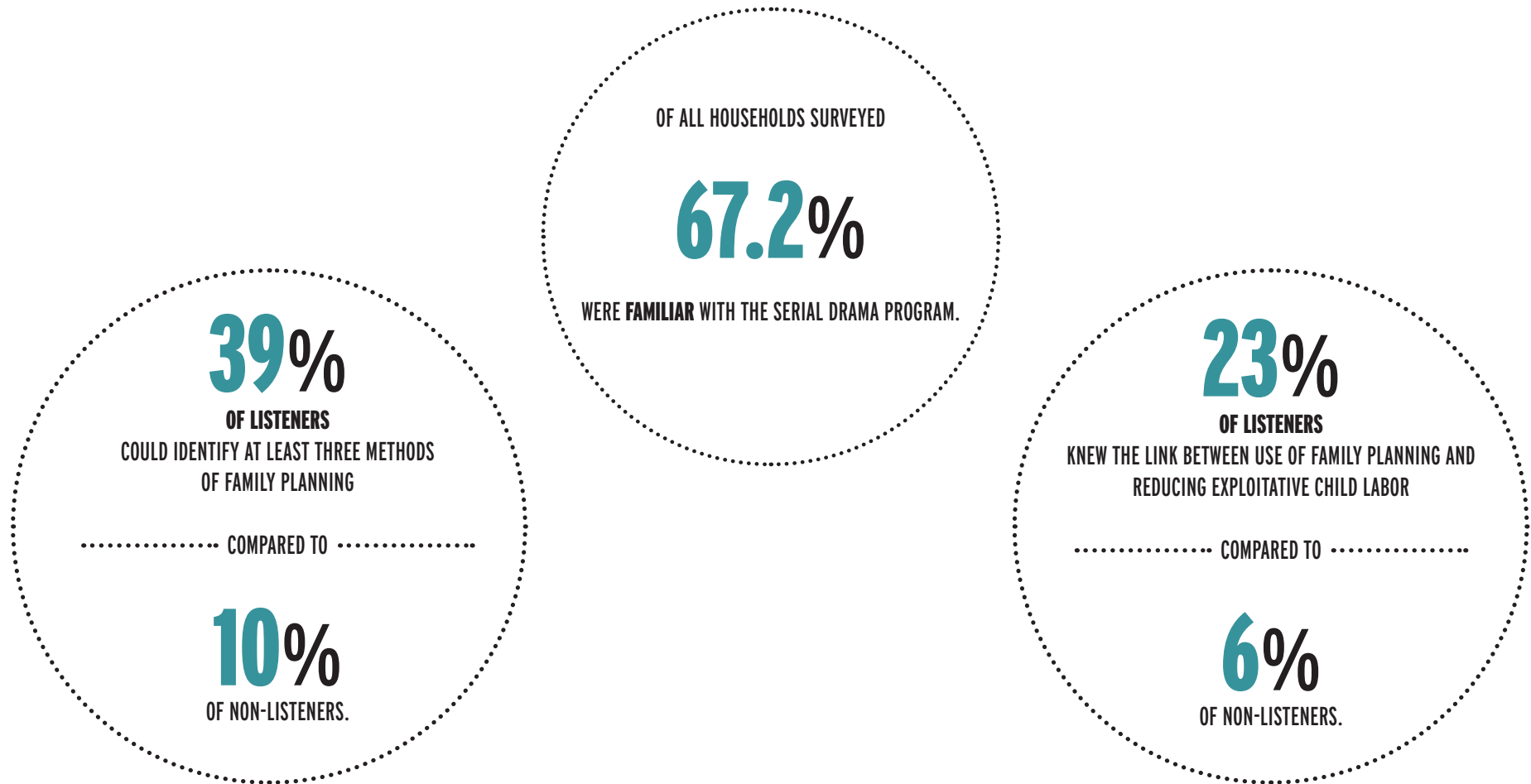
PMC's Radio Serial Dramas

Listener vs. Non-listener Comparison

Mali Radio Serial Drama *Jigi ma Tignè* ("Hope Is Allowed")



Niger Radio Serial Drama *Gobe da Haske* ("Tomorrow Will Be a Brighter Day")



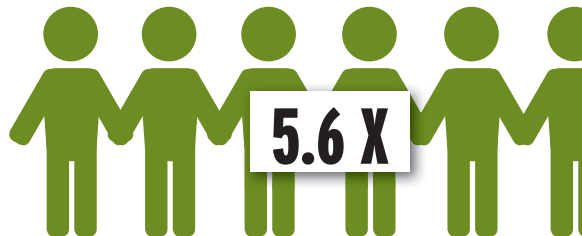
Nigeria Radio Serial Drama *Ruwan Dare* (“Midnight Rain”)



Nigeria Radio Serial Drama *Ruwan Dare* (“Midnight Rain”)



THE LIKELIHOOD OF RESPONDENTS SAYING THEY
“CURRENTLY USE SOMETHING TO DELAY OR
AVOID PREGNANCY” WAS



GREATER AT ENDLINE COMPARED TO BASELINE.

ON THIS INDICATOR, LISTENERS WERE



AS LIKELY
AS NON-LISTENERS TO SAY THEY
“CURRENTLY USE SOMETHING
TO DELAY OR AVOID PREGNANCY.”

THE LIKELIHOOD OF RESPONDENTS SAYING THAT USING CON-
TRACEPTIVES IS NOT “AGAINST THE WILL OF ALLAH” WAS



GREATER AT ENDLINE COMPARED TO BASELINE.

ON THIS INDICATOR, LISTENERS WERE



MORE LIKELY
THAN NON-LISTENERS TO SAY THAT
USING CONTRACEPTIVES IS NOT
“AGAINST THE WILL OF ALLAH.”

Ethiopia Radio Serial Drama *Yeken Kignit* (“Looking Over One’s Daily Life”)



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CHANGES IN ATTITUDES AMONG LISTENERS WERE **SIGNIFICANTLY GREATER** THAN AMONG NON-LISTENERS WITH REGARD TO SEVERAL ISSUES, INCLUDING IDEAL AGE OF MARRIAGE OF WOMEN.



		Ideal age for marriage of men	Ideal age for marriage of women
Listened to <i>Yeken Kignit</i>	Mean	25.18	20.61
	N	943	957
	Standard error of mean	.170	.129
Did not listen to <i>Yeken Kignit</i>	Mean	22.57	18.35
	N	1638	1670
	Standard error of mean	.115	.081
Total	Mean	23.53	19.17
	N	2581	2627
	Standard error of mean	.099	.073