



NIGERIAN URBAN REPRODUCTIVE HEALTH INITIATIVE

Entertainment Education Radio: Impact on Urban Poor Audiences Family Planning Use

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Background

- Entertainment-Education [EE] is an approach in which social messages are incorporated into entertainment programmes
- EE is especially relevant for population and reproductive health issues that require changes in social and cultural norms such as:
 - client-provider interactions,
 - adolescent sexual and reproductive health,
 - reducing causes of maternal mortality and morbidity,
 - reducing unwanted pregnancies,
 - civic participation in policy making and in community financing

Background ...cont'd

- The Bill & Melinda Gates Foundation supported an initiative in Nigeria from 2009 to 2015 to increase modern contraceptive use among the urban poor in six cities. The program utilized Entertainment Education as a key approach to generate demand for family planning
- The entertainment education format included a drama serial, testimonials, voice of the people, music, quizzes and a live call-in segment where a trusted medical provider and a local radio celebrity answered questions and announced quiz winners.
- Community level radio discussion groups listened to the programs each week and discuss issues and provided feedback.

NURHI'S Demand Generation (DG) Strategy

Focus of DG Strategy

The NURHI demand generation activities had 3 main themes:

- fostering dialogue about family planning;
- increasing social approval for family planning; and
- improving knowledge and perceptions of family planning methods





Picture: NURHI

Method

- NURHI's methodology was based on the theory that demand creation will drive supply and consequently lead to long-term sustainability of family planning program activities
- All program aspects were guided by Nigeria-specific ideational model for family planning, which is an index of knowledge, attitudes, perceived self-efficacy, descriptive norms and values that collectively predict contraceptive use

Method...cont'd

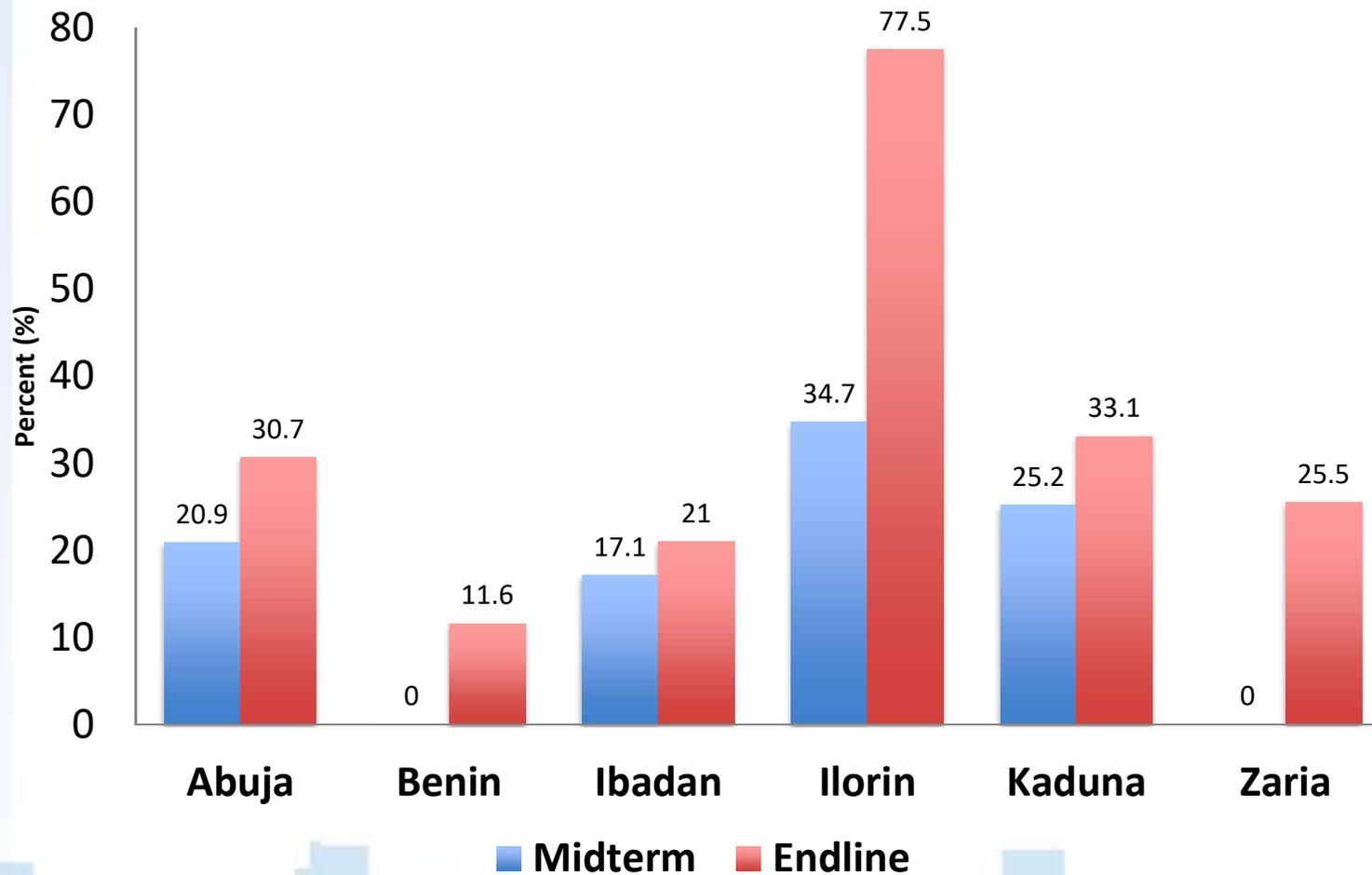
- Five separate weekly 'Get it Together' radio programs were developed, one for each of the Nigerian cities in order to cater to local languages and cultures
- The intended audience for the program was poor women aged 18-35
- The programs were on air from February 2012 through Feb 2014 for two cities (Ilorin and FCT), Feb 2012 through January 2015 for two cities (Kaduna/Zaria and Ibadan) and July 2013 – Feb 2014 for Benin.



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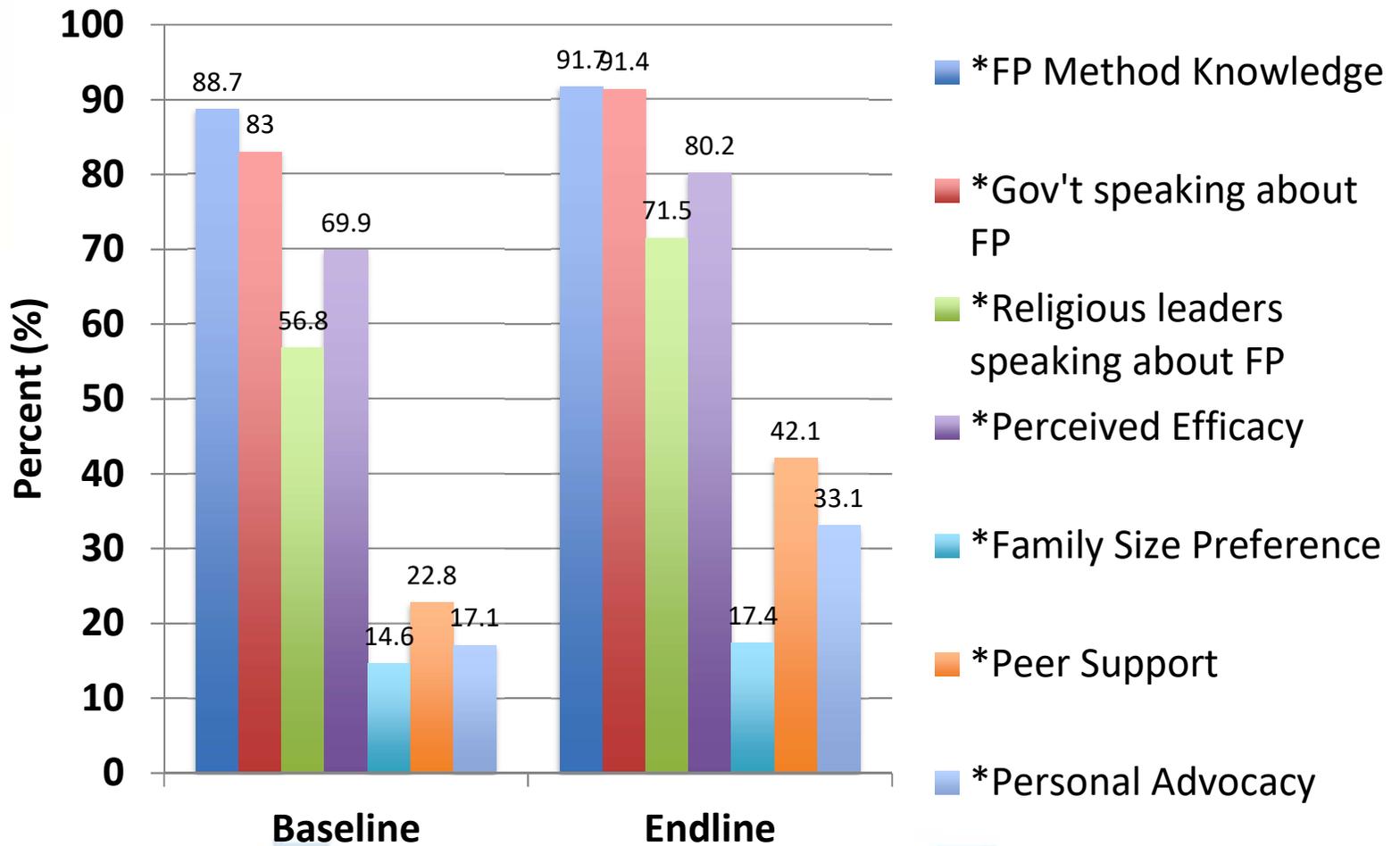
Results

Exposure to the NURHI Radio Drama in NURHI Six Cities



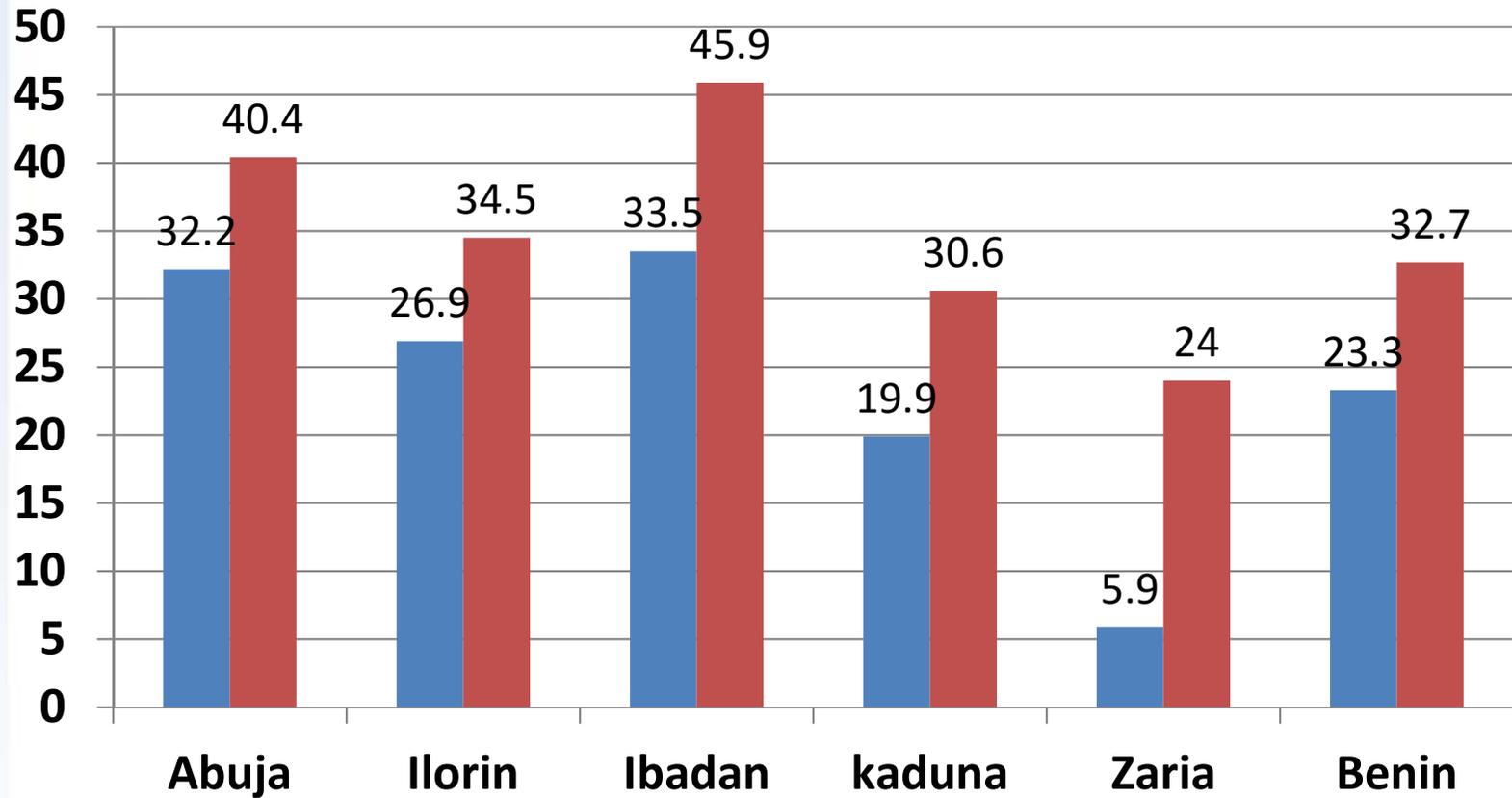
Source: NURHI/MLE Endline Result, 2014

Radio Program: Measuring changes in ideation



Source: NURHI/MLE Endline Result, 2014; *significant, $p < 0.0001$

Percent of married women using contraceptives at baseline (2010) and endline (2014) in NURHI focus cities



■ Baseline ■ Endline

Conclusions

- EE has been demonstrated to have a wide range of public acceptance and the ability to reach several audiences.
- It allows the audience to make family planning decisions on their own without being preached to.
- It promotes interpersonal and group communication and debate after exposure, thereby enhancing learning and behavior change.
- It is not restricted to one form of media, can be cost-effective and has been proven successful when implemented properly.
- Entertainment education can have a significant impact increasing demand for and use of family planning.