



NURHI 2

**Nigerian Urban Reproductive Health
Initiative Phase 2**

NURHI 2 SEASON 2 RADIO DESIGN DOCUMENT

***“People wey sabi”* get
it together...**

**A Radio Serial Drama/Magazine and Live
Phone-in for women and men desiring
quality life**



Design Document

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1. ACRONYMS AND ABBREVIATIONS

ARDA	-	African Radio Drama Association
CBS	-	Child Birth Spacing
CCPN	-	Center for Communication Programs Nigeria
CDC	-	Community Development Council
CHEW	-	Community Health Extension Worker
CPR	-	Contraceptive Prevalence Rate
CS	-	Child Spacing
DHS	-	Demographic Health Survey
FCT	-	Federal Capital Territory
FGDs	-	Focus Group Discussions
FMOH	-	Federal Ministry of Health
FOMWAN	-	Federation of Muslim Women’s Associations of Nigeria
FP	-	Family Planning
FPPN	-	Family Planning Provider Networks
IPCC	-	Interpersonal Communication and Counseling
IUD	-	Intra-uterine Device
JHCCP	-	Johns Hopkins Center for Communication Programs
KAP	-	Knowledge Attitude and Practice
LGA	-	Local Government Area
mCPR	-	modern Contraceptive Prevalence Rate
MOH	-	Ministry of Health
NASFAT	-	Nasrul-Lahi-L-Fatih Society of Nigeria
NAWOJ	-	National Association of Women Journalists
NCWS	-	National Council for Women’s Societies
NDHS	-	National Demographic Health Survey
NURHI 2	-	Nigerian Urban Reproductive Health Initiative Phase 2
NYSC	-	National Youth Service Corps
OAP	-	On-Air Personality/Radio Presenter
PPFN	-	Planned Parenthood Federation of Nigeria
SMS	-	Short Messaging System
STD	-	Sexually Transmitted Disease
TBA	-	Traditional Birth Attendant
TFR	-	Total Fertility Rate

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3.RATIONALE/ JUSTIFICATION FOR THE PROGRAM

Nigeria remains at the bottom of the global score-sheet when it comes to family planning (FP). Despite pressing need (high fertility, high maternal and infant mortality, and population pressures) and significant national wealth, the contraceptive prevalence rate in Nigeria has stagnated for a generation. The 2013 DHS found that nationally only 10 percent of married women use a modern contraceptive method; in 2003 the rate was 8 percent (International, 2014).

Despite recent increases in contraceptive use in Oyo and Kaduna states, the overall uptake of contraception remains low, particularly in Lagos and rural areas of Oyo and Kaduna. This is despite a large proportion of women who would like to space or stop childbearing. Unmet need for FP is highest in Kaduna state (24 percent) (Measurement, 2015), followed by Oyo (15.4 percent) (Measurement, 2015) and Lagos (11.8 percent) (International, 2014).

The Nigerian Urban Reproductive Health Initiative (NURHI 2) is a five-year project, in its second phase, (2014-2019) to reduce barriers to FP/childbirth spacing (CBS) use and increase the modern contraceptive prevalence rate in three states, Kaduna, Lagos and Oyo. Building on the successful NURHI 1 project, NURHI 2 will use a strategic combination of demand generation, service delivery and advocacy interventions. The NURHI project team is made up of three key partners: the Johns Hopkins Center for Communication Programs (CCP), the Association for Reproductive and Family Health (ARFH) and the Center for Communication Programs Nigeria (CCPN). NURHI 2 is funded by both Bill & Melinda Gates Foundation and TJ Mather.

Based on the NURHI 2 Demand Generation Strategy, the project will use communication to increase demand for FP among men and women. NURHI 2 will do this through an integrated communication strategy that employs a combination of social mobilization, media campaigns, and entertainment education. This demand generation strategy will scale up what worked in cities under NURHI 1 to Lagos State and both urban and rural areas of Kaduna and Oyo with a view to achieving the following:

- trigger dialogue at community and household levels,
- normalize family planning use,
- prompt couple discussion,
- correct misinformation and dispel fears surrounding contraceptive use, and
- refer men and women for services.

NURHI 2 incorporates two refined approaches. One is that the demand work will be targeted to specific audience segments across the whole states, rather than taking an urban poverty approach. These key audiences are intenders, traditional users, men and service providers.

NURHI 2 audience direction is based on the following findings and directions from landscaping, 2015 DHS, NURHI endline and other key research documents.

Understanding why some people don't use FP

Among women with unmet need, the most common reasons for non-use are health or the belief that they are not at risk of pregnancy, health or method-related concerns, or not being married or the belief that they are not at risk of pregnancy (PMA2020, 2015). Qualitative research among non-users in Oyo state, however, confirmed that primary reasons for non-use among women and men are concerns about side effects and health issues associated with modern contraceptives (Project, 2016).

Information on the four key audiences of NURHI 2

Intenders

A fair proportion of non-users intend to use modern contraceptives in future. In Lagos state, one-half of women who are not using any FP method say that they intend to use modern contraceptives in future; in Kaduna, approximately one-third of non-users intend to use; and in Oyo one-quarter say they intend to use modern contraceptives in future.

Traditional method users

Traditional methods users present another opportunity for increasing modern contraceptive use.

- In Oyo state, 13 percent of married women use traditional methods; in Lagos state, 18.7 percent use traditional methods.
- The most common traditional methods in both states are withdrawal and rhythm.
- Most of these women are older, from the highest wealth tertile and have completed secondary or post-secondary education.
- According to qualitative research in Lagos state, they prefer traditional methods because they believe that modern contraceptives are dangerous to their health.

Men

Men present another potential opportunity to increase contraceptive use, particularly in Kaduna and Oyo states where more than 80 percent of women require their husband's permission to use contraception.

- In Kaduna and Lagos states, women who discussed contraception with their husbands were two times more likely to use modern contraception than those who did not.
- Discussing family planning presents a substantial barrier to couples, largely stemming from traditional gender norms, cultural barriers to open communication, and inadequate information about contraception.
- Because it is such a difficult topic to discuss, many women use FP without their husband's, spouse's or partner's knowledge.
- According to the NURHI 1 endline evaluation, 6 percent of women in Kaduna city and 23 percent in Zaria city said they did not practice FP because their partners opposed it.

Service Providers

Service provider bias is a major reason why younger women are unlikely to use contraception, although they intend to in future.

- Many service providers believe it is not advisable for low parity women to use contraceptives because they could result in infertility, and many believe that it is not acceptable for unmarried women to have sex (Johns Hopkins Center for Communication Programs, 2015).
- In all states, young women who have never given birth or are unmarried are unlikely to use modern contraceptives.
- Those (young women) who do use contraceptives prefer condoms or pills that they can get from Patent and Proprietary Medical Medicine Vendors.

Key Findings from 2011 DHS secondary analysis and Focus Group Discussions include:

- Both ideal or desired family size and knowledge of modern FP methods are important factors influencing the need for and use of FP among urban women in Nigeria.
- Gender preference of children and religion are not driving influences on FP use.
- Regional influences are more powerful than religious differences in determining a women's ideal family size, participation in household decision-making and knowledge of FP methods.
- FP in Nigeria is framed by fear and mistrust that needs to be changed first.
- Women and men have a number of misconceptions about FP and some methods in particular. The fear of negative health impact proves to often be a serious barrier in considering FP.
- Burden of FP use is on the woman. Once the woman has the information and is convinced, she still has to convince her husband/ partner about FP. It was unanimously felt that if FP is adopted without the husband's knowledge/ approval, there would be suspicion of infidelity, etc. if the woman was discovered.
- Concerns with having many children center on greater responsibility for the man and the burden it creates for him. As a result, it was felt, that he ages prematurely. Nowhere was the health of the mother mentioned as a concern.
- Religious leaders wield great influence over decision making in such matters.
- Often when parents are unable to take care of their numerous children, their siblings (of the parents) become responsible.
- FP is seen as not easy to use and highly 'medicalized'. Only doctors can prescribe or tell you what method is good for you.
- FP is considered to be very risky compared to other risks related to pregnancy, abortion, and miscarriage. Sterilization and IUDs are considered especially risky. Modern FP methods are seen as riskier than the risks related to child bearing such as having a child before the age of 18, having closely spaced births, or having more than six children. Natural FP methods were seen as less risky in comparison to modern methods.
- However, respondents also agreed that one of the primary benefits of having a smaller family was the ability for children to get a better education.

Overall Guidance

- 1) Reinforcing all Ideational factors for FP** (Knowledge, Personal advocacy, Approval by government officials and religious leaders talking about FP, peer approval, Family size preference)

And focus on...

- Beliefs/Attitudes (addressing side effects, myths and misconceptions)
- Spousal discussion of FP
- Self efficacy

2) Reinforcing the Get it together NURHI 1: Awareness and Basic Knowledge Themes
Introduce 'Get it Together', reintroduce family planning/child birth spacing, Talk about it (family size, health, life goals), 'Get it Together': Get information, have conversations.)

And focus on...

Positive Image of Choices

- These are your choices (a method to fit your lifestyle)
- Here is where to get your services (Good, quality and friendly FP providers are available where you see the Get it Together logo)
- Talk about it (family size, FP)
- Get it Together: get a method

3) Key themes for the radio program are

- 1) Clarify facts about all methods
- 2) Couple communication – FP as a gateway to a better life
- 3) Emphasizing satisfied users among peers, family, community, users, in-laws
- 4) Address enabling environment – Advocacy Core Group, support from government and religious leaders
- 5) Get it Together promotion- friendly providers, Private Patent Medicine Vendors, satisfied clients
- 6) Get it Together logo and 'Know about family planning, Talk to your partner and Go for Family planning slogan promotion.

4. JUSTIFICATION FOR RADIO AS THE CHOSEN MEDIUM

Radio is the most common and pervasive medium of receiving information across Nigeria today apart from interpersonal communication with over 68 percent of Nigerian households owning at least one radio, not inclusive of radio-enabled mobile phones. Indeed, many mobile phones have in-built radios and with over 75 percent of Nigerians having access to a mobile phone, radio has a wide coverage in terms of geographical reach and language options. Radio has the capacity to reach a wide audience, up to millions at a time because it is so affordable, accessible, easy to use, and available in a variety of languages without requiring any literacy. Since radios are portable, listeners can have access to information and entertainment on-the-go whilst going about their normal everyday business.

Radio enjoys a high level of credibility in Nigeria, with most Nigerians believing that information heard on radio is factual. It allows for a variety of communication programming formats and several opportunities for social marketing of family planning messages. Although high exposure to radio communication can mean it can become background noise, and radio messages can be fleeting with listeners unable to rewind to hear something again, radio communication still remains the an optimal choice for target audiences to be entertained, educated and motivated to adopt FP.

The successes from NURHI I also revealed the importance of radio to generating demand for FP services. In the final evaluation of the project, radio was found to be single most effective activity in raising demand for FP which led to NURHI 1's success in increasing mCPR. Radio was also found to be the most

cost-effective activity in achieving project success. Radio's wide-reach meant that the project reached even more people than projected. Live phone-in radio programming also enabled everyday people to come in contact with the program by giving them the opportunity to call in with their questions.

5. AUDIENCES

As outlined in the NURHI 2 demand strategy the main audiences targeted for NURHI 2 are:

- Intenders, i.e. people who are currently non-users of FP but desire to space/limit births
- Traditional users, i.e. people who are currently using a traditional method of FP such as withdrawal method, standard days, rhythm method, use of charms, amulets or locally brewed concoctions.
- Men
- Service Providers

Some key secondary audiences are: Community members, aunties, religious and traditional leaders, and non-intenders, i.e. men and women who are currently non-users of FP and express no desire to space/limit births,

For NURHI 2, the primary and secondary audiences differ by state as follows:

KADUNA

Primary Audience

- **Intenders-** married, sexually active, low to medium education and income (18-30).
- **Traditional user-** Those who already use FP but used withdrawal, beads or other traditional methods.
- **Men-** sexually active, low to medium education and income (25-40)

Secondary Audience

- **Non-users/non-intenders**
- **Service Providers**
- Community members, Aunties, religious leaders, etc

LAGOS

Primary Audience

- **Intenders-** married, sexually active, low to medium education and income (18-30).
- **Traditional users-** married, medium to high education and income (over 25).
- **Men-** sexually active, low to medium education and income (25-40)

Secondary Audience

- **Service Providers**
- Community members, religious leaders, etc.

OYO

Primary Audience

- **Intenders-** married, sexually active, low to medium education and income (18-30).
- **Men-** sexually active, low to medium education and income (25-40)

Secondary Audience

- **Traditional users-** married, medium to high education and income (over 25).

- **Service Providers**
- Community members, Aunties, Religious leaders, etc.

Key desired behaviors for each of the audiences, along with the barriers and facilitators that may hinder or contribute to their achieving these desired knowledge, attitudes and behaviors are as follows:

**PRIMARY AUDIENCE - INTENDERS
PROFILE**

Funmi is a twenty (20) years old trader who lives in Ibeju-Lekki area of Lagos state. She is a Christian, married to Ayo and they have three (3) children. She completed her secondary school education and has a stall on Lagos Island where she sells provisions.

She has been having issues with her husband because of her fear of getting pregnant. She has not discussed these fears with her husband but just keeps turning his advances down. This has led many fights and she's afraid that her husband would seek alternative options.

Funmi aspires to expand her business and support her husband to provide a better life for the family and quality education for their children.

Desired knowledge, attitudes and behaviors.

After listening to the radio program, intenders will:

- Believe that using FP is a normal life decision.
- Have the correct information about FP methods..
- Speak about FP with their partners.
- Be able to appropriately weigh risk of FP use as against other every day risks.
- Believe that modern FP is a lower risk than using traditional methods.
- Know a place where they can comfortably and confidently access FP services.
- Use modern FP methods.
- Be willing to share accurate knowledge on safety of FP with their peers

Barriers

- low knowledge about FP methods and benefits
- Believes myths and misconceptions about FP
- Fears about safety of FP
- Not discussed FP with her husband
- Does not feel confident enough to take a decision on FP

Facilitators

Influential sources

- Friends who are satisfied FP users
- Her husband
- Family and in-laws who are satisfied FP users
- Religious and Traditional leaders
- Access to TV and radio

Motivational factors

- Desire to prevent unplanned pregnancy
- Desire to reduce stress (financial/ health)
- Desire to be able to achieve her personal goals (education, business, career)
- Desire to look younger, beautiful and fresh
- Desire to have stress-free sex/intimacy with partner

- Desire to be able to give your children and family a better life.
- Knowledge that using FP could translate to a better life for her children

PRIMARY AUDIENCE - TRADITIONAL USERS (LAGOS ONLY; SECONDARY IN OYO)

PROFILE

Wunmi Badmus is a 29-year old woman and a fashion designer with two children who are barely a year older than each other. Wunmi has secondary school education; loves parties ('owambe') is fashionable and hardworking (a hustler). She desires to be a Lagos socialite.

She is married to Adeyinka Badmus who runs an auto mechanic shop. He wants his family to do well and holds a secondary education as well. He hangs out at beer parlours.

Wunmi aspires to own a notable fashion design outlet and wants the best for her children and family. However, the recent economic hardship has taken a toll on her husband's business. Personally she is often tired and stressed because she has to manage taking care of two active toddlers and her fashion business. Trying to give herself some space before getting pregnant again she is using the traditional FP method. She is however worried about its efficacy because it failed once hence the reason for having two children within a space of two years.

Wunmi has heard about modern family planning methods before but her concerns are that modern FP could affect her health; her figure and looks. She is also worried about how to bring up the issue with her husband. She is influenced by her friends. A friend that she admires testifies to how she has been using MFP and its benefit to her wellbeing, family and business. She encourages Wunmi that using Modern FP will be more effective in preventing unplanned pregnancy which in turn gives her time to grow/do her business, especially since she had her two children in quick successions.

Wunmi expresses her concern about how to raise this issue with her husband

Desired knowledge, attitude and behaviors

After listening to the radio program, traditional users will:

- Believe that modern FP methods are safe.
- Believe that using modern FP methods is a normal life decision.
- Have the correct information about FP methods.
- Speak about modern contraception with their partners.
- Believe that modern methods are more effective than traditional methods (and the reverse, that traditional methods are less effective and can lead to unintended pregnancy)
- Know a place where they can comfortably and confidently access FP services.
- Switch from traditional to modern FP use.

Barriers

- Negative rumors, incorrect beliefs (ie. Myths) and misperceptions about modern FP methods:
- The thought that traditional methods are as effective as the modern methods.
- Fear of the impact of modern FP on her health.
- Fear of side effects: The impression that modern FP methods are unnatural and dangerous.
- Negative influence by peers and colleagues.
- Inadequate spousal communication

Facilitators

Influential sources

- Influence of a peer/friend that is a satisfied user.
- Knowledge of the efficacy of modern FP to prevent unplanned pregnancy via Television and radio.
- Knowledge of the inefficacy of traditional methods
- Husband or partner

Motivational factors

- Desire for an improved life style
- Desire for achievement of her dreams and goals for her family.
- Desire to prevent unplanned pregnancy.
- Desire to look beautiful and good.
- Spousal support.
- Desire to have stress-free sex/intimacy with partner.

**PRIMARY AUDIENCE- MEN
PROFILE**

Saheed Adam is a 25-year old man with post-primary education. He is married with one wife, Ekaette Sandra and they have two children. They live in a family house. Saheed is a trader who sells padlocks, locks, ropes and small building materials. He hangs out with his friends at viewing centres and joints.

He is frustrated from not having sex as a result of her fear of getting pregnant again. He has heard about FP but does not believe in it. He is domineering. He is religious, and wants many children. He associates family planning with promiscuity, believes negative rumors about the modern methods, and has never discussed family planning with his wife because he sees no need for it.

Desired knowledge attitude and behaviors

After listening to the radio program, men will:

- Be Knowledgeable about modern FP methods.
- Believe that FP methods are safe
- Believe that using modern FP is a normal life decision that will help with the challenges of family and children
- Speak with or initiate discussion about FP with their partners
- Use FP or actively support their partners' use of FP.
- Initiate knowledgeable discussion about FP with their peers (Advocate.)
- Believe that using FP will enhance intimacy with their partners.

Barriers

- Believes a lot of myths about modern family planning methods.
- Believes in male dominance and does not discuss with his wife. He dishes out instructions and expects his orders to be followed. Takes the family decisions
- Associates modern FP with promiscuity

Facilitators

Influential sources

- Peers,
- Community and religious leaders,
- Benefactors
- Communication – radio program sponsorship

Motivational factors

- Desire to be seen as a good caretaker (successful) of his family with shelter and financial security.
- Desire to provide shelter.
- Desire for quality life and to achieve goals (Successful in his business).
- Desire for stress-free intimate/sexual relations with his partner.
- Desire to prevent/reduce financial and emotional stress from having an unplanned family.
- Pride in being provider for a successful family.

SECONDARY AUDIENCE- FP SERVICE PROVIDERS PROFILE

Aisha is 37 years old, married with two children. She is a Christian, sociable, likeable, hard-working and able to speak English and her local dialect. She is a trained Nurse-Midwife, who had once been re-trained thereafter. She is well informed about modern FP techniques. She is the only FP provider at her facility. She is a middle-income earner and desires more to support her family, working in a Local Government Primary Health Care facility. Although she came from a traditional belief that unmarried women should not be involved in sexual practices, her education helped her to overcome that.

Her staying far away from her workplace makes her stressed by the time she gets to her facility. Due to facility being short staffed, she has a minimum of hundred people to attend to each day. She does not have adequate access to FP commodities, hence she offers her clients what is available. She used to have biases in various forms – she is not ready to give in-school youths services even when she knows that such youths are sexually active, she asks women to get their husbands' consent before answering them and her rudeness sometimes turn away clients from her facility. However, she is now trained in counselling skills and she has been able to put her biases aside and counsel her clients based on their needs.

Desired knowledge, attitude and behaviors

After listening to the radio programme, FP service providers will:

- Believe there is a safe and modern contraceptive to fit each client's life style, personal needs and aspirations for the future.
- Promote FP through a full range of methods based on the informed choice of clients, irrespective of parity/age.
- Counsel couples to appropriately weigh risk of FP use as against other every day risks.
- Dispel incorrect beliefs (myths) and misconceptions.
- Maintain confidentiality.
- Talk to other health providers about promoting FP based on client's needs.

Barriers

- Personal convictions/bias against giving certain methods to certain clients.

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- Cultural/societal bias, against certain groups of society leading to the use social norms to give family planning counselling (which may not favor youth, single women or women without spousal consent).
- Incorrect beliefs (Myths) and misconceptions about the side effects of FP
- High work load
- Poor IPCC skills
- Belief that other service providers also refuse to provide contraceptives to young unmarried women or women who are yet to have any children.

Facilitators

Influential sources

- Colleagues, supervisors and trainers
- Role models within the workplace

Motivational factors

- Personal fulfilment in helping others.
- Show of appreciation from satisfied clients.
- Desire for acceptance and respect from the community
- Desire for acclaim and recognition from their colleagues and supervisors
- Job satisfaction
- Desire for acclaim and recognition from colleagues and supervisors

SECONDARY AUDIENCE- NON-INTENDERS (NON-USERS) – KADUNA ONLY PROFILE

Halima is 27 years old, in a monogamous marriage with three children. She is a Muslim and she attended some secondary school. She is a housewife and her family is middle-class; thanks to her husband's hard work and her ability to take care of the family well. She has a lot of respect for her husband, viewing him as the 'king' of her home whose word is law. She rarely initiates conversation with him except regarding their children and their needs.

They live in an urban area of Kaduna and her two main goals are to make her husband happy and to ensure that her children are well-raised and grow up to be respectable people. She regularly attends Islamiyaa and enjoys watching tv, listening to radio programs, gisting with her friends and attending weddings, naming ceremonies and other social events. She also likes to cook for her family and feed them well.

Desired knowledge, attitude and behaviors

After listening to the radio programme, non-intenders (non-users) will:

- Discuss the timing and spacing of pregnancies with their spouses.
- Believe that modern contraception can help them have healthy and well cared-for children.
- Believe that using FP is a normal life decision that has many benefits.
- Have the correct information about FP methods.
- Know a place where they can comfortably and confidently access FP services.

Barriers

- Cultural inhibitions against planning families or spacing children. For example, belief that a man's worth is measured by the number of children they produce
- Perception that modern FP may be against religion; therefore desiring to have as many children as 'God gives them'.
- Has a high-fertility desire and believes the spouse shares the same.
- Doesn't think using FP is normal.
- Negative information from peers.
- Low literacy level- Does not know much about FP
- Not knowing what to where a FP clinic is or what to expect.
- Lack of information or skill to convince/negotiate with partner

Facilitators

Influential sources

- Spouse/partner
- Peers/friends
- FP service providers
- Religious and traditional leaders
- Parents and in-laws
- Access to FP programming and messaging showcasing it as a social norm via different media.

Motivational factors

- Desire to be able to give her children the best
- Desire to give appropriate space between pregnancies
- Desire for peace of mind with regards to intimacy with partner without fear of unintended pregnancy.
- Desire reduce stress (financial/ health)
- Desire to be able to achieve her personal goals (education, business, career)
- Desire look younger, beautiful and fresh
- Desires to belong and feel "among" with her friends

COMMUNITY MEMBERS (PEERS)

Desired knowledge, attitudes and behaviors

After listening to the radio programme, community members will:

- Believe that well spaced pregnancies improve the health and well being of children and their families and is a normal life decision.
- Believe there is a safe and modern contraceptive method available to them that fits their or their friend's life style, personal needs and aspirations for the future
- Know that FP methods are safe for women to use and if there are side effects they are temporary and minor and the benefits outweigh this
- Visiting a FP facility and/or adopting a modern FP method
- Know importance of and provide emotional and social support to use modern FP.

Barriers

- Incorrect beliefs (rumours) and misconceptions about modern FP methods
- Respect and accolades given to men and women who produce many children

- Fear of negative reaction from peers/ initiating gossip
- Consider that FP is a personal issue

Facilitators

- Community members want to be able to help their friends and neighbours
- To be seen as a knowledgeable and good friends and neighbours.
- Community members are often very trusted sources of information and support.

AUNTIES (OLDER WOMEN)

Desired knowledge, attitudes and behaviors

- Older women will value well educated and healthy grandchildren over large numbers of grandchildren
- Older women will have correct information about FP to methods to give appropriate counseling to younger women/men
- Older women have positive influence on the in-laws in the use of FP
- Older women will know a place where they can comfortably and confidently access or refer someone for FP services
- Sexually-active older women will use modern FP methods.

Barriers

- Misconceptions/incorrect beliefs (myths) about modern FP
- Peer influence through bad undesirable past experience sharing
- Value placed on a woman or man's ability to have a large number of children.
- Belief that religion and culture do not support for use

Facilitators

- Positive peer group influence
- Positive community/religious leaders influence
- Older women's children who are informed and using the FP methods.

6. OVERALL MEASURABLE OBJECTIVE

After listening to NURHI 2 program the audience will:

- Have correct information about FP
- Have overall positive perception of FP methods
- Know where to access family planning services as identified by the 'Get it Together' Blue, Yellow and Orange puzzle pieces logo.
- Talk positively and freely about FP at the household (especially with partner) and community level with peers and encourage others to use
- Feel increased social support for FP from partners, peers and other family members.
- Both women and men take responsibility and go for FP services
- Believe FP is a normal life decision more people make
- Approve of FP and believe others in the community, including religious leaders do too.

7. OVERALL PURPOSE

The overall purpose of the programme is the following:

- To educate the audience on benefits of FP
- To motivate wider acceptance of FP as a normal way of life
- To demonstrate men and women making FP a part of their lives
- To promote friendly FP service providers
- To demonstrate social support for FP by men, women, peers and other family members.
- To promote the campaign brand logo and tagline linking listeners to services

8. OVERALL MESSAGE

The overall message of the 'Get it Together' Radio program is that planning your family can help you and your family members achieve your dreams. You will be successful, beautiful and live longer and your children are more likely to be healthy, educated and successful in life.

Definition

Family Planning could be described as a effort by a couple to decide when and at what intervals they want to have children.

Key Messages

- Make Family Planning a regular part of your life
- FP is good, effective, safe, stress-free and acceptable. The right method is the one that suits you.
- There is an FP choice for everybody and you have the power to make an informed choice.
- Lots of women in our state are using a modern FP method.
- People "wey sabi" use FP.
- Get it together and use family planning. Know. Talk. Go.
- FP helps improve your quality of life.
- Helps the family manage its available resources so the children can grow healthy and be educated well.
- You will find the FP providers friendly and they will provide quality FP counseling and services.

9. OVERALL EMOTION

The overall emotion to be conveyed by the program should be:

- Love for children and family
- Love and understanding between couples
- Pride
- Hope
- Self-confidence
- Young people ambitious for a better future for themselves and their family. They are making the smart and fashionable choice by planning and making well thought out decisions about their futures.

10. NUMBER AND DURATION OF EACH EPISODE

All three radio programs will be 26 episodes at 60 minutes per episode. Kaduna, Lagos and Oyo will each have 30 minutes of pre-recorded magazine and 30 minutes of live call-in with an On Air Personality (OAP) and an FP expert and/or trusted source (e.g. satisfied users and religious or traditional leaders)

11. FORMAT

The plan for NURHI 2 Season 2 radio programs is the development of three 26-episode programs with a localized serial drama and magazine elements.

The above mentioned three programs will all have a 30-minute magazine element and a 30-minute live section.

As per agreement in the workshop, each of three states (Kaduna, Lagos and Oyo) will follow unique formats, based on state preference. The format schedules below are designed to keep the program fast paced and upbeat and in keeping with the taste of the audience in the state. The magazine elements are designed to flank the drama with voices from our listening audience and present the key information in an entertaining way.

The broadcast for Lagos and Oyo States will be in Yoruba language, whilst for Kaduna State, the radio program will be in Hausa.

Specifically, the following format elements were selected by each state for their radio program:

Kaduna State (*Komai Nisan Jifa*)

1-hour Hausa program:

Magazine (30 minutes)

- Links (W/ hosts Nada and Said)
- Drama serial
- Testimonial (two minutes)
- Quiz
- Live call- in (30 minutes)

The Kaduna state representatives reinforced that the topic should ALWAYS be referred to as child birth spacing (*tazaran haihuwa*) in Kaduna and NEVER family planning (*tsarin iyali*).

Lagos State (*Se e rigbo*)

1-hour program: Magazine (30 minutes)

- Links (Scripted hosts – Omo Alhaja and DJ Deli)
- Drama serial
- Testimonial (two minutes)
- Quiz
- Live call- in (30 minutes)

Oyo State (*Ireti Eda*)

1-hour Yoruba program:

- Links (Yinkus and Bosun)
- Serial drama
- Testimonial (two minutes)
- Voxpop (one minute)
- Live call- in
- Quiz

Brief Description of each format element

Sig Tune and Friendly Hosts – Use existing sig tune for each of the 3 programs. The host(s) in all the programs must come across as friendly, funny, trustworthy, knowledgeable, etc.

Vox Pop – Ireti Eda (Oyo state) is the only program with voxpops. The questions for the vox pop should be provocative, edgy and controversial. They would be linked to the topic of the day. These should be short comments and not more than three.

Serial Drama – A new fresh 26-episode serial drama will be developed .

Music -The music must be what is popular with the intended audience and the project must ensure that the lyrics are appropriate for the program.

Links with the Get it Together Promo spots and the ‘Get it Together’ song by Psquare and Tiwa.

Either a NURHI 2 radio spot or the ‘Get it Together’ song will be in each episode. Some of the NURHI 1 spots have been edited and should be shared with ARDA when the edit is complete. (This is especially the case for the Lagos ones). Also, there will be new radio spots for the campaign, and those should be shared with ARDA when they are completed.

‘Testimonial’ or ‘My Story’ – ARDA will collect real stories from the field with support from NURHI 2 staff and partners and edit.

For selection of people to be interviewed for testimonials. Please prioritize selecting members of primary audiences i.e. women and men who are satisfied users or traditional users (for Lagos) and people who have not always agreed with FP but have overcome their fears of rumors, incorrect beliefs (myths) and misconceptions and now enjoy their methods. Testimonial respondents should be of different ages representing the audience profiles presented in the audience profiles above.

Note that this testimonial or my story could also be characters from Newman Street or the radio serial drama.

Quiz - The questions will be about the content or the characters in the episode and linked to the main message of the episode. These quiz questions will be made very easy and the prize will be announced as the 1000 Naira phone card. The quiz will be announced during the live portion using the same phone numbers.

Live Phone-in- A separate guidance document for the live call- in program will be developed for each state, this time in Hausa or Yoruba, as appropriate.

12. NOTE TO THE WRITER AND SCRIPT REVIEW TEAM

Thoughts for the writers:

Transmedia Approach

Characters from the radio program serial drama will be the ‘faces’ and ‘personalities’ of the overall NURHI 2 Campaign radio and TV spots, posters, bus banners, social media, Interactive Voice Response (IVR) system etc. This will help the pivotal characters to come to life for the intended audience by seeing them in different media. The main characters used in the transmedia will likely represent the key intended audiences of the program intenders, traditional users, men and service providers. After the characters and stories are developed, NURHI 2, ARDA and others will work with a creative agency (Prima Garnet Africa) to help the radio characters come to life on these other media.

As a part of the transmedia approach, it is anticipated that NURHI 2 will be developing an IVR system that will include set of prerecorded answers to the most common questions that come into the radio program. The prerecorded part may be one of the trusted characters answering the questions in a chatty, realistic

way. With this resource, anyone with a cell phone will be able to get answers to their burning questions anytime of day from a trusted source.

Link with overall campaign

The 'Get it together' campaign encourages people to use the resources they have and put the puzzle pieces of their life together for a brighter future. The 'Get it Together' campaign includes TV, Radio spots, the Newman Street TV program, the 'Get It Together' and community screening/mobile screenings as well as a number of campaign promotional materials.

- In NURHI 2, it is important that we use the tagline wherever possible and recognize the transmedia approach of integrating the different 'Get It Together' media elements into one another.
- A new catchphrase to use is "People wey sabi (na dem wey dey plan well)", from the 'Get It Together' official song. Also make liberal use of the state-specific slogans: "*Ko kun gane*" in Kaduna, "*Se e rigbo*" in Lagos and "*Se o jasi*" in Oyo, phrases which all in essence mean "*Have you heard?*"
- It would be great if the audience begins to associate 'Get it Together' with FP so that they see it is an alternative slang that can be used to discuss FP openly. "Get it together" / "People wey sabi" could be strategically used in the drama script.

Other notes.

- The campaign theme 'Get it Together', Know about FP, Talk with your partner, and Go for Family Planning services' should be used at the beginning and end of every episode.
- Where possible, the live call-in segment can promote the week's Newman Street episode and bring up an interesting thing happening that week in the program.
- The radio program may incorporate inserts and greetings from Newman Street celebrities that can be used as inserts during the live call in.
- The radio program can promote the FP song contest where listeners can record their local language version of the "Get it Together" "*people wey sabi*" song with the prize being their entries will be aired on the show and they'll be given credit.
- Please ensure that the phone numbers for the quiz are read slowly and mentioned twice for each episode.
- Please keep this program with an innovative and exciting feel and energy, colourful characters, use humour.
- Please continue to show some of the 'key life events' in the program that 'normalize' the concept of family planning by demonstrating how that concept can be discussed or acted on during regular events – like 'freedom' graduations, weddings, baby namings and Christmas/Eid. Another aspect of 'key life events' is to have characters in different life stages and realistically show what they're thinking and going through. For example, someone who has no children and wants to pursue their education sees FP very differently to someone who has one child or many children– and that we need to keep these 'life stages' in mind.
- NURHI 2 is promoting integration of services – that is, that someone may go to the health services for questions about breastfeeding or child immunization –and get more information on FP at the same time.
- When it comes to the magazine elements, we trust that your team will be provocative, 'edgy' and getting audience real reactions to spark discussion.
- Make the quiz questions very very easy and ensure that the answers to the quiz have been said over and over again in the magazine

• Side Effects vs Incorrect beliefs (Myths) and Misconceptions

- Dealing with side effects:

We will share main side effects of specific methods and be sure to mention every time that they are normal, and are often only there at the beginning. Just as there are temporary changes in a woman’s body when she is pregnant, There may be some temporary changes when she is using a modern family planning method. Not all women experience these side effects but if they do occur, be calm. Know that they are normal and temporary and should not cause concern. They often resolve by themselves after a few months. Many women know about these side effects from the beginning and they are okay. They stick with their method. If anyone has questions, then go to see a provider.

Incorrect beliefs (Myths) and Misconceptions

Lots of questions about incorrect beliefs (myths) and misconceptions will come through the live call in portion and are to be dealt with by a provider. We need to be very careful with these myths and misconceptions because we could be reinforcing them if we talk about them too much or in an inappropriate way on the radio. We can address them a bit creatively.

Myth or Misconception	How we can deal with this subtly
Using contraceptives can make a woman infertile	- Satisfied user testimonials/drama characters who used FP and then had a child and then went back on FP
People who use contraceptives end up with health problems	- Satisfied user testimonials/drama characters who used FP maybe for some time or a long time ago and they are healthy
Contraceptives can harm the womb	- Satisfied user testimonials/drama characters who used FP maybe for some time or a long time and are healthy/have healthy children - Satisfied user testimonials/drama characters can explain how at first they were worried but then they overcame their concerns through counseling...
Reduce woman’s sexual urge	- Satisfied user testimonials/drama characters who have improved relationship after starting FP. - Or satisfied user testimonial/drama character who was worried about sexual urge but found out that the women’s physical sexual urge is not affected by an FP method. She may feel more comfortable to have sex because she won’t be afraid of unintended pregnancy
Causes cancer	- Let this come up with the call-in. Not prompted
Can give deformed babies	- Let this come up with the call-in. Not prompted
Dangerous to your health	- Satisfied user testimonials/drama characters who used FP maybe for some time or a long time ago and they are healthy
Women who use FP may become promiscuous	- Avoid having testimonials or drama characters who are using FP be promiscuous. - Happy couple testimonials.

Thoughts for the Script review team and NURHI implementers

A NURHI 2 Staff member will be at all live call-in recordings in each city. This will be covered by the NURHI 2 site office budget.

For the live call-in portion, NURHI will continue to provide transport and refreshments for the health service provider. Also, if there is a guest to the live call in such as an in-law, this would come from NURHI 2 side. ARDA will take care of the OAP.

It is expected that the NURHI representative on site for recording will send a one-page report (format will be provided) detailing what transpired to the DGA with a cc: to CCPN and ARDA. ARDA will also ensure that a recording of the live portion of the program is provided to NURHI weekly.

It is expected that ARDA will work with the radio station in the collation/ documentation of all questions asked or comments made by callers during the live call-in broadcasts of the radio programs.

One lesson learned from NURHI 1 is that the project can communicate even better between all parties. If anyone from NURHI 2 has any issue about the Radio production or live call-in or broadcast to, they should communicate with ARDA quickly and directly so that they can take action.

13. TOPIC SEQUENCE

The following is the proposed topic sequence for the 26 episodes of NURHI 2 Season 2:

	TOPICS
1	Introduction (no message)
2	Building trust in your relationship (Communication is Key)
3	What is Family Planning?
4	Family planning methods: General overview
5	Benefits of Family planning to family health and wellbeing
6	Importance of spousal communication
7	Family planning benefits for mothers
8	How to negotiate with your husband for FP
9	Family Planning Methods: Injectables
10	Family Planning benefits for men
11	How to negotiate with your wife for Family Planning
12	FP service providers are friendly
13	Religious leaders support FP
14	Family Planning Methods: Implants
15	How men can support FP including when their wives have side effects
16	Family Planning Method: IUD
17	Service providers provide services based on clients' needs.
18	Modern Family Planning is safe
19	Many couples are using Family planning you just don't know it.
20	Modern Family planning helps couples get closer.
21	Satisfied user: Discussing with peers and friends (Women)
22	Family Planning and My Career Goals
23	There is a method for everyone and it is easy to switch.
24	Choosing modern family planning over traditional methods
25	Satisfied Users: How men can support one another
26	Family and In-Laws support family planning

14. SPECIFIC CONTENT FOR EACH EPISODE

EPISODE 1:

Topic: Introduction

MEASURABLE OBJECTIVES: After listening to this episode, the intended audience will:

KNOW:

- The time and station for listening to the radio program
- The names of the characters in the program

FEEL:

- Interested and excited to listen to the radio program

DO:

- Tell family and friends to listen to the program including the time and station

PURPOSE:

- To motivate audiences to listen to the program regularly

CONTENT:

Story

This radio program is a part of the 'Get it together' campaign which gives information about FP and helps people know about modern FP methods and where to access FP in their communities. The 'Get it together' program has engaged religious and opinion leaders, service providers and users to speak on radio and TV, newspapers and community events at Churches and in mosques in support of FP. You can also find out more from friendly providers wherever you see a get it together symbol which is a logo with the blue, yellow and orange puzzle pieces logo.

Include the days, time and listening station of the program.

If there is any quiz or other interactive activity, explain to the audience how it will work.

- Explain that the exciting format includes an extended live call-in portion to give you more time to interact with experts.

SIMPLE DOABLE ACTION:

Tell family and friends about the radio program.

LIVE CHAT

TALKING POINTS

- Talk about the characters in the first episode.
- Explain that the exciting format includes an extended live call-in portion to give you more time to interact with experts.
- Explain how the quiz works - N1000 recharge cards will be won and that winners's names will be announced from time to time. Have you heard your name on the radio yet?

EPISODE 2

Topic: Building trust in your relationship (communication is key)

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That communication between couples can increase trust and lasting relationship

FEEL

- ***Confident*** that open and frequent communication can create trust in their relationship

DO

- Talk to their spouse more frequently

PURPOSE

- To inform couples about the benefits of communicating openly
- To motivate couples to talk to one another

WHY IS THIS AN ISSUE?

Some couples are reluctant to discuss issues (including family planning) in their relationship. This leads to a lack of closeness or lack of trust between them. Discussing openly and freely with each other helps to eliminate insecurities around infidelity.

CONTENT:

(Note that this episode is about communication in general, not just family planning)

Building trust means talking honestly and freely about everything. Couples should be able to share simple information like what you want to do for the day, your ambitions for yourself or your children, decisions about money, food, health, school, clothes, job, family and religion. Regular gist.

Making decisions together will help build trust, avoid misunderstanding and foster a lasting relationship; they are able to vouch for each other whether they're in the same place or not.

Catchy phrase:

“Two heads are better than one”

“*Hannu daya baya daukan jinka*”

“*Igi kan ole dagbo se*”

SIMPLE DOABLE ACTION:

Discuss a new topic that will be of interest to your spouse.

LIVE CHAT TALKING POINTS

(Note that this episode is about communication in general, not just FP)

- Building trust means talking honestly and freely about everything.
- Share simple information with your spouse like money, food, health etc, regular gist
- Making decisions together will build trust. They are able to vouch for each other, whether they are in the same place or not.

If a couple is united in their thoughts and purpose, then they will build a strong, reliable and trusting relationship.

YORUBA

- Ifokantan nii se pelu siso ooto ati bibaraeni soro nipa ohunkohun.
- O lee ba oko tabi iyawo re soro nipa awon ohun kekeke bi owo, ounje, ilera ati awon ohun to nlo layika.
- Ti e ba jo nse ipinu papo, yio tubo je ki e lee fokantan ara yin. Iru tokotaya bee yio lee fowo soya fun ara won, yala won jo wa ni ibikan naa tabi be ko.

Ti toko taya ba fimo sokan, won yio ni ibasepo to muna doko pelu ifokantan.

HAUSA

- Ma'anar gina yarda shine tattaunawa cikin amincewa da walwala akan ko wani al'amari
- Ka/ki tattauna da matarka/mijinki a saukake akan abubuwa kamar harkar kudi, abinci, kiwon lafiya da sauransu
- Yanke shawara tare zai gina amincewa akan cewa wadannan abubuwa zasu sami dangantaka mai karfi da kuma gina yarda tsakanin juna. Ma'aurata zasu iya bada tabbaci akan juna ko da basu tare a waje daya.

Hannu daya bata daukar jinka. Idan ma'aurata nada hadin kai a tunaninsu da manufarsu zasu gina dangantaka mai karfi, mai dorewa da kuma yarda.

Tattaunawa tsakanin ma'aurata koda yausha zai kawarda sabani ya kuma tabbatar da dagantaka mai dorewa

EPISODE 3

Topic: What is Family Planning?

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- What FP is
- That FP is a way of life

FEEL

- **Convinced:** that FP is a viable solution to living a quality life
- **Confident:** that there is a safe way of spacing child birth

DO

- Discuss family planning freely as a way of life

PURPOSE

- To educate on what family planning is
- To promote FP as a way of life

WHY IS THIS AN ISSUE?

FP has a negative reputation among many Nigerians, because they do not understand what it really means and whom it is meant for. Many have the misconception that FP is all about limiting the number of children one can have, while others believe it is not safe. They see FP to be against religion and also that FP is not a normal life decision.

CONTENT:

- FP is a way of life, it is not different from any of the many essential decisions one makes over the course of their lives; just as one must decide who to marry, where to live, where to take your children to school, type of food you want to eat, family budget.
- It's a 'rest' for the mother in between pregnancies
- All religions support family planning
- It is an easy and safe way for you and your partner to have children when you want them
- There is an FP choice for everybody and you have the power to make that choice.
- "people wey sabi" dey use FP
- It promotes quality living for the entire family (includes good education for the children, peace of mind for the couple, ability to provide adequate accommodation and less stressful life)

SIMPLE DOABLE ACTION:

Tell someone something new you have heard about FP today.

LIVE CHAT TALKING POINTS

- It is a 'rest' for the mother in between pregnancies. It is a safe way for you and your partner to have children when you want them
- There is an FP choice for everybody and you have the power to make that choice.
- "people wey sabi" dey use FP
- FP is a way of life. It promotes quality living for the entire family (includes good education for the children, peace of mind for the couple, ability to provide adequate accommodation and less stressful life)

YORUBA

- Ifetosomobibi a maa fun obirin ni isinmi to ye laarin omobibi. O je ona ti tokotaya fi lee bimo nigbakugba ti won ba fe lai mewu dani.
- Ilana Ifetosomobibi wa fun olukuluku lorisirisi, koda o ni anfani lati yan iru eyi ti o wu o
- Awon to jasi/soji lo n feto si.
- Ifetosomobibi je ona igbeaye, O je agbateru igbe aye iderun fun gbogbo ebi (ore ofe a wa lati fun awon omo leko to yekooro, ifokanbale a si wa fun tokotaya lati le gbe igbe aye to yaayi)

HAUSA

- Hanyar hutu ne ga uwa daga haifuwa zuwa haifuwa. Hanya ce dake da kiyayewa gareka da matarka domin ku sami 'ya'ya a lokacinda aka shirya
- Akwai za bin hanyar tazarar haifuwa ga kowa kuma ka na da dammar yin wannan zabi
- Wadanda suka gane, su ke tazarar haifuwa
- Tazarar haifuwa hanyar rayuwa ce. Yana inganta rayuwar iyali gaba daya (har ga kyakyawan ilimi ga 'ya'ya, kwancinyar hankali ga ma'aurata da kuma zarafin samarda isasshen muhalli da kuma saukin harkan rayuwa)

EPISODE 4

Topic: Family Planning Methods: General Overview

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- The different modern FP methods
- That modern FP methods are safe and reliable.
- That there is a method for everyone.

FEEL

- Confident that there is a method that will work for them
- Comfortable in considering the different methods of modern FP
- Encouraged to use any of the modern FP methods

DO

- Seek more information on the modern FP methods from trained service provider
- Talk to others about the different methods of modern FP

PURPOSE

- To provide correct information about the different available modern FP methods
- To reinforce knowledge of the different available modern FP methods

WHY IS THIS AN ISSUE?

Many people still do not know that there are different modern FP methods available to them. Lack of knowledge of the whole range of the methods also hinders listeners from feeling confident that there must be a method, out of several, that will suit their needs.

CONTENT:

There are different types of modern family planning methods. They are safe and reliable, extensively tested and are certified by safety and regulatory bodies. They are offered by trained service providers. Using modern family planning is a normal life decision that everyone is making. Many couples in our communities are using modern FP

There is a modern FP method that best suits you and you have the power to make that choice.

The methods are:

- Exclusive Breastfeeding (Baby friendly)
- Male and Female Condoms
- Pills
- Injectables
- Implants
- IUD
- Tubal Ligation (permanent method for women)
- Vasectomy (permanent method for men)

Knowing about the different methods will make you feel cool and knowledgeable among your peers and neighbours and also enables you make the right decisions for your family.

SIMPLE DOABLE ACTION:

- Find out more information about the different family planning methods

CATCHY PHRASE: “Knowledge is power”
“Information is key”
“Ilimi, tushen arziki”
“Imo se ko ko”

(Ifeto somo bibi fini lokan bale , o si see gbarale, o tun mu naa doko)
(Ingantacciyar hanya da kwanciya hankali)

LIVE CHAT TALKING POINTS

Modern family planning methods are safe and reliable

The different modern family planning methods are:

- Exclusive Breastfeeding (Baby friendly)
- Male and Female Condoms
- Pills
- Injectables
- Implants
- IUD
- Tubal Ligation (permanent method for women)
- Vasectomy (permanent method for men)

YORUBA

Awon Ilana Ifetosomobibi Igbalode ko lewu, won si fi ni lokan bale.

Orisirisi Ilana Ifetosomobibi igbalode to wa ni:

- Fifun Omo loyun laifi omi laa.
- Roba Idabobo fun okunrin ati obirin
- Onikoro
- Alabere
- Onisana apa
- Oni fisi / Oloju ara (Sowambe)
- Alasopa ti obirin
- Alasopa /Aladipa ti okunrin

HAUSA

Hanyoyin tazarar haifuwa na zamani kiyayayyu ne ga suna da kiyaye da kuma dorewa

Kamar haka:

- Shayar da nonon uwa zalla
- kororon roba na maza da mata
- Kwayoyi na sha
- Allurar tazara haifuwa
- Ashanar fata
- Robar mahaifa
- Tazara na dundundun na mata
- Dandaka

EPISODE 5:

Benefits of Family Planning for Family Health and Well Being

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- The benefits of FP to family health and well-being

FEEL:

- ***Confident*** that using FP contributes to a family's health and well-being.
- ***Confident*** that the time and cost associated with FP is worth it.

DO:

- Talk to their partner, friends and family about the benefits of using FP for families.

PURPOSE

- To educate listeners about how modern FP contributes greatly to family health and well-being.
- To motivate people to discuss the benefits of FP to family's health and well-being.

WHY IS THIS AN ISSUE?

Some people see FP as decision to limit the number of children, who they perceive as blessings. They may not see that FP has several protective benefits to family health. Others worry about the time and cost it may take to get service at the facility. They do not realize that FP aims to ensure that their children are well-positioned for the future and that the health of the entire family is assured .

CONTENT:

Any investment you make for family planning is worth it because there are many benefits of modern FP to family health and well-being:

- The couple is able to pursue their career goals
- The family will be healthier as a result of less stress, better care etc.
- Financial burden related to day to day upkeep such as housing, children's school fees, bills will also be reduced
- There will be less conflict over sexual intimacy.
- The family will be a role model for other families because they are healthy, less stressed, financially stable and have reduced conflict.

Catchy phrase:

“My family dey kampe”

“Digbi lebi mi wa”

“Iyali na na cikin koshin lafiya”

SIMPLE DOABLE ACTION:

- Talk to your partner or a friend about the benefits of using FP for your family.

LIVE CHAT TALKING POINTS

Any investment you make for family planning is worth it:

- The couple is able to pursue their career goals
- The family will be healthier as a result of less stress, better care etc.
- Financial burden related to day to day upkeep such as housing, children’s school fees, bills will also be reduced
- There will be less conflict over sexual intimacy.
- The family will be a role model for other families because they are healthy, less stressed, financially stable and have reduced conflict

YORUBA

Ipa-kipa ti o ba sa lori ifetosomobibi kii se asedanu rara!

- Ifetosomobibi yio fun tokotaya lanfani lati mura si ilepa won.
- Pelu ifetosomobibi, wahala yio dinku, eyi ti yio je ki ilera ebi gbe peeli sii.
- Inawo lori itoju ile, owo ile iwe awon omo, ati awon nkan miran yio dinku.
- Ede-aiyede lori ibalopo yio dinku.
- Ebi re yio wa je awokose fun awon ebi miran nitoripe, ilera ebi re ati inawo yin yio ma lo deede.

HAUSA

Duk bada kan da ka yi domin samun tazaran haihuwa, karuwa ce gareka:

- Ma’aurata suna iya cimma buri da manufofinsu
- Iyali zai kasance cikin koshin lafiya saboda raguwar kunci da kuma samun kula da sauransu
- Samun sauki akan kashe kashen kudi na yau da kullum misali akan muhalli, kudin makarantar yara da sauransu
- Raguwar sabani akan sha’anin saduwa tsakanin ma’aurata
- Iyalinku zai zama abin koyi da alfahari ga al’umma saboda cikakken lafiya, saukin rayuwa, bunkasar arziki da kuma ragowar sabani

EPISODE 6

Topic: Importance of Spousal communication on FP

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- Discussing family planning is both the man and the woman's responsibility
- Why discussing FP with spouse is important

FEEL

- Hopeful that things can be better for their family
- Responsible to discuss family planning with their spouse

DO

- Have a talk with spouse/ friend/ family about the importance of discussing FP with spouses
- Reflect on the knowledge and explore ways of discussing FP with their spouse

PURPOSE

- To educate listeners on importance of discussing FP with spouses
- To inspire listeners to talk about the importance of discussing FP with spouses

WHY IS THIS AN ISSUE?

This is an issue because many couples do not realise that discussing and agreeing on how they want their family to be will benefit them. In many cultures, the man is expected to make all the decisions therefore the wife thinks decisions on FP should come from the man. On the other hand, the husband thinks FP issues are 'women's issue' and does not raise it. In some cultures, when a woman raises issues relating to 'sex and reproduction', she is considered to be too forward. This also affects women's confidence to speak up. However, talking about family planning issues increases the possibility of planning their family

CONTENT:

Ideally a couple should discuss important things such as how many children to have, when to have them and how they will be brought up, even before marriage. However, any time is as good as when it is discussed. Family planning is the responsibility of both the man and woman. Either the man or the woman can bring up the discussion.

When you are able to have an open and honest conversation with your spouse, you can discuss many things including FP.

Discussing FP with a spouse has many benefits:

1. Ability to count on your spouse's support whilst using a FP method
2. Having both partners aware gives peace of mind and makes for a more trusting relationship.
3. Two people making a joint decision are better than one person, so a couple that discusses FP builds a strong relationship and are united in their goals for the family.

4. A couple that discusses everything will avoid misunderstanding.

Catchy message:

“Two heads are better than one”
“Hannu daya baya daukan jinka”
“Igi kan ole dagbo se”

SIMPLE DOABLE ACTION:

Speak with your spouse about the importance of discussing FP with each other

LIVE CHAT TALKING POINTS

Discussing FP with a spouse has many benefits:

1. Ability to count on your spouse’s support whilst using a FP method
2. Having both partners aware gives peace of mind and makes for a more trusting relationship.
3. Two people making a joint decision is better than one person, so a couple that discusses FP builds a strong relationship and are united in their goals for the family.
4. A couple that discusses everything will avoid misunderstanding

YORUBA

Opolopo anfani lo wa ninu ki tokotaya jiroro lori ifetosomobibi:

1. Yio fun o ni igboya lati feyin ti oko/aya re nigba ti o ba nse ifetosomobibi.
2. Ti oko ati iyawo ba jo mo sii, yio fi awon mejeeji lokan bale, won yio si le fi okan tan ara won.
3. O daa ki tokotaya jo ma ba ara won jiroro lori ohunkohun, nitorina ti won ba jo soro nipa ifetosomobibi, yio sokunfa ibasepo to duro re, won yio si le fimo-sokan lori ilepa won.
4. Aigboraeniye ko nii waye niwon ti toko taya ba nba ara soro loorekoore nipa ohun kohun.

HAUSA

Tattaunawa da junan ku akan tazarar haifuwa na da amfani kamar haka:

1. Yana baiwa ma’aurata zarafin samun goyon bayan juna lokacin da ake amfani da daya daga cikin hanyoyin tazaran haifuwa
2. Yana bada kwanciyar hankali da amincewar dangantaka Idan ma’aurantan na sane
3. Daukan shawara tare yafi na mutum daya, saboda haka ma’aurata masu tattaunawa akan tazara zasu gina dangantaka mai karfi kuma zasu kasance cikin hadin kai domin cimma manufofin iyalinsu
4. Ma’aurata masu tattaunawa akan komi zasu magance rashin fahimta

EPIISODE 7

Family Planning Benefits for Mothers

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- FP helps to space pregnancies between births and save mothers' lives
- FP gives mothers the opportunity to enhance themselves (in education, income and otherwise).
- FP helps a woman maintain her youthful, beautiful and attractive looks for herself and her partner.

FEEL:

- ***Confident*** that using FP will help her to achieve her career and family goals
- ***Confident*** that FP will help her maintain a youthful and beautiful look.

DO:

- Talk to her partner, friends and family about the benefits of using FP

PURPOSE

- To educate the mother that modern FP can save her life and contribute to the improvement of her general health and well-being.
- To inform mothers that modern FP gives them the opportunity to achieve their dreams
- That modern FP enables mothers retain their youthful, beautiful and attractive looks.

WHY IS THIS AN ISSUE?

Many people know a friend, neighbour, colleague or relative who has died from pregnancy-related complications such as abortions or maternal illness. Even for those who survive unplanned pregnancy, their ability to properly care for themselves and their babies is affected. Couples may not realize that using modern FP methods will help them avoid unplanned pregnancies so that they can have a healthy and productive life. They do not link FP with saving the lives of mothers.

CONTENT:

- It is important that women rest between pregnancies so that they can recover and regain their strength after childbirth. FP saves lives.

Benefits of modern FP to maternal health

- Modern FP enables mothers avoid pregnancy when they are not ready
- Using FP methods also allows women to take care of themselves and their babies properly.

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- Using modern FP helps a woman to recover herself enough to pursue her career and family goals.
- FP helps women to stay looking young, beautiful and attractive for themselves and their partners by enabling them to rest between pregnancies.

Catchy message:

“Be Beautiful”

“Je arewa obinrin”

“Kasance cikin More Ni’Ni’ni’ imarki”

SIMPLE DOABLE ACTION:

- Talk to someone about the benefits of FP for mothers

LIVE CHAT TALKING POINTS

- It is important that women rest between pregnancies so that they can recover and regain their lost strength after childbirth. FP saves lives.
- Using modern FP helps a woman to recover herself enough to pursue her career and family goals
- FP helps women to look young, beautiful and attractive for themselves and their partners

YORUBA

- O se pataki ki obirin ni isinmi to peye larin omobibi, eyi ti yio je ki ara re bo sipo daadaa leyin omobibi.
- Ifetosomobibi igbalode yio ran obirin lowo lati bo sipo, ti yio si fi le to ilepa re ati ti ebi re, bo ti ye.
- Ifetosomobibi maa nje ki obirin rewa, lai gbo lawo, yio si dun un wo fun ara re ati oko re pelu.

HAUSA

- Yana da amfani mata su sami hutu tsakanin haifuwa domin su maida karfin jikin su bayan kowane haifuwa.
- Amfani da hanyar tazarar haifuwa na zamani yana zai taimaki mace cimma burin rayuwanta da na iyalinta
- Tazarar haifuwa zai taimaki mata su kasance abin sha’awa ga kawunansu har ga mazajensu

Episode 8

Topic: How to discuss and negotiate with your husband for Family Planning

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- How to discuss FP with her husband.

FEEL

- Confident that she has the skills to initiate and hold a conversation with her husband about family planning

DO

- Initiate discussion on FP with her husband

PURPOSE

- To demonstrate how a woman can negotiate FP with her r spouse.

WHY IS THIS AN ISSUE?

Most women have a perception that their husbands do not approve of FP and as such are not confident in introducing a discussion on FP. Those who do initiate FP discussions are not skilled in negotiating the adoption of a method. Therefore, women need to know some tactics on how best to convince their husbands on the need and benefits of FP.

CONTENT:

FP is a family affair and either the man or woman can raise the subject and ensure that they both discuss it.

How to negotiate FP with your husband:

1. Find out the facts about FP methods from a trusted source of information and understand them—perhaps this radio program, brochure or from a service provider.
2. Find a good time/scenario that best suits the personality of your husband to have the discussion like when the husband is relaxed and happy, while eating his favorite food, in a romantic place, during leisure outings or later in the evening before they go to bed.
3. Share that FP is the way a couple decides how they can have a desirable family size, give their children the best education and healthcare. This would enable the couple to have time for each other and in turn improve the intimacy between them.
4. Discuss, listen to each other and reach an agreement.
5. Act on your decision.

Catchy message:

“She who tries it will succeed”

“igbiyanju lo le se”

“kamar yankan wuka”

SIMPLE DOABLE ACTION:

Initiate the discussion about FP with your spouse.

LIVE CHAT TALKING POINTS

How to negotiate FP with your husband:

1. Find out the facts.
2. Find a good time/scenario.

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3. Share that FP is the way a couple decides how they can have a desirable family size, give their children the best education and healthcare This would enable the spouses to have time for each other and in turn improve the intimacy between them.
4. Discuss, listen to each other and reach an agreement.
5. Act on your decision.

YORUBA

Bi o se le ba oko re so asoye lori ifetosomobibi:

1. Mo nipa ifetosomobibi igbalode.
2. Wa asiko to dara.
3. Je ki oko mo wipe ifetosomobibi je ona kan gboogi ti tokotaya fi le pinnu iye omo ti won fe bi, to si le fun won lanfani lati fun omo won leko to ye kooro, pelu itoju to peye. Eyi yio fi aye gba awon meejeeji lati ri aye fun ara won, ti yio si je ki ibasepo won muna doko.
4. Ee jo fikunlukun, fara bale gbo ara yin ye, e o si jo se ipinnu.
5. E gbe igbese lori ipinnu yin.

HAUSA

Dabarun Tattaunawa da mijin ki:

1. Gano gaskiyar al'amarin
2. A sami lokaci da yanayin da ya dace
3. Sanar da shi cewa tazarar haifuwa hanya ce da ma'aurata za su iya yanke shawara akan adadin (girman) iyalin da ya dace da su, kuma baiwa 'ya'yansu ilimin da kiwon lafiyan da ya dace. Wannan zai baiwa ma'aurata dammar samun lokacin karfafa kauna da shakuwa da juna
4. A tattauna, a saurara wa juna sanan a yanke shawara.
5. A dauki mataki akan shawarar da aka yanke

EPISODE: 9 Family Planning Method: Injectables

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- The facts about Injectables
- Benefits of Injectables
- Possible side effects and how to manage them

FEEL

- ***Confident*** that Injectables are safe and easy to use
- ***Curious*** to find out more about injectables

DO

- Seek more information on injectables from a trained provider
- Talk to others about injectables

PURPOSE

- ***To educate*** on the facts and benefits of injectables

WHY IS THIS AN ISSUE?

Injectables are an effective modern FP method. Couples have some information but they may not have complete information. There are myths and misconceptions about injectables, especially fear of infertility. Some women do not use them because they are afraid of side effects which are often blown out of proportion.

CONTENT: Injectables are FP injections given by a trained health provider. There are two types of injectables available at FP clinics. These are given every two months or three months. Injectables are a safe and reliable methods for women. When you are ready to have children again, just stop the injectable and your fertility will return.

Benefits of injectables

- When you are on the injectable, you will feel safe that there is no risk of unplanned pregnancy. This will increase sexual intimacy between you and your spouse and help you have a closer relationship
- It is quick and easy to get the injection
- Injectables are safe for breastfeeding mothers whose infants are more than six weeks old.

Possible side effects of injectables

Injectables may cause changes in menstruation pattern and mild weight change in some women.

Not all women will experience side effects but if you do, be calm. Know that these side effects are normal and temporary and should not cause concern. They often resolve by themselves after a few months. Know that you can return to your provider if you have concerns.

SIMPLE DOABLE ACTION:

- Go to the nearest facility for more information about Injectables.
- Talk to others about injectables

Catchy Phrase:

“Fail to plan, plan to fail”

“*Ologbon ni eni ti o fi eto si*”

“Mai basira ne ke daukan mataki”

LIVE CHAT TALKING POINTS

There are two types of injectables available at FP clinics. These are given every two or three months. Injectables are safe and reliable methods for women. When you are ready to have children again, just stop the injectable and your fertility will return.

Benefits of injectables

- When you are on injectable, you will feel safe that there is no risk of unplanned pregnancy. This will increase sexual intimacy between you and your spouse and help you have a closer relationship
- It is quick and easy to get the injection

YORUBA

Orisi ilana alabere meji lo wa ni awon ile ifetosomobibi. Olosu meji ati olosu meta.

Ilana Alabere fini lokan bale. Igbakugba ti o ba ti setan lati bimo, da ilana naa duro, ati le bimo yi o si pada.

- Bi o ba nlo ilana Alabere, ifokanbale yio wa fun o wipe oyun airotele ko lee waye. Eyi yio mu ki ibasepo laarin iwo ati ololufe re yio gbe peeli si.
- Gbigba Alabere rorun.

HAUSA

- Alluran tazarar haifuwa da ake samu a asibiti, iri biyu ne. Akwai na wata biyu da na wata uku.
- Alluran tazarar haifuwa kiyayayyu ne masu inganci ga mata. Da zarar mace ta tsaida amfani da shi, zata iya daukan ciki.
- Amfani da allurar tazarar haifuwa na kawar da fargaban daukan cikin da ba'a shirya ba. Wannan zai karfafa dangantaka tsakanin ma'aurata da kuma kara shakuwa tsakaninsu
- Ana samun allurara tazaran haihuwa cikin sauki.

EPIISODE 10

Family Planning Benefits for Men

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- The importance of FP to men
- The benefits of FP to men

FEEL:

- **Knowledgeable about FP.**
- **Confident** that there is a benefit to his use of FP.

DO:

- Share with someone the benefits of FP for men

PURPOSE

- To educate men on the benefits of FP to them
- To demonstrate a man benefitting from FP

WHY IS THIS AN ISSUE?

Many men are not aware of the importance of FP to them and that they can particularly benefit from it. As a result of this, they do not show much interest in adopting an FP method.

CONTENT:

When a man knows the benefits of FP to him, he is more willing to support his spouse to use a method. FP will enable him focus on his career goals and personal development. He will have improved sexual intimacy with his wife.

His image in the community will improve because:

- He will have enough time to better guide and support his children
- He will be seen as a provider for his family
- His family will be healthy and seen as content
- He will have less financial stress
- He will look better packaged and relaxed

Catchy message:

"Be Successful"

"Je aseori okunrin"

"Kasance me Nassara"

SIMPLE DOABLE ACTION:

- Talk with a friend/brother about the benefits of FP to men

LIVE CHAT TALKING POINTS

The benefits of FP to men are:

It will enable him focus on his career goals and personal development.

He will have improved sexual intimacy with his wife

His image in the community will improve because;

- He will be seen as a good provider for his family
- He will have less financial stress
- He will look better packaged and relaxed

YORUBA

Awon anfani ifetosomobibi fun awon okunrin:

Yio le ri aye lati gbajumo ilepa ati aseyori re

Ibasepo laarin ohun ati iyawo re yio gbe peeli si

Won yio di eni amuyagan lawujo nitoripe:

- Won a maa ri gege bi eni tio n se ojuse re ninu ebi
- Wahala inawo yio dinku
- Okan re a baale a si yaayi lawujo

HAUSA

Amfanin tazarar haifuwa ga maza na kamar haka:

Damar maida hankali akan kudurorin rayuwarsa

Karin kuzari da shakuwa a sha'anin saduwa da matarsa

Samun karrama daga wajen al'umma a dalilin cewa:

- Zai zama mai kula da iyalinsa sosai a idon jama'a
- Zai kasance mai kwanciyar hankali akan sha'anin kudi
- Zai kasance abin koyi ga al'ummarsa

EPISODE 11

Topic: How to discuss and negotiate with your wife for family planning

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- What a man benefits from negotiating FP with his wife
- How to discuss FP with his wife

FEEL

- ***Responsible and Positive*** about negotiating FP with his wife
- ***Confident*** that FP is an important conversation that needs to happen.

DO

- Initiate discussion and negotiate use of FP with his wife

PURPOSE

- To highlight the benefits of a man negotiating FP with his wife
- To demonstrate how men can negotiate FP with their wife.

WHY IS THIS AN ISSUE?

Most men do not discuss FP with their spouse, believing that it is a woman's affair. While a good number of men do not desire large families, they are not taking the responsibility and leadership in making decisions on important issues like how the family intends to space pregnancies.

CONTENT:

A man stands to benefit a lot from negotiating FP with his wife. He will feel more responsible and secured in the act of taking care of the family. He will feel happy at discharging his duty as a protective husband and father.

How to negotiate family planning with your wife:

- Find out the facts about family planning methods from a trusted source of information – perhaps a this radio program, a brochure or from a service provider.
- Start preparing grounds in advance- e.g. help your wife with some house chores, return from work with a gift/smile and complement her.
- Find a good time/scenario to have the discussion according to her personality – when the other person is relaxed and happy like during a shopping outing, during a drive, after watching a favorite program or later at night before you go to sleep.
- Share your dreams for the family and that there is a way you both can achieve these goals
- Share that FP is the way a couple decides how many children to have, when to have the children and how to space them. A couple can have a family size that they could cater for and send their children to the best schools. Couples would have time for each other and improve their bond of love.
- Discuss, listen to each other and reach an agreement.
- Act on your decision.

Catchy message:

“Be the man, start the conversation”

“Zakaqurin namiji mai daukan ragamar iyali”

“Iti ogede loro yi, ko toun tan lo ada be”

SIMPLE DOABLE ACTION:

Initiate and negotiate use of FP with your spouse (wife)

LIVE CHAT TALKING POINTS

How to negotiate with your wife for FP:

- Find a good time and scenario to have the discussion.
- Share that they can have a family size that they could cater for.
- Discuss, listen to each other and reach an agreement.
- Act on your decision.

YORUBA

Bi o se le ba iyawo re so asoye nipa ifetosomobibi

- Wa asiko to dara lati jiroro.
- So fun-un wipe e le bi iye omo ti agbara yin ka.
- E jo jiroro, e gborá yin ye, ke si jo ni adehun.
- E gbe igbese lori ipinnu yin!

HAUSA

Dabarun tattaunawa da matarka akan tazarar haifuwa

- A sami lokaci da kuma yanayin daya dace domin tattaunawa
- Ana iya samun adadin iyalin da za'a iya kulawa dasu
- A tattauna, a saurara wa juna sannan a yanke shawara
- A dauki mataki akan shawarar da aka yanke

EPISODE 12

Topic: Family Planning Service Providers are Friendly

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That FP providers are friendly, available and non-judgmental.
- Where to locate friendly FP provider

FEEL:

- ***Confident*** that FP providers are friendly
- ***Comfortable*** discussing FP with providers

DO:

- **Find out** about where the nearest provider is

PURPOSE

- **To encourage** the audience to seek information from the nearest FP providers
- **To inform** the audience on where to locate a friendly FP provider
- **To demonstrate** a friendly and non-judgmental provider

WHY IS THIS AN ISSUE?

There is a general perception that health providers are unfriendly, impatient, judgmental, too busy to provide counselling or answer questions and unable to keep patients' confidentiality. People do not know where they can find FP providers who are friendly.

CONTENT:

Many health providers in our areas have received special training to provide improved FP services. They are ready to serve you!

- FP providers are caring, non-judgmental, and pay attention to their clients.
- FP providers are patient and will take the time to answer your questions.
- FP providers can be trusted to keep your information confidential (i.e they will not tell anyone).
- FP providers will assist you in selecting the method that is best suited for you.

To find the friendly provider nearest to you, locate a health facility where you see the 'Get it Together' logo, with the three puzzle pieces of blue, yellow and orange.

SIMPLE DOABLE ACTION:

Locate the nearest friendly service provider wherever you see the 'Get It Together' logo.

Catchy Phrases

"Friendly providers, happy users"

"Eleto llera to loyaya a maa mu inu eni ti nlo fetosi dun!"

"ma'aikacin asibiti na bangaren tazarar haihuwa mai mutunci, mai amfani daya gamsu"

LIVE CHAT TALKING POINTS

- FP Service providers are friendly and non-judgmental.
- FP providers are available, caring and discreet (they won't share whatever you tell them).
- Couples can find out about FP by visiting a Health facility where you see the 'Get it Together' Logo with the three puzzle pieces of Blue, Yellow and Orange.

YORUBA

- Awon akosemose ifetosomobibi loyaya, beeni won yio si daa o lohun daadaa
- Awon akosemose ifetosomobibi wa ni arowoto /itosi re, won nse itoju to peye, bee si ni, eti keta ko lee gbo ohun ti e ba jo so.
- Tokotaya le mo sii nipa ifetosomobibi igbalode ni ile iwosan ti won ba ti ri ami “to gbogbo e papo” iyen awo sanmo, esuru ati olomi-osan.

HAUSA

- Ma'aikatan lafiya na da fara'a da sakin fuska
- Ma'aikatan kiwon lafiya na nan a kowane lokaci, kuma suna da kauna mutuka da sirri.
- Ma'aurata na iya ziyartar asibiti domin samun karin bayani akan tazaran haifuwa mai tambarin 'Get It Together' da keda launin shudi, rawaya da ruwan goro.

EPISODE 13

Topic: Religious leaders support FP

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That many religious leaders support and use modern FP
- That the Bible and Qur'an contain texts that support FP
- That religious leaders appreciate and value FP providers and their services

FEEL

- ***Confident*** that religious leaders support and use FP

DO

- Talk to your spouse and friends that religious leaders support family planning and value providers.

PURPOSE

- To demonstrate that religious leaders support and use FP
- To demonstrate that religious leaders appreciate and value service providers

WHY IS THIS AN ISSUE?

There is a perception that religion does not approve of FP and that religious leaders do not support it. People's religious beliefs are important in shaping their actions so the knowledge that their religion approves of FP will influence their choice of its use.

CONTENT:

1. Islam and Christianity approve of FP. Many religious leaders support and use FP to space child birth.
2. **What religious texts say about FP:**
 - a. Q46vs15: *Allah instructs man to take care of his mum because she conceived him, breastfed him and took care of him for 30months*
 - b. Luke 14vs28-30: *"For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply, after he hath laid the foundation and is not able to finish it, all that behold it begin to mock him. Saying this man began to build and was not able to finish."*
3. Religious leaders can support family planning by:
 - Speaking positively about FP in public and private conversations.
 - Talking openly about their personal experience in using FP.
 - Appreciating the work that providers do.

SIMPLE DOABLE ACTION:

Confirm the Bible/ Qur'an quotes used in the program and share with spouse and friends.

LIVE CHAT TALKING POINTS

Islam and Christianity approve of FP.

- Bible verses support FP for example in Luke 14: 28- 30 it states that *"For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply, after he hath laid the foundation and is not able to finish it, all that behold it begin to mock him. Saying this man began to build and was not able to finish."*

NURHI 2 SEASON 2 RADIO DESIGN DOCUMENT

- Islam also approves of ChildBirth Spacing and the Qur'an speaks about it in a number of places. Surah 2: 2-33 states that *"Mothers may nurse infants for two whole years, for those who desire to complete the nursing period. It is the duty of the father to provide for them and clothe them in a proper manner. No soul shall be burdened beyond its capacity. No mother shall be harmed on account of her child and no father shall be harmed on account of his child. The same duty rests upon the heir. If the couple desire weaning, by mutual consent and consultation, they commit no error by doing so. You commit no error by hiring nursing-mothers, as long as you pay them fairly. And be wary of God, and know that God is Seeing of what you do."*

Note: Religious leaders present in the studio should appreciate the work of service providers.

YORUBA

- Awon ese Bibeli fowo si ifetosomobibi, fun apere, ninu iew Luku ori kerinla, ese kejidinlogbon titi de ese ogbon wipe: "Nitori tani ninu yin ti n pete ati ko ile iso, ti ki yoo ko joko, ki o siro iye owo re, bi oun ni to ti yoo fi pari re. Ki o ma ba je pe nigbati o ba fi ipile ile sole tan, ti ko le pari re mo, gbogbo awon ti o rii a bere si fi se eleya. Wipe okunrin yi bere si ile ko, ko si le pari re".
- Esin Islamu na fowo si fifi aye sile larin omo si ikeji, Al-kur'ani salaye re lona pupo. Fun apere, Sura 2: 233 "Ati ki awon abiyamo ma fun awon omo won lomu mu ni odun meji gbako fun eniti o ba fe se asepe ti ifun omo lomu mu; ije, imu ati aso ni wiwo won je oranyan fun eniti won bi mo fun ni ona eto. A ko gbe ko emi kan l'orun ayafi iba agbara re. A ko gbodo ni abiyamo lara nitori omo re, be si ni a ko gbodo ni baba lara nitori omo re pelu nitori eyi na se oranyan fun eniti yoo je ogun. Bi awon mejeji ba si fe ja omu l'enu omo ni ipanupo awon mejeji ati ise asaro, ko si ase fun awon mejeji. Ati bi e ba si fe fi awon omo yin fun alagbato, ko si ese fun yin nigbati e ba ti fun won ni ohun ti e fe fun won, ki e si beru Olohun, ki e si mo daju pe Olohun ni ohun ti e nse." (Al-kur'ani 2: 233).

HAUSA

- Littafin addinin krista mai tsarki ta goyi bayan tazarar haihuwa, missali a cikin Luka 14:28-30 ya furta cewa "Waddanda suke so su gina hasumiya a cikin ku kada su zauna daga farko kuma su kirga kudin hannun su ko suna da isasshen suake nauyin abin da suka fara? Kada ku yi hanzari, bayan da kuka aza harsashin ginin, kuma ba ku iya gama shi ba, sai ayi muku dariya da izgili. "Cewa waddannan mutanen sun fara gini kuma sun kasa gamawa".
- "Iyaye mata na iya renon jarirai har chikkakun tsahon shekaru biyu ga waddanda suke sha'awar chika lokutan shayyarwa. Wajibi ne ga iyaye maza su ciyar da iyalen su kuma su tufarta su a cikin hanyar da ya dace. Baza mu daura wa mutum nauyin da ya fice karfin sa ba. Kada a cuttar da iyaye mata akan jariran su kuma hakika kada a cutar da iyaye maza akan jariran su. Hakika kuma wajibi ne akan magada. Idan ma'aurata suna bukatan yaye jaririn su bisa yardattayya, ko bisa shawara, basu yi kuskure da yin haka ba. Babu kuskure idan ma'aurata suka dauki wanda za ta shayar da jaririn su muddin sun kimanta adalci bisa biyan ta hakkin ta. Kuma ku ji tsoron Allah kuma ku san Allah na ganin ku bisa dukkan abubuwan da ku ke aikatawa".

Catchy phrase

"I believe in child birth spacing/FP, so should you"

"Mo gbagbo ninu Ifetosomobibi, Iwo na danwo"

"Akii gbokeere mo didun obe... iwo na dan ifetosomobibi wo!"

“Mu hada kai tare, don samar da tazaran haihuwa”

EPISODE 14

Modern Family Planning (FP) Method: Implants

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- What implants are
- Benefits of using implants
- The possible side effects and how to manage them

FEEL

- ***Confident*** to choose implant as a modern FP method
- ***Encouraged*** to talk about the benefits of Implants

DO

- Talk about the benefits of Implants with others
- Adopt implant as a family planning method

PURPOSE

- To provide **correct information** about implants
- To **highlight** the benefits of implants

WHY IS THIS AN ISSUE?

There are misconceptions and fears around the use of implants. The issue is that people do not have the correct facts about implants. Data shows that women who are aware about side effects before it happens to them are less likely to discontinue method use.

CONTENT:

Implants are FP methods that are inserted (put) in a woman’s arm and can work for up to 3 or 5 years, depending on the type of implant a woman chooses.

Benefits of implants

- Implants are safe for women
- When you are on implants, you will feel safe that there is no risk of unplanned pregnancy. This will increase sexual intimacy between you and your spouse and help you have a closer relationship
- It is long lasting and convenient, requires few trips to the clinic
- It is safe for breastfeeding mothers to use once their baby is six weeks old
- When a couple desires another child, the fertility of the woman will return when she removes the implant.

Possible side effects

Some women may experience some temporary changes when using the Implant such as; changes in menstrual patterns and changes in weight.

Not all women experience these side effects but if they do occur, stay calm. Know that they are normal and temporary. They often resolve by themselves after sometimes. Contact your health care provider if you have any concern.

SIMPLE DOABLE ACTION:

- Consider implants as a FP method
- Go to the nearest facility for more information about implants

Catchy Phrase: *“Join the train, be smart!”*

“Informed decision, a smart choice!”

“Ma gora e, je ologbon”

“Shawara bisa fahimta shine basira!”

LIVE CHAT TALKING POINTS

Implants are FP methods that are inserted (put) in a woman’s arm and can work for up to 3 or 5 years, depending on the type of implant a woman chooses.

Benefits of implants

- Increases sexual intimacy between you and your spouse and help you have a closer relationship
- Is long lasting and convenient, requires few trips to the clinic
- Is safe for breastfeeding mothers to use once their baby is six weeks old
- When a couple desires another child, the fertility of the woman will return when she removes the implant.

YORUBA

Onisana apa je ilana ifetosomobibi ti won ma n fi si apa obirin to si maa nsise fun odun meta tabi marun. Eyi to ba wu o lo le yan laayo.

Anfani ilana onisana apa

- Ibalopo laarin iwo ati lolufe re yi o gbe peeli si, aarin yin asi ma dan manran sii.
- O rorun, olojo pipe ni, ko si nilo ki o maa yoju sodo awon akosemose ifetosomobibi ni gbogbo igba.
- O dara fun obirin to ba n fun omo loyan. Ni kete ti omo re ba si ti pe ose mefa o lee bere si ni loo.
- Nigba ti tokotaya ba setan lati bi omo si, won a yo ilana naa, obirin naa yio si pada si ipo ati le bimo.

HAUSA

Ashantar fata hanyar tazara ce da’ake sawa a hannun mace kuma yana iya aiki na tsawon shekara uku zuwa biyar amma ya danganta da irin wanda aka zaba

Amfanin Ashanar fata

- Ya Yana karfafa dangantaka, kuzari da shakuwan sadawa tsakanin ma’aurata
- na dadewa, amfani dashi nada sauki kuma babu yawan zuwa asibiti.
- Ana iya bawa mata masu shayarwa da zaran jariri ya kai sati shida da haifuwa
- Da zarar mace ta tsaida amfani da shi, zata iya daukan ciki.

EPISODE 15

How men can support their spouse on modern family planning (including if she has side effects)

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- The roles that men play in supporting their partners in modern FP use
- That modern FP is safe
- How to support their spouse if she is experiencing any side effect

FEEL:

- **Safe** in supporting their partners in using FP including if she experiences side effects
- **Proud** to fulfill their roles in supporting FP

DO:

- **Tell** others that using a FP method improves sexual relationship between couples
- **Be** more supportive of their spouse to use FP including if she experiences side effects

PURPOSE

- *To educate* male listeners about their roles in supporting their spouse to use FP
- *To encourage* men to support their spouses if they experience side effects.

WHY IS THIS AN ISSUE?

Some men feel that modern FP is women's affair. Many of them do not know that they have a role to play in supporting their wives to use FP. They also do not recognize the importance of their support if side effects occur. If their wives experience side effects, they may begin to doubt their decision to support FP. If the men understand that side effects are temporary, they will be able to support their wives better.

CONTENT:

What are men's responsibilities?

- To know the facts about modern FP and that they are safe and effective.
- To support his partner to get a modern FP method by providing transportation when she needs to go to the facility, giving approval, reminding her when she is due to renew her method
- To support his partner even if she is experiencing any side effect by helping her keep calm and reassured, and if it really bothers her, take her to the health facility.

Men should support FP because it will help them achieve their dreams such as providing well for their families, live healthier lives (because they are less stressed) and enjoy increased sexual intimacy with their wives.

If men are concerned about side effects, they can visit one of the friendly health providers

Note to writers: Some adjectives used to describe men that supported FP from the qualitative research were "exposed", "reasonable", "focused", "calm" and "cooperative".

SIMPLE DOABLE ACTION:

- Ask your wife what her experience with her method is

- Share your positive experience supporting your wife with your peers
- Find out more about modern FP

LIVE CHAT TALKING POINTS

What are a man's responsibilities?

- To know the facts about modern FP and that they are safe and effective.
- To support his partner to get a modern FP method by providing transportation when she needs to go to the facility, giving approval, reminding her when it is time to renew her method
- To support his partner even if she is experiencing any side effect by helping her keep calm and reassured, and if it really bothers her, take her to the health facility.

YORUBA

Ki ni ojuse awon okunrin?

- Lati mo koko nipa ifetosomobibi igbalode, wipe won muna doko lai mewu dani.
- Ti iyawo re leyin lati se ifetosomobibi igbalode, ran lowo lati lo si odo awon akosemose, ran leti nigba to ba ye ko lo ilana ifetosomobibi re, ko si gbaruku tii leyin.
- Fi iyawo re lokan bale nigba ti o ba ni awon **kudie kudie** ti o le waye nipase sise ifetosomobibi. O si le tele lo si odo awon akosemose ifetosomobibi to ba ni ohun to ruu loju.

HAUSA

- Sanin gaskiyar al'amari akan cewa tazarar haifuwa na zamani na da kwanciyar hankali da kuma inganci.
- Maigida ya baiwa matarsa tallafin samun tazara ta zamani ta hanyar bata kudin zuwa asibiti, goyan baya dari bias dari sannan ya yi mata tuni idon lokacin sabanta hanyar tazarar ya yi.
- Ya baiwa uwargidansa goyon baya idon ta samu laulayi ta hanyar kwantar mata da hankali. Idon kuma abin ya ci tura ya kai ta asibiti.

Catchy phrase

"Men who support their wives are trendy" (O jasi! Sun Gane)

"Okunrin to gbaruku ti iyawo re lo jasi!"

"Mazan Kada, baraden tazarar haihuwa"

EPISODE 16

FP Method: IUD

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- What IUD is and its benefits
- Possible side effects and how to manage them

FEEL

- ***Confident*** that IUD is a safe option
- ***Curious*** to find out more about the IUD

DO

- Talk about the benefits of IUD
- Be willing to use IUD

PURPOSE

- *To educate* the audience about benefits of IUD
- *To showcase* satisfied users of IUD.

WHY IS THIS AN ISSUE?

Many couples do not know where to get correct information about IUD, benefits of IUD and how it works. If couples had correct information, they would be more likely to consider the use of IUD.

CONTENT:

The IUD is also called “coil”. It is inserted into a woman’s uterus (Oju ara). It works by preventing the sperm and egg from meeting.

Benefits of the IUD

- Convenience. Client does not have to go back to the clinic once the IUD is in place
- Long term pregnancy prevention; you will feel safe that there is no risk of unplanned pregnancy for up to 10 years.
- Increased sexual intimacy between you and your spouse and help you have a close relationship
- IUDs are safe for women and can be removed at any time. A woman’s fertility returns immediately it is removed.
- IUD is good for breastfeeding mothers

The IUD must be inserted by a trained provider and is available at family planning clinics. The IUD stays in place. Return to your health care provider if you have any concern.

Note to writers: IUD can be used after delivery within two days or after six weeks

Possible Side Effects

Some women may experience temporary changes when using IUD such as changes in menstrual patterns. Not all women experience these changes but if they do occur, be calm. Know that they are normal and temporary and should not cause concern. They often resolve by themselves after a few months.

SIMPLE DOABLE ACTION:

- Talk to others about IUD

Catchy phrase

“Yara ni n o sun lale, Sowanbe nbe lara mi” (IUD Song)

“Fail to plan, plan to fail”

“Ologbon ni eni ti o fi eto si”

“Mai basira ne ke daukan mataki”

LIVE CHAT TALKING POINTS

The IUD is also called “coil”. It is inserted into a woman’s uterus (Oju ara). It works by preventing the sperm and egg from meeting.

Benefits of the IUD

- Convenience. Client does not have to go back to the clinic once the IUD is in place
- Long term pregnancy prevention; you will feel safe that there is no risk of unplanned pregnancy for up to 10 years.
- Increased sexual intimacy between you and your spouse and help you have a close relationship
- IUDs are safe for women and can be removed at any time. A woman’s fertility returns immediately it is removed.
- IUD is good for breastfeeding mothers

The IUD must be inserted by a trained provider and is available at FP clinics. The IUD stays in place. Return to your health care provider if you have any concern.

YORUBA

Ilana Onifisi/Olojuara (Sowanbe) je ilana ti a maa n fi si oju ara obirin. Ona ti o ngba sise ni wipe ko ni je ki ato okunrin ati eyin obirin o pade lati di omo.

Anfani Ilana Onifisi/Olojuara (Sowanbe)

- O rorun. Ko si nilo ki a maa pada lo si odo awon akosemose ifetosomobibi loore-koore.
- O le sise lara fun odun mewa lai si iberu oyun airotele.
- O maa mu ki ibalopo ati ajose laarin tokotaya gbe peeli si.
- ko mu ewu dani, igbakugba to ba wu o, o le yoo, wa si pada si ipo ati le loyun.
- O daa fun awon obirin to n fun omo loyan

Rii daju wipe awon akosemose ifetosomobibi ni won ba o see. Ilana yii a maa duro nibi ti a ba fisi lara, sugbon ti o ba ni ohun to nko o lominu, pada lo ri awon Akosemose ifetosomobibi.

HAUSA

Robar mahaifa wato IUD, dabarar tazarar haifuwa ce da ake sanyawa a cikin mahaifa. Yin hakan hana haduwar manii na miji da kwan mace

Amfanin robar mahaifa:

- Saukin amfani: Da zarar an sanya shi daidai ba lallai bane akoma asibiti
- Tazara mai tsawon lokaci: Babu fargaban samin cikin da ba’a shirya ba
- Yana karfafa dangantaka, kuzari da shakuwan sadawa tsakanin ma’aurata
- Robar mahaifa bashi da hatsari ga mata kuma ana iya cire shi a ko wane lokaci. Da zarar mace ta tsaida amfani da shi, zata iya daukan ciki

- Robar mahaifa nada kyau ga mata masu shayarwa.

Wajibi ne kwararriyar ma'aikaciyar lafiya ta saka ma mabukata. Ana iya samun sa a asibitocin tazarar haifuwa. Robar mahaifa yakan tsaya daidai in da aka sa shi. A ziyarci ma'aikacin kiwon lafiya idan akwai damuwa.

EPIISODE 17

Topic: Service Providers provide services based on clients' needs

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That FP providers provide services based on clients' needs
- That FP providers support clients to make informed decisions about FP methods

FEEL:

- ***Confident*** that they will receive services from FP providers based on their needs
- ***Comfortable*** approaching FP providers with their FP needs

DO:

- **Visit** a Family Planning provider for services

PURPOSE

- ***To educate*** the audience about what to expect from their FP providers
- ***To motivate*** the audience to seek the services of FP providers knowing that the services they'll get are fair and unbiased

WHY IS THIS AN ISSUE?

Many people believe that Service providers discourage them from using family planning if they have no children or have just one. Some service providers also prescribe FP methods based on availability and competence. This means that they may not offer the client the full range of services or assist them to make an informed choice

CONTENT:

- FP providers provide quality counseling by listening patiently to clients, understanding their needs and providing information on all available options relevant to the client. This way, they are able to help the client choose a method that best suits them.
- FP providers are open-minded and respect clients' choices regardless of the clients' age or number of children they have.
- FP providers support clients from the first visit onwards and encourage them to return if they have any concerns.

SIMPLE DOABLE ACTION:

Visit a FP provider

LIVE CHAT TALKING POINTS

- FP providers provide quality counseling by listening patiently to clients, understanding their needs and providing information on all available options. This way, they are able to help the client choose a method that best suits them.
- FP providers are open-minded and respect clients' choices regardless of the clients' age or number of children they have.

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- FP providers support clients from the first visit onwards and encourage them to return if they have any concerns.

YORUBA

- Ise to kunju iwon ni awon akosemose ifetosomobibi nse. Won o teti si o, gba o niyanju, won yio si salaye orisirisi ilana ifetosomobibi fun o. Won yio ran o lowo lati yan ilana ifetosomobibi to baa o lara mu.
- Iru ilana ifetosomobibi to ba te o lorun na ni won yio ba o fe, lai fi ti ojo ori tabi iye omo to ti bi se.
- Awon akosemose ifetosomobibi yio beere si n ran o lowo lati ojo ti o ba ti koko yoju si won, won yio si tun gba o niyanju lati pada wa ti o ba ni ohun to nko o lominu.

HAUSA

- Jami'an tazarar haifuwa suna bada ingantaccen shawara ta hanyar sauraron mabukatar tazarar haifuwa, fahimtar bukatunsu da kuma bada bayanai akan kowane dabarar tazara da za'a iya amfani dashi. Ta wannan hanya su na taimakon mabukata akan zabin dabarar tazara mafi kyau, kafi daidai da su.
- Jami'an tazarar haifuwa shirye suke ako yausha domin su ga cewa mubakatan tazar haifuwa sun sami biyan bukata, komin shekarun da yawan 'ya'yansu.
- Jami'an tazarar haifuwa na bada tallafi ga mabukatan tazarar haifuwa daga zuwan farko da kuma karfafa masu gwiwa akan cewa suna iya dawowa da duk wani damauwarsu.

Catchy Phrase

"Your FP needs, our priority"

"Ilana Ifetosomobibi to ba fe, to si ba o lara mu, lo je wa logun!"

"Burin mu shine bukatun mu na tazarar haifuwa"

EPISODE 18

Modern Family Planning (FP) is Safe

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That modern FP methods are safe

FEEL

- ***Confident*** to use modern FP

DO

- Talk more about the safety of modern FP methods

PURPOSE

- ***To promote*** the safety of modern FP methods
- ***To motivate*** the audience to feel confident that modern FP methods are safe for them and their family

WHY IS THIS AN ISSUE?

Many couples avoid the use of modern family planning method because they are concerned about its safety. If they had the facts, they might be more likely to use modern family planning method and enjoy the benefits.

CONTENT:

Modern family planning methods are safe. All modern FP methods in Nigeria have been certified by safety and regulatory bodies; such as NAFDAC.

Many couples are satisfied with their family planning methods and are enjoying its benefits. You can always go to a provider if you have any question or concerns.

When getting a method, be sure to KNOW how to use it correctly as this is vital for the effectiveness of the chosen method. For example, pills should be taken daily and injectables every 2 or 3 months.

SIMPLE DOABLE ACTION:

- Discuss safety of modern FP methods with peers / relatives.

LIVE CHAT TALKING POINTS

Modern family planning methods are safe. All modern FP methods in Nigeria have been certified by safety and regulatory bodies; such as NAFDAC.

Many couples are satisfied with their family planning methods and are enjoying its benefits. You can always go to a provider if you have any question or concerns.

YORUBA

Awon ilana ifetosomobibi igbalode ko lewu. Awon ajo to n bojuto lilo oogun ati ilera ni orilede Nigeria, bii ajo NAFDAC ti fi onte lu gbogbo ilana ifetosomobibi igbalode. Opolopo tokotaya ti o nlo ilana ifetosomobibi igbalode lo nje igbadun anfani re. O le lo ri akomose eleto ilera ifetosomobibi bi o ba ni nkankan to n ko o lominu.

HAUSA

Dabarun tazarar haifuwa na zamani kiyayayyu ne. Duk hanyoyin tazarar haifuwa na zamani a Nigeriya sun sami lambar amincewa daga ma'aikatun tantancewa kamar su NAFDAC. Ma'aurata da dama sun gamsu da dabarun tazarar haifuwa kuma suna cin moriyar amfaninsu. Ana iya tuntubar jami'an tazarar haifuwa idon ana da tambaya ko ana neman karin bayani

EPISODE 19

Topic: Many couples are using family planning; you just don't know

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That many couples use modern family planning, even the ones you know
- That family planning use is normal amongst couples

FEEL

- ***Comfortable*** that using family planning is a normal and common thing.
- ***Reassured*** that so many couples are using family planning

DO

- Talk to your spouse about using FP
- Talk to other couples about their experience using FP

PURPOSE

- To inform listeners that many couples that they know are using FP
- To encourage couples to seek more information on FP

WHY IS THIS AN ISSUE?

FP is not a regular topic of discussion in our communities and most FP users do not openly share their experience of FP use. Many people shy away from prying into other people's perceived privacy but non-users need to know that couples like them are using FP.

CONTENT:

In reality, many couples are using modern FP and when they talk about it, other couples will know that it is normal and will be encouraged to use it.

Over three million couples in Nigeria are currently using a modern family planning method. They are able to get pregnant, rest and get pregnant again when they want. Count five couples around you; at least one of them is using a modern family planning method; Your friends, peers and neighbors are modern family planning users. (In Lagos and Oyo, count one in three couples...)

Benefits of couples sharing about FP use

- Your neighbours' or family members' problems do not become yours (*Irorun okun ni irorun eye*)
- It shows that you are a good friend/neighbor

Couples can find out about those using FP by speaking to their family, friends or neighbors about it

(Suggestion – let testimonial be about a couple who have overcome their reservations about sharing their FP story and discussed such information with a friend)

SIMPLE DOABLE ACTION:

Talk about FP with one person you have never discussed it with before.

LIVE CHAT TALKING POINTS

More FP users now discuss publicly, their experience, using modern methods publicly and this has helped many intending users to adopt a method. Couples can find out about those using FP by speaking to their family, friends or neighbors about it.

YORUBA

Opolopo awon to nlo ilana ifetosomobibi igbalode lo ti ni igboya lati soro nipa iriri won ni gbangba. Eyi si ti je iranwo fun opolopo lati yan iru ifetosomobibi tan ba fe. Tokotaya le mo nipa awon to nlo ifetosomobibi igbalode layika won nipa biba awon ore, ebi ati aladugbo soro.

HAUSA

Ma'aurata da yawa na yin tazarar haifuwa, kai ne dai baka san hakan ba
An sami Karin masu amfani da tazarar haifuwa da ke tattauna.....fadan moriyarsu akan hanyoyin tazarar haifuwa na zamani, kuma hakan ya taimaka wa masu niyyar fara amfani da hanyoyin su dauki mataki kuma su fara amfani da daya cikin hanyoyin. Ma'aurata na iya gano masu anfani da tazarar haifuwa ta hanyar zantawa da iyalai, abokanai da makwabta akan hakan.

Catchy Phrase

"My neighbour's peace is my peace"

"Irorun okun ni irorun eye"

"Salaman ka na wa"

EPISODE 20

Modern FP Helps Couples Have Better Sexual Intimacy and Closeness

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- That FP can build better sexual intimacy and closeness between partners

FEEL

- ***Confident*** that using FP will improve the relationship with their partner
- ***Loved*** by their partner because of the closeness FP brings them

DO

- Tell someone that Modern FP methods enhance sexual intimacy

PURPOSE

- To educate listeners that improved sexual intimacy is a benefit of FP use
- To motivate listeners to consider FP because it will help improve their sexual intimacy and closeness with their partner.
- To demonstrate a couple become more intimate because they are using a FP method

WHY IS THIS AN ISSUE?

This is an issue because for the many couples who do not want to get pregnant, sexual intimacy and closeness is compromised because they are not using a modern FP method. This causes '*bedroom quarrels*' as many women deny their husbands sex due to the fear of unplanned pregnancy. They do not link FP with improved intimacy and closeness.

CONTENT:

- Family planning enables couples enjoy uninhibited sexual intimacy because there is no fear of getting pregnant.
- Sharing intimacy regularly enhances closeness between partners thereby improving communication, friendship, understanding and love in the relationship.
- A woman who is not afraid of unplanned pregnancy will be able to relax and enjoy sex more. She will not have to deny her husband sex due to fear of unplanned pregnancy.
- Men will feel happy that their wives are willing to be close to them and share intimacy.

SIMPLE DOABLE ACTION:

- Talk with partner about using FP to enhance closeness

LIVE CHAT TALKING POINTS

- Couples need to know that using a FP method enables them relax and enjoy improved sexual intimacy and closeness.
- A woman who is not afraid of unplanned pregnancy will be able to relax and enjoy sex more. She will not have to deny her husband sex due to fear of unplanned pregnancy.
- Men will feel happy that their wives are willing to be close to them and share intimacy.

Catchy Phrase

"It's on tonight!"

"Yara ni o sun lale"

"Kariya gado"

YORUBA

- O se pataki ki tokotaya mo wipe sise ifetosomobibi yio je ki won le farabale gbadun ibalopo to danmoran.
- Niwon ti ipaya oyun airotele ko ba si, obirin yio le farabale gbadun oko re daadaa. Ko nii maa gbara sa fun oko re nitori eru oyun airotele.
- Inu awon okunrin naa yio dun, nitori awon iyawo won se tan lati sun mo won loorekoore fun ibalopo to senu re.

HAUSA

- Ya kamata ma'aurata su fahimci cewa yin amfani da tazarar haifuwa zai sa su saki jiki domin moriyar da shakuwa da junansu
- Ma'auraciyar da bata fargaban daukan ciki zata sami kwanciyar hankali wajen saduwa da Maigidanta. Ba zata guji saduwa da mijinta saboda tsoron daukan cikin da bata shirya ba
- Maza na alfahari idan matan su, sun saki jik dasu wajen saduwa das u.

EPISODE 21

Topic: Satisfied Users: Discussing FP with peers (Women)

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- The importance of discussing FP with their peers

FEEL

- ***Motivated*** to broach the subject of FP with their peers
- ***Confident*** that they can discuss FP with their peers.

DO

- Talk freely about their personal use of FP with peers
- Support peers who intend to use FP.

PURPOSE

- To demonstrate the benefit of FP users discussing FP with peers

WHY IS THIS AN ISSUE?

A lot of FP users are not confident to disclose and discuss their experience of using a method with their peers. Most women believe that FP use is a personal affair. It is generally believed that society is not in support of FP use therefore users are not aware that they are not alone.

Studies have shown that women who feel that other women like them are using FP are more likely to use/ continue to use a method.

CONTENT:

The approval of peers has great influence over a woman's use of FP.

How can peers play a positive role?

- They can tell their peers that FP is safe and effective based on their own experiences.
- They can ask their peers what their plans are for their family size or children's education
- Peers can direct a woman to access correct FP information or services.
- They can speak positively about couples who use FP

Why should peers support?

- When peers support in family matters, then they can feel satisfaction or pride of having helped someone.

SIMPLE DOABLE ACTION:

Talk to a peer about FP.

LIVE CHAT TALKING POINTS

How can peers play a positive role?

- They can tell their peers that FP is safe and effective based on their own experiences.
- Peers can direct a woman to access correct FP information or services.
- They can speak positively about couples who use FP

Why should peers support?

- When peers support in family matters, then they can feel satisfaction or pride of having helped someone.

Catchy Phrase

"A friend in need, is a friend indeed"

"Ore to gbani nigba erun ni ore otito"

"aboki na kwarai wanda yake rike amana"

YORUBA

Bawo ni awon egbe/ore se le gbaruku ti ara won?

- Won lee so fun awon ore/egbe won wipe ifetosomobibi se e gbekele, ko si mewu dani, gege bi iriri won.
- Won lee toka obirin egbe won si ibi ti yio ti ni imo to peye ati ibi ti o ti le se ifetosomobibi igbalode
- Won le soro nipa awon apeere tokotaya to ti se ifetosomobi to si ni ipa to dara

Ki ni idi to fi ye ki ore/egbe gbaruku ti ifetosomobibi?

Ni igba ti egbe/ore ba je iranwo lori awon ohun to je mo ebi, won yio ni iwuri wipe awon naa ti ran enikan lowo

HAUSA

Ta wace hanya mata zasu nuna matsayi na gari?

- Suna iya fadawa sa'oinsu cewa suna anfani da tazarar haifuwa da shaidar cewa babu hadari idan ana tazarar haifuwa kuma yana da inganci
- Mata na iya nuna wa 'yanuwansu mata inda zasu sami hanyar tazara na zamani da kuma inda zasu Karin bayani
- Suna iya bada shaida na gari akan ma'aurata masu amfani da tazarar haifuwa

Me yasa mata zasu tallafawa mata 'yan uwansu?

Idan mata suka tallafawa juna akan harkar iyali, zasu sami gamsuwa da kuma alfahari da cewa sun taimaka wa sun taimakawa wata 'yar uwarsu

EPISODE 22

FP and my career goals

MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:

- That FP can give them the time to pursue their career
-

FEEL:

- ***Confident*** that FP can help them achieve their career goals.

DO:

- Talk with your partner about how FP can help you as a couple achieve your career goals.
- Find an FP method that suits your career goals.

PURPOSE

- To motivate listeners to believe that their career goals are achievable with FP.
- To motivate listeners to use FP to help them achieve their career goals.

WHY IS THIS AN ISSUE?

People don't know that it is possible to reconcile desire to have children and achieve their career goals through family planning.

CONTENT:

- FP allows couples to recover themselves between births and start or expand a business.
- Using FP can also support a couple's professional development as they have time to undergo trainings and rise through the cadres to the peak of their career.
- FP enables couples to better face economic changes and uncertainties that are common in today's world (for e.g. sudden price increases in school fees or food) in such a way that they can still achieve their goals.

Catchy message:

"People wey sabi na dem wey dey plan well o"

"Wayayyu, suke tazarar haihuwa"

"Eni to soji lo nlon feto si o"

SIMPLE DOABLE ACTION:

- Talk with your partner about achieving your goals through FP

LIVE CHAT TALKING POINTS

- FP allows couples to recover themselves between births and start or expand a business.
- Using FP can also support a couple's professional development.
- FP enables couples to better face economic changes and uncertainties that are common in today's world

YORUBA

- Ifetosomobibi fun tokotaya ni aye lati mu nkan bo sipo laarin omobibi, eyi to fi aye sile fun ise tabi owo won lati gberu sii.
- Ifetosomobibi si tun le ran tokotaya lowo fun idagbasoke lenu ise won.
- Ifetosomobibi yio ran tokotaya lowo lati koju awon ipenija lori oro aje ati awon idojuko to wopo lode oni.

HAUSA

- Tazarar haifuwa zai baiwa ma'aurata dammar maida karfin su tsakanin haifuwa domin fara sana'a ko kuma bunkasa sana'ar su.
- Tazarar haifuwa na iya taimakawa da hubasa kwarewar sana'a ko aikin ma'aurata
- Tazarar haifuwa zai baiwa ma'aurata damar tsira daga kuncin rashi da sauran al'amuran yau da kulum

EPISODE 23

Topic: Continuing family planning use. There is a method for everyone and it is possible to switch

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That there is more than one FP method available to suit different needs
- That it is possible and easy to switch from one method to another

FEEL

- ***Confident*** and assured that there is an FP method that will suit their needs
- ***Convinced*** about the importance of continuing FP use

DO

- Continue modern FP method use

PURPOSE

- To educate listeners about the different FP methods available to suit different needs and lifestyles
- To educate the audience on the possibility of switching from one modern FP method to another if there are concerns
- To demonstrate someone switching from one method to another based on their needs

WHY IS THIS AN ISSUE? Not everyone understands that modern FP presents many options. Those that eventually make a choice and experience some temporary discomfort tend to discontinue use. They do not know that with the support of the service providers, it is possible to switch methods to get the one that better suits them.

CONTENT:

Continuing the use of modern FP is important whether you stay with your current method or you switch to another one. It will help you achieve your goals and aspirations, give you peace of mind, help you get pregnant only when you are ready and help you maintain your beauty.

There are many FP methods available, these are: injectables, pills, IUD, Implants, condoms, tubal ligation, vasectomy.

Some people may have concerns or may no longer be happy about their current FP method. It is important to know that no matter your reason or circumstance, you can switch to another method. there is another method that will better suit you and your present situation.

SIMPLE DOABLE ACTION:

- Find out about the different FP methods available

Catchy Phrase

"I don port o!"

"Na canza salo!"

"Opon ti sun!"

LIVE CHAT TALKING POINTS

Some people may have concerns or may no longer be happy about their current FP method. It is important to know that no matter your reason or circumstance you can switch to another method. There is another method that will better suit you and your present situation.

YORUBA

Oseese ki ilana ifetosomobibi ti o nlo lowo ma te o lorun mo. O se koko lati mo wipe anfani wa fun o lati lo ilana igbalode miran. Ilana igbalode miran wa ti yio ba o lara mu, ti yio si te o lorun.

HAUSA

Akwai mutanen da ke da damuwa ko kuma rashin kwanciyar hankali akan dabar tazarar da suke amfani da shi a yanzu.

Yana da mahimanci a san cewa ko wace dalili, ko hujja ko kuma damuwa ake fuskanta, ana iya sauya hanyar tazara zuwa wata hanyar.

Babu shakka akwai dabarar da zata dace da ku a yanayin da kuke ciki.

EPISODE 24

Choosing Modern FP over Traditional Methods

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That modern methods are more reliable than traditional methods
- The benefits of using modern FP methods

FEEL

- ***Confident*** to move from traditional to modern methods

DO

- Consider using a modern FP method

PURPOSE

- ***To educate*** that modern fp methods are more effective than traditional methods
- ***To encourage*** the acceptance and adoption of modern methods

WHY IS THIS AN ISSUE?

Many women still use traditional methods such as cycle beads (standard days), rhythm and withdrawal methods, which are less reliable than the modern FP methods. This is because many women do not have adequate information or are afraid of the modern methods. Some also have used traditional methods for so long and their attitude is “Traditional methods have been used for a long time, so why change to modern?” However, the fact is that failure of traditional methods has made some women resort to abortions to get rid of unwanted unplanned pregnancies.

CONTENT:

Many couples have made good decisions to plan their families and are taking actions to achieve this. They however sometimes use traditional methods such as, withdrawal which is less reliable than the modern methods.

Modern family planning methods include exclusive breast feeding (baby friendly), pills, implants, IUD, condoms, injectables, vasectomy and tubal ligation. There is a modern family planning choice for everybody and you have the power to make that choice.

Benefits of modern FP methods over traditional

- Using modern FP methods are reliable, safe and effective, unlike traditional methods which are subject to human error
- Modern methods give you peace of mind that you are protected from unplanned pregnancy
- Using modern methods improves intimacy and reduces ‘*bedroom quarrels*’

SIMPLE DOABLE ACTION:

Discuss the use of modern FP with your partner.

LIVE CHAT TALKING POINTS

Benefits of modern family planning methods over traditional

- Modern FP methods are reliable, safe and effective, unlike traditional methods which are subject to human error
- Modern methods give you peace of mind that you are protected from unplanned pregnancy Using modern methods improves intimacy and reduces bedroom quarrels

YORUBA

Anfani ti ilana ifetosomobibi igbalode ni lori ti abalaye

- Ilana ifetosomobibi igbalode see gbokan le, ko lewu, o muna doko. Sugbon awon ilana abalaye fi aye le fun asise.
- Ilana ifetosomobibi igbalode nfini lokan bale wipe oyun airotele ko le waye.
- O nmu ibasepo lokolaya gbe peeli sii, ede-aiyede inu yara naa yio si dinku.

HAUSA

Fa'doyin hanyoyin tazarar haihuwa na zamani akan hanyoyin gargajiya

- Dabarun tazarar haifuwa na zamani kiyayayyu ne, masu inganci da dogaro ba kamar hanyoyi na gargajiya ba da ke tattare da sabani da kurakurai.
- Dabarun tazarar haifuwa na zamani na bada kwanciyar hankali cewa akwai kariya daga daukan ciki da ba'a shirya dauka ba
- Yana karfafa shakuwa da kawar da sabani tsakanin ma'aurata

EPISODE: 25

Satisfied Users: How men can support one another in using family planning

MEASURABLE OBJECTIVES: After listening to this episode, men will:

KNOW:

- That other men are using modern FP method
- How to support each other in using modern FP

FEEL:

- ***Empowered*** to support other men to use FP
- ***Confident*** that talking about modern FP with friends will make them look 'smart'

DO:

- Talk to other men about the importance of modern FP
- Support other men to use modern FP

PURPOSE

- To encourage men to support each other in using FP
- To demonstrate how men can talk to their friends about the benefits of FP

WHY IS THIS AN ISSUE?

Men don't talk to their friends about family planning because they see raising the issue of modern FP as 'women's affair'. This does not encourage men to openly discuss their own FP use with other men. Some men in rural areas want to be perceived as successful which is equated with having many children. Men can be influenced by the approval or disapproval of their friends, this would affect the kind of information they share as well as the attitudes they show towards an issue such as FP.

CONTENT:

A man should never be shy to share information that will help his peers.

When a man shares helpful information with his friends, he will be seen as someone who is a good friend, smart, responsible and a role model.

Also, when men support each other in family matters, it brings closeness among them and strengthens their relationship.

Men can support each other to use family planning by:

- Sharing that the responsibility of FP rests with both the man and the woman
- Sharing that family planning methods are safe and effective
- Discussing their own FP experiences and how it has helped them to achieve their goals for their family
- Encouraging friends to discuss FP with their wives
- Sharing benefits enjoyed by men who use modern FP such as:
 - less financial stress;
 - more time and intimacy with his spouse and more influence on his children

SIMPLE DOABLE ACTION:

- Talk to your friends about the benefits of modern FP.

LIVE CHAT TALKING POINTS

When a man shares helpful information with his friends, he will be seen as someone who is a good friend, smart, responsible and a role model.

Men can support each other to use FP by:

- Sharing that the responsibility of FP rests with both the man and the woman
- Sharing that family planning methods are safe and effective
- Discussing their own FP experiences and how it has helped them to achieve their goals for their family

Catchy Phrase

"A friend in need, is a friend indeed"

"Ore to gbani ni gba erun ni ore otito"

"Abota cikin rashi shine abota na kwarai"

YORUBA

Ti okunrin ba soro nipa nkan to lee se ore re ni anfani, won a ri bi ore gidi, alawokose, eni to ja fafa ti o si see mu yangan lawujo.

Awon okunrin le se atileyin fun ara won lori ifetosomobibi nipa:

- Siso wipe ojuse to ro mo ifetosomobibi je ohun to kan okunrin ati obirin.
- Soo wipe awon ilana ifetosomobibi ko lewu, won si muna doko.
- So nipa iriri re lori ifetosomobibi ati bi o se ti ran o lowo lati mu ilepa re wa si imuse lori ebi re.

HAUSA

Namiji mai ilmantar da abokanensa da kuma bada kyawawan shawara gare su zai sami lambar yabo domin za'a rika karrama shi ana yi masa kirarin cewa abokin kwarai ne, wayyaye, wanda ya san abinda yake yi kuma abin koyi.

Maza na iya tallafa wa juna akan yin amfani da tazarar haifuwa ta wadannan hanyoyi:

- Ganarwa akan cewa Aiwatar da tazarar haifuwa hakki ne da ya rataya a wuyan maza da mata
- Ganar da cewa tazarar haifuwa kiyayayye ne mai inganci
- Tattaunawa da juna akan abinda suka koya ta wajen amfani da tazarar haifuwa da kuma yadda tazara ya taimaka masu domin cimma burinsu da na iyalinsu

EPISODE 26

Topic: Family and In-laws support FP

MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW

- That family and in-laws have an important role to play in supporting a couple’s goal to use FP
- How to support their family and in-laws to use FP

FEEL

- ***Encouraged*** to support couples within their families to use FP
- ***Proud*** that they are improving their family as a whole by talking about the benefits of FP

DO

- Family and in-laws should let couples know that they support FP.
- Hold positive discussions with the couples in their family about FP

PURPOSE

- To sensitize in-laws to know that they have an important role to play in encouraging couples to use FP.
- To motivate listeners on the need to support couples in their families to consider the use of FP.

WHY IS THIS AN ISSUE?

Extended family members and in-laws in Nigeria often have high fertility desires for couples. Many couples are afraid that their in-laws do not support FP, as such they are hesitant about using FP. One factor that predicts the uptake and continuous use of FP by women is the social support that they receive. It is therefore important for in-laws and family members to be vocal about their support for FP.

CONTENT:

The benefit to families (parents, parents in-law, uncles, aunties, siblings) who discuss family planning with couples is that FP will help their family groom successful children that would represent the family well. Also, extended families will no longer have to bear the burden of family members who are unable to look after their children in the current socioeconomic climate.

It is the responsibility of family members and in-laws to talk to loved ones about FP. When couples know that they have the support of family members and in-laws, they are more likely to use FP.

Family members and in-laws can show their support by speaking openly and positively with the couple about the benefits of FP.

SIMPLE DOABLE ACTION:

Discuss FP with a couple in the family.

Catchy Phrase

“Family wey sabi na dem dey plan well o”

“Ebi to jasi lo n feto si”.

“Iyali da suka gane su ke tazarar haihuwa”

LIVE CHAT TALKING POINTS

The benefit to families (parents, parents in-law, uncles, aunties, siblings) who discuss FP with couples is that it will help them groom successful children that would represent the family well. Also, extended families will no longer have to bear the burden of family members who are unable to look after their children in the current socioeconomic climate.

Family members and in-laws can show their support by speaking openly and positively with the couple about the benefits of FP

YORUBA

Anfani to wa ninu ki ebi (obi, egbon, aburo, ana ati bebe lo) maa ba tokotaya soro nipa ifetosomobibi ni wipe yio ran won lowo lati to awon omo t'o yan, t'o yanju, ti o si se fi yangan. Ojuse awon ti ko lee toju omo won ko nii di ti ebi.

Awon ebi ati ana lee fi atileyin won han nipa biba tokotaya soro lori awon anfani ifetosomobibi.

HAUSA

Amfanin iyali (iyaye, surukai, kawuna,'yan uwa, dangi) su tattauna lamarin tazarar haifuwa da ma'aurata shine cewa tazara zai taimaki iyali hanyarda zasu tarbiyar da 'ya'yansu ta yadda zasu fita kunya. Bugu da kari, ba lallai bane dangi su dauki nauyin kula da dangi marasa karfi ba, musamman a wannan lokaci na kunci.

'Yan uwa da surukai na iya nuna goyon baya ta hanyar magana ta gaskiya tare da ma'auratan akan amfanin tazarar haifuwa.

15. GLOSSARY**Hausa and Yoruba words/ and phrases**

ENGLISH	HAUSA	YORUBA
Abortion	Zubar da ciki	Oyun sise
Abstinence	Kaurace wa saduwa	Mu ara duro
Ante-natal care (ANC)	Awon ciki	Itoju Alaboyun
Anxiety	Tashin hankali	Igbokan soke
Bleeding	Zubar jinni	O n ri eje
Child Birth spacing	Tazaran haihuwa	Ifetosomobibi
Child birth spacing methods	Hanyoyin bada tazaran haihuwa	Ilana ifetosomobibi
Conception	Daukar ciki	Ipo iloyun
Condom (Female)	Kororon robar mata	Roba idaabobo Obirin
Condom (Male)	Kororon robar maza	Roba idabobo Okurin
Confidential	Cikin sirri	Eti keta o ni gbo
Contraception	Hutun haihuwa	Fifetosomobibi
Counseling	Tattaunawa	Igbani nimoran
Depression	Matukar damuwa	Idamu okan
FP Expert	Kwararriyar Jami'ar Tazaran haihuwa	Onimo nipa Ifetosomobibi
FP Provider	Jami'ar Tazaran haihuwa	Akosemose Ifetosomobibi
Health care provider	Jami'in kiwon lafiya	Eleto ilera
Health facility	Asibiti	Ile ilera
Implant	Ashantar fata	Onisana apa
Infertility	Rashin haihuwa	Airomobi
Informed decision	Daukar mataki da ya dace	Ipinu to duro lori imo
Injectible	Allurar Tazaran haihuwa	Alabere
IUD	Robar mahaifa	Onifisi/Oluju ara: Sowanbe
Maternal Morbidity	Rashin lafiyar uwaye	Ailera iya olomo
Maternal Mortality	Matuwar mata lokacin ciki ko haihuwa	Iku awon iya olomo
Miscarriage	Bari	Oyun wale
Modern child spacing methods	Hanyoyin tazaran haihuwa na zamani	Ifetosomobibi igbalode
Peer pressure	Matsi / Jan hankali da ga abokai	O n kegbe
Pills (FP)	Kwayoyin Tazaran haihuwa	Onikoro
Planned pregnancy	Cikin da a ka shirya daukan sa	Oyun ti a pinu re

NURHI 2 SEASON 2 RADIO DESIGN DOCUMENT

Rhythm method	Dumin jiki	Olojo kika
Standard days method	Kirgen kwanakin wata	Olojo kika onileke
Tubal ligation	Juyin mahaifa	Alasopa Obirin
Unintended pregnancy	Cikin da ba'a shirya ba	Oyun Airotele
Uterus	Mahaifa	Ile omo
Vasectomy	Dandaka/Hanya ta dindindin	Aladipa Okunrin