



Annual Performance Report for the Year 2021 (January 1 – December 31, 2021)

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Aconyms

AMS	Audience Monitoring Survey
C4D	Communication for Development
CC	Community Conversation
COVID-19	Coronavirus disease
CPIE	Child Protection in Emergency
EBC	Ethiopian Broadcast Corporation
FAR	Formative Audience Research
FGM	Female Genital Mutilation
HCD	Human Center Design
HPs	Harmful Practices
LGs	Listeners' Groups
NORAD	Norwegian Agency for Development Cooperation
PMC	Population Media Center
PMC-E	Population Media Center-Ethiopia
RSD	Radio Serial Drama
SBCC	Social Behavior Change Communication
SCI	Save the Children
SGBV	Sexual and Gender-Based Violence
SGBV	Sexual and Gender-Based Violence
SNNP	Southern Nations, Nationalities and Peoples'
SNNPR	Southern Nations, Nationalities and Peoples' Region
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
WASH	Water and Sanitation Hygiene

Executive Summary

Population Media Center Ethiopia (PMC-E) in partnership with UNFPA, UNICEF and Save the Children International (SCI) has been implementing multi-media behavior change projects to address Sexual and Gender-Based Violence (SGBV), Female Genital Mutilation (FGM) and Child Marriage and prevention of COVID-19. In the year 2021 PMC has carried out people centered multi-media communication activities to disseminate information and increase knowledge on the above health and development issues.

Three baseline research assignments were conducted to inform new projects with UNICEF and Save the Children. Audience Monitoring Surveys (Phase I and II) to evaluate the listenership of four radio programs supported by UNICEF have been conducted. A radio serial dram called *Nekakat* (“Cracked”) has been produced and aired. During this reporting year ninety episodes of the drama were broadcast over seven FM stations of Fana Broadcasting Corporation and National and FM Addis 97.1 of Ethiopian Broadcasting Corporation (EBC). Three radio talk shows were produced on the prevention of SGBV in the time of COVID-19. The shows were produced in Amharic, Afaan Oromo and Tigrigna languages. 26 episodes of each show were aired over Amhara Media Corporation and Ethiopian Broadcasting Corporation (EBC). Four radio talk shows in the prevention of Female Genital Mutilation (FGM) and Child marriage in Amharic, Afaan Oromo, Afar and Somali languages have been produced and aired over EBC and Fana Broadcasting Corporate.

A radio talk show on issues related child protection in emergency has been produced and aired over EBC and Fana Broadcasting Corporate. Two radio talk shows on Girl’s life skill have been produced and aired in Amharic and Afaan Oromo languages. Television and radio spot messages in the prevention of SGBV and COVID-19 and FGM and child marriage were produced in different language and aired.

Different print materials such as booklets, brochures, and flyers on SGBV, FGM and Child Marriage were produced and published in different languages. Tool kits on WAHS and Nutrition were developed and are ready for print. Similarly, community conversation manual was developed, translated into Afar and Somali languages. The manual is being used by community conversation manual at grass root level.

Different trainings and advocacy workshops were conducted, and 948 participants benefited from the trainings/workshops. Community wide campaigns in the prevention of FGM and child marriage were conducted in three project woredas of Somali Regional States. Mini-media equipment, flash disks containing episodes of *Yalaleke Guzo* radio talk show, and other supplies were purchased and distributed to support schools mini-media, youth clubs/girl clubs, and motivate girls refusing FGM and child marriage. PMC is effectively using social media to promote and increase listenership of *Nekakat* radio serial drama and all radio talk shows.

Through these multimedia communication activities, PMC-E would contribute to the national effort to prevent and protect women and girls from sexual and gender-based violence and to end FGM and child marriage by increasing knowledge, shifting attitudes, and promoting and encouraging positive behaviors.

Introduction

Population Media Center (PMC) is a US-based international nonprofit origination that specializes in developing research-based multimedia communication strategy for social development.

PMC designs and implements Social Behavior Change Communication (SBCC) projects with measurable results across diverse cultural contexts. PMC specializes in entertainment-education and mass media to empower people to live healthier and more prosperous lives. These mass media shows promote community dialogue and positively shift norms, attitudes, and behaviors.

The multi-platform campaigns engage massive audiences, driving cost-effective impacts. Since 1998, PMC has applied Theory of Change to more than 50 shows, broadcasting in more than 50 countries. PMC-Ethiopia (PMC-E) was established in 2000 and has impacted lives across Ethiopia for more than two decades. The office in Addis Ababa features a fully local management team expert in the PMC Communications Design Methodology.

PMC-E is engaged in several Radio Talk Shows (RTSs) broadcasting in Amharic, Afaan Oromo, Somali and Afar languages. PMC-E is also currently broadcasting a long-running radio drama called *Nekakat* in Amharic. PMC-E works on several community engagement activities. PMC-E works with the Women, Children and Youth Affairs Bureau at regional levels and with the Women, Children and Youth Affairs Offices at the woreda levels.

PMC-E is now implementing with three major partners. Projects with United Nations Children's Fund (UNICEF), implementing three 78-episode radio talk shows, advocacy workshops, and listener groups addressing early marriage, Female Genital Mutilation (FGM) and child protection. UNICEF-supported SBCC campaigns addressed Baby WASH and cholera prevention, in Afar and Somali languages. Activities included two 60-episode radio talk shows, IEC materials, community mobilization campaigns, and capacity building training programs. United Nations Population Fund (UNFPA) where multiple activities are addressing Gender-Based Violence (SGBV) and gender equity, family planning, FGM, and child marriage.

A 156-episode radio serial drama *Nekakat*, in Amharic, is on the air in Amhara, Oromia, SNNPR, and Addis Ababa, being complemented by *Yalaleke Guzo* (a 104-episode radio talk show), grassroots and digital media engagement, capacity building for change agents, IEC materials, and listener groups.

PMC-E has two current projects with Save the Children, both targeting early marriage and FGM in the Afar and Somali regions. Activities include several 104-episode radio talks shows, sets of listener groups, capacity building workshops, social media, and advocacy workshops.

This paper portrays the annual performance reports of PMC-E for the year 2021. The performance report focuses on immediate and intermediate results of multi-media communication projects performed in the year 2021. The performance report touches progress and change driven outcomes and demonstrates the project value to the recipients.

Projects as of the Year 2021

PMC-E in partnership with UNFPA, UNICEF and Save the Children has implemented the following six projects.

A. Projects with UNFPA

- A research-based multimedia social behavioral change communication (SBCC) project for the Prevention of and Responding to SGBV/HPs and Prevention of COVID-19 has been implementing a project on SGBV/HPs since 2019. The project focus areas are 24 woredas in Amhara, Oromia, SNNP and Tigray Regions.
- A project entitled “Accelerated Abandonment of FGM and Child Marriage in SNNPR is an extension project with UNFPA began in 2020. The objective of the project is to address the problem of female genital mutilation by bringing about change in perception, attitude, and practice of the target population through large-scale awareness creation and capacity building training activities.

B. Projects with UNICEF

- Implementation of a project with a title of Enhancing Breadth and Depth of a Multimedia Behavior Change Communication Campaign in SNNP, Oromia, Somali and Afar Regional States of Ethiopia began in January 2021. Project intervention areas include six woredas in Oromia Region, six woredas in SNNPR, two woredas in Afar and two woredas in Somali region.
- The second project with UNICEF is Gender inclusive C4D WASH Nutrition interventions Enhancing knowledge, shift attitudes and encourage positive WASH and nutrition behaviors through multimedia behavior change communication interventions in development and emergency settings. The project areas are nine woredas in Oromia, SNNP, Afar, Benishangul and Gambella Regions. This project starting being implemented since August 2021.

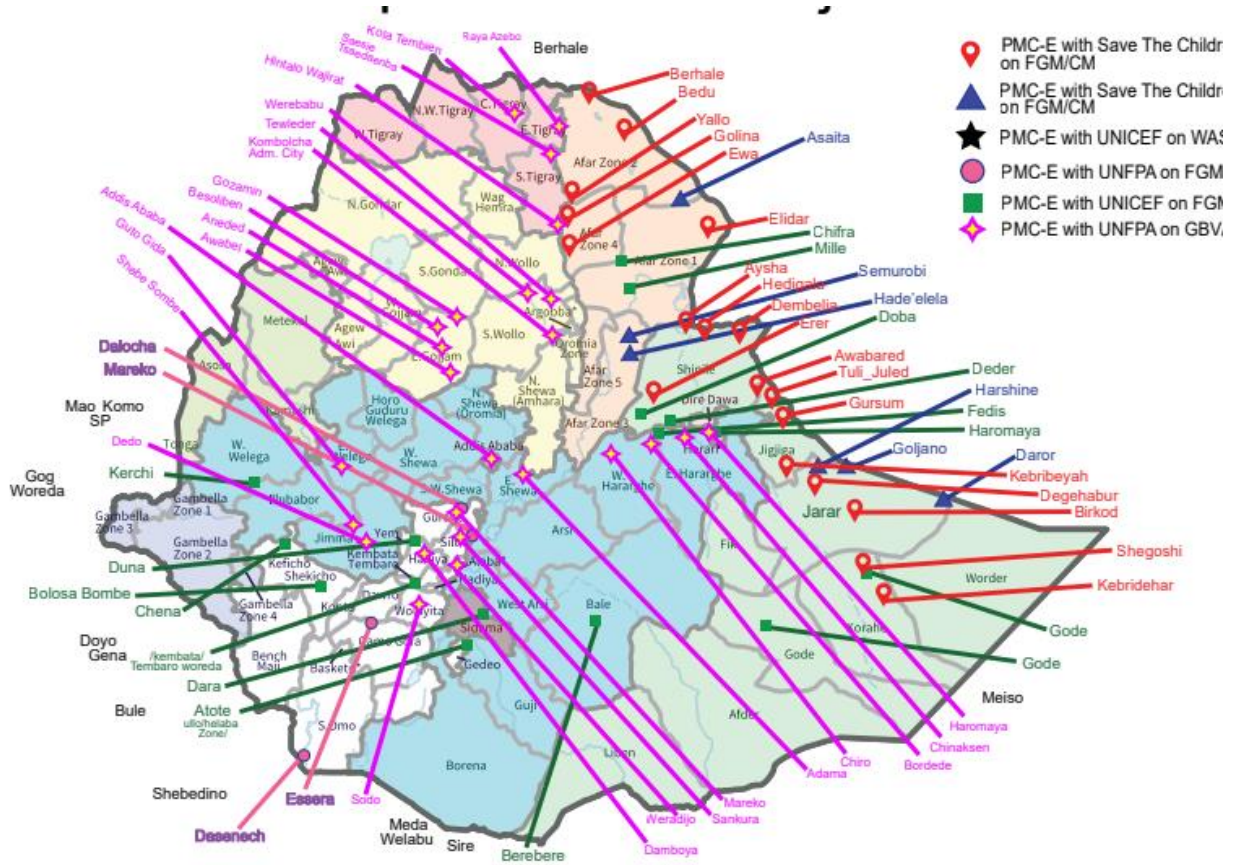
C. Projects with Save the Children

- PMC-E has been implementing two projects on FGM and Child Marriage. The projects were supported by the donation obtained from Irish Fund and Norwegian Agency for Development Cooperation (NORAD). These projects have been implemented in selected woredas of Afar and Somali regions. The project funded by NORAD began in December 2020 and the Irish fund project began in April 2021. The above projects have been implemented in 77 woredas of almost all regions of Ethiopia.

Table 1: Number of Project Intervention Woredas

Regions	No. of Woredas						Total
	UNFPA SGBV	UNFPA FGM/CM	UNICEF FGM/CM	UNICEF/WASH & Nutrition	SCI - NORAD	SCI - IRISH	
Amhara	7						7
Oromia	8		6	3			17
SNNPR	5	4	6	3			18
Afar			2	1	6	3	12
Somali			2		12	3	17
Gambella				1			1
Benishangul				1			1
Total	24	4	16	9	18	6	77

Fig 1: Map of Project Woredas



Project Activities Accomplished During 2021

Production and Broadcast of Radio Serial Drama, Named *Nekakat* (Cracked)



One of the major activities of the UNFPA project on SGBV/HPs is Production and Broadcast of Radio Serial Drama called "*Nekakat*". During the year 2021, it was planned to plot out 120 episodes and 80 episodes were finalized and approved for moving forward with scriptwriting, thus meeting 67% of the goal for planned Plotting for the quarter. So far it has been plotted out 130 episodes.

Based on the summarized plots, writers proceeded to drafting scripts. The same process for approving plotting is followed for scripts – translation, review by trainers, collaboration with the creative team and trainers. Consecutive collaborative discussions via Zoom with the writers, producer, and international trainers were held. Writers drafted their revisions to the scenes based on the comments/feedback given. This was done until scripts were approved and ready to be recorded and produced. During the year 2021, it was planned to write scripts for 120 episode of the drama and 90 were written and the achievement was 75%. The total scripts written reached for 127 episodes.

The process of production include that the production team takes the confirmed scripts, distributes them to the voice actors, organizes rehearsals, and schedules recording sessions. Recorded scenes are mixed with sound effects, music, "intros" and "outros" and then edited. Epilogues added to select episodes that appear in scenes that deal with issues being addressed (SGBV, FGM, child marriage, or family planning).

Broadcast ready scripts are sent to the radio stations for broadcast. After an episode is aired, it is uploaded to other platforms for alternative listening by the audience or catching up on missed episodes. It was planned to produce 120 episodes of the drama during the year and 95 episodes were produced which is 79% of the target and a total of 115 episodes were produced in 2021.

It was planned to broadcast 96 episodes of the drama over the year, but it was possible to air the 101 episodes. Each episode of the drama runs 30 minutes. Fana Broadcasting Corporate is transmitting the drama over its seven regional stations two times per week (plus repeat). In

addition, the Ethiopian Broadcasting Corporation EBC is airing the drama over national radio service with repeat on FM Addis 97.1 two times per week. The broadcast over the 7 Fana broadcast stations reaches the 15 intervention woredas and EBC programs reach the population all over Ethiopia and audiences in Addis Ababa Administrative City. So far 109 episodes were aired.

The drama about SGBV/HPs is broadcast over the national radio network of Ethiopian Broadcasting Corporation; thus, it can be heard throughout Ethiopia. Specifically, in the intervention woredas, the potential audience is estimated at 473,075 (F= 235,660; M = 237,415) adolescents and youth (172,908 ages 10-14; 160,459 ages 15-19; 139,709 ages 20-24). However, because of the current situation in some parts of the country, many young people have been deployed to the war zone and others have been displaced. This disruption negatively affected the listenership.

Printed materials were produced and distributed to promote and enhance listenership of *Nekakat*.

- Eye-catching flyers and posters containing logos, broadcast schedules, and illustrations of major characters in *Nekakat* drama were distributed to targets in the project intervention woredas of SNNPR, Oromia, and parts of Amhara. Details are provided in Annex II.
- Flyers and posters were uploaded on all *Nekakat* social media platforms.
- T-shirts with the *Nekakat* logo and different types of stickers with the name of the drama were distributed.

A radio quiz can be entertaining, as well as an effective means of encouraging audience participation. Quizzes are also means of evaluating the success of the drama at clearly delivering key messages to listeners. Therefore, listeners to *Nekakat* were invited to send their responses to the questions below via the telephone number +251 944 088 998 dedicated for this and other related activities 26 listeners participated in the quiz. 17 respondents who gave the most appealing responses were selected as winners and awarded mobile cards each valued at Birr 100. The incentive/prize may increase listenership to the drama.

Digital Social Media Activities and Mobile App

Social media campaigns for *Nekakat* are designed to engage and inspire people to take action to end violence against women. It also aims to provide the youth platforms for debate, reflection, influencing, and mobilizing people. The social media tools will help to fuel social movements on the burning issues of violence and harmful practice against women and girls. Links to the digital sites are indicated below:

<http://www.pmcethiopia.org/pages/nekakat-radio-serial-drama/>,

<https://www.facebook.com/nekakatradiodrama/>

https://www.youtube.com/channel/UCiKAQ2SRbe6ckRTCK_NGTbA

<https://t.me/Nekakat>

Ninety episodes of *Nekakat* are currently posted on Telegram and Facebook accounts, which have 8,358 and 28,624 followers, respectively. The drama has been uploaded on the *Nekakat* YouTube platform; each episode includes an illustrated scene from the drama and a companion video of the dialogue in sign language. Television Spot to promote the sign language was produced and aired.

The number of followers has not increased as expected. PMC-E believes this is partly due to the target population (two woredas in Tigray Region and 3 woredas in Amhara Region) being affected by the prevailing war in the northern part of the country, resulting in the displacement of people, power and internet failures, and property destroyed or looted.

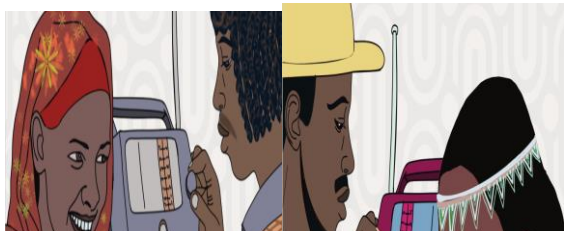
Nekakat is available through an App on the Google Play Store. Anyone can download the App, register, and listen to the drama while they are off the internet. The app also contains character profiles, broadcast schedules, key messages and advertising spots developed to urge prevention of SGBV and COVID-19. A link to *Nekakat* on YouTube is provided in the App. The app feature is compatible with three local languages (Amharic, Afaan Oromo and Tigrigna). Analytics will allow the team to see the demographics of those downloading the app by sex, age, and region. Television spot to promote this mobile App of *Nekakat* RSD was produced and aired.

PMC will use social media as another means to address the issues of SGBV and HPs. Social media has a wide reach, is cost effective, and is timely. It especially appeals to younger audiences. It can be an effective way of mobilizing youth and promoting discussion and reflection around SGBV and HPs, modeling positive behaviors, and guiding target audiences to positive solutions.

Production and Broadcast of Radio Talk Shows



**MAGAZINE FORMAT
RADIO TALK SHOWS**



PMC-E utilize its effective behavior change strategy of production and broadcast of radio talk shows. This behavior change communication program aims at influencing community's knowledge, attitude, and adoption of appropriate behavior towards the prevention of young girls from any types of violence including harmful traditional practices particularly on Female Genital Mutilation (FGM) and child marriage. It also enables to protect children from harm and injustice related to early marriage and early onset of childbearing, leading to large family sizes and high maternal mortality, discouraging acceptability of harmful practices and early marriage.

PMC-E’s magazine-Style Radio Talk Shows aim to increase the reach of specific messages around different health and development issues through pre-recorded talk shows sent to radio stations for them to air at key listening times.

Population Media Center-Ethiopia in partnership with different donors has been producing and putting on air the following ten radio talk shows during the year 2021.

Table 2: Radio Talk Shows Produced and Aired in 2021

S/N	Radio Talk Shows	Issue	Language	Donor	Episodes produced and aired in 2021	Broadcast Station
1	Yalaleke Guzo	FGM/Child Marriage	Amharic	UNFPA	104	Debut Mass media and other 9 community media stations
2	Tidenekiyalesh	Girls’ Life Skills	Amharic	UNICEF	12	Debut Mass Media and two community media stations
3	Zuria Hassab	SGBV and COVID-19	Amharic	UNFPA	26	Amhara Mass Media
4	Ofiishiif	FGM/Child Marriage	Afaan Oromo	UNICEF	36	EBC and Fana Broadcasting
5	Tuyefana	SGBV and COVID-19	Afaan Oromo	UNFPA	26	EBC
6	Kolhata	SGBV and COVID-19	Tigrigna	UNFPA	26	EBC
7	Mano	FGM/Child Marriage	Afar	UNICEF and SCI	36	EBC and Fana Broadcasting
8	Cadi	Child Protection in Emergency	Afar	UNICEF		EBC and Fana Broadcasting
9	Himilo	FGM and Child Marriage	Somali	UNICEF and SCI	36	EBC and Fana Broadcasting
10	New radio talk show	WASH and Nutrition	Somali	UNICEF	Under production	Name not yet identified

Production and Broadcast of Spot Messages

Another media approach to reach people living in the targeted areas is to disseminate spot messages on issues. With this aim, the following television and radio spot messages were produced and aired during the year 2021:

- Television Spot on SGBV in the time of COVID-19, in Amharic, sponsored by UNFPA and aired 56 times over 7 media stations
- Two television Spots on FGM and Child Marriage in Amharic, sponsored by UNFPA and transmitted 88 and 85 times, respectively over Debut Mass Media
- Two television spots on FGM and Child Marriage in Somali language sponsored by SCI and aired 28 times each over EBC

- Two television spots on FGM and Child Marriage in Afar language, sponsored by SCI and aired 28 times each over EBC
- Two Radio spots message on FGM and Child Marriage in Somali language, sponsored by SCI and transmitted 31 times each over EBC
- Two Radio spot message on FGM and Child Marriage in Afar language, sponsored by SCI 31 times each over EBC

Production and Dissemination of Behavior Change Written Materials

Booklets dealing with SGBV, FGM and Child marriage were produced and published in different languages. The materials contain the types and consequences of violence, laws and policies related to violence, actions to be taken, success stories, and illustrative pictures. The booklets will have multi-functional roles in the dissemination of information, providing knowledge and imparting education and promoting social awareness about violence against women. The distribution began in 2021 and will continue in the year 2022.

Table 3: Published Materials

Types of Materials	Donors			Total
	UNICEF	SCI/NORAD	UNFPA	
Booklet in Amharic on FGM/CM	5,000	3,954	7,000	15,954
Booklet on FGM/CM in Afaan Oromo	5,000			5000
Booklet on FGM/CM in Afar	3000	6500		9500
Booklet on FGM/CM in Somali	3000	6500		9500
Total on FGM/CM	16,000	16,954	7,000	39,954
Booklet on SGBV/HPs in Amharic			5,000	5000
Booklet on SGBV/HPs in Afaan Oromo			5,000	5,000
Booklet on SGBV/HPs in Tigrigna			3,000	3,000
Total on SGBV			13,000	13,000
Poster on FGM/CM in Afar		5,000		5,000
Poster on FGM/CM in Somali		3,000		3,000
Total of Posters		8,000		8,000
Brochure on FGM/CM in Amharic		6,000		6,000
Brochure on FGM/CM in Afar		8,000		8,000
Brochure on FGM/CM in Somali		18,000		18,000
Total of Brochure		32,000		32,000

In addition to the above published materials, the following toolkits were developed:

- WASH and Nutrition toolkit for journalists
- WASH and Nutrition toolkit for religious leaders
- Campaign materials on Child Protection in Emergency (CPIE) based on HCD
- CC manual (translated into Afar and Somali Languages).

Capacity Building Training



PMC's capacity building training is intended to produce a critical mass of change agents who can impart knowledge and change the attitudes of behavior through awareness creation and training programs at regional and sub-regional levels. Participants were comprised of influential professionals such as journalists and media practitioners.

The trainings help to refresh the knowledge of the target groups on SGBV and HPs. It also capacitates journalists both in terms of accurate case profiling and reporting on SGBV cases. Participants are expected to produce and broadcast articles/stories on SGBV/HTPs and produce and broadcast programs on SGBV/HPs over their respective media stations. PMC-E would be tracking their output.

Table 4: Beneficiaries from the Training Programs

Target Groups	Donor				Total
	UNFPA FGM/CM	UNICEF	SCI NORAD	SCI IRISH	
Journalists of Somali, Afar, SNNP Regions and National		76	28		104
Key Influencers of SNNPR & Somali Regions	38	71	230		339
Law Enforcing Bodies of SNNPR	39				39
Mini-media students of SNNP and Oromia Regions	260	54			314
Co-creation workshop of Afar Region		59			59
Validation workshop of Afar Region		28			28
Training for CC Facilitators of Afar & Somali Regions				65	65
Total	337	288	230	65	948

Community Wide Campaigns

The social mobilization campaigns allow collective participation by members of the community. People are engaged and invited to reflect on and address issues that affect their lives. They become proactive agents in the betterment of their communities.

PMC-E utilize social mobilization campaigns to raise awareness and strengthen the capacity of community members to promote prevention of FGM and child marriage. Hence, community wide campaign was conducted in three woredas of Somali regions.



Participants of Community wide Campaign

Strengthening Schools Mini-Media and Anti-FGM/HPs Gender Clubs

Strengthening mini media, anti-FGM/HPs clubs, and in-school gender clubs (both girls and boys clubs) to carry out various awareness raising activities was among the activities planned for the year 2021.

Hence, with the support of UNICEF, 8 set of mini media equipment were distributed to 8 schools in SNNPR and Oromia regions and with the support of UNFPA 23 set of mini media equipment were distributed to 4 community medias and 19 schools' mini media. Community radio stations play an important role in awareness creation on the harmfulness of FGM and child marriage. Thus, providing equipment to these stations strengthens their ability to work towards the elimination of the harmful practices.



Provision of Medi Equipment to School and Community Media Stations

Research, Monitoring and Evaluation

The overall objective of the research is to collect, analyze and synthesize information on the existing situation of FGM and child marriage in the targeted regions. By identifying benchmark

indicators, PMC-E will use the information to understand the changes by the target audience from the initial stage of the project to its conclusion. The information in the FAR report will be used to develop a log frame matrix

The following research on issues were conducted to inform the development of the radio talk shows and other multimedia project activities:

- Formative Audience Research (FAR) on FGM and Child Marriage to Inform Afar and Somali Radio Talk Shows (SCI)Change in Afar and Somali regions of Ethiopia
- Formative Audience Research (FAR) to Inform Radio Talk Shows in SNNP, Oromia, Afar and Somali regions (UNICEF)
- Formative Audience Research (FAR) to Inform Gender Inclusive C4D WASH and Nutrition Interventions in Selected Woredas of 5 Regions of Ethiopia (UNICEF)
- Audience Monitoring Survey (AMS) Research (UNICEF)

The field monitoring visits were also conducted in selected woredas of all projects. The objective of the field visits is to monitor the activities of Radio Listener Groups (RLGs) in the intervention areas. Monitoring also involves meeting with woreda-level sector offices and RLGs running the project and observing the activities. The feedback collected from listeners' groups indicated that *Nekakat* radio serial drama as well as radio talk shows encourage discussion and debate among peer groups, youths, and their family members. However, the monitoring report indicated that listenership of the drama and radio programs in the project woredas of Tigray and Amhara region is affected by the current conflict in the Northern part of the country.

Opinions of RLGs Collected from the Filled Dairy Forms on Nekakat Drama



Radio Listener Groups (RLGs) were requested to fill the diary forms on the drama characters played in each episode. On top of this, the opinions extracted from the diary forms are summarized as follows:

- The compositions of characters in *Nekakat* RSD reflect people's behaviour who reside in a particular community.
- The new characters explain the settings in each context, that is, urban and rural settings.
- *Nekakat* RSD is listened by all segments of the population, that is, both Christian and Muslim communities listen to the drama.
- The new characters mix both Christian and Muslim names.
- Mulu is the most liked character in the episodes played because of her being goodhearted humans' feelings.
- Mulu has been interested to support people who live in her locality. For instance, she expressed her willingness to support Asfaw to run his Shiro Bet properly.
- RLGs liked Asfaw because he called his mother Menbere "TATA". Such kind of Nick Name is common in urban and rural areas of Ethiopia.



- Melkamu is the most liked character by the RLGs, because he believes in open discussion. (couples).
- Mekides is liked by the audience because she struggles marriage to be on consensus/agreement.
- Birhanu and Tizita believe in the importance of Family Planning Methods (Most liked characters).
- Menbere is least liked character by the RLGs since she favours arranged marriage by family.
- Masersha and Sirak are the least liked characters because two of them undermine women’s respect and dignity.
- Ato Alemneh is the least liked charter because he does not want Maserasha’s wife, Tadesu to continue her education. He does not believe in married women to continue their education.
- Gashe Kassa is least liked character because he does not support girls to continue their education.
- Begashaw is considered as selfish and has aggressive behaviour, undermines his wife, lakech; disrespect people; believes in male supremacy.
- Begashaw is least liked character because he does not support his wife (Lakech) to take FP for child spacing.

Budget Summary for the Year 2021

S/N	Project	Amount Transferred	Amount Refunded	Amount Carried for 2022	2021 Utilization	Burn Rate
1	UNICEF- FGM & CIP	14,520,308.02	203,206.57	4,726,662.90	8,963,008.00	93%
2	UNICEF WASH	7,515,530.93		4,820,782.71	2,694,748.22	100%
3	UNFPA SGBV	13,011,577.07	-	-	12,248,244.46	94%
4	UNFPA FGM	7,675,155.93		-	7,552,280.20	98%
5	SAVE- NORAD	7,808,878.00		594,512.00	7,214,366.77	92%
6	SAVE- IRISH	7,159,782.14		3,733,139.14	3,509,601.60	102%

Source: Finance, PMC-E

Human Resources Review

Currently, PMC-E has 38 employees (29 full time employees and 9 freelancers) necessary to execute all the projects. We have strong technical support from PMC Headquarters. See the approved organizational structure of PMC-E (annex).

Cross Cutting Issues

4.1. Gender Equality

Empowering people to live healthier and more prosperous lives is the main goal of all PMC-E's multi-media communications. The rights of women and girls is embedded in the programs. Hence, PMC-E strives to work towards equal rights, responsibility, and opportunity of women and men.

4.2. Human Rights Based Approach

To promote and advance human rights of people living with disabilities, especially those who have hearing disabilities, PMC-E has added sign language interpretation for all episodes of *Nekakat* radio serial drama uploaded to YouTube. This helps to break communication barriers for people with a hearing disability and encourages their participation.

PMC-E published a booklet on SGBV in Amharic, Afaan Oromo and Tigrigna languages. This respects the human and civil rights concerning the individual and collective right to choose the language for communication.

PMC-E assigned a safeguard focal person to create a mechanism to protect girls, women and children from violence and abuse in the organization, among partners and stakeholders working with our organization.

PMC-E, in all its agreements and contracts with external bodies includes a statement that the organization has a zero tolerance to Sexual Exploitation and Abuse (SEA) and child abuse, and notifies contractors to take all appropriate measures to prevent sexual exploitation and child abuse by its employees or any other persons engaged and controlled by the Contractor performing any services under the Contract. Any breach of the provision by the Contractor shall entitle PMC to terminate the contract with immediate effect.

Challenges and Measures

The spread of the novel coronavirus created a myriad of problems to execute activities as planned. Because of the COVID-19 pandemic, travel restrictions and closure of schools affected performance of projects.

The war in the Northern part of the country has also restricted mobility in some project woredas in the Amhara and Tigray regions. We were unable to travel to project woredas in these regions to conduct monitoring. In addition, some members of the listener groups in non-affected project woredas of Amhara Region were deployed to other war areas; discussions were held with limited numbers. Facebook and other social media members were not consistently increasing due to the current political unrest in some project woredas. PMC-E has been trying to boost social media followers using a different mechanism. The number of followers of Telegram account for *Nekakat* serial drama showed improvement.

Concluding Remarks

The joint donors and PMC-E programs are contributing to the national effort to achieve gender equality. The multimedia programs of PMC-E were designed to contribute to this national goal through efforts that will increase public awareness on the issues, shift attitudes, and encourage positive behavior change towards SGBV and HPs.

All the multimedia interventions, including the radio serial drama, radio talk shows, capacity building trainings, spots, and print materials, are moving forward as planned. PMC-E is receiving encouraging feedbacks from audiences. The social media platforms provide the projects with an opportunity to reach a large pool of people that are interested in the drama and the issues it addresses, that include the following:

- Encourage discussion and debate among peer groups, youths, and their family members or elders.
- PMC-E and Woreda level Women and Children's Affairs Offices (WCAOs) need to engage youth in awareness-raising activities/campaigns in the fight against GBV, FGM and CM.
- *Nekakat* RSD and RTSs promotional activities should begin with family, friendship circles, villagers, schools, religious institutions, CBOs like Eddir and Equib.
- RLGs are responsible for informing, advising, and urging others (such as parents/family members, neighbors, friends, and school communities to listen to *Nekakat* RSD and other RTSs.
- RLGs need to send diary reports to PMC-E for program input.
- PMC-E Research, Monitoring & Evaluation unit will follow-up with RLGs via telephone both at office and field levels.
- PMC-E program staff need to distribute additional promotional materials in the project intervention woredas.
- Distribute additional recorded audio messages with memory cards to reach large audiences.
- Collect and develop additional results-oriented HISs in the project woredas.

Annex I: Engaging Kebeles to Combat Negative Social Norms and Harmful Practices

HUMAN INTEREST STORY

SHAMU AND MAKEYA

Population Media Center Ethiopia (PMC-E) in partnership with the United Nations Population Fund (UNFPA) has been broadcasting *Yalaleke Guzo* (unfinished journey) radio talk show. *Yalaleke Guzo* is an Ethiopia-based radio talk show that began in 2020 and will continue through 2022 in the Amharic language.

The radio talk show engages members of Kebeles across Ethiopia to actively participate in activities to eliminate female genital mutilation (FGM) and child marriage (CM) in their respective communities. The radio talk show contributes to the national effort made by the Ethiopian Government to reach zero tolerance for FGM and child marriage by 2025.

Ethiopia's FGM prevalence rates were 16% among girls aged 0-14 years old, 47% among girls 15-19 years old and 65% among girls and women aged 15 to 49 years old (DHS, 2016). The *Yalaleke Guzo* radio talk show is contributing to FGM abandonment efforts by providing radio entertainment education about FGM and child marriage on radio programs on a weekly basis, in areas where communities have limited involvement towards ending these practices.

Community participation is vital in fighting these negative Social Norms and Harmful Practices. Accordingly, the program engages Kebeles in female genital mutilation abandonment efforts through the radio talk show. Community involvements and conversations bring men and women together to discuss Female Genital Mutilation and other harmful practices which are prevalent in the areas. These discussions then filter down to the household levels.



The story of Shamu Molo is such an example. Shamu is from the Southern Nation, Nationalities and People's Region (SNNPR) of Ethiopia, in the Kibet Woreda, Slitie Zone. He is an ex-soldier and with keen interest called into the radio talk show to discuss the differences of intergenerational opinion on FGM and child marriage.

Shamu reveals:

I have four daughters; my wife and I agreed not to circumcise our daughters. However, my mother, the grandmother of our children, wants and insists that our daughters get circumcised in the concern that it will be difficult for uncircumcised girls to marry. This is the negative social norm that exists in the community. One of my hobbies is listening to the radio every evening, particularly on the weekends. When I tune into the Debut FM Radio channel in the usual time, I listen to the radio talk show which presents a very pertinent issue commonly experienced in our Woreda/Kebele. That is, the practice of Female Genital Mutilation (FGM).

Shamu expresses the importance of community involvement, and messages that filter down to the household to overcome differences in opinions. Shamu noted that FGM abandonment efforts must start at the household level. The radio talk show, he affirms, is instrumental in combating negative social norm that exist in the community and vital in changing family and societal opinions.



This sentiment is further expressed by Makeya Wudie, residing in SNNPR. She is a young girl a student in the fifth grade. Makeya spoke on the radio talk show to help raise awareness on the dangers of FGM in her community. She was highly concerned and wanted to educate her mother who insisted that she get circumcised.

Makeya laments, *“I knew the negative consequences of FGM after being taught biology at school. As soon as I heard my mother’s secret plan to get me circumcised, I escaped from home and reported the case to the Kebele Women Representative.”* The Kebele Women Representative is the local administration supporting abandonment of FGM at the grass root level.

It is evident that the Yalaleke Guzo radio talk show has impacted both Shamu and Makeya. The talk show has benefited them and helped them in their cause. By listening to and participating in the radio talk show interviews, Shamu was able to begin conversations with his family, friends, and neighbors about FGM. He has educated them about this harmful practice and advocated for its abandonment. Makeya was able to share her story and encourage other young girls to seek assistance from the Kebele Women Representative Rawuda Mohammed who works to protect these girls from FGM.

The radio talk show, in partnership with the Joint Programme, serves as a platform to share short stories, interviews, poems with music, health tips and short audio plays that advocate for the abandonment of FGM and other harmful practices. This leads to positive attitude and behavioral change also contributing to changes in social norms.

Since 2008, the UNFPA-UNICEF Joint Programme on the Elimination of Female Genital Mutilation: Accelerating Change, has reached 69.6 million people, in 17 countries, through radio and TV programmes on FGM prevention and awareness. The Joint Programme is generously supported by the Governments of Austria, France, Iceland, Italy, Luxembourg, Norway, AECID (Spain), Sweden, the United Kingdom, and the United States of America, as well as the European Union.

Approved Organizational Structure

