



**POPULATION
MEDIA CENTER**

Acting for Change



HUMAN INTEREST STORIES



Canada 

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Background

Population Media Centre (PMC) is a US-based non-governmental organization founded in 1998 and established in Ethiopia in 2000. The objective of the organization is to implement social behavior change communication (SBCC) programs and produce radio serial dramas as well as numerous radio talk shows, radio and television spot messages, training workshops and other multi-media materials, as part of several social content and health-focused media communication projects.

PMC-E in partnership with the United Nations Children's Fund (UNICEF) has been implementing Baby WASH and Cholera prevention project in the four hard to reach Woredas of Afar and Somali regions. The major components of the project include production and broadcast of Radio Talk Shows in Afar and Somali languages, broadcast of Radio Spot Messages, Capacity Building Training for Health Extension Workers, Community Mobilization Campaigns, Distribution of IEC and Promotional Materials, establishment, and management of 40 radio listener groups for monitoring purpose and feedback functions.

The project aims at influencing mothers' and caregivers' knowledge, attitude, and adoption of appropriate hygiene and care practices for children under three years of age. It also brings about improved knowledge and the desired change on Cholera outbreak, prevention, and treatment mechanisms.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child

Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. PMC-E has been broadcasting Yalaleke Guzo radio talk show through Debu Radio FM Station (100.9) and Nekakat Radio Serial Drama broadcasted in partnership with United Nations Population Fund (UNFPA) through the National Radio of Ethiopia/FM 97.1 and Fana Broadcasting Corporate. The Objective of the radio programs is to combat negative social norms and harmful practices.

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 talk shows and serial dramas are contributing to the abandonment efforts of negative social norms and harmful practices

by providing entertainment education on radio programs on a weekly basis, in areas where communities have limited involvement towards ending these harmful practices. The major components of the project include establishment and management of radio listener groups for monitoring purpose and feedback functions, engagement of Woredas and Kebeles as well as collaborations with different stakeholders such as the town administration, schools, religious institutions, and community organizations (Eddir and Equip).

This booklet contains 17 Human Interest Stories (HISs) which help showcase the impact of the various interventions of the project in the lives of individuals and households. The first part contains 11 HISs on Baby WASH and Cholera Prevention. The Second part contains 3 HISs for the Yalaleke Guzo Radio Talk Show and 3 for the Nekakat Radio Serial Drama focusing on combating Negative Social Norms, Harmful Practices and Gender Based Violence (GBV).

These HISs showcase progress and change driven outcomes and demonstrate the project value to the recipients. The testimonials are ideal to show first-hand how the project has improved the recipient's life and helped them reach the desired goal at a higher level. It also shows the relationship the recipients have with PMC-E and the project.

PMC'S ETHIOPIA MEDIA

9 RADIO DRAMAS

- *Yeken Kignit*
- *Dhimbibba*
- *Menta Menged*
- *Maleda*
- *Sibrat*
- *Mieraf*
- *Yeregebu Feteloch*
- *Yebirhan Atsnafat*
- *Nekakat*

14 BOOKS

- *Yehiwot Tebitawoch*
- *Kinfam Hilmoch*
- *Zeren Ketegubet*
- *Wonzoch Eskimolu*
- *Yemaleda Shekim*
- *Yaltenabebu Libotch*
- *Wurse*
- *Mulu Sew*
- *Yenealem*
- *Azurite*
- *Tagachoch*
- *Sene Tsehuf Lemaheberawi Lewutena Edget*
- *Blood Price*
- *Ditched in the Jungle*

BOOKLET

- *Alegnata from volume 1-12*
- *Child Marriage and FGM in Amharic, Somali and afar languages*
- *Child Marriage and FGM in Amharic*
- *Gender Based Violence in Amharic, Afaan Oromo and Tigrigna languages*

16 RADIO TALK SHOWS

- *Alegnta*
- *Fenote*
- *Finote Lesiket*
- *Gudayachin*
- *Igaddaa (Somaligna)*
- *Naedeti Afarigna)*
- *Yefikre Ejoch*
- *Daryel (Somaligna)*
- *Hangi Ala'ah (Afarigna)*
- *Yalaleke Guzo*
- *Zuria Hessab*
- *Kolahata (Tigrigna)*
- *Tuyufana (Afaan Oromo)*
- *Meno (Afarigna)*
- *Himilo (Somaligna)*
- *Ofiishiif (Afaan Oromo)*

TRAINING

PMC has hosted multiple capacity-building trainings and workshops for change agents across Ethiopia to address diverse topics.



OTHER MEDIA

PMC has developed and use various other forms of media, include digital media (Facebook, mobile apps, telegram, YouTube, and website), social mobilization, mobile vann campaign, brochures, posters, live plays, sign bords and other promotional materials.



POPULATION
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Acting for Change

AMINA MAHAMMAD YUSUF



A Role Model a Leader in Project Adherence

“As I have greatly benefited from this training program, I have made sure that I pass on this knowledge to my friends, extended families and neighbors. Most of them are happy to receive this information. We have lived with limited knowledge and it is with Allah’s blessing we have survived”.

Amina Mohammad Yusuf is a resident of the Somalia region of Ethiopia in the Gashamo Woreda Kebele 02 and has been recognized as a model family as she has successfully practiced and applied the teachings provided by Population Media Centre- Ethiopia.

Amina explains:

I am married and have a daughter. I am also a participant of the social mobilization program initiated by Population Media Centre- Ethiopia (PMC-E) aimed at promoting good practices of Baby WASH and Cholera prevention in the Somali Region. I am an active follower of the radio spot messages and the radio talk show called Daryel in the Somali language which means Care for Children. I have welcomed the trainers that visit our homes and have applied all trainings successfully. Hence, I have been recognized as a model family, a role model for others. It always astounds me how I lived before I obtained this training.

Before the training children and adults, evading the proper use of latrine facilities, relief themselves in open areas. With poor sanitation children feces in these open areas were not eradicated properly. It was not the norm to wash hands thoroughly with water and soap before preparing meals. Children also did not wash their hands thoroughly with water and soap before meals. As mothers we also failed to wash our hands with water and soap after bathing our children. We lacked knowledge on proper sanitation practices and were not aware that lack of adequate treatment and disposal of children excreta and refuse would lead to health risk and the transference of diseases. We did not know, nobody informed us, there was not one amongst us who taught our children to wash their hands with water let alone soap before meals.

Amina is very grateful for the radio talk show messages. She looks back and is very shocked on how she and the community lived in the past. She feels empowered with all the knowledge she has gained and has successfully implemented all the instructions that she has received. Adhering to proper sanitation practices including washing hands and keeping her surroundings clean she has changed her lifestyle for the better.

Amina adds:

Now thanks to PMC-E we are equipped in the knowledge and importance of child health care, hygiene and proper cleanliness of all food utensils and baby bottles. We learnt the importance of washing hands thoroughly with water and soap before preparing and eating meals and making sure that children also wash their hands thoroughly with water and soap before every meal and after play. We also learnt the importance of cleaning our surroundings to avoid flies as flies travel from one refuse to another transferring disease and causing Cholera. Overall, the program has educated us on family healthcare and environmental cleanliness to avoid disease and illness.

The training has changed my life drastically. I have a three-year-old daughter, after she uses the potty, I dispose the feces in the latrine. Afterwards I wash the potty thoroughly. After each visit to the potty, I also make sure that I wash my child. When finished I wash my hands with water and soap. Before preparing meals and feeding my child I also make sure that I wash my hands thoroughly with water and soap. Since we live in a hot climate the chances of food spoilage are high, so we have been taught to feed our children fresh food with clean utensils. The whole family has also been instructed to wash their hands thoroughly with water and soap before each meal. I have also taught my children the importance and benefits of washing their hands before meals, so even when I am not home with understanding and free will my children adhere to my instructions.



Amina adhering to her training instruction washing hands with water that is conveniently placed and available

Based on the training obtained by PMC-E, water and soap is placed in the appropriate place outside the latrine allowing all family members to wash their hands thoroughly after using the facility. Not only my family but also guest that visit us practices washing their hands after using the latrine and before meals. They are glad to obtain this vital health info. As I have greatly benefited from this training program, I have made sure that I pass on this knowledge to my friends, extended families, and neighbors. Most of them are happy to receive this information. We have lived with limited knowledge, and it is with Allah's blessing we have survived. It is a problem of ignorance as no one dislikes or rejects to live cleanly. "

FATUMA SULA



Taking an Initiative for Project Enhancement

“The radio programs transmit beneficial messages. They are very good. Community acceptance is also very good. We notice that some carry their radios on the roads and hear the messages as they are walking, this shows public interest and is very encouraging”.

Fatuma Sula is a Health Extension Agent residing in the Afar Region of Ethiopia in the Elidar Woreda Dechatu Kebele. She is a participant of the social mobilization program initiated by Population Media Centre-Ethiopia aimed at promoting good practices of Baby WASH and Cholera prevention. She is an active listener of the radio program and the spot messages. The name of the radio program is Hangi Ala 'ah in the Afar language, it means Focus on Children. Fatuma is also a member and coordinator of a listener group. The group listen to the messages and engage in discussions. During the discussions Fatuma invites the women in the community including the youth fostering their interest and drawing them into the program. Progressively she has been able to develop a new listener group. Fatuma has accomplished this with much effort and enthusiasm. This is her story.

The mothers that receive our monthly trainings have benefited. With obligation and responsibility, we all strive to teach the community. After receiving the trainings provided by Population Media Centre- Ethiopia (PMC-E) we were then organized into a group comprising of seven-listener members. We actively listen to the educational radio messages focusing on personal and environmental hygiene aired through the Ethiopian Radio on Wednesday and Friday. After engaging in discussions on how we can effectively teach, we then pass on the messages and educate others within the community. We listen to the radio program four times a month. We organize tea and coffee and listen to the radio serial dramas and messages in a group.

During the sessions as we listen to the radio talk show and discuss, I invite the women and youth in the community to participate and join us for tea and coffee. After repeatedly attending our listener and discussion group meetings they have gradually become drawn into the program and have now become perma-

ment followers. After reporting this to PMC-E I have thus been able to establish another listener group.

The radio talk show (Hangi Ala 'ah) transmits beneficial messages on adoption of appropriate hygiene and care practices for children under three years of age, proper care and upkeep of children play areas, cholera prevention and environmental cleanliness. They are very good. Acceptance of the program by the community is also very good as they now practice hand-washing, using the latrine and cleaning their surroundings. We notice that some carry their radios on the roads and hear the messages as they are walking, this shows public interest and is very encouraging.

As a Health Extension Agent, I am close to the community, and I am aware of public attitudes regarding personal and environmental cleanliness. I also know the challenges faced by mothers and children. Hence, I am dedicated to train them. The additional knowledge I have obtained is very useful. Especially during home visits, I am able to train mothers effectively on home and environmental cleanliness as well as child hygiene and care. I instruct mothers to wash their hands thoroughly with water and soap before preparing meals, before feeding children, before they eat meals themselves, after bathing children, and after visiting the latrine facilities. I further advice on child vaccination.



Fatuma as a Health Extension Agent trained the women about hand-washing

As we can see from the photo above, Fatuma earnestly illustrates the how's of washing hands. Before the project was implemented in her community knowledge, interest and motivation on personal and environmental hygiene was lacking. Now with the PMC-E project and with Fatuma's effort and enthusiasm this has changed.

Fatuma adds, "the mothers that I have taught have adhered to keeping their homes and environment clean. Child excreta is disposed in latrine facilities and child is bathed appropriately after excretion. After bathing child, mothers wash their hands with water and soap and adhere to cleanness when preparing food for the family".

She recaps, "additionally, if child play area is not clean it may lead to

health risks, so care, upkeep and separation of children play area is vital. Children need to wash their hands with water and soap after play. Mothers have keenly listened to me and what they have learnt they have applied successfully. I am a single woman living with my family hence, education and change starts from the home, and this is where my training has begun. living with my sister's children I have taught them the benefits of washing hands and other essential health matters. They have adhered to my teachings. I am therefore encouraged after seeing these positive results".

Fatuma has taken great initiative for project enhancement. By reaching out to the community and inviting them for tea and coffee she has made listening to the radio talk show a social event and this is very creative. As learning should be fun and engaging, she has accomplished this by entertaining her guests and allowing them to participate. Her efforts have paid off as her guest continue to arrive and eventually, she was able to form another listener group.

As a Health Extension Agent, we have seen that Fatuma shows great empathy for the community as she understands their problems and with a caring attitude strives to provide solutions to change their lives. In conclusion we have seen that the PMC-E project has helped her accomplish this greatly and with the trainings she has received she has indeed reached out to the community addressing their challenges and bettering lives.

JEMILA HEREYA ADAM



Creating Opportunities and a Forum for Learning

“As women we are hardwired to care for our children. Caring for children has always been one of the deepest and most satisfying things that we women do. But it is very challenging to take care of their health with limited knowledge and support.”

Jemila Hereya Adam resides in the Somalia region of Ethiopia in the Shinile Woreda Kebele 01. Jemila is married and a mother of six children. She owns a small kiosk and is an active member of several social-economic informal institutions within her locality. Jemila is a leader of her radio listeners group and an active member of the social mobilization program initiated by Population Media Centre-Ethiopia to promote good practices of Baby WASH and Cholera prevention in the Somali Region. The radio program is called Daryel in the Somali language which means Care for Children.

Jamila remarks, "I am one of the key beneficiaries of the social mobilization campaign initiated by Population Media Centre-Ethiopia (PMC-E). As a mother the program has highly benefited me. I have obtained valuable knowledge and an attitude change regarding the adoption of appropriate child hygiene and care practices. As a woman we are hardwired to care for our children. Caring for children has always been one of the deepest and most satisfying things that we women do. But it is very challenging to take care of their health with limited knowledge and support".

Before the project intervention it was very challenging for Jemila to take care of her family's health as she had limited knowledge and support. After the training and listening to the Daryel radio program, she is now equipped and able to take care of her family and able to reach out to the community to pass on the knowledge she has obtained.

As she recounts:

"I have attended training workshops organized by Population Media Center-Ethiopia. I also actively listen to the radio programs with a group of seven members and I am the spokesperson during the radio talk show. This radio program has benefited me and my group members by providing valuable education and information on child health care. As a group we have discussed

effective ways to train others and are committed to educating the community. I am very grateful as during the program initiation period I have gained valuable education on health care, inclusive of proper use of latrine facilities, disposal of excreta, and proper care and upkeep of children play areas. I have also learnt the importance of washing hands thoroughly with water and soap before preparing meals for children and making sure that children also properly wash their hands before every meal and that every person should wash their hands with water and soap after using latrine facilities. Cholera prevention was also emphasized. Overall, I am now equipped with the knowledge of child health care and environmental cleanliness.

As Muslims we follow and practice Islam. Our religion is adamant about cleanliness. We perform salat five times a day and we wash before each salat. However, my knowledge regarding child health care and cleanliness was lacking. Now the training and the radio programs have provided the necessary education on food preparation and environmental cleanliness changing my overall attitude and behavior. Cleanliness is now my daily ritual. After bathing my child, I wash my hands with water and soap also before preparing meals and feeding my child. Based on my training water and soap is placed in the appropriate place outside the latrine allowing all family members to wash their hands thoroughly after using the facility. family members have also made it a routine to wash their hands with water and soap before each meal. Due to these habits my family and I are free from any health issues arising from lack of environmental cleanliness. We will all die eventually but we can prevent early demise due to illness caused from lack of cleanliness.

This is the training provided by PMC-E and it has truly changed our attitude on appropriate hygiene and care practices. Now we have applied what we have been taught, we are more aware of the health risks that arise from lack of personal and environmental cleanliness. Adherence to training instructions have become a priority for us now.



Jemila at her kiosk selling goods and transferring knowledge to customers

I have also made it my obligation and responsibility to educate others in our community. As an active member of several social - economic institutions I have raised this topic in all our meetings providing the necessary information. In my kiosk I turn on the radio for everyone allowing them to listen to the recorded programs provided by PMC-E. All my customers listen to the radio program while purchasing items. Most of my clients do not leave before the end of the radio program as it captures their interest. This is especially valuable for my customers that come from the rural areas.

In all opportunities I make sure that I transfer the knowledge that I have obtained. Some people are distrustful and have accused me of financial gain. But eventually after realizing the benefits of the program they have apologized and have thanked me. I however will make all the efforts to pass on the lessons I have learnt, and I will continue to do so in the future. Currently I have noticed

a great improvement in our region, however there are still some problems especially in the rural areas in adhering to these vital health issues. Adults and children do not use proper latrine facilities and relieve themselves in open areas. Trash is evident in all areas attracting flies. Accordingly, this program initiated by Population Media Center-Ethiopia needs to continue aggressively.

Jemila has taken the initiative to create opportunities and a forum for learning. She has used her kiosk as a venue to transfer what she has learnt to her customers. She has also taken the initiative to let her customers listen to the recorded radio programs in her kiosk.

Jemila has changed the attitude of her family regarding handwashing practices and cleanliness. She has also reached out to the community by transferring this knowledge at her social - economic institution meetings and in all her social gatherings. Jemila also conducts home visits where she instructs families on handwashing practices including personal and environmental cleanliness. She is grateful for the program as it has improved the wellbeing of her family and the community.

MAHAMMAD ABDULA



Bettering the Lives of the Pastoralist

“The PMC-E radio program has provided additional training on appropriate hygiene and care practices for children, proper sanitation and the disposal of excreta, personal and environmental hygiene and the importance of keeping food and food utensils clean. This training has given me more insight and knowledge. Aided by posters, leaflets, and educational dramas the PMC-E program is very beneficial and it has been one of the best programs that I have attended.”

Mohammed Abdula is married and a father of two children. He is a Health Extension Agent residing in the Afar Region of Ethiopia in the Afdera Woreda Mendo Kebele. He is also a participant of the social mobilization program initiated by Population Media Centre-Ethiopia aimed at promoting good practices of Baby WASH and Cholera prevention. Mohammed attended the training workshops and is also an active listener of the radio program and the spot messages. They have a listener group and Mohammed is a leader of the group. The radio program is called Hangi Ala 'ah in the Afar language which means Focus on Children.

Mohammed recounts:

we actively listen to the educational radio messages with my listener group and after engaging in discussions we educate others within the community. We then provide a feedback report to Population Media Centre- Ethiopia (PMC-E) on all the challenges faced during our trainings including any other essential matters. The PMC-E radio programs focus on child healthcare, how and when to wash hands, and on cholera prevention. As this program is incorporated as part of the health extension program package, it has been very beneficial and convenient for our training purposes. We also conduct home visits to train on the health risks that arise from lack of cleanliness. We reach out to the public and provide the trainings in any opportunity met.

In the district where I teach there are sixty families. The community is mostly pastoralist, and as nomads they move from one area to another in search of water and pasture for cattle, hence there are only forty families available now in the area. Since I know of this in advance, I make sure they obtain the training before departing. I also chose those amongst them with the best understanding of the messages to train the others. There are some families amidst them that listen, adhere to the lessons, and are equipped to teach.

PMC-E in partnership with the United Nations Children's Fund (UNICEF) and the Afar regional Health Office have recognized and implemented intensive training programs for the remote and arid areas of the region, areas facing water shortage, distant and near the borders. These areas are targeted for intervention as they lack environmental cleanliness and face a higher risk of cholera affliction. The training consists of hand cleanliness and cholera prevention due to lack of food and water hygiene. In line with the project objective, Mohammed has made a great effort to change the lives of the pastoralist nomads who are hard to reach. Having been trained and with increased awareness, these targeted group of people have been able to implement what they have learnt reducing health risks.

Mohammed adds:


Since they are nomads, I make sure they do not encounter any health risks while traveling. I instruct them on how and when to wash hands and to dispose of child excreta in latrine facilities. If latrine facilities are not available, I instruct them to dig holes far away from their homes, bury the excreta, and after, to wash their hands with water and soap. Additionally, I instruct them to wash their children's hands before meals or if they are feeding the child to wash their own hands in advance, they also learn the importance of care and upkeep of child play area and are instructed to keep all food utensils clean. The lessons include using water hygienically to prevent cholera and that a person with cholera should quarantine him/herself from others excluding health professionals to eliminate contamination.

If a member of a family is suffering from diarrhea, I teach them to drink ORS, if not available to mix 1 spoonful of salt and 3 spoonful of sugar with one liter of water and give it to the sick person or child, in addition to provide nourishments. They keenly listen to me and what they have learnt some have applied successfully. After teaching them I make sure they also teach each other and others in their community.




Mohammed training the community on hand-washing during home visits

Previously, I had attended a training provided by another organization on healthcare, vaccination, breastfeeding, and other health related issues. However, the PMC-E radio program has provided additional training to include appropriate hygiene and care practices for children, proper sanitation and the disposal of excreta, personal and environmental hygiene, and the importance of keeping food and utensils clean. The PMC-E training has given me more insight and knowledge. Aided by posters, leaflets, and educational dramas the PMC-E program is very beneficial and is one of the best programs I have attended. Based on my training I have taught others on the essentials of personal and environmental cleanliness. What I need to focus on now is, influencing mothers and the community on hygiene and healthcare practices by providing knowledge, insight and clarification on issues not well understood and bringing about attitudinal change so they can successfully practice what they have learnt.



Bettering the Lives of the pastoralist Mohammed has made great effort in reaching out to these communities who are always on the move, the nomads. He has shown great empathy for them, caring, and making sure that they do not encounter any health problems while they are traveling. Even though it is a challenge to train the pastoralist, Mohammed did not waiver to try bettering their life.

He has taught them the essentials of personal and environmental hygiene. These communities are indeed hard to reach, and we have witnessed that the PMC-E project intervention with the help of such people like Mohammed are able to reach them providing the necessary training and helping them to take better care of themselves and their families. The program implemented by PMC-E in the Afdera Woreda of the Afar Region has benefited the community and Mohammed is dedicated to continuing training to provide knowledge and insight to empower the unreached.



NMEA HUSSAN GEDEDU



A Change Agent Dedicated to Teach

“The health extension program consists of sixteen health training packages. The main training topics include mother and child health care and transferable disease. The PMC-E training has been incorporated into this package and has been advantageous as it has broadened our training areas”.

Nmea Hussam Gededu is married and a mother of two children. She is a Health Extension Agent in the Somalia Region of Ethiopia in the Shinile Woreda Meremarsen Kebele. She had previously attended the training workshops organized by Population Media Center-Ethiopia on Baby WASH and Cholera Prevention. Nmea is also an active listener of the radio programs and the spot messages produced in the local language. The radio program is called Daryel in the Somali language which means Care for Children. Nmea was provided with a radio, and this has been helpful.

Nmea remarks:

After receiving the radio my group and I actively follow and listen to the messages and engage in discussions. What we have learnt we educate others in the community. We also analyze the strength, weakness, and other aspects of the radio program (Daryel in Somaligna language means Care for Children) and provide a feedback report to Population Media Center- Ethiopia (PMC-E). The focus of the radio program and the training provided are on child health care, prevention of cholera and when and how to wash hands. The trainings are very useful to the community in helping them evade illness due to lack of personal and environmental hygiene.

The health extension program consists of sixteen health training packages. The main training topics include mother and child health care and transferable disease. The PMC-E training has been incorporated into this package and has been advantageous as it has broadened our training areas. The PMC-E program focuses on cholera prevention, the health benefits of washing hands and especially the five essential times we need to wash our hands include after using the latrine facilities, before food preparation, before each meal, after bathing children and before breastfeeding.

Washing hands with water and soap before or after these activities is vital. I have been able to teach on these five essential areas successfully and effectively. Based on the PMC-E training directives, I have emphasized on making water and soap available outside latrine facilities. Now our community is eager to learn. Initially there was resistance to accept the teachings, especially in child vaccination as they perceived vaccination would cause further ailments.




Nmea as a Health Extension Agent conducting home visit training

Before the PMC-E project intervention It was a norm to urinate or excrete in open areas. Trash was discarded everywhere. When advised to wash hands with water and soap there was resistance affirming the scarcity of water in the area. I have advised on the benefits of using available water neatly and efficiently. After repeatedly receiving the training and listening to the radio programs adherence and acceptance of the messages is now evident.

Nmea as a Health Extension Agent, with the help of the PMC-E training has been able to bring about changes. Every time she conducts home visits, she sees improvements. The communities that she has reached and trained have adhered to her instructions of washing hands and keeping their environment clean. She is excited to see happy, clean, and vibrant children playing in secured playgrounds.

She adds, "including the radio program training I also conduct home visits aided by educational leaflets and flip charts provided by PMC-E. I conduct these home visits individually and within a group. The home visits help me evaluate how successfully the teachings are practiced and applied. After a lot of effort improvements are evident, I am hopeful and encouraged with the positive results. Most have successfully accepted and applied the trainings. The education that I provide for the community has been a benefit for me, my children, including my whole family and all my friends".



Nmea as a Health Extension worker is truly a change agent dedicated to teaching. This is her profession, and she has utilized and incorporated the PMC-E training and the radio talk show messages in her health extension package. It is apparent that she is very successful with her training activities as during her home visits she has seen how families have effectively applied the education that they have obtained. She can take credit for changing lives for a better, healthier, and happier communities.

OTHMAN MAHAMMAD



Setting new Standards for Commitment in Striving
to Enhance Peoples Life's for a Brighter Future

"Community acceptance and understanding of the program is now evident. I too have been accepted warmly by the community. They keenly listen to me and what they have learnt they have applied successfully. What Population Media Centre-Ethiopia has accomplished in our region is great".

Othman Mohammed is married and a father of four children. He is a Health Extension Agent residing in the Afar Region of Ethiopia in the Elidar Woreda Kebele 01. Mohammed is a participant of the social mobilization program initiated by Population Media Centre-Ethiopia aimed at promoting good practices of Baby WASH and Cholera prevention. He has attended the trainings and is an active listener of the radio programs and the spot messages. The name of the radio program is Hangi Ala 'ah in the Afar language, it means Focus on Children.

Othman declares:

The training is very useful, and I have gained a lot of knowledge. Focusing on child healthcare, Population Media Centre- Ethiopia (PMC-E) in partnership with the United Nations Children's Fund (UNICEF) and the Afar regional Health Office have implemented this educational radio messages through the Ethiopian Radio. The messages are aired on Wednesday and Friday at 3:00pm after the news. As a member of a listener group, we follow the programs. After engaging in discussions on how we can effectively teach, we then pass on the messages and educate others within the community. As they have listened to the radio messages in advance, the community is well informed. Accordingly, the PMC-E program has allowed our trainings to be well received and accepted. This has simplified our jobs.



Othman as a Health Extension Agent Explained


The radio talk show and the trainings focus on adoption of appropriate hygiene and care practices for children under three years of age, proper care and upkeep of children play areas, cholera prevention, environmental cleanliness, and healthcare. The community loves the program. The radio talk show and the trainings also focus on mothers, instructing them to wash their hands with water and soap before preparing meals, the importance of washing hands before each meal, instructing children to wash their hands with clean water and soap after excretion. Using water cleanly, boiling, and cooling water before usage to prevent cholera and the proper care and upkeep of children play areas.

Community acceptance and understanding of the program is now evident. I too have been accepted warmly by the community. They keenly listen to me and what they have learnt they have applied successfully, however there are still some problems. The construction and use of proper latrine facilities is lacking. Gradually we must work on building latrine facilities at each household. The community would make it a norm to use these facilities. We also need to encourage the public to visit the health clinics and seek professional help upon illness.

Before the project intervention Othman did not have the appropriate knowledge and practices to take care of his family. After receiving the training, he has taken the initiative to build a latrine and to instruct his family on the importance of personal and environmental hygiene.


Othman states:

I am married and a father of four children. Education starts from the home, and this is where my training has begun. I have built a latrine facility. I have made sure that water and soap is placed in an appropriate place outside the latrine allowing all family members to wash their hands thoroughly after using the facility. I have taught my wife the importance of washing hands with water and soap before preparing meals and feeding the children. We believe that it is vital to keep children play area clean and we have done so. I help my wife in her chores, I bathe the children while she prepares the meals. What PMC-E has accomplished in our region is great. However, more needs to be done, we need more help and support. The lessons must filter down to the community as the public needs more training on healthcare, environmental cleanliness, and the prevention of diseases. We ask PMC-E to continue to stand behind us.



Othman Mohammed has set new standards for commitment by striving to enhance lives. As a Health Extension Agent, the PMC-E training has broadened his training topics to include personal and environmental hygiene. It has also provided ease in teaching as when approaching the community, he finds they are already well informed after listening to the radio programs.

Othman is also eager for the PMC-E program intervention to continue to reach and enhance more lives. We are proud to see that he has truly applied what he has been taught by taking the initiative to build a latrine facility and to better the lives of his family as well as instructing them on personal and environmental cleanliness. Othman is also a good husband as he helps his wife in her chores. He will also be a leader in encouraging and supporting the community to build latrine facilities now and in the future.



TEYIB HASSEN EGA



A Mentor and a Respected Elder of the Community

"The PMC-E radio programs have provided much needed information to the community. It has also allowed us to teach effectively. With the training I have obtained I educate my family, my neighbors, and my community. I never stray from training in fact I regret not receiving the PMC-E training earlier. If I have received it while I was still young, I could have done more for myself and the community."

Teyib Hassen Ega reside in the Somalia Region of Ethiopia in the Gashamo Woreda Kebele 02. He is married and a father of three children. He is also a participant of the social mobilization program initiated by Population Media Centre- Ethiopia aimed at promoting good practices of Baby WASH and Cholera prevention. Tiyeb has attended the training workshops and is also an active listener of the radio programs and the spot messages. They have a listener group, and he is a member. Tiyeb has been provided with a radio by the program and says it has been helpful. The radio program is called Daryel in the Somali language which means Care for Children.

Tiyeb notes:

The training provided by Population Media Centre- Ethiopia (PMC-E) is very beneficial. The lessons on personal and environmental cleanliness, influencing mothers to adopt appropriate hygiene and care practices for children are very useful. The lessons also teach the importance of washing hands with water and soap after visiting the latrine facilities, before preparing food and before eating meals, including the need to boil water before drinking to avoid cholera and the importance of cleaning our surroundings to avoid flies as flies travel from one refuse to another transferring disease and causing Cholera. The PMC-E radio programs have provided much needed information to the community. It has also allowed us to teach effectively. We actively listen to the educational radio messages with my listener group and after engaging in discussions we educate others within the community. I also conduct home visits and, in any opportunity met such as meetings or when I encounter families from the rural areas, I make sure I provide the trainings.

Before the training it was a norm for adults or children to urinate or excrete in open areas. It was not a custom to wash hands after

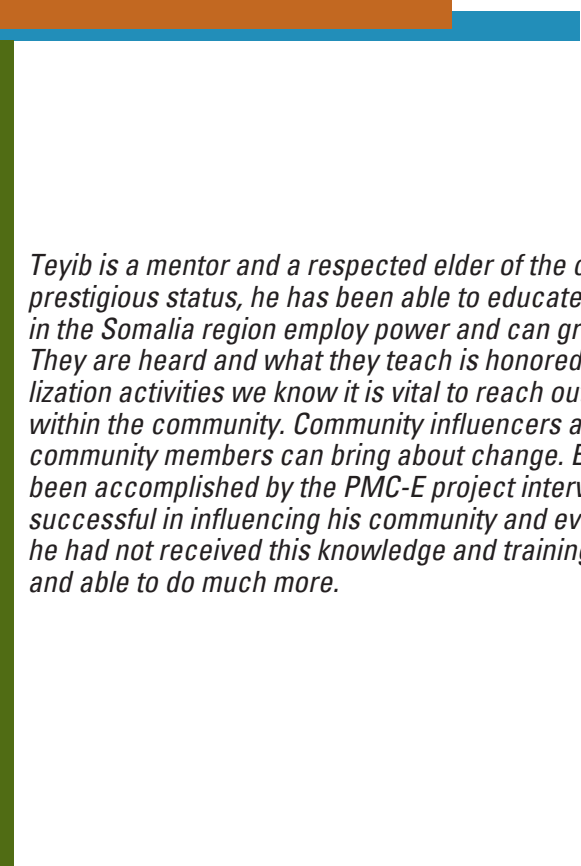
visiting the latrine facilities. Wherever water is available it was a norm to drink by hand or with available utensils. When mothers arrive from work, they evade cleaning themselves before bathing children. Vegetables and fruits were eaten without washing. This leads to health risks.

Due to the PMC-E radio talk show and training we can see that what was the norm above has changed. After the PMC-E project intervention the community has adhered to the training programs as handwashing, using clean utensils, personal and environmental hygiene is now emphasized and practiced. Tiyeb adds, with the training I have obtained I educate my family, my neighbors, and my community. Public acceptance of the training is good. In our community elders are respected, what they say is heard and this has helped me teach effectively. Most after obtaining the training have built a latrine facility. As you can see, I have also built a latrine for my family. I have also made sure that water and soap is placed in the appropriate place outside the latrine allowing all family members to wash their hands thoroughly after using the facility. We have secured a play area for children. We continue to teach the public to build a latrine facility and to use it. I never stray from training in fact I regret not receiving the PMC-E training earlier. If I have received it while I was still young, I could have done more for myself and the community.



Teyib with his radio listeners group discussing what they have learnt

Now the public's acceptance of the training has increased. However, when advised to wash hands with water and soap there is resistance affirming the scarcity of water in the area. I have advised on the benefits of using available water neatly and efficiently and to boil and cool water before consumption. After repeatedly receiving the training and listening to the radio programs adherence and acceptance of the messages is now evident. Allah be blessed.



Teyib is a mentor and a respected elder of the community. Using his prestigious status, he has been able to educate the community. Elders in the Somalia region employ power and can greatly influence others. They are heard and what they teach is honored. During social mobilization activities we know it is vital to reach out to influential leaders within the community. Community influencers and highly respected community members can bring about change. By training Teyib this has been accomplished by the PMC-E project intervention. Teyib has been successful in influencing his community and even regrets the fact that he had not received this knowledge and training while he was young and able to do much more.

ABDUL MEWUDED



Working with School Clubs to Eradicate Negative Social Norms and Harmful Practices

“The radio listener group is integrated with school-based clubs to augment the abandonment efforts of FGM and CM practices in and around Sankuru Woreda. As a result, the coordinated efforts made between RLGs and school-based clubs has been successful at combating negative social norms and harmful practices.”

Abdul Mewuded is a 19-year-old young man who lives in the Southern Nation, Nationalities and People's Region (SNNPR) of Ethiopia, in the town of Alem Gebeya in the Sankuru Woreda, Silite Zone. He was born in the Sankuru Woreda and that's where he grew-up. He is a student at the Alem Gebeya Secondary School, and he is in the ninth grade.

Abdul is the radio listener group leader at Sankuru Woreda for the broadcasted Nekakat (cracked) Radio Serial Drama (RSD) which addresses negative social norms and harmful practices.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. These types of HPs are rampant across the country including Population Media Centre-Ethiopia (PMC-E) and United Nations Population Fund (UNFPA) intervention Woredas. Development partners and government structures have allocated ample resources to tackle these life-threatening problems. Though efforts made so far, the problem still prevails as part of societal norms in the communities.

To combat and address the problem of these negative social norms and harmful practices in the area., PMC-E in partnership with UNFPA has broadcasted Nekakat (cracked) Radio Serial Drama (RSD) through National Radio of Ethiopia/FM 97.1 and Fana Broadcasting Corporate. Nekakat RSD attracts the attention of people (audience) in the fore-front.

Sankuru Woreda is one of the program intervention areas for the Nekakat RSD. The drama reached thousands of people with its social media platform during the broadcast period. The radio listener group is integrated with school-based clubs to augment the abandonment efforts of FGM and CM practices in and around Sankuru woreda. As a result, the coordinated efforts made between RLGs, and school-based clubs has been successful at combating negative social norms and harmful practices.

Abdul recounts:

I was assigned as the radio listener group leader for Nekakat RSD in Sankuru woreda in the town of Alem Gebeya. PMC-E and the Woreda Women, Children and Youth Affairs Office (WCYAO) have given me the responsibility to manage and coordinate the radio listener group members. My friends and I attended an orientation and were trained on how to listen to the dramas and provide a feedback report to PMC-E. As per the guidelines, the group members and I are highly committed to engage and listen to Nekakat RSD. In relation to this, the entertainment and educational elements of the drama have been effective in the fight against FGM and CM in and around Sankuru Woreda.

I am also a member of the Social Networking Club (SNC) in the Secondary School at Alem Gebeya. The major duties and responsibilities of this club include teaching students to abide by the rules and regulations of the school and to be goal oriented. The club also works on environmental sanitation and participates in the green legacy program which involves planting trees within the school compound. We use the school mini-media channel to educate the students on the issues above. We also promote Nekakat RSD with audio recorded messages. The promotional messages of the drama focus on the broadcast schedule, that is, date and time of transmission and address FGM, CM and GBV. The drama is well received due to its entertaining nature. Accordingly, I am confident to say that the integration of the radio listener group with school-based clubs will continue to be highly effective in reaching a large audience within the remaining broadcast period.

Abdul has assured us that he will work on strengthening and further expanding the integration of the radio listener group with different school-based clubs. There are several clubs in Alem Gebeya Secondary School such as the girls club, mini-media club, agriculture club, ethics club, and the science club etc. Each club has a regular scheduled meeting. Thus, the audio recorded episodes of the drama would be added as a discussion agenda for all members of the clubs. The radio listener group members are devoted to share the entertaining and educational messages of Nekakat RSD with families, friends, neighbors, school-based clubs, community-based organizations such as the Equib and Eddir. They will work hard to eradicate negative social norms and harmful practices in and around their area.

Abdul recaps, "I am grateful to PMC-E and UNFPA for the extensive broadcast of the Nekakat RSD in Sankuru woreda. The topics included in each episode have powerful messages that could teach the public about the negative impacts of Harmful Practices on the lives of women and girls. We will use audio recorded messages of the drama to educate the students and the community at large. So, the broadcast of Nekakat RSD will enhance our efforts against HPs in and around our woreda including rural kebeles."

ALEMAYEHU RETA



Collaborating to Combat Negative Social Norms and Harmful Practices

The Nekakat Radio Serial Drama listening group works closely with the town administration and the community. This collaboration of volunteers and integration of radio listening group with the town administration and the communities can be considered as a model undertaking.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. Such types of HPs are rampant across the country including Population Media Centre-Ethiopia (PMC-E) and the United Nations Population Fund (UNFPA) intervention Woredas. Development partners and government structures have allocated ample resources to tackle these life-threatening problems. Though efforts made so far, the problem still prevails as part of societal norms in the communities.

To combat and address the problem of these negative social norms and harmful practices in the area, PMC-E in partnership with UNFPA has broadcasted Nekakat (cracked) Radio Serial Drama (RSD) through the National Radio of Ethiopia/FM 97.1 and Fana Broadcasting Corporate. The drama reached thousands of people, approximately 32,000, with its social media platform during the broadcasted period of six-month's. In addition, PMC-E has established 42 radio listener groups (RLG) in the project intervention Woredas/Kebeles. One of which is Awash Melkasa RLG established in 2020. The name of the RLG is Obsan which means patience in Afaan Oromo. The RLG has 10 members consisting of five male and five female youth. The group is led by an elected chairperson. The RLG works closely with the Town Administration and the community.

Alemayehu Reta the group leader of the Obsan RLG explains:

We the group members earnestly worked together to promote Nekakat RSD in and around the town of Awash Melkasa. We utilized different strategies to promote Nekakat RSD to the public. We downloaded the first five episodes of the drama on memory card/flash disk and presented it to the public by using sound systems. We wrote the drama educational messages on flipcharts and held an advocacy campaign in different areas in the town.

The promotion targeted national holidays like Ethiopian Epiphany (Timket), Easter including any forms of public gathering venues. The promotion activities focused on broadcast schedules (date and time of transmission), radio stations and character illustrations.

After the broadcast initiation of the Nekakat RSD, the Obsan RLG members performed the following activities:

- Gave their time and effort to facilitate listener-initiated conversations*
- Created a discussion forum among communities*
- Encouraged communities to listen to the Nekakat RSD by utilizing promotional strategies*
- Created linkages between the drama and the communities*
- Played a significant role to expand the scope and coverage of the drama educational messages to reach families, schools, and the marketplace*
- Promoted the drama educational messages to their friends and neighbors.*

Alemayehu adds, “we will continue to address and focus on negative consequences of GBV, FGM, CM practices and the importance of family planning methods for child spacing. Our promotion targets primary and secondary schools, markets, and recreational center. We also target stadiums and sport fields, areas where the public gather. We are confident to report that in the sixth month of the broadcasting period we’ve reached more than 10 thousand people”.

Obsan RLG contributed a lot in promoting Nekakat RSD. Accordingly, the group played a significant role in the prevention of HPs in the town of Awash Melkasa including the surrounding Kebeles. The collaboration of volunteers and integration of Obsan RLG with the town administration and the communities can be considered as a model undertaking. The members of the Obsan RLG are so-called Nekakat by the residents of the town of Awash Melkasa. This shows the linkage and recognition of the program with the community and thus achieving objectives in combating negative social norms and harmful practices in the area.

Commenting on this endeavor the Mayor of Awash Melkasa Town Mr. Habitu Dulecha expressed, “prior to the introduction of Nekakat RSD, we were, and are still working together with the RLGs on the Green Legacy Program contributing towards environmental management and conservation, ecological restoration such as re-vegetation, weed removal, blood donation, constructing homes and providing clothes for the needy. The youth give their time and effort for community service.”

Nekakat Radio Serial Drama has been successful due to the strong network and partnership of different stakeholders such as the town administration, schools, religious institutions, and community organizations such as the Eddir and Equip. In view of this, it is possible to say that Obsan radio listener group members have been and will continue to be successful at protecting girls and women from Harmful practices (FGM and CM) and any form of violence through effective collaboration efforts.

AYAN HASSEN



Helping Mothers, The Heart and Soul of Caring

When you are a mother, you are never really alone in your thoughts. A mother always has to think twice, once for herself and once for her child. Ayan by helping mothers is the heart and soul of caring.

Ayan Hassen is a 24-year-old young woman residing in the Somalia region of Ethiopia in the Gashamo Woreda Kebele 01. Gashamo is where she was born, and she grew-up in the town. Ayan is married and has a daughter. She graduated from Jigjiga University with BSC in Nursing and is currently working at the Gashamo Health Center in the Maternal and Child Health (MCH) unit. She is the Head of the Unit

Ayan has been assigned as a focal person to coordinate the activities of the radio listener group established in rural and semi-urban Kebeles of Gashamo Woreda. The objective of establishing the radio listener group is to disseminate the radio talk show messages to the community. They also analyze the strength, weakness and other aspects of the radio programs and provide a feedback report to PMC-E for program improvement. The radio talk show is a component of the Baby WASH and Cholera prevention project being implemented in and around Gashamo Woreda. The radio program is called Daryel in the Somali language which means Care for Children. Ayan explained the benefits of the radio talk show and how it is linked with the health education provided at Gashamo Health Center, MCH Unit.

Ayan remarks, “health education is considered as an advocacy strategy to increase the health seeking behaviors of the community in general and that of mothers and children. Accordingly, I and my colleagues (Nurses and Health Officers) provide health education every Monday (one hour) for mothers who visit the Health Center located at Gashamo. Women in reproductive age group seek family planning for child spacing prenatal and postnatal health care services”.

Population Media Centre-Ethiopia (PMC-E) in partnership with the United Nations Children's Fund (UNICEF) has been implementing Baby WASH and Cholera prevention project in the four hard to reach Woredas of Afar and Somali regions. The project aims at influencing mothers' and caregivers' knowledge, attitude, and adoption of appropriate hygiene and care practices for children under 3 years of age.



It also brings about improved knowledge and the desired change on Cholera outbreak, prevention, and treatment mechanisms.

Ayan as a focal person of the radio listener group has helped mothers by teaching them how to effectively take care of themselves and their newborn regarding to general hygiene.

Ayan as a focal person of the radio listener group has helped mothers by teaching them how to effectively take care of themselves and their newborn regarding to general hygiene.

Ayan adds:

At the end of the health education program, I tune the radio set with recorded messages of the talk show to be listened by mothers at the Health Center. Besides, I also provide personal and general hygiene education for about 10 to 15 minutes including the critical times of hand washing which are before and after eating, after latrine use, after cleaning of children, etc. This type of linkage helps me to disseminate the messages of Baby WASH and cholera prevention to the community who reside in Gashamo Woreda, also allowing me to create a large audience for the broadcasted radio talk show messages.

Ayan has thus been innovative in developing new methods of message transmission for the radio talk show to reach the unreached segments of the community. In addition, the broadcast of the radio talk show at Gashamo intervention Woreda is not only listened by the radio listener groups but also non-listener groups can tune in to the messages from the on-going broadcasting radio talk show.

The PMC-E project has been successful by assigning and training focal persons and listener group leaders such as Ayan, who then engage in reaching out and training the community on Baby WASH and Cholera prevention in these intervention Woredas. Ayan expressed her readiness to continue educating the public until the end of the radio talk show program.

When you are a mother, you are never alone in your thoughts. A mother always has to think twice, once for herself and once for her child. Ayan by helping mothers is the heart and soul of caring.

AYESHA MOHAMMED



**Mobilized Communities and Advocacy Hero's for
Betterment of their Societies**

"Ayesha is a hero of the program. She has instigated a process whereby Speakers of Kebele level Councils can advocate the key aspects of Baby WASH through their Standing Committees. Through this process the unreached segments of the population can be reached at the grass roots level."


Ayesha Mohammed is a 25-year-old young woman residing in the Afar region of Ethiopia in the N-Ulla Kebele of Elidar Woreda. She was born and grew-up in the N-Ulla Kebele 50 km away from the town of Elidar, which is the Woreda capital. Ayesha got married young at the age of 15. She is now divorced and a single mother of three children two boys and one girl.

Population Media Centre-Ethiopia (PMC-E) In partnership with the United Nations Children's Fund (UNICEF) has been implementing Baby WASH and Cholera prevention project in the four hard to reach Woredas of Afar and Somali regions. The major components of the project include the production and broadcast of Radio Talk Shows in Afar and Somali languages, broadcast of Radio Spot Messages, Capacity Building Training for Health Extension Workers and Community Mobilization Campaigns.

Ayesha was one of the participants of the social mobilization campaign organized by PMC-E and UNICEF for Baby WASH project implemented in the Elidar Woreda. The campaign was conducted on July 29, 2019, at N-Ulla Kebele.


Ayesha remarks:

Currently, I am working for N-Ulla Kebele as Speaker of the House. Prior to this, for the past five years, I was working as the Deputy Speaker of the Kebele Council. Our Kebele Council has 20 members, it is a self-administered Committee. There are also six Executive Committee members who are responsible to follow-up with the daily activities of the implementing sectors at the Kebele level. Each standing Committee has sector specific assignment such as Pastoralist Development, Education, Health, Women, Children and Youth Development works. The Chair of each standing Committee is fully accountable to the Speaker of the Kebele Council. The Chair evaluates the activities of each sector and provides a feedback report to the Kebele Council.



The social mobilization campaigns allow for collective participation of people within the community. People are engaged and invited to reflect on and address issues that affect their lives. Ayesha adds, “the Kebele Council has a scheduled meeting monthly to evaluate the performance of each sector. Thus, today’s social mobilization campaign can be considered as a good opportunity for me to disseminate the key messages of Baby WASH for the community. The key messages transmitted through recorded music, poems and community drama are centered on safe child excreta disposal, hand washing, food hygiene and children’s playground sanitation. Thus, my work colleagues and I are fully committed to address the key aspects of Baby WASH as an essential agenda item during our Kebele Council regular meetings”.

Ayesha is a hero of the program. She has instigated a process whereby Speakers of Kebele level Councils can advocate the key aspects of Baby WASH through their Standing Committees. Through this process the unreached segments of the population can be reached at the grass roots level.



HANNA AND MARESHET



Fighting Negative Social Norms and Harmful Practices

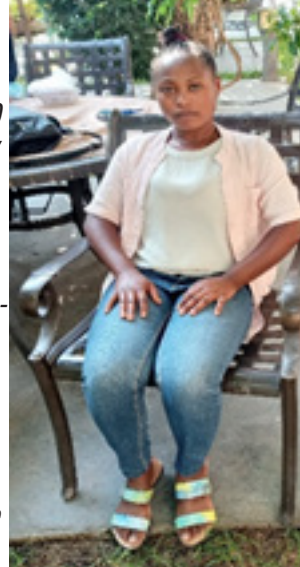
“One day my friend was abducted by a group of people who took her far from our village. I was shouting and crying loudly but no one was around. I escaped from the abductors. Because of this life-threatening incident I was unable to continue my education.”

Hanna Tefera is 20 years old, and she resides in the city of Hawassa. She was born in the Woreda of Yirgalem in a rural Kebele and this is where she grew-up. Hanna attended her primary education, grades 1-7 in her birthplace. Due to the prevalence of gender-based violence in and around rural Yirgalem (SNNPR), she dropped out from school while she was still in the seventh grade. As a result of this, Hanna migrated to the city of Hawassa.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. Population Media Center Ethiopia (PMC-E) in partnership with the United Nations Children's Fund (UNICEF) has been broadcasting Yalaleke Guzo (unfinished journey) radio talk show through Debu Radio FM Station (100.9) to combat this problem.

Hanna laments, "Harmful Practices such as violence, rape, abduction, FGM and CM are prevalent in and around Yirgalem Woreda in the rural Kebeles. My classmates and I walk 10 to 15 km daily to reach our school. One day my friend was abducted by a group of people who took her far from our village. I was shouting and crying loudly but no one was around. I escaped from the abductors. Because of this life-threatening incident I was unable to continue my education".

These types of HPs are rampant across the country including Yalaleke Guzo radio talk show intervention woredas (SNNPR). Although efforts are made to address these life-threatening challenges, the problem still prevails due to negative societal norms in the communities.



The radio talk show attracts the attention of people (audience) in the forefront. For instance, to date, the talk show has more than 2170 followers including the social media platform, the group telegram account.

Hanna is an adamant listener of the Yalaleke Guzo radio talk show. She can relate to the stories told. It gives her confident and hope to move on to greater achievements. With the lessons learnt she is empowered and has plans to better her life.

Hanna recalls the lesson learnt from Yalaleke Guzo radio talk show. “A group of professionals are involved in the production of the talk show, such as scrip and short play writers. I listened to the story of Eniye who faced a lot of life challenges. Eniye used to work as a housemaid until she completed her secondary education. Now, she is the author of a book called ‘Siwer Gizat’ literally means Hidden Control. Eniye’s life and her experiences directly touches my life. I am also confident to say that the story of Eniye inspires thousands of women and girls who work as a housemaid. This story empowers them to improve their lives for a better future. Due to the prevalence of violence in and around rural Yirgalem (SNNPR), I dropped out from school and migrated to Hawassa. Currently, I work as a housemaid in Hawassa. I regularly listen to the radio on my cellphone while working in the kitchen, I find this to be a good opportunity to listen to Yalaleke Guzo radio talk show. I learnt a lot from Eniye’s story. As a result, I have decided to continue my education in the upcoming Ethiopian academic year (2014 EC)”.

Yalaleke Guzo radio talk show is instrumental in educating thousands of women and girls on FGM and CM. Mareshet is another young girl who has benefited from the program. Mareshet resides in the Sidama region in the Dara Woreda. She laments:

I got circumcised when I was a student in the eighth grade. My parents didn’t know about it, they were not involved. I kept it a secret and never told them for a long time. It was my friends and classmates who played a significant role in my circumcision. They influenced and initiated me to get circumcised. They told me that

uncut girls do not get married and could not be good mothers in the future. This was the negative social norm that existed in the community influencing girls to get circumcised. Now, at the age of 22 I strongly oppose the act of FGM and CM in our Kebele. That is why I took a leadership position to lead the radio listener group established by PMC-Ethiopia for Yalaleke Guzo radio talk show. As a result, I am motivated to manage and coordinate the members of the listener group to combat FGM and CM in and around Mechiso Kebele.

We are glad to announce that the group members and I have been assured that we will have the opportunity to work in collaboration with the Prevention of Kebele Harmful Practice Committee (PHPC). Eventually Yalaleke Guzo radio talk show will serve as an advocacy tool to educate the public at large.

Hanna and Marshet have promised to cascade the lesson learned from the radio talk show to the people around them with the audio messages. They expressed their willingness to reach the unreached segments of the society.

Hanna finalized her preparation to continue her education in the upcoming Ethiopian Calendar Year September 2014. Mareshet will continue her anti-FGM advocacy work in and around Dara woreda. Moreover, they are committed to share the educational messages of Yalaleke Guzo with their families, friends, and neighbors. Mareshet will present the Yalaleke Guzo's broadcast schedule and logo to the Prevention of Harmful Practice (PHP) committee established at the Woreda level.

The broadcast of Yalaleke Guzo radio talk show is a source of knowledge for several women and girls like Hana and Mareshet in the fight against violence, FGM and CM at the grass root levels.

KEDJA ABDU



Proactive Agent in the Betterment of Her Community

“What I have learnt I will also educate my family, friends and neighbors. I will also pass on the message to the community. By doing so, we can all practice personal hygiene, environmental sanitation, prevent cholera and other communicable and water borne diseases including eye trachoma.”


Kedija Abdu is a 35-year-old woman residing in the Somalia region of Ethiopia in the Wurso Kebele of Ererr Woreda, Siti zone. She was born in the Wurso Kebele and that is where she grew-up. Kedija is married and a mother of five children, one boy and four girls. She engages in small business activities and is one of the Community Mobilization Campaign participants conducted in her locality of Wurso Kebele.

The specific objectives of the Population Media Centre-Ethiopia (PMC-E) social mobilization campaigns are. To promote the key aspects of Baby WASH to the communities. To enhance community awareness towards cholera prevention and in turn care for the health of women and children particularly under 3. To create common understanding among the communities and stakeholders on Baby WASH and Cholera Prevention and to reach large audiences through mobile van within short period of time.

Kedija recounts:


I previously did not participate in this kind of campaign; this is my first event. The campaign focused on Baby WASH promotion and cholera prevention. I found the community mobilization campaign to be entertaining, educative, and informative. I was educated on the health benefits of washing hands and especially on the practices and essential times we need to wash our hands. I was also educated on the symptoms and prevention of cholera which is dependent on clean water, good sanitation, and basic hygiene practices. I also learnt how to construct a simple hand washing device by using local materials and to be installed near latrine facilities. This was very interesting and beneficial. The construction of this simple handwashing device and washing hands with clean water and soap is essential for good health. Everybody should adhere to this lifesaving practice. This is also important for the prevention of cholera and other communicable diseases.

In general, my colleagues and I learnt a lot. The messages from



the campaign were very important. I am committed to educate others by demonstrating how to construct a simple hand washing device. What I have learnt I will also educate my family, friends, and neighbors. I will also pass on the message to the community. By doing so, we can all practice personal hygiene, environmental sanitation, prevent cholera and other communicable and water borne diseases including eye trachoma.

Kedija Abdu through these actions has become a proactive agent in the betterment of her community.



KERSUN MOHAMMED



Mobilized Communities in the Betterment of their Societies

"The Participants attending the campaign expressed that they had learned a lot. They declared that their awareness level was heightened. They also added that, the campaign supported by a community drama and cultural music were very entertaining and educational and that it was an important activity to educate the public at the grass-roots level.

Kersun Mohammed is a 39-year-old woman residing in the Somali region of Ethiopia in the Gashamo Woreda. She was born in Dhaghanyo Ado Kebele, and this is where she grew-up. Kersun got married when she was young in her early twenties. She is a mother of 10 children, six boys and four girls. Kersun is a housewife and is fully responsible for taking care of her younger children. Like many other women in the Somali region, Kersun usually engages in household activities. Her daily routine includes fetching water, preparing food and other chores.

Kersun was one of the participants of the community mobilization campaign conducted in her locality of Dhaghanyo Ado Kebele. The major messages transmitted during the campaign focused on Baby WASH promotion and Cholera prevention with particular attention to the health of women and children under three. Messages included, safe child waste excreta, safe playground for children, critical times of hand-washing such as after latrine use, after child waste disposal, changing a diaper, after touching an animal or animal waste and after touching refuse. The messages were transmitted through recorded video & mobile Van Vehicles.

Population Media Centre-Ethiopia (PMC-E) social mobilization campaigns allows for 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. The social mobilization campaigns raise awareness and strengthen the capacity of community members to promote and practice good Baby WASH and Cholera Prevention behaviors.

The community mobilization campaign conducted in the locality of Dhaghanyo Ado Kebele attracted a lot of people. Participants were made up of all segments of the community including children, students, youth, adults, mothers, fathers, religious/clan leaders, and local authorities who reside there. Participants attending the campaign expressed that they had learned a lot. They declared that their awareness towards cholera prevention and care for the health of women and children par-

particularly under 3 was heightened. They also added that, the campaign supported by a community drama and cultural music was very entertaining and educational and that it was an important activity to educate the public at the grass-root levels.

Kersun as a participant was also delighted. She recounts:

I was involved and engaged in this type of campaign organized by PMC-E before. I knew the details of the key messages transmitted during the campaign like safe child waste disposal, safe playground for children, solid waste disposal and cholera prevention. What makes today's campaign unique is the demonstration of the simple handwashing device constructed by PMC-E. This practical training has helped my colleagues and I learn the how's and when's to wash hands, that is before preparing food, after latrine use, etc. Besides, I learnt how to construct a simple hand washing device by using local materials and to be installed near latrine facilities. This important message was supported by practical demonstration during the campaign. This was new and important for me. I am now motivated to practice this lifesaving message. What I have learnt I will educate my family, friends, and neighbors. I will also pass on the message to the community of Dhaghanyo Ado Kebele.

MICHAEL KERSIE



The Youth Combat Negative Social Norms and Harmful Practices

"I am committed to transfer the messages of the radio talk show to my neighbors and customers who regularly come to my workplace to purchase handicraft products. I inform them of the harmful effects of FGM and CM. I earnestly advise them to protect their daughters from these harmful practices."

Michael Kersie is a 26-year-old young man who lives in the Southern Nation, Nationalities and People's Region (SNNPR) of Ethiopia, in the Abuno Kebele Sodo Woreda in the Gurage zone. He was also born in the Abuno Kebele and that's where he grew-up. Both his mother and father deceased during his childhood. As a result, Michael faced many life challenges. It was difficult for him to endure as most often his basic needs were not met. He was also unable to continue and complete his secondary school education. When Michael was a teenager, he became visually impaired, the reason for his loss of sight was unknown. Michael is not yet married and earns his living by producing handicrafts. Michael is an active listener of Yalaleke Guzo Radio Talk Show.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. Population Media Center Ethiopia (PMC-E) in partnership with the United Nations Children's Fund (UNICEF) has been broadcasting Yalaleke Guzo (unfinished journey) radio talk show through Debu Radio FM Station (100.9) to combat this problem.

Michael expresses his radio listening engagement as follows. "Listening to radio is my hobby. I began listening when I was much younger. While engaged in creating handicrafts I usually tune my radio and listen to the news, short stories, talk shows and dramas. Years back I listened to previous talk shows and dramas produced by PMC-E. Thus, listening to Yalaleke Guzo radio talk show is not the only talk show that I have listened through Debu FM Radio."

Yalaleke Guzo radio talk show is instrumental in educating thousands of women and girls on FGM and CM. The radio talk show attracts the attention of people (audience) in the forefront. For instance, to date, the talk show has more than 2170 followers including the social media platform, the group telegram account.

Michael laments:

The radio talk show focuses on FGM and CM practices that could bring negative impacts on the health of women and girls. These HPs are common and practiced in and around our Kebele. Many young girls have become victims of these practices. As soon as I tuned in to the Dehub FM Radio channel, I contacted Meskerem Bekele a PMC-Ethiopia staff who is the Senior Talk Show Producer. I provided comments and feedback regarding the radio talk show, and we discussed on how we can communicate in the future.

HPs are rampant across the country including Yalaleke Guzo radio talk show intervention woredas (SNNPR). Although efforts are made to address these life-threatening challenges the problem still prevails due to negative societal norms in the communities. Michael recounts, "I am personally engaged in the fight against FGM and CM practices and I'm actively involved in anti-FGM and CM events in our Kebele. As a result, I advised two female students in the sixth and tenth grade not to get circumcised. I also have a good working relationship with our Kebele's anti-FGM and CM Committee."

Michael is highly dedicated in eradicating negative social norm that exist in the community. He adds, "I am committed to transfer the messages of the radio talk show to my neighbors and customers who regularly come to my workplace to purchase handicraft products. I inform them of the harmful effects of FGM and CM. I earnestly advise them to protect their daughters from these harmful practices. In addition, I have a plan to create a discussion forum with the Kebele anti-FGM and CM committee."

The broadcast of Yalaleke Guzo radio talk show is a source of knowledge for several women and girls. It also provides a good opportunity to educate the young population like Michael allowing them to be involved in the fight against negative social norms and harmful practices at the grass root level.

As for Michael Kersie he has proved that Disability Does Not Mean Inability.

SHAMU AND MAKEYA



Engaging Kebeles To Combat Negative Social Norms and Harmful 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 brings 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.

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.



WONDMENEH MESFIN



Disabled but Active in Combating Negative Social Norms and Harmful Practices

"I am committed to convey the Nekakat RSD educational messages to my family, friends and neighbors. My advice is to protect their daughters from FGM and CM. Hence, I have a plan to create a discussion forum with the Kebele anti-FGM and CM committees and the radio listener group in the fight against Gender-Based Violence, Female Genital Mutilation and Child Marriage."

Wondmeneh Mesfin is 31-years old. He is married and lives in the Amhara region of Ethiopia, in the Aneded Woreda of East Gojam. He was born in the Aneded Woreda, Gudalema Kebele and that's where he grew-up. He attended his primary and secondary education in the city of Deber Markos. Wondmeneh joined Bahir Dar University and graduated with a BA Degree in Good Governance and Development studies in 2018. Currently, he works as a Civil Servant, he is a Woman Advocacy Expert, in the Women, Children and Youth Affairs Office (WCYAO). He is visually impaired. Wondmeneh is an active listener of Nekakat (cracked) Radio Serial Drama (RSD) which addresses negative social norms and harmful practices.

Gender-Based Violence (GBV), Female Genital Mutilation (FGM) and Child Marriage (CM) are common forms of Harmful Practices (HPs) that affect millions of women and girls in Ethiopia. Such types of HPs are rampant across the country including Population Media Centre-Ethiopia (PMC-E) and United Nations Population Fund (UNFPA) intervention woredas. Development partners and government structures have allocated ample resources to tackle these life-threatening problems. Though efforts made so far, the problem still prevails as part of societal norms in the communities.

To combat and address the problem of these negative social norms and harmful practices in the area, PMC-E in partnership with UNFPA has broadcasted Nekakat Radio Serial Drama through the National Radio of Ethiopia/FM 97.1 and Fana Broadcasting Corporate. The drama reached thousands of people, with its social media platform during the broadcasted period of six-month's.

As an active listener of Nekakat Radio Talk Show Wondmeneh recounts:

I love listening to the radio. During my childhood I listened to the news, short stories, talk shows and dramas using my parents' radio. I was also actively involved in mini-media activities at my primary and secondary schools, where I wrote short plays and

poems for the clubs. I used to listen to PMC-E's earlier dramas like Sibert (Trauma) and Mieraf (New Chapter). I know that PMC-E is a pioneer in the production and broadcast of radio serial dramas like Nekakat.

Nekakat radio serial drama focuses on gender-based violence, female genital mutilation and child marriage and promotes family planning methods for women in reproductive age groups (15-49). As a Woman Advocacy Expert, I am aware of the negative impacts of HPs on the health of women and girls. FGM and CM are common in Aneded Woreda especially in the rural Kebeles. Many young girls have become victims of such practices. It is rare to hear radio serial dramas in our area. The broadcast of Nekakat will enhance the fight against HPs in and around our Woreda including the rural Kebeles."

He adds, "at work my colleagues and I are responsible for monitoring FGM and CM practices in our Kebeles and rural villages. The Nekakat RSD has been beneficial in spreading the message to the public, supporting us in our monitoring activities and in the fight against HPs. Nekakat drama messages and the print materials on these negative social norms and harmful practices are also public teaching aids for WCYAO."

He further explains the importance of Nekakat RSD as follows. "The RSD is an education tool used by Women, Children and Youth Affairs Office (WCYAO) to train the public about the negative consequences of HPs. The drama is a valuable resource for anti-FGM and CM committees as well as the radio listener group established at the Kebele level."

As Wondmeneh stipulates, "the community identifies with the characters in the drama. They have their preferences, those they like and dislike. For example, Masersha believes in male supremacy and undermines women's place in the society. Ato Alemneh, the father of Masersha is the least liked character because of his day-to-day activities both at home and in the community. Mekedes, a young girl opposes arranged marriage and believes marriage should be a choice. Accordingly,

characters such as these create suspense and attract many audiences. The character of Mekedes has highly influenced many girls to evade arranged marriages.”

Wondmeneh recaps, “I am committed to convey the Nekakat RSD messages to my family, friends and neighbors. My advice is to protect their daughters from FGM and CM. Hence, I have a plan to create a discussion forum with the Kebele anti-FGM and CM committees and radio listener group in the fight against gender-based violence, female genital mutilation, and child marriage. I will also share Nekakat’s broadcast schedule, logo, and character illustration with the Prevention of Harmful Practice (PHP) committee established at the Woreda level.”

It is evident that the broadcast of Nekakat RSD is instrumental to bring about the desired behavior change amongst community members and thus combat negative social norms and harmful practices at the grass roots level.

Wondmeneh Mesfin has proved that Disability Does Not Mean Inability.



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