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Role models from mass media are very important in shaping behaviors.
(A. Bandura)

THE RADIO DRAMA PROGRAM IN ETHIOPIA YEKEN KIGNIT ("LOOKING OVER ONE'S DAILY LIFE")

257 episodes

Jun 2002 – Nov 2004

nationwide broadcasting

METHOD

PMC programs included radio serial dramas in the local languages, that addressed issues of reproductive health and women's status, HIV/AIDS, family planning, marriage by abduction, girls education, spousal communication.

Starting from audience attitudes and norms, measured by researches, and through the gradual evolution of characters in response to usual problems, audience members tend to accept these changes, even though they may challenge some cultural traditions.



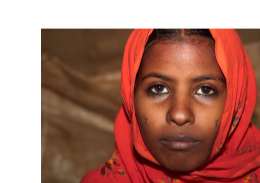
Positive Characters

- archetypes: perhaps more moral than possible for a real person.
- embody the positive values in the values grid.
- are icons (an ideal to which the audience can aspire).



Negative Characters

- behavior illustrates negative values in the values grid.
- negative behavior is slightly exaggerated.
- are regularly punished for their bad behavior.
- occasionally suffer internally and regret their actions, but DO NOT CHANGE.



Transitional Characters

- most similar to target audience members.
- faced with real-life dilemmas.
- are rewarded or punished for good or bad actions (oscillate).
- eventually move toward or away from positive behaviors.



Theory-Based

- Communication Theory (Shannon & Weaver)
- Social Learning/Social Cognitive Theory (Bandura)
- Triune Brain Theory (MacLean)
- Tonal Theory (Sabido) with 3 type characters model: positive, negative and transitional characters

Research-Based

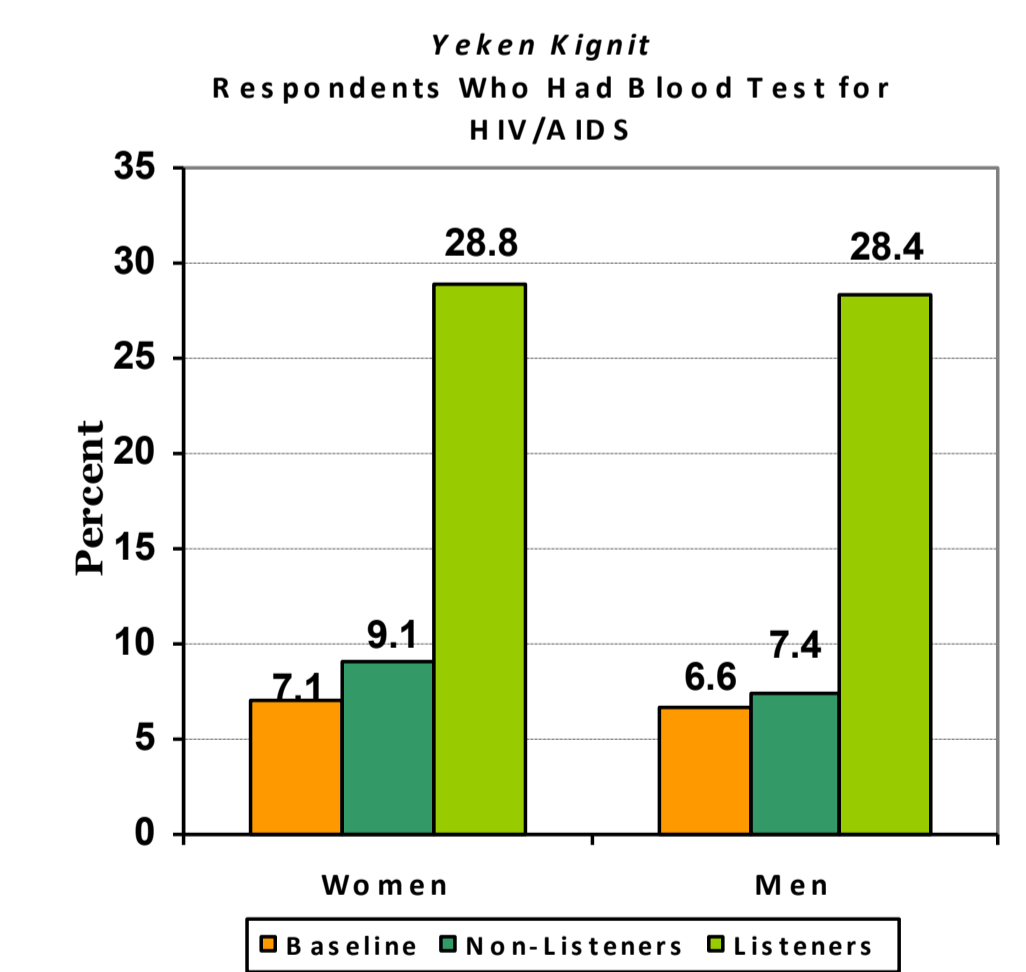
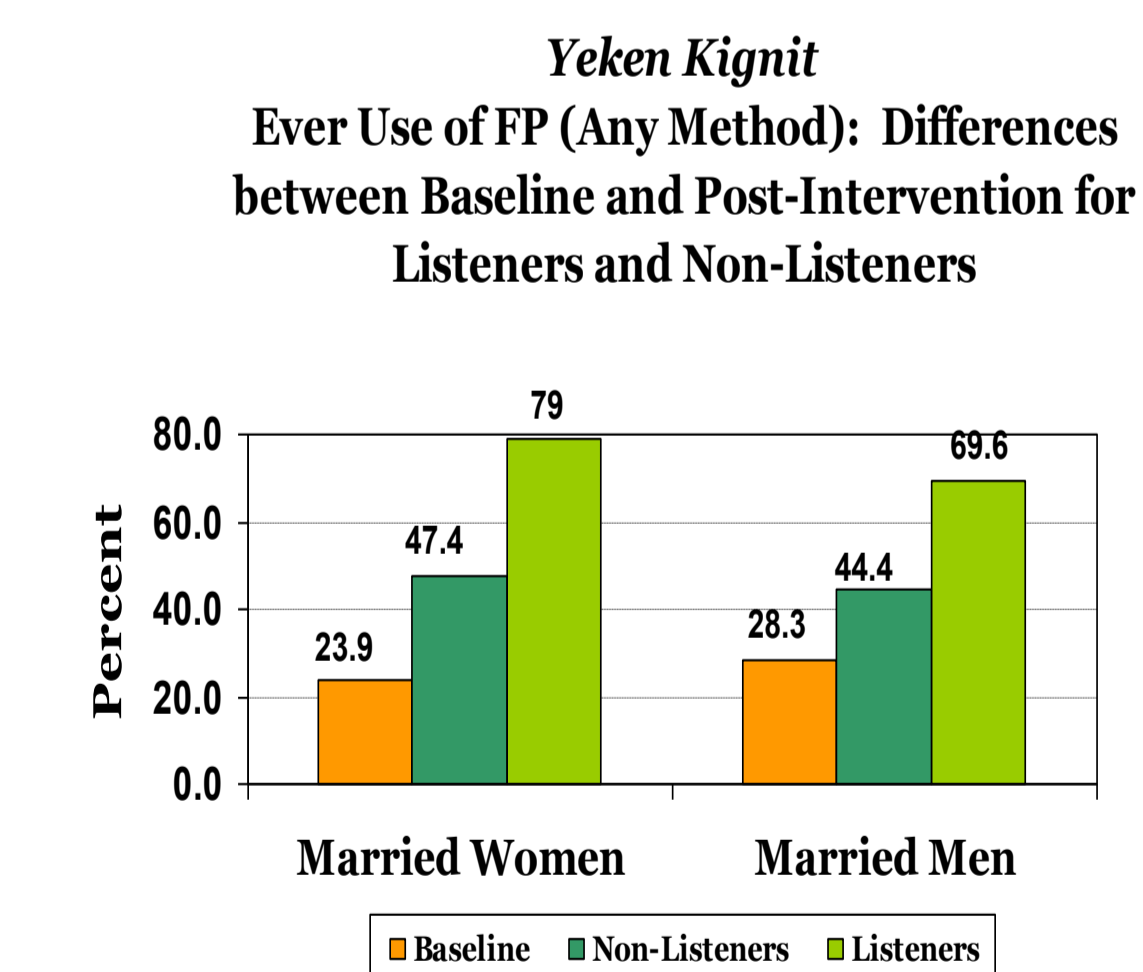
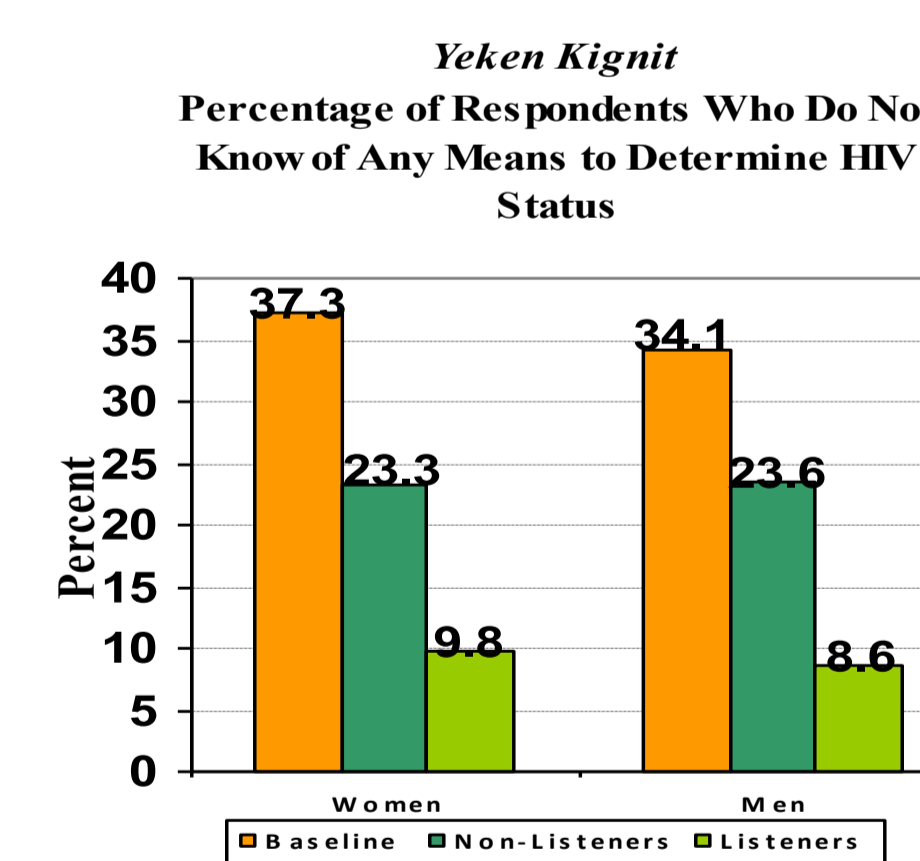
- extensive formative research
- audience, societal & cultural research
- character-driven (role models are key)

Format: Serial Melodrama

- highly emotional
- sub-plots maintain entertainment (interest)
- long-running

RESULTS

1. 46% of Ethiopians listened to the drama (40.000.000 listeners)
2. Facility Assessment: 63% of new clients seeking reproductive health services said they were listening to one of PMC dramas.
3. Listeners were 5 times more likely than non-listeners to know family planning methods
4. 52 percentage point increase in married women listeners who had ever used family planning methods, while among non-listeners, the change was only 21 percentage points. A similar increase occurred among male listeners.
5. Male listeners sought HIV tests at 4 times the rate of non-listeners, and female listeners sought tests at 3 times the rate of non-listeners.
6. Demand for contraceptives increased 157%



CONCLUSION

SOCIAL LEARNING AND ROLE MODEL FROM MASS MEDIA ARE KEY COMPONENT IN CHANGING HEALTH BEHAVIOUR