



POPULATION
MEDIA CENTER
Acting for Change

**Proposal for Two Radio Serial Dramas for Social Change
In Papua New Guinea
To Improve Reproductive Health, Promote Family Planning,
Reduce Violence Against Women, Prevent HIV/AIDS,
Support Universal Education, and
Encourage Environmental Conservation**

Submitted to the United Nations One Fund

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1. EXECUTIVE SUMMARY

Long-running serial dramas developed and produced by Population Media Center (PMC) have changed people's reproductive health attitudes and behavior in Burkina Faso, Côte d'Ivoire, Ethiopia, Jamaica, Mali, Mexico, Niger, Nigeria, the Philippines, Rwanda, Senegal, Sudan, and Vietnam. Our dramas have produced behavior change on a wide range of issues such as family planning, environmental conservation, violence against women, child trafficking, girls' education, female genital mutilation/cutting, and HIV avoidance. We hope to utilize our effective behavior-change strategy to improve reproductive health and encourage environmental conservation in Papua New Guinea by addressing a range of interrelated issues such as: promoting the use of effective family planning methods; elevating women's status; increasing HIV/AIDS awareness, decreasing stigma, and encouraging testing; reducing violence against women; building support for universal education; increasing enrollment of male and female children in primary school; preventing deforestation and promoting reforestation; reducing the use of harmful marine practices such as coral mining, overfishing, and dynamite fishing; increasing favorable attitudes towards locally protected and managed marine areas; and decreasing the use of clear-cutting agricultural practices.

The proposed project will be completed in 3 years and will involve producing two radio serial dramas, one to be broadcast nationwide in Pidgin and another to be broadcast in Motu throughout the Motu speaking regions.

Papua New Guinea is one of the most diverse nations in the world in terms of the make-up of its people, with an estimated 864 languages spoken throughout the country. While it is this cultural diversity that makes Papua New Guinea so unique -- cultural, language, and geographic barriers have hindered the country's progress in working toward the Millennium Development Goals and achieving other social, health, and environmental indicators. The need for nationwide educational campaigns is clear, and the vast reach of the media can help to fulfill this need. While language barriers are eminent in Papua New Guinea, it is estimated that between 5 and 6 million people use Pidgin to some degree, and between 1 and 2 million use Pidgin as a first language. And it is estimated that an additional 500,000 people are native

Motu speakers; therefore, by broadcasting in these two languages we could reach a very large percentage of the population. According to the 2006 Demographic and Health Survey, approximately 48% of women and 63% of men listen to the radio. While media access remains a challenge in some parts of Papua New Guinea, radio has the greatest reach of any medium and can reach a significant number of people throughout the country in both urban and rural areas.

2. BACKGROUND ON POPULATION MEDIA CENTER

The Sabido methodology of behavior change communications was developed by Miguel Sabido of Mexico. Sabido's own serial dramas are widely credited with contributing to the significant decline in Mexico's population growth rate in the 1970s and 80s, resulting in the country being awarded the United Nations Population Prize in 1986. Miguel Sabido, a consultant and trainer for PMC, offers his expertise solely to PMC. PMC's training team also includes most of the people worldwide who have been trained by Sabido and who have carried out successful behavior change communication programs in numerous countries.

The gradual change of transitional characters is the key to the Sabido methodology of behavior change communications. Characters may begin the series exhibiting the antithesis of the values being taught, but through interaction with other characters, twists and turns in the plot, and sometimes even outside intervention, these characters come to realize the importance of the program's underlying values. The audience observes the positive benefits for these characters of their new attitudes and behaviors, and is motivated by their emotional ties with these characters to adopt similar values.

Miguel Sabido developed this methodology in a way that enabled his programs to tackle the most sensitive of subjects in a non-threatening and even enlightening manner. By transmitting values through the growth and development of characters, the Sabido methodology manages to simultaneously attract large and faithful audiences and stimulate thoughtful discussions.

The role modeling strategy of the programs goes beyond such straightforward steps as adoption of positive values on reproductive health. Systematically, the methodology shows the transitional characters in the following stages:

- They suffer from their current situation – or observe the situation of others, and articulate what is wrong.
- They discover there is something they can do to change their own situation and that an infrastructure of services exists to help them.
- They have doubts about their ability to use the infrastructure.
- They overcome their own concerns about the use of services such as family planning and realize that they have the ability and right to access the infrastructure.
- They discuss the decision they are contemplating with a spouse or loved one (thus role modeling the validation stage and stimulating listeners to have such discussions with their partners).
- They access the infrastructure and begin to use the services to change the direction of their lives.
- They suffer from doubts about their new direction and contemplate reverting to their old ways.
- They overcome their doubts and commit to their new course of action.
- They become so committed to the new values, that they become advocates for other characters to follow their lead (thus role modeling advocacy by audience members who know the benefits of such behaviors to help others to adopt them and to access the infrastructure).

These transitions by key characters occur at different times in the serial drama and are done under the conflicting influences of positive and extremely negative characters, who serve as advocates for their positions and who experience the positive or negative consequences of their behaviors. These positive and negative characters are not only positive and negative

role models for the transitional characters; they also help to define the extremes of thought and behavior on an issue for the audience.

The Sabido methodology employs multiple interweaving plot lines, with different levels of attention to the social and health issues within each one. At any given time, at least one of these plot lines has a highly suspenseful story line with dramatic changes of fortune occurring to some major character, so that the audience is glued to the program to find out what the resolution of the current “cliffhanger” will be. This emphasis on the entertainment value of the serial helps to deliver large, dedicated audiences and distinguishes the Sabido methodology from many other strategies.

Additionally, to help draw listeners in, popular local activities, events, and celebrities can be incorporated into the drama. For example, in Papua New Guinea, because of the tremendous popularity of Rugby League, the drama could feature fictional games or have cameo appearances by famous Rugby League players. Integration of local music can be used in a similar manner.

Sabido-style dramas feature characters from various settings and regions, including rural, semi-urban, and urban settings, in order to represent the various settings of the target audience. One of the benefits of radio is that the drama can easily take place in a number of different settings because the visual detail is supplied by the audience. A radio drama offers more setting possibilities than a visual medium, since the creative team does not have to acquire and pay for the scenery. The various settings can be developed through suggestion, illusion, sound effects, and music. Given the diversity of Papua New Guinea’s people and landscape, a radio drama is best positioned to reach a large audience while also taking into consideration the various story lines, characters, and settings that will need to be developed in order to have the program be representative of the various cultures and settings throughout the country. This will ensure that the program content is relevant to the various audiences, that people can identify with characters, and that the program will therefore be more effective at bringing about behavior change.

PMC was founded in 1998 with the intention of using the extensive experience of our key personnel to spread the application of the Sabido methodology in addressing population, reproductive health, and environmental issues in countries that had not benefited from it. In each country where PMC has projects, we work to build a collaborative process with broadcasters, government ministries, UN agencies, and nongovernmental organizations to design and implement an effective media strategy for addressing reproductive health issues.

PMC's entertainment-education serial dramas are written and broadcast in local languages and are developed in partnership with in-country production and writing teams. Preliminary research helps to shape the content of these programs by identifying priority issues and information needs among the people. The programs are aimed at a wide audience, with characters designed to represent different age groups and different rural and urban segments of the audience. Particular emphasis is placed on reaching youth and young adults.

PMC takes a broad approach in addressing family and reproductive health issues. In addition to issues affecting reproductive decisions and conservation of natural resources, formative research at the beginning of the project generally reveals other issues of particular interest to the people in the target audience. Addressing these issues through the characters in an entertainment-education serial drama helps to make the program feel as if it is about life in a particular country or region, rather than appearing to be a program focused on one set of issues. Often, programs using this methodology are the top-rated programs on the air.

3. PROJECT JUSTIFICATION

3.1 Population

Papua New Guinea is a country of 6.4 million people with a population doubling time of 32 years. Papua New Guinea's total fertility rate of 4.4 children per woman is among the highest in the Pacific Region.

The human population dynamics are working against the long-term sustainability of the country. Thus, the population growth and related poverty of the country are contributing to widespread environmental pressures. Addressing rapid population growth, contributing

factors such as violence against women, and other related social and health issues such as HIV/AIDS is crucial to improving the overall health and well-being of people in Papua New Guinea. It is important to address these issues in conjunction with addressing preservation of marine and land habitats and the other natural resources of the country.

3.2 Reproductive Health and Family Planning

According to the 2006 Demographic & Health Survey, only 32% of married women use modern methods of contraception. About 70% of men and women in PNG know a source of contraceptives, while current use of modern methods is about 25%. The leading reasons for non-use are wanting more children and lack of information. There is a critical need to change social norms with regard to ideal family size, acceptability of family planning, and self-efficacy with regard to decision-making about family matters, and to provide correct information regarding the relative safety of contraception compared to early and repeated childbearing. Addressing these cultural and informational issues can best be done through carefully designed communications programs.

3.3 Violence Against Women

Violence against women is one of the major barriers to improving reproductive health. While the laws support equal protection of both sexes, in practice women face discrimination and gender-based violence, especially in the home. Physical and sexual violence against women and children, (particularly girls), in PNG is extreme. A study conducted by the PNG Law Reform Commission found that domestic violence is a fact of life for two-thirds of women, and it was found that in some areas of the country, rates of domestic violence are as high as 100% of women in marriages. Forced sex, the fear and the real risk of violence impact on virtually every aspect of women's lives, and perpetual male control has had a negative impact on the development of the country as it has limited women's ability to make decisions in their own best interest and that of their families and communities.

3.4 Gender Equity

Women are at an acute disadvantage in Papua New Guinea on a multitude of levels. Numerous social and cultural practices contribute to the subjugation of women, including:

bride price as a justification for the husband having full rights to his wife's sexual and reproductive labor; early marriage and childbearing (traditional practices allow the marriage of girls as young as 12, and children can be taken as additional wives or given as brides to pay family debts); lack of compensation for employment; low levels of education and literacy; high rates of commercial and transactional sex; and high rates of sexual, physical, and emotional violence.

Papua New Guinea is a signatory to a number of international conventions that support gender equity and empowerment, and the country has translated them into national policies, strategies, and laws. However, the implementation of such policies and strategies has proven to be very difficult. The *Millennium Development Goals Progress Report for Papua New Guinea 2004* identified economic, social, and cultural factors that impede the achievement of gender equality as playing a dominant role in the lack of progress made toward implementation of these policies.

Changing gender roles in Papua New Guinea is critical, especially in achieving the Millennium Development Goals. It is important that interventions dealing with gender equity address male and female behavior. Involving men in this process is particularly vital in a country where male dominance and violence against women is so pervasive. A drama can develop strong male characters that help to transform the definition of masculinity and improve the value and treatment of women, while creating strong female role models that will empower women. A serial drama can be uniquely effective at addressing social and cultural norms on a broad scale by using the vast reach and influence of the mass media.

3.5 HIV/AIDS

Papua New Guinea is considered by the World Health Organization to have a generalized HIV epidemic and has one of the highest prevalence rates in the Asia-Pacific Region. HIV prevalence in Papua New Guinea is estimated at about 1.6% and is increasing. According to the National AIDS Council, young women and girls are the most vulnerable, with HIV prevalence among women aged 15-29 twice as high as among men of the same age.

UNICEF's *State of Asia-Pacific's Children 2008 Report* identifies widespread violence, abuse, including rape, together with a weak health system, high levels of poverty and socio-

economic inequity, and AIDS related stigma as the main obstacles in halting the spread of HIV.

The PNG National Strategic Plan on HIV/AIDS 2006-2010 calls for HIV education and prevention programs, as lack of knowledge and information have been identified as some of the main barriers to preventing the spread of HIV. According to the *UNGASS 2008 Report*, two-thirds of all of the recorded cases of HIV infections reported lack information about modes of transmission.

Another area in need of improvement is reducing the stigma surrounding HIV/AIDS. Stigma creates undue fear and rejection of HIV positive people and reduces the likelihood that people will be tested to learn their status, for fear of discrimination. The largest threat to limiting infections in Papua New Guinea is having an HIV positive population who do not know they are HIV positive. To prevent HIV from becoming an unseen killer that will drastically escalate despite (or because of) the stigma associated with high-risk behavior, continuing and strengthening prevention efforts is crucial. It is important to take into account cultural norms when dealing with highly sensitive issues such as sexual health. Thus, rather than telling people what to do, issues such as HIV/AIDS can effectively be addressed in a sensitive and culturally appropriate manner through inclusion in a serial drama, in which characters discuss these issues among themselves in a culturally appropriate and relevant context.

3.6 Universal Education

Education is development. It creates choices and opportunities for people, reduces the twin burdens of poverty and diseases, and gives a stronger voice in society. For nations it creates a dynamic workforce and well-informed citizens able to compete and cooperate globally – opening doors to economic and social prosperity.

- The World Bank on Millennium Development Goal 2, Achieving Universal Primary Education

According to UNICEF, only 60% of boys and 50% of girls are enrolled in primary school. This means nearly half of the country's population is not receiving the most basic

educational skills. Of those that are enrolled in primary school, nearly half drop out before grade six, a large majority of whom are girls. According to the Population Reference Bureau, only 22% of girls and 28% of boys are enrolled in secondary school. Given the high levels of poverty in Papua New Guinea, the cost of education is one of the biggest barriers to achieving universal education. Additionally, many parents do not yet realize the value of educating their children, particularly girl children.

Addressing these attitudes and behaviors is critical to advancing education for male and female children alike in Papua New Guinea. A drama is uniquely positioned to demonstrate the value of sending children to school. The drama can model conversations between parents about the benefits of sending a child to school, while also showing the resistance or other challenges one might face in making the decision to send their child to school. Characters can role model these discussions. By having some characters in the drama decide to send their child to school and others who don't, gradually over time we can show the many benefits and opportunities provided to those that receive an education and the limitations of those who do not. Over the course of the drama, the audience will come to understand the value of education and learn how to overcome obstacles or limitations they are faced with in sending their own children to school.

Papua New Guinea has ratified the Convention of the Rights of the Child, which gives every child the right to an education. The Government also committed to the Education for All and Millennium Development Goals which seek to ensure universal primary education by 2015. However, education in Papua New Guinea is still not free, and the cost of education is one of the biggest barriers to improving the rates of enrollment. A drama could also role model communities coming together to support free universal education and lobbying government officials to adopt an universal education system in Papua New Guinea.

3.6.1 Girls' Education

Achieving universal education for girls and boys is not only a vital part of creating an informed and empowered society, it also has proven to help elevate the status of women and girls and lead to reductions in fertility rates. Population growth can, in part, be attributed to lack of education, choice, and social status for women. When we correlate actual fertility

with education, we find that women with no education have the highest fertility. Educating girls is vital to improving life in Papua New Guinea and achieving all of the Millennium Development Goals.

One of the most effective ways of reducing population growth and improving the health of families and communities is to invest in education for girls. Through the proposed serial drama, this can be encouraged by demonstrating the positive impact on female characters that have received an education and the negative impact on those who have not received an education. One of the benefits of a serial drama is it can address more than one thematic area at a time. For example, one of the barriers to educating children, girl children in particular, is large family size. Many families cannot afford to send all of their children to school, so they just send the boys or none at all. By role modeling smaller families, highlighting the value of education, and demonstrating how having a smaller family enables parents to better provide for their children, we can address the interconnectedness of these issues. Similarly, women who are educated are not only less likely to have very large families, but they are also more likely to have healthy children and to educate their children. Women who are educated are also more likely to contribute economically to their families, and to work to end age-old traditions that are harmful to the development of girls and women in society.

Education is critical to Papua New Guinea's development, and the complexity of the barriers to education call for a comprehensive strategy that is capable of dealing with the various issues in a unified manner. Population Media Center intends to support the government, the various UN agencies, and the Department of Education in their efforts to achieve a National Education Plan, and to work closely with existing education and literacy programs, such as UNESCO's Literacy Initiative for Empowerment (LIFE) program.

3.8 Environment

Improving Papua New Guinea's development will be contingent upon protecting and maintaining the harmony that exists between the people and the natural environment. Papua New Guinea is home to the world's highest levels of coastal marine biodiversity and endemism. Exploitation of marine and other natural resources of the country are, in part, a

reflection of traditions that were sustainable when the population of Papua New Guinea was smaller. The negative practices also reflect a combination of ignorance and poverty that lead people to adopt unsustainable practices, such as overfishing and clear-cutting. Role modeling sustainable livelihoods and practices can bring about changes in behavior to reflect the reality of life in Papua New Guinea today and what must be done to preserve its resources. Despite the many stresses these ecosystems have undergone, there are still vast areas that have not been severely degraded where conservation efforts can make a big difference.

One of the initiatives that has been very successful throughout the Western Pacific in protecting these ecosystems is the Marine Protected Areas (MPAS) project. To build on the success of this program, a serial drama can encourage villages and communities to register areas through the MPA program by role modeling a community coming together and taking such action, what PMC refers to as collective efficacy. Collective efficacy is the belief that together as a community it is possible to have a cumulative impact. Additionally, there is a great need to provide both individuals and institutions with the skills and knowledge to improve their resource management and utilize environmentally sustainable practices. The benefit of a radio drama is that it can target both citizens and businesses alike about the importance of improving conservation for the preservation and improvement of livelihoods.

Local level regulations have recently been instituted to help protect sharks, groupers, turtles, sea cucumbers, coral reefs, seagrass beds, and the traditional rights of coastal communities to sustainably harvest ocean resources. While policy is an important step in protecting the land and sea in Papua New Guinea, there is still a great need to get communities to adopt practices that will support such policies. A drama can help to reinforce the objectives of such policies and commitments and model the individual and community benefits of environmentally sustainable practices.

Deforestation is another major threat to the way of life in Papua New Guinea and the survival of many different plant and animal species. In June 2008, *The New York Times* published a story on the disappearing forest in Papua New Guinea. Based on new satellite images it was found that Papua New Guinea is losing about 1,400 square miles of rainforest, or about 1.4% of its total forest cover, every year. At this rate, by 2021 more than 80% of

the country's accessible forest and more than half of its total forest area would be badly degraded or cleared. Not only does this threaten the millions of species of plants and animals that exist nowhere else in the world, but it threatens the way of life in Papua New Guinea and greatly increases vulnerability to erosion and depletion of soil nutrients. Clearing the forests for agricultural use has become one of the main threats, and high population growth rates are seen as one of the main causes. The need to stabilize population size and encourage the use of sustainable farming practices is essential to the preservation of Papua New Guinea's forests and all of the life that they support.

Land is Papua New Guinea's most important resource; most people meet their basic needs through subsistence agriculture. According to the *Millennium Development Goals Progress Report for Papua New Guinea 2004*, nearly 97% of the land in Papua New Guinea is customarily owned either by individuals or under some form of clan ownership and is thus governed by traditional land tenure systems. A serial drama is capable of role modeling sustainable land management at a local level within the systems and mechanisms that already exist, and in the case where these mechanisms are non-existent, it is possible to role model how a community could come together to put such systems in place and take action to protect these vital resources.

4. THE EFFECTIVENESS OF PMC'S APPROACH: CASE STUDY IN ETHIOPIA

In Ethiopia, PMC broadcast two radio serial dramas nationwide from 2002 to 2004 with support from the David and Lucile Packard Foundation. About half of the population identified themselves as regular listeners to the programs. In just 30 months of broadcasting, PMC's programs achieved the following results:

- The fertility rate in the Amhara region fell from 5.4 to 4.3 children per woman.
- The demand for contraceptives increased 157%.
- Among married women who were listeners, ever-use of family planning methods increased 55.1 percentage points, while among non-listeners, ever use increased by 23.5 percentage points.

- Among married men who were listeners, ever-use increased 41.3 percentage points, while among non listeners, ever-use increased by 16.1 percentage points.
- Male listeners sought HIV tests at four times the rate of non-listeners.
- Female listeners sought tests at three times the rate of non-listeners.
- Of new clients who cited radio programs as the impetus for seeking services, 96% said that they were motivated by one of PMC's programs. Overall, 63% of new reproductive health clients at 48 centers around the country indicated they were listening to the PMC programs.

A multiple regression analysis was done to eliminate any effects that such factors as income, educational level, age, marital status, ideal number of children, urban/rural place of residence, ethnic group, or language may have had on family planning use or HIV testing, and the results continued to show highly significant effects of the serial drama.

5. PROJECT PLAN OF ACTION

PMC proposes to create two radio serial dramas for Papua New Guinea, one to be broadcast nationwide and another to be broadcast throughout Motu speaking provinces, to address issues such as: reproductive health; contraceptive use; family planning; environmental conservation; sustainable agricultural and marine practices; early marriage and early onset of sexual activity; violence against women; and improvement of women's status vis-à-vis their reproductive health. Each of the dramas will consist of 208 episodes and will be broadcast twice per week over the course of 2 years. The content for each of the dramas will be tailored to the needs and interests of each of the target audiences.

The nationwide program will be written and produced in Pidgin, the most commonly spoken language in Papua New Guinea, and the second drama will be written and produced in Motu. The Pidgin language program will be syndicated across numerous stations in Papua New Guinea, including three national broadcasting stations and the 19 provincial radio

stations. The Motu language program will be broadcast on Central FM, the Motu language station in Papua New Guinea, and will be syndicated to the appropriate provincial stations.

Given the complexity of language and culture in Papua New Guinea, Population Media Center will produce and air a weekly talk show on each of the provincial radio stations where listeners can call in and discuss issues raised in the program. The purpose of these talk shows is to make the stories and information more accessible and relevant to life in the each of the provinces. These talk shows will be produced in the most commonly spoken languages in each of the provinces where they are broadcast.

The entire project will be carried out over 3 years. The beginning of the project will consist of formative research, training, and pre-testing pilot episodes of the dramas. The last few months of the project will be dedicated to evaluative (impact) research.

PMC will hire and train local creative teams to develop the radio dramas for broadcast. These dramas will form the centerpiece of a communication campaign designed to achieve the following results:

Social and Health Indicators

- Improved reproductive health
- Delayed onset of sexual activity
- Reduction in the number of adolescent pregnancies
- Decreased desired and actual family size
- Decreased number of new HIV infections
- Decreased number of new STIs
- Increased belief in the benefits of family planning
- Increased self-efficacy to use family planning
- Increased communication between partners regarding sexual activity
- Improved status of women
- Increased knowledge about, and use of, sexual and reproductive health services
- Decreased violence against women

Environmental Indicators

- Increased number of areas that are locally managed and protected
- Improved forest management
- Decreased clear-cutting farming techniques
- Improved marine management
- Decreased dynamite use for fishing
- Increased sustainable fishing practices

5.1 Processes, Strategies, and Activities

The steps PMC typically follows to create a Sabido-style serial drama will be modified as necessary for creation of two radio serial dramas in Papua New Guinea. In general, PMC has found that the design phase of PMC projects usually takes about 8 months, and completion of the evaluation survey and project close-out takes an additional 4 months. Accounting for these pre- and post-broadcast periods, along with 24 months of broadcast, the entire project can be completed in 3 years.

The steps that PMC will follow to create two Sabido-style serial radio dramas in Papua New Guinea are noted in sections 5.1.1 through 5.1.9.

5.1.1 Create an Advisory Committee

At the earliest stage of the project, PMC's Country Representative will form a project Advisory Committee, consisting of representatives of relevant government ministries, nongovernmental organizations (NGOs), and other institutions working in the fields of reproductive health and environmental conservation in Papua New Guinea.

The Advisory Committee will meet throughout the life of the project and will serve two purposes:

- to advise on the content of the serial dramas as the scripts for the episodes are written, to ensure that they remain technically correct and in line with the project's objectives; and

- to ensure that demand for services generated by the programs can be met by the available services and infrastructure, and that the writers know about such services so they can specifically advertise them in epilogues following relevant episodes.

5.1.2 Conduct formative research

Formative research will be conducted in order to gather detailed information about the lives of people in the target region, so that the creative teams can produce engaging and realistic characters and story lines for the dramas. Even though the members of the creative teams will themselves be from Papua New Guinea, they will still need to obtain a broader understanding of how people feel, think, and act with regard to relationships, marriage, childbearing, sexual and reproductive health, and environmental practices through a thorough understanding of the formative research results.

The formative research will also include an analysis of media consumption patterns and preferences (including television, radio, mobiles, and other media). In addition, the formative research will gather information about the reproductive health service infrastructure, so that the audience can be directed to appropriate services offered at health huts, clinics, or hospitals when they are prompted to take action. This information will be collected for each of the provinces. Epilogues will be scripted based on the services available in each region.

The formative research process will begin by conducting a review of the existing literature in order not to repeat past research efforts. This is followed by original qualitative research, as necessary, to fill in the gaps in the existing literature. A mix of focus group discussions, visits to communities and radio stations, and household observations will be conducted in order to fill in these gaps. Key informant interviews with clinical and medical staff and environmental organizations to address specific health and environmental issues may also be conducted.

5.1.3 Develop a policy framework

A key step in creating a Sabido-style drama is the development of a policy framework. This entails the creation of a document summarizing laws and policies regarding the topics to be addressed by the drama. This framework will also make note of any international

conventions or treaties with regard to reproductive health and conservation to which Papua New Guinea is a signatory, including the Cairo Programme of Action on Population and Development. Once compiled, this policy framework serves as a guide in developing the drama, in that it indicates the context within which the dramas must operate.

5.1.4 Conduct an in-depth training workshop for scriptwriters and producers

Once the formative research has been completed and the policy framework compiled, PMC will bring in our expert trainers to conduct a 3-week training workshop for writers and producers on how to develop a drama using the Sabido methodology. The workshop will begin with a presentation and discussion of the findings of the formative research for the training participants, as well as presentations by representatives of organizations that work in the fields of reproductive health, gender, and environment. This will provide an opportunity for experts in each field to validate and add to the research findings.

From there, the training will move on to the methodology, the theories upon which it is based, and the steps involved in creating Sabido-style dramas. At this point, positive and negative values specific to the country and relating to the topics to be addressed by the dramas will be listed, using the policy framework as a reference.

The participants from each creative team will then create characters that embody these positive and negative values, as well as characters that change their attitudes and behavior. Settings and story lines will then be developed, and the participants will write and produce four pilot episodes of each drama. By the end of the training, the creative teams will have been chosen and hired, based on which participants performed best during the workshop.

5.1.5 Pre-test the pilot episodes

The pilot episodes for each serial drama will be pre-tested following the conclusion of the in-depth workshop. These episodes will be played during a variety of focus group discussions with potential audience members. Listeners' reactions to the various characters, their enjoyment level, their assessment of the clarity of the dialogue, and other factors will help determine whether the dramas will be a success. Once the results of the pre-test are available, a follow-up workshop will be organized with the creative teams. During this

workshop, the pilot episodes for each serial drama will be revised based upon the audience feedback, and the content of the first 30 episodes of each program will be outlined.

5.1.6 Write, produce, and broadcast the serial dramas

With the finalization of the pilot episodes, the creative teams will be asked to commence writing and producing the remaining episodes of each serial drama. It is anticipated that the teams will complete the first 30 episodes of each drama before it goes on the air, and will remain at least 30 episodes ahead throughout the course of each program. Theme music will be commissioned in order to help develop brand identity for the dramas and to prompt the audience to listen to the programs.

The PMC training team, as well as the Advisory Committee, will provide continuous advice and support to the members of the creative teams as they write and produce episodes to ensure the creation of entertaining, accurate, relevant, and professional-quality programs.

5.1.7 Quantitative evaluation research

PMC will contract with a research institution to work in conjunction with PMC's Director of Research to carry out baseline research to measure prevailing attitudes and behavior with regard to the issues to be covered in the programs prior to their broadcast and post-broadcast research to evaluate the effects of the project on attitudes and behavior.

The purpose of the baseline survey is to generate baseline information on socio-economic, demographic, environmental, and reproductive health information or indicators that can be used as a benchmark to measure the overall impact at the end of the project period. The principal focus of the baseline survey is to measure, describe, and analyze demographic characteristics, as well as knowledge, attitudes, and practices among members of the target audience regarding the issues to be addressed in the two serial drama programs.

5.1.8 Design and launch a promotional campaign

Before the programs go on the air, PMC will work in close collaboration with the Advisory Committee to engage radio stations and field agents of community-based organizations

working in the areas of conservation, reproductive health and gender issues to conduct a promotional campaign for the dramas. This campaign will be designed to advertise the programs and to encourage listenership. A launching ceremony may be held before commencement of broadcast as part of this promotional campaign. Other promotional strategies may include creating and posting flyers, placing advertisements in newspapers and magazines, and attracting news media coverage.

As the programs air, visits will be made to communities and partner radio stations to ensure that the programs are continuously promoted through advertisements, contests, call-in shows, and other various promotional activities.

5.1.9 Organize or recruit existing groups for listening and discussion

Field agents of community-based organizations or other existing community leaders will be trained in how to organize and lead listening groups. Once formed, these groups will meet each time the dramas are aired to listen to each episode and discuss its major events and themes. Alternatively, if groups already exist at the community level for other purposes, they will be recruited to listen to the dramas, discuss them, and give their feedback.

5.2 Other Entertainment-Education Activities

PMC's Papua New Guinea team may wish to design and implement other entertainment-education activities in order to complement the radio serial dramas and talk shows. In Ethiopia, for example, the PMC team organized a national competition for the best stage play dealing with reproductive health issues. The winning play was then performed on the national stage, and taken on the road for performances around the country. In other countries, PMC teams have held other types of contests and conducted other activities to build interest and reinforce the themes addressed in the serial dramas at the community level.

6. MONITORING AND EVALUATION

The methods that will be used to monitor and evaluate the PMC's project in Papua New Guinea are outlined below.

6.1 Monitoring Methods

Participants in listening groups will be asked to keep diaries recording their reactions to the characters and story lines in the dramas. These diaries will be collected and shared with the creative teams on an ongoing basis, to ensure that the dramas remain engaging, relevant, and comprehensible to the audience.

Listeners will be encouraged to convey their reactions to the programs by writing, calling, or texting the radio stations broadcasting the dramas. PMC will ask radio stations that broadcast the programs to document feedback from listeners, and will periodically collect the feedback to monitor the effects of the programs and provide the data to the creative teams.

Since the dramas will be motivating listeners to seek reproductive health services, service providers will be asked to document any increases in demand for health services that they experience in conjunction with the program. Providers will also be requested to ask reproductive health clients about their reasons for seeking services and to document the numbers reporting the serial dramas by name or to cooperate with PMC having an outside research firm conduct such interviews. If clients do not spontaneously mention that they were motivated to come to the clinic by one of the dramas, they will be asked if they have ever heard of the dramas and whether they have been listening to one of them. These service statistics will be collected on an ongoing basis in order to track the progress of the programs in creating behavior change. This research will also help to measure the effects of other interventions taking place at the same time.

Similarly, since the dramas will be motivating listeners to participate in the Marine Protected Areas program and other environmental protection programs, PMC will partner with these resource and land management groups to document any increases in the numbers of land and/or marine areas that are being registered in conjunction with the program. These NGOs will be requested to ask communities about their reasons for registering land and marine areas and to document the numbers reporting the serial dramas by name. If the programs are not spontaneously mentioned, they will be asked if they have ever heard of the dramas and

whether they have been listening to one of them. These statistics will be collected on an ongoing basis in order to track the progress of the programs in creating behavior change with regard to the issues of environmental preservation and what the other motivating factors were in taking action.

6.2 Outcome and Impact Evaluation

The goal of this 3-year project is to systematically implement and evaluate two radio serial dramas targeting a large percentage of the population of Papua New Guinea, especially those in their reproductive years. The impact evaluation of the program will measure changes in knowledge, attitudes, beliefs, and behaviors with regard to status of girls and women; utilization of reproductive services; knowledge of HIV and STIs; and environmental conservation. As noted in the Action Plan, formative research to assess and pre-test the dramas will be carried out prior to program implementation. Likewise, formative research will be conducted to pre-test the evaluation questionnaire items and determine feasibility of sampling design.

Both before the programs start broadcasting, and upon completion of the dramas, a random sample household and individual survey will be implemented to measure differences in attitudes, knowledge, and practices between listeners and non-listeners, and between baseline and endline.

7. Linkages to the United Nations' Mission, Objectives, and Other Activities

PMC shares the United Nations' commitment to raising the standard of living and protecting human rights for ordinary Papua New Guineans. Poverty impacts almost the entire population of Papua New Guinea, and it is exacerbated by a rapidly expanding population, high rates of gender-based violence, lack of access to education, and a growing HIV/AIDS epidemic – all of which are also barriers to achieving the Millennium Development Goals. PMC can help the UN work toward achieving the Millennium Development Goals in Papua New Guinea by empowering Papua New Guinean women and girls to recognize their right to determine their sexual activity, to have safe and planned pregnancies, and to avoid HIV/STI infection, through the use of gender-sensitive programming. Additionally, PMC's program can encourage sustainable agricultural practices

in order to preserve the environment on which both the people of the country and millions of other species rely for survival.

PMC supports the UN's commitment to intensifying HIV prevention efforts using evidence-informed strategies, including attention to the gender inequalities that add fuel to the epidemic. Many intervention strategies are based in theory, but without sound evidence that the method works. We know that using Sabido-style dramas produces behavior change with regard to reproductive health and HIV/AIDS; we have researched the impact of such dramas in country after country. Thus, we know that using this methodology in Papua New Guinea will cause the number of new STI and HIV infections to decline, and STI and HIV testing to increase, specifically through the use of gender-sensitive content. We know that women are at an increased risk of being infected with STIs and HIV, because of both biological and social factors. We cannot protect women and girls against new infections, without addressing the things that put women at risk.

PMC can also help the UN work toward achieving universal education in Papua New Guinea, by demonstrating the value of sending children to school. In addition, PMC will support the UN in its mission to foster greater participation in democratic and civil society by role modeling the importance and benefits of participating in the country's democratic processes. One of the benefits of PMC's approach is that participation in democratic and civil society can be role modeled on both an individual and community level.

PMC's unique communications strategy fits well within the One UN concept, because rather than isolating issues, a drama is capable of highlighting the interconnectedness of various issues. One of the benefits of PMC's method is that it is able to address multiple issues and have an impact in each area.

PMC recognizes that radio dramas and talk shows alone cannot improve reproductive health, completely protect a society from STIs and HIV/AIDS, or achieve the Millennium Development Goals. That is why we will work with local NGOs, clinics, radio stations, government offices, hospitals, testing sites, and other information providers to ensure that

messages remain consistent, and that when youth and young adults are prompted to seek services by the dramas, there will be a place for them to go.

8. CONCLUSION

In order to improve the health and well-being of the people of Papua New Guinea, youth need to be provided with primary education, the adolescent and adult population must be educated about reproductive health, and women must be empowered to use contraception, discuss reproductive issues with their partners, and protect themselves against disease. To improve the environmental sustainability of Papua New Guinea, its resources, various plant and animal species, and unique marine habitats, it is crucial to educate people about the benefits of environmental conservation and sustainable agricultural and marine practices. These challenges demand the use of communication strategies that are in accordance with the particular values of the society in Papua New Guinea regarding sexual and reproductive health and environmental conservation. PMC has a proven track record of producing such programs, using local creative teams and training them to produce professional-quality, long-running serial dramas in which realistic characters model positive behavior change for the audience. PMC's programs produce significant results.

PMC proposes to create and broadcast two such programs in Papua New Guinea. Using the substantial experience and expertise of our headquarters staff, country-specific staff, and advisors, we propose to create two, 208-episode radio serial dramas that will air over a period of 24 months, with accompanying promotional, monitoring, and evaluation activities. Through this project, the health of the population of Papua New Guinea will be improved for the continued development and improved quality of life throughout the country.