NURHI
Nigerian Urban Reproductive Health Initiative

PHASE I RADIO DESIGN DOCUMENT

Family Planning- A WAY OF LIFE

A Radio Serial Drama/Magazine and Live Phone/text in for urban men and women desiring quality life
A RADIO SERIAL DRAMA/MAGAZINE FOR URBAN MEN AND WOMEN DESIRING QUALITY LIFE

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### 1. ACRONYMS AND ABBREVIATIONS

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<tr>
<td>ACPN</td>
<td>African Radio Drama Association</td>
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<tr>
<td>ARDA</td>
<td>Association for Reproductive and Family Health</td>
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<td>ARFH</td>
<td>Community-based Organizations</td>
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<td>CBOs</td>
<td>Center for Communication Programs/Nigeria</td>
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<td>CDC</td>
<td>Community Development Council</td>
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<td>CHEW</td>
<td>Community Health Extension Worker</td>
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<td>CPR</td>
<td>Contraceptive Prevalence Rate</td>
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<td>DHS</td>
<td>Demographic Health Survey</td>
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<td>ECWA</td>
<td>Evangelical Churches of West Africa</td>
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<td>FCT</td>
<td>Federal Capital Territory</td>
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<td>FCTA</td>
<td>Federal Capital Territory Administration</td>
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<td>FGBMFI</td>
<td>Full Gospel Business Men’s Fellowship</td>
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<td>FGDs</td>
<td>Focus Group Discussions</td>
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<td>FIDA</td>
<td>International Federation of Women Lawyers</td>
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<td>FMOH</td>
<td>Federal Ministry of Health</td>
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<td>FOMWAN</td>
<td>Federation of Muslim Women’s Associations of Nigeria</td>
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<td>FP</td>
<td>Family Planning</td>
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<td>FPPN</td>
<td>Family Planning Provider Network</td>
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<tr>
<td>JHU/CCP</td>
<td>Johns Hopkins Uni/Center for Communication Programs</td>
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<tr>
<td>KAP</td>
<td>Knowledge Attitude and Practice</td>
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<td>KW/ST</td>
<td>Kwara State</td>
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<tr>
<td>LGA</td>
<td>Local Government Area</td>
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<td>MOH</td>
<td>Ministry of Health</td>
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<td>NASFAT</td>
<td>Nasrul-Lahi-L-Fatih Society of Nigeria</td>
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<tr>
<td>NAWOJ</td>
<td>National Association of Women Journalists</td>
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<td>NCWS</td>
<td>National Council for Women’s Societies</td>
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<td>NDHS</td>
<td>National Demographic Health Survey</td>
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<td>NUJ</td>
<td>Nigeria Union of Journalists</td>
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<td>NURHI</td>
<td>Nigerian Urban Reproductive Health Initiative</td>
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<td>NUT</td>
<td>National Union of Teachers</td>
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<td>NRTWU</td>
<td>National Road Transport Workers’ Union</td>
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<td>NYSC</td>
<td>National Youth Service Corps</td>
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<td>PPFN</td>
<td>Planned Parenthood for Nigeria</td>
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<tr>
<td>SMS</td>
<td>Short messaging system</td>
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<tr>
<td>STD</td>
<td>Sexually Transmitted Disease</td>
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<td>TBA</td>
<td>Traditional Birth Attendant</td>
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<td>TFR</td>
<td>Total Fertility Rate</td>
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<td>YEP</td>
<td>Youth Empowerment Project</td>
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2. **Design Document Creation Team**

3. **RATIONALE/ JUSTIFICATION FOR THE PROGRAM**

Although rich in natural resources, Nigeria has some of the poorest health indicators in the world particularly in the area of maternal and child health. Family planning and contraceptive use have long been associated with reduced maternal mortality by reducing women’s exposure to pregnancies that could result in morbidities or death. Nigeria’s contraceptive prevalence rate of 10% (NDHS 2008) for modern methods has remained stagnant over the past 20 years. Likewise, the total fertility rate (TFR) has been hovering around 5.7 (NDHS 2008). Currently, intention to use contraceptives averages about 28% in the NURHI selected cities.

More than half of Nigeria’s population lives in cities. Of these urban dwellers, about 66% live in slums. There is a high need for FP among urban women who are of reproductive age: 60% of urban women already have a need for FP whilst statistical analysis of “current (FP) use” and “need for FP” suggests that about 60% of that need for FP is currently unmet.

One major issue facing family planning use in Nigeria has been the high level of method discontinuation as displayed by statistical analysis of the usage data. About 50% of women who have tried a modern method are no longer using it. Many contraceptive users (about 60%) don’t use the method for a longer period of time than their initial treatment.

Commitment among public health and reproductive health professionals and organizations runs deep. Private sector (NGO, faith-based, and for-profit) service delivery capacity is extensive and most Nigerians already access some form of health care from them. In spite of this, the use of modern contraceptives for family planning has remained low. Worthy of note however, is that exposure to mass media messaging on family planning has been shown to be a strong predictor of modern contraceptive use and intention to use contraception.

**The Nigeria Urban Reproductive Health Initiative (NURHI)** is a five-year project (2009-2014) to reduce barriers to family planning/child spacing use and increase the modern contraceptive prevalence rate in the six Nigerian cities of Abuja, Benin, Ibadan, Ilorin, Kaduna and Zaria. The NURHI project team is made up of four key partners: the Johns Hopkins University Bloomberg School of Public Health Center for Communication Programs (CCP), Johns Snow Inc. (JSI), the Association for Reproductive and Family Health (ARFH) and the Center for Communication Programs Nigeria (CCPN).

A key NURHI strategic approach is to “develop interventions for creating demand for and sustaining use of modern contraceptives among marginalized urban populations.” Project activities are intended to empower consumers to consistently use modern family planning methods by capitalizing on key life events (secondary school completion, independent living, marriage, childbirth, end of childbearing, etc) as natural opportunities for discussion and adoption of family planning. Specifically, NURHI demand creation activities will:

- Foster dialogue around family planning – in the home between spouses, on the street, at work, in the media
- Increase understanding, appreciation and social approval for family planning
- Reinforce existing modern contraceptive use and reduce discontinuation
- Improve knowledge/ perceptions of family planning methods and the fertility cycle
- Position FP as a natural part of life
- Radio will be a critical medium for NURHI demand creation activities. We envision that the radio program will promote and reinforce other NURHI demand creation activities and that the other activities will

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1 The program is multi-phased. This first phase is focusing on only four cities: Abuja, Ibadan, Ilorin and Kaduna.
provide feedback to the radio program. (See section ## of this report for details of how the NURHI radio program interacts with other activities.

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

- Both ideal or desired family size and knowledge of modern FP methods are important factors influencing the need for and use of FP among urban women in Nigeria.

- Gender preference of children and religion are not driving influences on family planning use.

- Regional influences are more powerful than religious in determining a women’s ideal family size, participation in household decision-making and knowledge of FP methods.

- Family planning in Nigeria is framed by fear and mistrust that needs to be changed first.

- Women and men have a number of misconceptions about family planning and some methods in particular. The fear of negative health impact proves to often be a serious barrier in considering family planning.

- Burden of FP use is on the woman. Once the woman has the information and is convinced, she still has to convince her husband/partner about family planning. It was unanimously felt that if family planning is adopted without the husband’s knowledge/approval, there would be suspicion of infidelity, etc. if the woman was discovered.

- Concerns with having many children center on greater responsibility for the man and the burden it creates for him. As a result it was felt, that he ages prematurely. Nowhere was the health of the mother mentioned as a concern.

- Religious leaders wield great influence over decision making in such matters.

- Often when parents are unable to take care of their numerous children, their siblings (of the parents) become responsible.

- FP is seen as not easy to use and highly ‘medicalized’. Only doctors can prescribe or tell you what method is good for you.

- Family planning is considered to be very risky compared to other risks related to pregnancy, abortion, miscarriage. Sterilization and IUDs are considered especially risky. Modern FP methods are seen as riskier than the risks related to child bearing such as having a child before the age of 18, having closely spaced births, or having more than 6 children. Natural FP methods were seen as less risky in comparison to modern methods.

- However respondents also agreed that one of the primary benefits of having a smaller family was the ability for children to get a better education.
4. JUSTIFICATION FOR RADIO AS THE CHOSEN MEDIUM

Radio is the most common and pervasive medium of receiving information in Nigeria today apart from interpersonal communication. Radio has the capacity to reach a wide audience because it is relatively affordable, accessible, easy to use, and available in a variety of languages and does not require literacy. Almost everybody in urban centres, including those in the slums either owns or has easy access to one. They are portable so people can have access to radio broadcasts on the go, wherever they are, whilst going about their normal everyday business. Cell phones, which have enjoyed constantly increasing reach across most socioeconomic levels, often have radios in-built, contributing to increasing access to radio communication. Currently, radio has about a 60% primetime listenership and over 60% of Nigerians own a radio (DHS) not inclusive of radio-enabled mobile phones.

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

5. AUDIENCES

Primary Audience
- Women – urban, married/ unmarried, sexually active, low to medium education and income (18-35)

Secondary Audience
- Men – urban, sexually active, low to medium education and income (25-50)
- Couples
- Older women
- Religious leaders (in the immediate area)

Tertiary Audience
- Service providers, Community members, FPPN, Aunties, Religious leaders (national/regional), etc.

Design document workshop participants identified the key desired behaviors for each of the audiences, the barriers to audience members:

PRIMARY AUDIENCE - WOMEN

Overall desired behaviors.
After listening to the radio program, young women will:
- Believe that using FP is a normal life decision that can help with the challenge of managing life and family
- Have the correct information about FP methods that can be used to delay pregnancy.
- Speak about FP with their partners
- Desire to plan arrival of children
- Be able to appropriately weigh risk of FP use as against other every day risks.
- Know a place where they can comfortably and confidently access FP services.
• Use modern FP methods to avoid unwanted pregnancy and abortion.
• Be willing to share accurate knowledge on safety of FP with their peers
• Speak comfortably about Family Planning with their parents, friends and siblings.

**Barriers**
- Lack of communication with partner about FP
- Incomplete knowledge about correct usage, mistrust of product safety and efficacy
- Spouses disposition to FP
- Young women may not know someone who is a satisfied user, unfamiliarity breeds fear
- Expectations from In-laws
- Misconceptions about FP providers (that the doctor is the only person who can dispense FP) Unaware of location of FP services
- Lack of social support for family planning
- Shyness about discussing FP
- Fear of being shunned or accused of cheating if raise FP with spouse

**Facilitators –people and facilitating factors**
- Peers
- Religious/Traditional leaders
- Friendly husbands, In-Laws.
- Desire for better life for family and children
- Perception that child spacing can improve a woman’s life

**SECONDARY AUDIENCE**

**Young Men**

**Desired Behaviour**
- Young men will believe that using FP is a normal life decision that will help with the challenges of family and children
- Desire to plan arrival of children
- Young men will believe that they have a responsibility to use FP
- Young men will speak with or initiate discussion about FP with their partners
- Young men will use FP or actively support their partners’ use of FP to avoid unwanted pregnancy and/or abortion
- Young men will initiate knowledgeable discussion about FP with their peers
- Young men will use condoms to prevent unwanted pregnancies and/or STDs, including HIV/AIDS

**Barriers**
- Not a fashionable subject for discussion among young men, so there is no approval or sharing of knowledge to make it a way of life
- Many young men look forward to having many children because it is a thing of pride
- Catholics and Muslims generally believe that using any modern FP method is a sin- Except natural methods
- Inadequate information about FP.
- Lack of communication with spouse about FP.

**Facilitators –people and facilitating factors**
• Planning the family can mean improved education prospects and a brighter future for a couple’s children.
• Planning the family can reduce pressure on a man.
• Religious leaders, friends/peers have a big influence over men.
• Pride in being provider for a successful family.

Couples

* Desired Behaviour*

After listening to the radio programme, couples will:

• Believe there is a safe and modern contraceptive method available to them that fits their lifestyle, personal needs and aspirations for the future.
• Believe that using FP is a normal life decision.
• Be able to appropriately contextualize risk of FP use as against other everyday risks.
• Take action by visiting a FP facility and/or adopting a modern FP method for spacing or limiting purposes.
• Stop using family planning for less than two years between pregnancies.
• Consider cost for FP an important household expenditure. OR build the expense of FP into their household budget.
• Openly discuss their family planning needs

* Barriers*

• Financial barriers such as failure to plan for purchase of family planning commodities.
• Rumours and misconceptions about modern family planning methods stemming from incomplete knowledge about correct usage, mistrust of product safety and efficacy.
• Unreliable sources of information.
• Lack of mutual understanding between couples.
• Concerns about identifying methods most convenient to couples’ lifestyles.
• Not enough encouragement, awareness or promotion.

* Facilitators*

• Neighbours
• Aunties
• In-Laws
• Health workers
• Religious

* Older Woman*

* Desired Behaviour*

• Older women will have correct information about FP to methods to give appropriate counseling to younger women/men
• Older women have positive influence on the in-laws in the use of FP.
• Sexually active older women will have the correct information about FP methods that can be used to delay and/or space pregnancy.
• Sexually-active older women will be able to appropriately contextualize risk of FP use as against other everyday risks.
• Sexually-active older women will know a place where they can comfortably and confidently access family planning services.
• Sexually-active older women will use modern FP methods to avoid unwanted pregnancy and abortion.

**Barriers**

• Undesirable side effects from past experience such as excessive bleeding, delayed menstruation and weight gain
• Misconceptions/myths about modern FP use like fibroid, infertility, cancer etc.
• Peer influence through bad undesirable past experience sharing
• Religion and culture that do not support for use
• Lack of proper knowledge of FP
• Husband’s disapproval of modern FP

**Facilitators**

• Husband’s approval of FP
• Positive peer group influence
• Positive community/religious leaders influence
• Older women’s children who are informed and using the FP methods

*Note – more information about the audiences by geographic area can be found in section 18 at the end of this document*

6. OVERALL MEASURABLE OBJECTIVE

After listening to NURHI program the audience will:

• Have correct information about family planning
• Know where to access family planning services
• Talk positively and freely about family planning and methods at the household (especially with spouse) and community level with peers
• Both women and men take responsibility for FP
• Believe FP is a normal life decision that everyone makes
• Approve of FP and believe others in the community do too
• Have overall positive perception of FP methods

7. OVERALL PURPOSE

The overall purpose of the programme is the following:

• To educate the audience on benefits of FP
• To motivate wider acceptance of FP as a normal way of life
• To demonstrate couples making Family Planning a part of their life
• To promote friendly service providers besides doctors
8. OVERALL MESSAGE

The overall message of the NURHI program is that planning your family can help you and your family members achieve a brighter future.

**Definition**

**Family Planning** is when a couple decides when and at what intervals they want to have children.

**Key Messages**

- Make Family Planning a regular part of your life.
- FP is good, effective, safe, and acceptable
- Correct people use FP
- FP gives quality life
- Helps the family manage its available resources so the children can grow healthy and be well-educated
- Helps the father, mother and child to stay healthy.

9. OVERALL EMOTION

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

- Love for children and family
- Love and understanding between/within couples
- Pride
- Hope
- Young people ambitious for a better future for themselves and their family. Perhaps that this younger generation is doing something new, fashionable and smart by planning and making well thought out decisions about their futures.

10. OVERALL SETTING FOR THE 4 DIFFERENT AREAS

**Yoruba Program:** Stories, characters and situations will reflect both Ibadan and Ilorin urban slum settings with extended families living in proximity, and getting involved in everybody’s business. People living in compounds and sharing facilities

**Hausa Program:** There are two settings within this drama to reflect the Hausa Urban setting on one hand and a more cosmopolitan setting to reflect all the other ethnic groups who live together in tenement houses where tenants rent rooms next to each other and share bathrooms and kitchen

**Pidgin Program:** This will be set in a typical shanty settlement suburb to Abuja, with make-shift homes and impossible to drive into except by motor-bike

Writers will add more additional setting descriptions for each of the four urban areas: FCT, Ilorin, Ibadan and Kaduna based on their interviews of the audience representatives.

Note for example:
In Kaduna the topic should not be called family planning but child spacing, because Kaduna people have a negative reaction to the words family planning and in getting the people to imbibe the values of family planning we would be more effective in reaching them with our message if the words family planning are replaced with child spacing.

11. NUMBER AND DURATION OF EACH EPISODE

The programs will be 26 episodes at 30 minutes per episode.

12. FORMAT

The plan is to develop three 26-episode programs with a serial drama and localized magazine elements. It is proposed that we develop two unique drama serial stories for the Ibadan/Ilorin Program and the Kaduna program. One of the stories will then be adapted for FCT, rather than developing a third unique story.

1 – Abuja (FCT) – The broadcast will be in Pidgin. It will be a Magazine Format with sig tune, friendly host, serial drama and talk program with comedy (mockumentary) element, testimonials, vox pop and quiz.

2 – IBADAN AND ILORIN – The broadcast will be in Yoruba. This will be a magazine format with sig tune, friendly host, serial drama, music and comedy (mockumentary) element, testimonials, vox pop and quiz.

3 – KADUNA The broadcast will be in Hausa. This will be a magazine format with sig tune, friendly host, serial drama, talk and comedy element (mockumentary), testimonials, vox pop and quiz.

13. NOTE TO THE WRITER

Some additional thoughts for the writer:

- Please keep this program with an urban feel and energy, colourful characters, use humor.

- Please look holistically at your characters and what they will be care about and develop the story around those issues. Right now they don’t think about FP much AT ALL. So, if we are going to introduce FP into a story, our characters would talk about the things they care about and FP will be the side dish and not the main plate. Weave FP in, certainly, but in a realistic way.

- Couple communication is at the center of this whole issue. Communication between couples strengthens love, commitment and bonds. It is realistic to show how couples slowly build their communication abilities first by talking about ‘easier topics’ and build up confidence and trust and make their way to talking about FP.

- The main idea of this NURHI program is to normalize the idea of planning your family – to make it seem like something that a couple considers and talks about with each other or with friends or family. One way to ‘normalize’ the concept of family planning is to demonstrate how that concept can be discussed or acted on
during regular events – like graduations, age group meetings, weddings, baby naming, ceremonies, etc. At NURHI we call this the ‘slice of life’. Please work these types of regular celebrations into your story. Another aspect of ‘slice of life’ is to have characters in different life stages and realistically show what they’re thinking and going through. For example, someone who is unmarried sees FP very differently to someone who is married – and that we need to keep these ‘life stages’ in mind.

- Please be sure to write an exciting story about regular life of our intended audience and how they are able to overcome challenge or challenges and then weave in family planning. This should NOT be a story about Family Planning.

- Comparison of how decisions made in life has different affects can be very powerful – ie. The classic that demonstrates what happens to the family that planned their family and what happened to the family that didn’t plan. Consider the audience - and show how it can make their life a little better.

- NURHI is doing a ‘get it together’ campaign that encourages young people to use the resources they have and put the puzzle pieces of their life together for a brighter future. For example – get it together by communicating your needs and desires to your partner, by listening to them, by accessing services before you’re in a crisis, by making sure you’re making decisions based on fact not on rumour, by saving money for the future (your own, your children’s, a business), by making smart decisions about relationships and sex. When the campaign theme is finalized, would be good if this echoed through the story and magazine elements as well.

- NURHI is promoting integration of services – that is, that someone may go to the health services for questions about breastfeeding or child immunization – get more information on FP at the same time.

Please do not have a main character actually cheat on their partner. This was suggested for a character profile during the stories shared in the workshop and it is not a good idea. The reason is that many people stereotype that individuals who use FP want to cheat on their partners – and we want to offer a different type of FP user and be careful to NOT reinforce the stereotype inadvertently. A character can fear that their partner is cheating and somehow find out that they aren’t and talk about the issue – but we’d prefer they didn’t actually cheat.

When it comes to the magazine elements, we trust that your team will be provocative, ‘edgy’ and getting audience real reactions to spark discussion.

14. TOPIC SEQUENCE

The following is the proposed topic sequence for the 26 episodes:

1. Introduction (no message)
2. Couple Communication: Communication Strengthens a Relationship
3. What is FP
4. Benefits of FP in General
5. Modern FP is Safe
6. Benefit of FP on Quality of Children's Education
7. Role of Men and Women in FP
8. FP Provider is Friendly
9. Family Planning Improves Wife’s Life and Saves Lives
10. Community and Religious Leaders
11. Couple Communication: Discussion of When to Have Children and Spacing
12. FP Method: General
13. FP Service: Infertility Management
15. How Husbands Can Support FP
16. FP Methods: Male and Female Condoms
17. Couple Communication: How to Discuss FP with Your Partner
18. FP Methods: Injectables
19. FP Methods: Tablets (Pills) and Implants
20. How In-laws Can Support FP
21. Couple Communication: Discuss FP Before and After Marriage
22. FP and Cost
23. FP Method: IUD – the ‘Loop’ or ‘Coil’
24. Sticking with FP
25. How Friends and Community Can Support FP
26. FP is a Normal Life Decision

15. SPECIFIC CONTENT FOR EACH EPISODE
EPISODE 1:

Topic: Introduction

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

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

FEEL:
- Interested and excited to listen to the radio program

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

PURPOSE:
- To motivate audiences to listen to the program regularly

CONTENT:
Story
Include the days, time and listening station of the program.
If there is any quiz or other interactive activity, explain to the audience how it will work.

SIMPLE DOABLE ACTION: (The tiny first step)
Tell family and friends about the radio program
EPISODE 2

Topic: Couple Communication: Communication Strengthens a Relationship

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

KNOW
- How improved communication between couples can strengthen a relationship by increasing the love and trust

FEEL
- **Confident** that speaking more openly and often with your partner can improve a relationship
- **Pride** that you are a person who opens or has conversations with your partner that will help continue a good relationship or improve your relationship

DO
- Talk to partner more frequently

PURPOSE
- **To educate** that improved communication between partners is positive for a relationship
- **To motivate** audience members to talk to their partners

WHY IS THIS AN ISSUE?
This is an issue because especially young couples don’t discuss issues with each other. Women talk to woman and men talk to men. Socially they don’t get a chance to observe couples having conversations. Many couples don’t discuss issues with each other perhaps because they are worried about the other person’s potential negative reaction. Sometimes they simply don’t know how to start the conversation. This episode is about general couple communication (not directly in terms of FP).

CONTENT:
Open communication means talking honestly and freely about everything having to do with a couple, what you want to do, where you will go, what you’ll eat, your ambitions for yourself or your children, decisions about money, food, health, housing, school, clothes, job, family, relationships with others, religion, etc. A couple who makes decisions about these issues together will have a stronger relationship. (Note: this episode should be about communicating with your partner in general and not about FP)

**How open communication between partners improved your relationship:**
- Helps to understand what the other person is thinking or their desires – and when these are better understood there will be increased love and trust
- Two can do more than one. If a couple is united in their ambitions for their family and children, they can achieve more
- Avoids misunderstandings
**Tips on how to talk to your partner**

- Start with non-controversial issues and after trust and openness is established, then tackle the more challenging issues
- Practice what you will say
- Ask questions and invite the other person to share how they feel
- Listen carefully to answers
- Show interest in the other person’s point of view
- Appreciate the other person for discussing, listening, sharing opinions

**SIMPLE DOABLE ACTION: (The tiny first step)**

Write down three questions you’d like to ask your partner (or friend if you don’t have a partner)
MEASURABLE OBJECTIVES: After listening to the episode, the audience will:

KNOW
- What family planning and its components are
- What ‘quality of life’ means and how FP can contribute to better quality of life
- Where to access information about FP

FEEL
- **HOPE**: that using the knowledge on family planning can give you a better quality of life
- **PRIDE**: for being someone who knows how family planning leads to better quality of life

DO
- Speak freely on what family planning is

PURPOSE
- **To educate** about the basic facts of what family planning is
- **To motivate** audience members to talk about what family planning is

WHY IS THIS AN ISSUE?
Family Planning has a negative reputation among many Nigerians. Many have the misconception that Family Planning is all about reducing your number of children using risky medical interventions that are going to cause major complications in women such as infertility. They see FP as ‘against religion and culture’ and also that FP is not a normal life decision. Traditional methods have been used for a long time so why change to modern.

CONTENT:
What family planning is:
- FP is a way of life; it is a decision taken by an individual, couple, or a group of people as to when to have children by choice and not by chance ‘healthy fertility’
- It’s an affordable, safe and effective way to have the children when you want them
- FP is practiced by respected and responsible people
- It’s a way of life that promotes quality life for entire family
- Family planning also includes helping couples who may be having infertility problems have children
- It’s a ‘rest’ for the mother in between pregnancies

FP is no different from any of the many essential decisions one makes over the course of their lives; just as one must decide who to marry, where to live, where to take your children to school, type of food you want to eat, family budget.
Improved quality of life means providing an opportunity for all to have:

- Better health for all family members
- Improved education prospects for children
- Share a good relationship and affection between husband and wife
- Adequate accommodation, food, clothing
- Possibility of family savings
- A more stress-free and peaceful life for men and women, who can thus stay youthful for longer

There are many choices available for planning the family. Couples can find out about these choices by listening to this radio program or by visiting one of the following health providers: Health facilities, Patent medicine vendors, Pharmacies, Family Planning Provider Network (FPPN) Look out for a logo [to be determined]

Note to Writers:
- For the entire program, in Kaduna it should not be called family planning but child spacing, because Kaduna people have a negative reaction to the words family planning and in getting the people to imbibe the values of family planning we would be more effective in reaching them with our message if the words family planning are replaced with child spacing.
- Our definition of what family planning is relates to both married and unmarried persons. Please be sensitive in your use of words.
- A quote from the research about FP was ‘Cut your coat according to your size’

**SIMPLE DOABLE ACTION: (The tiny first step)**

Share what good things you have heard about what FP is with someone.
EPISODE 4
Topic: Benefits of Family Planning in General

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

KNOW:
- The benefits of FP

FEEL:
- Curious to learn more about FP
- Confident that Family Planning has many benefits

DO:
- Discuss benefits of FP with family or friends

PURPOSE
- To educate the audience on the benefits of FP
- To motivate them to discuss the benefits of FP openly
- To reinforce the concept that FP improves quality of life

WHY IS THIS AN ISSUE?
When people talk about Family Planning they often don’t talk about the benefits perhaps because they don’t know what they are, or they may simply feel that FP is an unpopular thing to discuss positively in the community. Many people don’t even know someone who is a satisfied FP user. Thus, people may not link using a Family Planning method with being able to achieve their aspirations.

CONTENT:
Family planning can improve a couple’s quality of life,

Some main benefits of planning your family are:
1. Improved quality of education for your children.
2. Reducing death of women and children: When a woman spaces birth of her children, it gives her time to recover from the stress (change in body functioning, meeting the needs of the baby-feeding, changing diaper, washing clothes) of one birth before the other and gives her time to take care of other children. This improves health of children.
3. FP prevents unplanned pregnancies and abortion.
4. Reduces stress in men - if they plan their families it will be easier to cater for the family’s needs.

SIMPLE DOABLE ACTION: (The tiny first step)
Talk about the benefits of family planning with one other person.
EPISODE 5

Topic: Modern Family Planning is Safe

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

KNOW:
- Modern family planning is safe

FEEL:
- Confident to use modern family planning

DO:
- Seek more information on modern family planning

PURPOSE
- To educate audience on the safety of modern family planning

WHY IS THIS AN ISSUE?
There are a lot of misconceptions about Family Planning – that it doesn’t work, that it will harm the mother, cause infertility. Side effects of modern methods are grossly exaggerated and fear outweighs reality. So, women (and couples) make decisions based on rumours and fear rather than on information that could help them in their lives.

CONTENT:
There are several modern family planning methods available to women and men to help them achieve their family goals and aspirations.

Individuals should talk to a service provider to help decide the method that is best suited to their needs.

Family planning products are safe since they often come with simple direction for use. Accessing family planning through skilled family planning providers makes it safe because they guide clients according to directions for use.

Most of the methods are reversible, i.e. they do not affect the fertility of women. They can be withdrawn or stopped whenever the couple desires.

SIMPLE DOABLE ACTION: (The tiny first step)
Visit a skilled FP provider for more information.
EPISODE 6
Topic: Benefit of FP to Quality of Children’s Education

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

KNOW:
- Family size will affect quality of life, particularly children’s education

FEEL:
- Empowered that they can influence the quality of life of their family, particularly their children’s education

DO:
- Tell others that determining family size can improve children’s education

PURPOSE
- To reinforce that FP improves quality of life, particularly young people’s education
- To demonstrate how FP affects the young people’s education

WHY IS THIS AN ISSUE?
People do already link family size and improved children’s education. It is therefore important to reinforce this desire in a way that feels achievable to our intended audience since they aren’t planning families yet because of all the other barriers – wanting large families, not a culture of planning for the future, believe that somehow be provided for by God/Allah.

CONTENT:
- A good life needs to be planned, so plan your family for better quality
- Improved quality of life for your family depends on how well you provide for them (education, quality care and affection, proper accommodation, nutritious and sufficient food)
- Some ways that a planned family can benefit children’s education are:
  (i) The possibility that children will be able to go to better schools and you will be able to train them to any level they desire to attain, fulfilling the children’s aspirations
  (ii) With more resources, you will be more likely to be able to give all children equal educational opportunities so that there is unison and thus unity within the family.
  (iii) Allowing for better and more parent involvement in monitoring children educational performances
  (iv) Families will have the resources to enable their children to stay in school instead of spending time selling or helping to bring in income.

The benefit to parents is pride that they have done all they can to give their children opportunities for a better future.

SIMPLE DOABLE ACTION: (The tiny first step)
To begin to desire the quality of life that FP promotes.
EPISODE 7
Topic: Role of Men and Women in FP

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

KNOW:
- FP is both men and women’s responsibility

FEEL:
- Responsible to discuss FP with their partners and friends

DO:
- Take responsible actions to plan families

PURPOSE
- To educate men and women about their responsibilities in relation to FP
- To demonstrate a man taking responsibility

WHY IS THIS AN ISSUE?
According to research, everyone sees FP as a woman’s responsibility only to raise the issue in discussion. It is the man’s role to decide whether to use FP or not. So, one side is supposed to raise the issue, but can’t do anything about it on her own. And a man is not supposed to find out about or raise Family Planning, but only decide. This leads to lack of joint action.

CONTENT:
Family planning affects everyone in the family, not just the woman, so BOTH men and women must take responsibility to ensure that they are having children by choice and not by chance.

Sexually active men and women can take responsibility by:
- Making joint decisions – both husband and wife’s involvement and actions are needed to plan a family or space births.
- Talk to their partner about whether they want to have children at that time or not.
- Treat their partner with trust: Listen to a partner who wants to talk about family size or timing of children or possibility of using a family planning method. Trust that he/she is committed to the relationship and wants to improve the quality of family’s future.
- Thinking about the future when making important decisions for today. How many children can you adequately cater for? What are your hopes for your children’s future, etc.
- Men can give emotional and financial support to women if they choose to use a family planning method and accompany her to the clinic.
- Know the facts about modern Family Planning methods.
- Go together to talk to a provider.
SIMPLE DOABLE ACTION: (The tiny first step)

Think of something where you and your partner make a decision together (on any topic) and what steps you went through to make that decision.
EPISODE 8

Topic: FP Provider is Friendly

___________________________________________________________________________________________

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

KNOW:
- FP providers are friendly
- What to expect when you go to a FP clinic
- Where to locate friendly FP providers

FEEL:
- Confident to approach friendly FP providers

DO:
- Visit friendly FP providers

PURPOSE
- To encourage the audience to seek information from friendly FP providers
- To inform the audience on where to locate and find friendly FP providers
- To demonstrate a friendly provider

WHY IS THIS AN ISSUE?
There is a perception that Providers don’t listen and are too busy to talk to couples, that FP methods will not be available, that the provider will not keep a person’s information secret. People, especially women, don’t know where they can get FP services (even if they know where to get other services)

CONTENT:
- **FP providers are nurses, community health officers or community health extension workers.**
- FP providers are reliable because they are trained and know what they are doing.
- FP providers are caring, give a warm welcome, and pay attention to their clients (e.g. asks about her day, her work and commends her good appearance).
- FP providers do not reveal secrets, can be trusted and are found at your nearest hospital or chemist.
- Follow the logo (Note: to be determined as part of NURHI Campaign Here you will describe the new logo) to find the friendly provider nearest you.

Clients can speak openly and honestly to their provider and should be sure to ask any questions they may have because the provider will give complete and correct information and will keep the conversation confidential (i.e. not tell anyone).

What to expect when you go to a FP clinic.

Note: NURHI staff should outline the steps of what should and happen to a client at a FP Clinic based on NURHI service provider trainings.
FP providers can be found at:

- Health facilities
- Follow the logo described to find a friendly provider

**SIMPLE DOABLE ACTION:**
Locate a friendly FP provider

**Note to writer:** In this episode, please demonstrate a character going to visit a provider who is friendly and supportive. You will need to ensure that the behaviors demonstrated by provider are part of the protocol NURHI is using to train providers. It will be important for the client (whoever it is) to ask questions of the provider to demonstrate the client’s role. No need to show an entire counseling session, but a part of it that emphasizes the friendly and trustworthy aspect.
EPISODE 9

Topic: Family Planning Improves Wife’s Life and Saves Lives

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

KNOW:
- That family planning can improve the life of the woman and saves the lives of other members of the family

FEEL:
- Empathy for their wives and other members of the family
- Protective of their wife and other members of their family

DO:
- Support wife in using family planning

PURPOSE
- To educate our audience on how family planning improves wife’s life and saves others.

WHY IS THIS AN ISSUE?
People see pregnancy as a normal process for women, and children as a blessing. There is a recognition that birth spacing is important, but they are not making the decisions that will give women that break in between pregnancies.

CONTENT:
Family planning improves wife’s life by ensuring that a woman’s body has enough time to recover from the strains of one pregnancy before embarking on another. Pregnancy comes with a lot of stress for a woman; this is because the baby now shares her blood, body fluid and nutrients as well as energy.

Moving around with the weight of another human being inside of her for nine months is a burden that is difficult to describe. During delivery, the woman is said to be between life and death until the baby comes out. She also loses a lot of blood. This process exerts a lot of pressure on the women both mentally and physically.

Maternal and child mortality are prevalent among women who have had too many births because the woman’s tissues are already weak and cannot stand the strain of pregnancy and delivery; thus, both mother and child can lose their lives in the process. This can be avoided if a couple practices FP.

When a family has a manageable size of children who are properly spaced, the woman has enough time for herself, and so she feels and also looks stronger and healthier thus making her look happier and younger.
Family planning can save a man from unnecessary stress that could lead to untimely death. This is because when a man has the number of children he can comfortably take care of, he will have greater peace of mind. When his wife and children are comfortable, he is able to concentrate on his job.

**SIMPLE DOABLE ACTION: (The tiny first step)**

- Talk to the women in your life about what you’ve heard and encourage or support them to go and see FP provider
MEASURABLE OBJECTIVES: After listening to this episode, the target group will:

KNOW:
- That many religious and community leaders are in support of modern FP
- Religious texts to quote that support Family planning

FEEL:
- **Confident** that many community and religious leaders support FP

DO:
- Speak positively of the religious attitudes towards Family Planning with partner, family and friends

PURPOSE
- To demonstrate positive discussion about FP between community leaders, religious leaders and their followers

WHY IS THIS AN ISSUE?
There is a perception that some Muslim and Christian religious persons and community leaders are against modern Family Planning.

CONTENT:
Many community leaders and religious leaders support family planning. Some direct quotes from texts or major religious leaders are as follows:

***To be filled in by NURHI or other field persons.***

Religious and Social leaders can support family planning by:
- Speaking positively about FP in public and private conversations.
- Talking about their own experience of planning their own families (or experiences from their own families).
- Referring young couples to appropriate health providers for Family Planning information or services.

SIMPLE DOABLE ACTION: (The tiny first step)
Look up the religious texts that support family planning.
EPISODE 11
Topic: Couple Communication: Discussion of When to Have Children and Spacing

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

KNOW:
- The importance of discussing with partners when you want to have children and how many

FEEL:
- Empowered to discuss with your partner when you want to have children, how many and how many years apart.

DO:
- Discuss the desired size of their family with their partners

PURPOSE
- To motivate spouses to discuss the size of their family
- To demonstrate the benefits of discussing family size

WHY IS THIS AN ISSUE?
Many couples don’t talk about size of family because it is seen as the man’s role to make the ‘decision’ rather than a discussion between partners. Women also fear raising issues related to family planning for fear of the other person thinking they are cheating.

CONTENT:
Spousal communication on family size will ensure that spouses have an understanding of the size of their family and agree on the number even before or after they are married.

When spouses know the number of children they want to have they can allocate and plan for the available resources. When planning, think about expenses of quality education, health care, nutritious food, clothing, etc.

Raising the issue of how many children you want to have with your spouse shows a commitment to the family’s prosperous and quality future and is the sign of a caring, trusting partner.

For instance, spouses might ask one another how many children they each would like to have and reach an agreement. This would eliminate the possibility of trading blame years into the marriage when they would have gotten more children than they can cope with. Knowing the number of children they would be having helps couples to prepare for them.

In discussing family size couples should also decide the method of family planning they want to adopt.

Discussing family size also includes spacing between one child and another.
When spouses do not agree on the number of children they want to have, they tend to have more children than they can cater for; this could lead to their giving out their children as house helps.

A well-planned family can afford to send their children to a school of their choice, eat well, go where they want and not just settle for what is available, because they will be able to have a choice.

**SIMPLE DOABLE ACTION: (The tiny first step)**

Begin to visualize a happy, healthy and manageable family size.
EPISODE 12

Topic: Family Planning Methods: General Information

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

KNOW:
- The methods of family planning

FEEL:
- Feel confident that they know about the range of family planning methods

DO:
- Talk to others about family planning methods
- Seek further information about FP methods

PURPOSE:
- To educate the audience on the various family planning methods available

WHY IS THIS AN ISSUE?
People have many misconceptions about FP and don’t know where to get correct information.

CONTENT:
- There are different kinds of modern family planning methods that are safe and reliable.
- Using modern family planning is a normal life decision
- They have been extensively tested and are approved by NAFDAC.
- There is a method option for everybody

The different kinds of safe and effective family planning methods, which help a couple time their births:
- Male and female condom
- Tablets or pills
- Injections
- Loop or Coil
- Implants
- Tying the tubes

Some methods are temporary (condom, tablets, injections, loop or coil, implants) and a woman can become pregnant after she stops using the method. Tying the tubes is permanent.

The modern methods, mentioned above, are much more reliable than traditional Family Planning methods (such as withdrawal or standard days method) All these methods are widely available, safe and affordable. They are available in your community from nurses, health providers, pharmacists, or doctors:
- Health facilities, Pharmacies, Patent medicine vendors

SIMPLE DOABLE ACTION: (The tiny first step)
Have a discussion with someone about FP methods
MEASURABLE OBJECTIVES: After listening to the episode, the audience will

KNOW:
- Infertility can sometimes be overcome, so couples who are having problems should discuss with a health provider.
- Infertility can stem from a problem with the husband as much as from a problem with the wife.
- Open discussion between husband and wife about sex and fertility can often lead to a solution of problems

FEEL:
- Greater confidence to discuss issues around fertility and sex with partners

DO:
- Talk to others if you are having a problem with having a baby
- Share information with others about the advisability of seeking help from a health provider if you are having difficulty having a baby.

PURPOSE
- To demonstrate how husband and wife can talk to each other about desired family size, sex and reproduction

WHY IS THIS AN ISSUE?
People think family planning only means having fewer children. They don’t realize that family planning also means helping couples have children when they want them.

CONTENT:
Helping couples have children when they want them is an important part of family planning and is included in FP services offered.

If a couple is having difficulty conceiving, this may be due to the man or to the woman.

Sometimes couples may plan their family but have difficulty getting pregnant at the desired times. This is called infertility. If the husband and the wife can have open discussion about the issue and then go to visit a health provider, that provider may be able to help them overcome their problems and have children.

SIMPLE DOABLE ACTION: (The tiny first step)
Find a pamphlet on family planning.
Topic: Benefit of FP: Promotes Love and Healthy Sexual Relationship

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

KNOW:
- Spouses who plan their families have healthier sexual relationships

FEEL:
- Confident that using FP can increase love between spouses and improve their sexual relationship

DO:
- Tell others that using a FP method improves love between spouses and improves sexual relationship.

PURPOSE
- To educate spouses to adopt FP to improve their sexual relationship and love for each other

WHY IS THIS AN ISSUE?
Couples get busy with having and raising children. They forget to pay attention to their own sexual health or loving relationship with their partner. Even if they want to space their children, many are nervous to talk about modern family planning (for all the reasons mentioned elsewhere in the document). Some couples see family methods as things that get in the way of sex rather than increasing sexual pleasure or frequency.

CONTENT:
Adoption of FP leads to healthy sexual relationship, which in turn leads to:
- Happiness
- Intimacy
- Long life

Adoption of FP also does the following:

Reduces the fear of unplanned pregnancy with every sexual relationship.

Increases trust among spouses because they have discussed their wishes for the family and made decisions based on their commitment to their relationship and family.

Some women get pregnant easily and this can cause tension between the couple if one is worried about getting pregnant. With the use of family planning, this fear is eliminated and the couple can enjoy a more relaxed sexual relationship.

If a man and a woman sit down to discuss the issue of Family planning, each party would feel that they have a stake in the relationship. This breaks down the barriers that couples often have about discussing the issues around sex.
Couples who talk about family planning and sexual issues can easily build a trusting relationship in which each is free to advance opinions that can enhance their sexual relationship.

**SIMPLE DOABLE ACTION: (The tiny first step)**

Couple should discuss the program they have heard.
EPISODE 15
Topic: How Husbands can support FP

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

KNOW:
- The roles of a responsible husband in family planning
- The benefit of being a responsible husbands in FP

FEEL:
- Empowered and proud to fulfill their responsibilities in the family

DO:
- Fulfill their responsibilities as a responsible husband regarding FP

PURPOSE
- To inform husbands about their responsibilities regarding FP
- To show a positive example of a responsible man i.e. to demonstrate a responsible man, talking as a responsible man
- To encourage husbands to fulfill their responsibilities regarding FP

WHY IS THIS AN ISSUE?
Men see raising the issue of modern Family Planning as a ‘woman’s issue’. He is the decision maker. He is busy with other important things. He wants to be perceived as successful which is equated with having many children. He doesn’t want to be seen as a man who is controlled by his wife (if he talks about FP or starts doing ‘womanly’ things.)

CONTENT:
What are husband’s responsibilities?
- To know the facts about FP
- To save and provide money for FP
- To talk with their wives about their family e.g. how many children they want to have that they can cater for, do they want to space their children etc.
- To be open to the discussion topic if his wife raises the issue of FP
- To support (any needed funds, emotional support, needed permission) their wives to get the FP methods

Why should he feel proud?
- Supporting FP means providing a better life his family

Benefits of being a responsible husband
- He will feel less money stress; he will have reserve money in his pocket
- He will ‘stay young’ (not age prematurely as mentioned in the research)
- He will have more time for the family and more influence on his children
• He will get admiration from his friends and they will see him as the ‘sharp man’ ‘correct bobo’ ‘main man’.

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

SIMPLE DOABLE ACTION: (The tiny first step)
Think of someone around who is practicing and is a role model for FP within your environment. Get a pamphlet about FP and read it.
EPISODE 16
Topic: Male and Female Condoms

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

KNOW:
- How male and female condoms prevent pregnancy
- Where to get condoms
- Advantages and disadvantages of male and female condoms

FEEL:
- Safe to use male and female condoms

DO:
- Inquire more about the use of condoms and its advantages as well as use them if appropriate to their needs

PURPOSE
- To educate the audience about male and female condoms, their advantages and disadvantages

WHY IS THIS AN ISSUE?
Audience members have misconceptions about FP methods and don’t know where to go for more information. Main barriers to condom use are: low sensation and unreliable and fear that if the condom breaks, she will be accused of infidelity.

CONTENT:
- Male and female condoms are easy to use, cheap, readily available and effective.
- Male and female condoms prevent unwanted pregnancy and sexually transmitted diseases by stopping direct contact between the male and female private parts.
- Male and female condoms must be used correctly for every sexual intercourse. A health provider can provide information on correct use.
- Male and female condoms are available at your nearest hospital and chemist.
- All available male and female condoms in Nigeria are of the best quality.
- For more information, contact your nearest health worker.

Advantages
- Male and female condoms are easy to use, affordable and readily available.
- Male and female condoms protect against unwanted pregnancy, sexually transmitted infections and HIV.
- Male and female condoms can be used soon after childbirth, whilst breastfeeding.

SIMPLE DOABLE ACTION:
Always be prepared with a condom. Get your condoms.
EPISODE 17
Topic: Couple Communication: How to Talk to Your Partner about FP

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

KNOW:
- How to discuss FP issues with partner
- Benefits of talking to your partner about FP

FEEL:
- Confident to discuss FP issues with partner

DO:
- Begin to discuss FP issues with partner

PURPOSE
- To reiterate the benefits of couple communication
- To demonstrate to couples how to discuss FP issues

WHY IS THIS AN ISSUE?
Many couples do not talk about planning their families with their partners because they don’t know how to start the conversation. There’s a lot of fear that if you raise the issues at the wrong time or in the wrong way that your partner will react poorly. And there’s pressure that if the issues are raised appropriately and convincingly, then the discussion will end in a decision that is mutually beneficial.

CONTENT:
The steps to discussing family planning with a spouse or partner are as follows:

1. Find out the facts about family planning methods from a trusted source of information – perhaps a radio program, brochure or from a service provider.

2. Find a good time to have the discussion – when the other person is relaxed and happy, perhaps after a favorite meal.

3. Share that family planning is the way a couple decides how many children to have, when to have the children and how to space them, saying that if a couple plans their family, they can have a family size that they could cater for; this would enable them to send their children to schools of their choice, and also allow the spouses to have time for each other. This would in turn improve the bond of love among them.

4. Share ideas for using a family planning method that is right for your family’s needs.

5. Discuss, listen to each other and reach an agreement between both spouses.

6. Act on your decision.

The benefits of spouses discussing FP issues are:

- Improved relationship between partners.
- Children will be planned in a way that your family can cater to their needs and maintain the health and peace of mind of the woman and the man.

It is often the woman who initiates FP discussions but both men and women can initiate the conversation.
SIMPLE DOABLE ACTION: (The tiny first step)

Find out the facts about family planning from a service provider near you.
EPISODE 18
Topic: Family Planning Method: Injectables

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

KNOW:
- How injectables prevent pregnancy
- Where to get injectables
- Advantages and disadvantages of injectables

FEEL:
- Safe to use injectables

DO:
- Inquire more about the use of injectables and its advantages as well as use if appropriate to their needs

PURPOSE
- To educate the audience about injectables
- To motivate the audience to find out more about injectables

WHY IS THIS AN ISSUE?
There are many misconceptions about injectables that are often exaggerated side effects. This is the most popular modern contraceptive method for women and considered the least risky. If couples had correct information then they would be more likely to consider injectables a viable choice for them.

CONTENT:
- Family planning injections are given to women for the purpose of preventing pregnancy.
- There are three kinds of injection. They can be taken every month, every two months or every three months.
- Family planning injections work by stopping a woman’s body from releasing an egg every month, and are given by a trained health worker at your nearest hospital and pharmacy.
- Family planning injections are safe for breastfeeding mothers and are effective when taken on time.
- The injections may cause changes in menstruation. This is normal, but if you have questions, contact your provider.
- If you have any questions, go to a health worker.

SIMPLE DOABLE ACTION:
Find a person who is using injectables and ask about their experiences.
EPISODE 19

Topic: Family Planning Method: Tablets (Pills) and Implants

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

KNOW:
- What tablets and implants are with regards to family planning
- Where to get both tablets and implants
- Side effects of tablets and implants
- Advantages of tablets and implants

FEEL:
- Feel safe to use either family planning tablets or implants

DO:
- With knowledge of what FP tablets and implant do, decide whether to use.

PURPOSE
- To educate and inform the audience on family planning tablets and implant.

WHY IS THIS AN ISSUE?
There are many misconceptions about the tablet/pill and implants. If couples had correct information, they would be more likely to consider tablets/pills and implants.

CONTENT:
- The pills are small round tablets that are taken every day to prevent pregnancy.
- There are 28 or 35 tablets in a card and sometimes all the tables are white and sometimes there are red and white tablets.
- There are two types; one for breast-feeding mothers and the other for non breast-feeding women/mothers.
- Family planning tablets reduce period pains and work well for *‘sicklers’ as well as protecting against some cancers.
- Family planning tablets work when taken correctly and you can get pregnant as soon as you stop taking pills.

Note to Writer: Please be careful that information about both methods is presented separately so that the audience does not get them confused. Consider putting them in separate conversations.

- Implants are put in the arm and can prevent pregnancy for either 3 or 5 years, depending on the type of implant a woman chooses.
- Implants begin to work immediately they are put in the arm and you can get pregnant as soon as you remove the implant.
- Services are available at your nearest hospital.
SIMPLE DOABLE ACTION
Seek more information from your nearest health worker
EPISODE 20
Topic: How In-laws Can Support FP

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

KNOW:
- The roles that in-laws can play in supporting young couples in FP

FEEL:
- Positive that in-laws can be important support for young couples in FP (i.e. in-laws support couples goals of a future happy life)

DO:
- Have a positive attitude towards in-laws that support young couples

PURPOSE
- To educate the audience about the roles in-laws can play in FP for young couples
- To motivate in-laws to support FP for young couples
- To demonstrate in-laws who are supportive of modern FP as a normal life decision

WHY IS THIS AN ISSUE?
In-laws have a huge influence over a young couple and want the success of the young couple. While in-laws are known to be strong promoters of having lots of grand children, sometimes they can be positive towards couples planning families using modern methods.

CONTENT:
In-laws are influencers of young couples; they are respected, they have more experience, couples look up to them for help.

How can in-laws play a positive role?
- They can be sympathetic to the young couple knowing the hardships of having a life without FP (jobless, poor living condition, children would not get the education they desire)
- In-laws can sit down with the young couples and talk to them on how to plan their lives.
- Sometimes a daughter-in-law may come to the parents for support in convincing her husband. In-laws can be supportive to help convince their son.
- In-laws may know where couples can access FP.
- If a young couple is using FP the in-laws can be positive about it.

Why would an in-law support the couple?
- When in-laws talk to young couples about FP and how to have a quality life, then the in-laws themselves would have a happier home and extended family
- In-laws feel a sense of pride that the couples are living well (happy couple happier in-laws)
- If the young couple is practicing FP and have a better quality life, then the in-laws also would be less burdened by financial difficulties
SIMPLE DOABLE ACTION: (The tiny first step)
Pick up your phone and tell them (young couples/in-laws) about the radio programme you listened to

**NOTE to the writer:** in Kaduna young couples are more likely to go to in-laws for help and assistance while in Ibadan, it would be shameful to go to in-laws for help.
*In laws refers to both husband’s and wife’s parents – please ensure to select the appropriate words to encompass both.*
EPISODE 21  
Topic: Couple Communication on FP Before and After Marriage

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

**KNOW:**
- The need for couples to discuss issues on family planning before and after marriage

**FEEL:**
- Comfortable discussing issues of family planning with their partner

**DO:**
- Discuss FP with their partner

PURPOSE
- To reiterate the importance of couple communication before and during marriage
- To inspire spouses to adopt an attitude of discussing FP issues

WHY IS THIS AN ISSUE?
Couples thinking about getting married often don’t discuss their expectations about when they want to have their children and how many. Also, people think that unmarried people don’t or shouldn’t have sex – so correct advice or contraceptives are not easily available.

CONTENT:
It is important for spouses to discuss their goals and aspirations for their family even before marriage. Coming together to discuss their goals and aspirations improves their relationship.

Spouses may want to discuss what type of home they will want to live in and where, what the size of their family should be, and what they plan to do about their children’s education including the kind of school the children should attend.

Issues about whether the woman should work or stay home to take care of the family and where to spend their vacations should also be discussed.

How and when to start using family planning and if it should be included in the family budget is also a fundamental issue and a normal life decision.

Discussions like these help couples to know exactly what to expect in a relationship and marriage, and also gives the family direction. This enhances mutual trust and reduces external influences and sources of conflict.

SIMPLE DOABLE ACTION: (The tiny first step) Ask your spouse what he/she thinks of the topics and ideas from the program.
MEASURABLE OBJECTIVES: After listening to this episode, the audience will:

KNOW:
- FP is affordable

FEEL:
- Relived that they can afford FP commodities

DO:
- Visit providers to enquire about the cost of FP products and services

PURPOSE
- To inform the audience that FP services and commodities are affordable

WHY IS THIS AN ISSUE?
Most people often assume that Quality FP services are beyond their reach. Even if the contraceptives are now free from public clinics, people still need to take time off work, have funds for transportation and perhaps child care while visiting the health facility. Also, modern family planning is not seen as a priority in the short term – perhaps not as important as a pair of shoes or a beer.

CONTENT:
a visit to an FP provider could put their mind at rest. A visit to an FP provider ensures that you are examined to determine what product is suitable for you and most appropriate to your family’s lifestyle and goals.

For instance the male condom cost as low as N20, while the female condom can be bought for as low as N50. Other items that costs the same or less are a beer? A shirt? A soft drink? Snacks? You can also come up with other comparable but less essential expenditures.

There are other products that a woman can use to prevent pregnancy for 1, 2 or 3 months or even as long as 3 – 5 years that can be procured for as low as N800 or less in government hospitals, and in some states may even be free in certain government hospitals. This is a lot less than the cost of abortion especially with all the risks involved.

SIMPLE DOABLE ACTION: (The tiny first step)
Confirm the price of FP products and services
EPISODE 23

Topic: FP Method: Coil or Loop (IUD)

___________________________________________________________________________________________

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

KNOW:
- What the coil (or loop) is and how it works
- Side effects and advantages of using the coil (or loop)

FEEL:
- Interested in learning more about the coil (or loop)

DO:
- Seek more information and advice from the health worker

PURPOSE
- To educate the audience on the coil or loop method, its advantages and how it works.

WHY IS THIS AN ISSUE?

There are many misconceptions about the coil (or loop). If couples had correct information, they would be more likely to consider coil (or loop).

CONTENT:
- The coil or loop is a very small family planning method that is put inside a woman’s womb.
- The coil or loop works by blocking the mouth of the womb preventing the male and female eggs from meeting.
- Women using the coil or loop may experience more menstrual flow for some time but this is normal. If you have any questions or concerns contact your provider.
- The coil works for as long as 10 years and can be removed at anytime pregnancy is desired and fertility returns immediately it is removed. It is good for breastfeeding mothers and can be used after childbirth.

SIMPLE DOABLE ACTION:
Talk about what you learned on this episode with someone.
EPISODE 24
Topic: Sticking with FP

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

KNOW:
- The benefits of staying with FP

FEEL:
- Confident that they can maintain FP

DO:
- Continue to reinforce the benefits of FP

PURPOSE
- To reinforce the benefits of staying with FP
- To encourage continued and consistent use of FP

WHY IS THIS AN ISSUE?
Some women start modern family planning methods and then quit. (called method discontinuation) They often don’t go back for the refill or next shot. The reasons are lack of family support, side effects (linked to poor counseling), contraceptives not available etc.

CONTENT:
Sticking to a FP method means using your methods at the right time (ie tablets are daily, injections every number of months, etc). This takes commitment on the part of both partners. Commitment means both men and women taking responsibility for FP by:

1) Talking about the family planning method with your partner, 2) Being aware of your partners’ needs and concerns, 3) Ensuring supplies, financial resources and the ability to go to the services, 4) Accompanying a partner to counseling or services.

Sometimes a person might have a question about a method side effect or may even want to try a different method. Don’t wait – go to ask a health provider immediately for advice on methods. In order for family planning to work – meaning that you are having children when you want them – it is critical for a couple to make sure they are always protected from unwanted pregnancy.

Benefits of maintaining use of FP to women/ couple
- They enjoy regular and continuous sexual relationship with husband/spouse
- They experience good health, improved wellbeing (food, clothes, social events)
- They follow personal aspirations and dreams (pursuing education, travelling the world, doing business)

SIMPLE DOABLE ACTION: (The tiny first step)
Create a system for yourself to make sure you’re taking a method on time (like a calendar or a beeping reminder on a cell phone).

EPISODE 25

Topic: How Friends and Community Can Support FP

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

KNOW:
- The roles that friends/community can play in supporting young couples in FP

FEEL:
- Positive that friends/community can really help a young couple have a better life

DO:
- Support young couples that are your friends or in your community to plan their families

PURPOSE
- To educate the audience on the positive roles friends/community can play in FP for young couples
- To motivate friends/community members to support FP for young couples
- To demonstrate friends/community members who are supportive of FP

WHY IS THIS AN ISSUE?
Couples may talk to friends and community members and seek out help. But sometimes friends and community members are less positive or they may be spreading rumors.

CONTENT:
Friends/Community members have great influence over a young couple when they approve or disapprove of actions a young couple takes as well as by the kind of information they share and the attitudes they show towards the young couple.

How can friends/community play a positive role?
- They can ask a young couple what their plans are for their family size or children’s education
- Friends can talk to the young woman or young man about family size discussion, how to talk to their spouses about issues important to them
- Friends/Community can show a couple where to access correct FP information or services.
- If a young couple is using FP the friends/community can be positive about it
- If a friend is a satisfied FP user, then he or she should talk to their friends about it.

Why would friends/community support the couple?
- When friends or community support a young couple in family matters, then the community can feel satisfaction or pride of having helped someone.
• When a friend/community member helps a young couple, that young couple may also help them back some day.

SIMPLE DOABLE ACTION: (The tiny first step)
Ask a young couple what their aspirations are for their family.

EPISODE 26
Topic: Family Planning is a Normal Life Decision (Recap)

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

KNOW:
• FP can prevent unplanned pregnancy, abortion, STIs and HIV/AIDS

FEEL:
• Secure that FP can protect them from unplanned pregnancy, abortion, STIs and HIV/AIDS

DO:
• See FP as a way of life

PURPOSE
• To inform and educate the audience that FP can be used to prevent unplanned pregnancy, abortion, STIs and HIV/AIDS

CONTENT:
Recap of the main messages, methods and advantages of FP covered in the previous episodes.

SIMPLE DOABLE ACTION: (The tiny first step)
Make up your mind to use the information in the program
16. RECOMMENDED SUPPLEMENTARY ACTIVITIES AND MATERIALS

How NURHI Radio Magazine Program links with other NURHI activities

1) **Radio and Social Mobilization**
   - As per discussions to date, NURHI will be forming radio *listeners groups* which will discuss the radio program across the different intended audiences. For this program element, NURHI will need to develop and pretest discussion guides in the appropriate languages, determine listener group criteria, form groups, train facilitators and develop a monitoring and feedback plan. The groups can either listen to the program on the radio and discuss or they can get the program on CD and listen and discuss when it is convenient for them. Listeners groups can provide program feedback or their own stories for broadcast.

   - NURHI-trained *peer educators* will encourage their friends and family to listen to the program and will reinforce the main messages. This group can also provide feedback.

   - The radio program will direct listeners to a *Facebook page* for the radio program where they can discuss issues in a forum and access information about FP. This will link to the overall NURHI facebook page and website. This will provide valuable feedback to programmers. We can also include quizzes, opinion polls, etc on the facebook page. In order to start a facebook page, need to determine a content moderator.

After broadcast, audio files will be available for download from the website.

   - **Mobile Phones** - People will be able to text in quiz answers, competition votes or comments to the radio station with mobile phones. Once they text they will have an option to join a group that receives message blasts related to FP. In order to have this option up and running by October, NURHI will need to start discussion with the mobile companies to determine options. This aspect will provide valuable feedback and information/ message dissemination options. This may be linked to the campaign.
- **Flash Mobs**—Flash Mobs can be organized before broadcasts to encourage people in a certain area to listen. The flash mobs could also be coordinated to be on the same topic as the weekly episode.

2) **Question Line**
This element has not been widely discussed, but we propose that the radio program disseminate a mobile number that people can call for information or advice. There may even be a ‘flash’ or text option so that the caller can leave a number for a counselor to call them back. NURHI will determine if there are existing phone services or if not, who will be the organization/counselor and what kind of support they would need—training, supervision, mobile phones and call plan, monitoring sheets, and perhaps a way to record the conversations. Some ideas for potential partners were people from the PPFN or IPAS. IPAS did a similar program within a university setting. The question line could answer people’s questions, direct them towards social mobilization activities or services and provide feedback to the radio program and a monitoring mechanism.

3) **PPFN (Services)**
The radio program will promote PPFN services sites and model friendly providers.

4) **‘Get it Together’ Campaign**
The radio program will reinforce the main messages of the ‘Get it Together’ campaign, perhaps integrate the campaign PSAs into the radio program and incorporate the logo description and tagline.

5) **Advocacy**
The radio program will reinforce advocacy efforts by modeling positive social and religious leaders. The advocacy program can provide the radio program names and phone numbers of local level ‘champions’ for potential interview. Also, the local level advocates can promote radio listenership in their communities.

17. **TIMELINE AND RESPONSIBILITIES**

**DRAFT FOR REVIEW**
Roles, responsibilities and timeline for radio design document finalization, scriptwriting, pretesting, production and airing. Note that promotion and supplementary activities will be determined separately.
20. AUDIENCE DETAILS BY GEOGRAPHIC SETTING

A. The audience consists of urban men and women living in slums in Kaduna.

Language: Hausa

Religion:
Mostly Muslim, some Christians, Animists (Magguzawa)

Marital Relationships:
This depends on the religion prevalent in the area, Northern Kaduna is populated by Muslims and mainly polygamous, whereas the south is mixed, mainly Christian and monogamous.

Occupation—Men:
Male are generally involved in blue collar jobs, e.g. trading, construction work, driving commercial vehicles, riding commercial motorcycles (achaba). They may also be butchers, tailors, clerics, traditional medicine salesmen, mairuwa, may also be engaged in subsistent farming, only making enough to feed themselves, nothing is saved or invested.

Women:
Women in the north of Kaduna tend to be house wives, some of whom may be in seclusion (purdah). They are usually involved in food processing (e.g. dan wake, awara, masa etc..), water and fuel (firewood) fetching, knitting, pomade-making, petty trading and hawking. In southern Kaduna most women knit, sew and cook food to sell in the metropolis (buka). Some are domestic staff as well.

Avg. number of Children/Family:
Due to polygamous relationships, the average number of children per family is 10-15, assuming 5 children per woman. In addition, many families might inherit and raise some orphans or children of poorer relatives in the rural areas, along with their own children.

Economic Status:
On the average, poor or low income

Environment:
Urban slum; the dwellings in the North are an adaptation of the rural Hausa home dwelling with a zaure. the main difference is the houses have a zinc/tin roof and the mud walls are plastered with cement in some cases. Increasingly some families rent out rooms to non-family members, this means the usual isolation of females from males is getting impossible to enforce. In the Southern part of the city, many unrelated families rent rooms in a big tenement house with a large compound or yard, usually with rooms built around a yard. All tenants share toilets and kitchens.

Respected Authority Figures:
For Kaduna North these figures are the Masu Ungwa, And the religious figures such as the Sheikhs, Imams and Mallams. In the South it’s mainly the church groups primarily ECWA and COCIN and the various associations based on ethnic or occupational groups e.g. the NURTW.
Influencers:
Religious leaders. Indian movies, Hausa home videos, and football stars of the various foreign and local leagues influence young people. Games are available for viewing at community viewing centers and some privately run viewing rooms which charge an entrance fee. The whole community listens to their Mai Ungwa, in Kaduna the position is recognised by the state government. They have a formal structure with a Chairman at the top and his deputy the Vice Chairman, PRO, Welfare Officers, Secretary, Treasurer, and Financial Secretary etc. Meetings are held weekly.

Role Models:
People in the “posh” areas, Malali, Ungwan Rimi. Also people known for their religious piety and knowledge. Those who are rich but give to the poor.

Community:
In the northern part strong communal spirit. Still relatively homogenously Hausa/Fulani with few non-Hausa traders who often times operate and own Chemist shops, auto spare parts and hardware shops. In the Southern parts you have a more cosmopolitan feel due to the conglomeration of ethnic groups living together. There is neighbourliness and communities based on living in close proximity or attending the same religious institutions for instance.

Entertainment Sources:
Radio, folklore stories, video-viewing, and cultural events. The men like sitting in groups at the Majalisa. Females enjoy ceremonies such as weddings and naming ceremonies, while teenagers like going to the viewing centers or visiting each other.

Access to Media:
While radio plays a role in entertainment, it also provides nearly 100% of information. TVs are also very popular but lack of constant electricity is a constraint.

Typical daily food:
Tuwo and mia (a thick porridge made from a grain flour and a meat and vegetable soup or stew); fura-da-nono (Fresh milk or yogurt mixed with a ground grain base), occasionally rice, Danbur, Rama, gwete, brabisko, koko, kose, kasara, kwasai, masa, miyan kuka, Taliya (Local Spaghetti), garau-gurau, (rice with pepper and oil), Sweet potatoes (fried), meals are eaten 2 or 3 times a day depending on the pocket of the husband.

Meeting places:
Market places, farms, local provision store, mosque, local clubs, viewing centers, Majalisa, wedding parties and traditional events. For non-Hausa people, church meetings, ethnic associations, club meetings and re-unions, cultural dance clubs are some of the meeting places.

B. Female and Male audiences residing in Ibadan URBAN SLUM

Slums in Ibadan:
Ethnicity and Language:
All ethnic groups are found in these areas but majority are Yoruba

Religion:
Christians, Moslems, Traditional adherents of Ogun, Orisha, Shango and Ifa. Many Christians and Muslims also mix traditional religious beliefs and consult priests of those faiths as necessary (Babalawo, pastor or prophet, alpha) There is an overriding belief in reincarnation and a reverence of the ancestors. Generally, adults decide on their eventual religious beliefs despite being born into one faith or the other. It is common to have mixed faith marriages and siblings adhering to different faiths.

Marital Relationships:
Polygamy is culturally acceptable and is practised by both Christians (though disapproved by many denominations) and Muslims (approved up to 4 wives). Modern attitudes are making monogamy an attractive and more common norm these days, though some husbands might keep mistresses outside the home.

Occupation:
Men are predominantly artisans, welders, mechanics, tailors, masons, also butchers, traders, bus drivers, bus conductors okada riders. Many were involved with the railways and Post and Telegraph services known as P&T worker. Some are labourers or work at very junior levels with the local or state government in the civil service. The women are very independent and deal mostly in trading activities, hair dressers, food vendors etc.

Avg. number of Children/Family:
It is not socially allowed to count one’s children and though urban, most of Ibadan is very much traditional still and desire for many offspring (5-6) is the norm.

Economic Status:
On the average, poor or low income. High rate of poverty, unemployment and youth militancy and gang activities. They are easily lured to unleash violence against political opponents of their sponsor or “god father.”

Environment:
Mud houses with tin/zinc sheet roofs. Some storey buildings also built with mud and with steep steps meandering up the building. Domestic animals like goats, sheep, chicken can be found freely on the streets. Roads are mostly not tarred or are worn out with portholes.

Respected Authority Figures:
The Olubadan, Baales, Religious leaders, elderly relatives.

Influencers:
Popular musicians, actors and actresses of the Yoruba film genre influence young people. They imitate their peers and respect people they know who have made good financially through whatever means.

**Community:**
In some parts of Ibadan, people live in homesteads in close proximity to each other as extended family structures. Everyone knows everyone else and is involved in the smallest details of each other’s lives. Even in the more cosmopolitan areas of the city, there is a strong neighborhood and community feeling as people share facilities and privacy is discouraged.

**Access to Media:**
Radio, TV, Yoruba films, language newspapers

**Entertainment:**
Masquerades (Oloolu) are common features of these areas and they restrict women’s movement once they come out. So during these periods, women stay indoors dusk till dawn. Other masquerades (Alapansanpa) cane carrying ones that chase people who tease them.

**Night Life**
People sit out with radio. They also enjoy parties (owambe). They love celebrations, funerals and memorial parties, weddings and naming ceremonies and will turn out in uniform attires known as *aso-ebi*. They love to sing and dance and spray money on dancers to demonstrate their appreciation. Yorubas also engage in praise singing and every child has a praise song called *Oriki*.

**Historical Sites:**
*Mapo Hall* on Mapo Hill is a remarkable structure built in 1926 through communal effort.

**Fashion:**
*Women*- Ankara and lace (Iro and Buba) *Men*- Buba & sokoto and agbada

**Food:**
Amala (white or black), Iyan with gbegiri, ewedu or efo riro

**Drink:**
Emu and ogogoro

**Special Snack:**
They drink garri a lot, eat boli (roasted Plantains) and roasted yam.

- Ibadan people love war and revenge. The young men are commonly in gangs for trouble due to lack of education and unemployment. So many are primary and secondary school dropouts

C. Audiences residing in *Abuja FCT*

**Location: Abuja Urban Slums.** These include Karu Village (Behind Karu Market zone), Mpape, Kado village, Kubwa village.
When Abuja was appropriated by an act of law and turned into the Federal Capital territory, indigenes, mainly Gbagyi, were compensated and relocated outside of the area to enable the planning and development of infrastructure from scratch. However, many of those who left found their ways back to settle outside of the immediate or planned parts. Other settlers from other parts of Nigeria who came into prospecting for one of the numerous construction jobs then proliferating in the brand new city, began to arrive in those shanty communities in a quest for cheaper accommodation. Some of the earlier settlers count as far back as 20 to 30 years since arrival. Majority of them have become so entrenched that their own children and grand children only know these places as home and can now barely trace their roots to any other place.

Living conditions in these areas are quite difficult. They are densely populated with people from all parts of Nigeria, for example, Gbagis, Hausas, Igbos, Yorubas, Efiks.

**Housing Structure:** Some of the houses are built with mud especially in the Kado, Mpape and Kubwa areas. They are so closely built together and quite often, some of them have make shift doors that really do not need any locks. Some of these houses are also constructed with zinscs and are poorly ventilated.

**Road Network:** In most cases, these areas do not have access roads. Where available, it is often a treacherous, bumpy track that will task your driving skills to manipulate and because the areas were never planned structurally, most people would have built their shacks on where the roads ought to have been and so people driving in would have to do a lot of meandering to get to their destination or in some cases, park and continue the journey on foot.

**Beliefs:** Christians, Moslems, Traditional worshippers. A lot of them also believe in consulting mallams or baba alawos for solution to certain problems even though they have strong Christian or Muslim backgrounds. Churches are seen at every corner, some in makeshift shacks and some in proper buildings. Mosques are also found at every entrance into every street or corner. Other signs indicating that you can get some other religious help are advertized on mounted signs.

In time past, people often look out for each other. Burglaries and armed robbery were not at all common in some of these areas in the time past but lately, some families have begun to experience their onslaughts.

**Leadership:** they have chairmen and some other people that assist in the leadership of the communities. They also have constituted volunteer vigilante groups that take care of the communal security. The people are made to contribute a monthly N300 per family as security vote and this is kept with the chairman to pay the young men who provide the service.

**Challenge:** In Kubwa area, it was discovered sometime ago that the vigilante group were also the ones responsible for the armed robbery in the area. Someone took the trouble to do a research and that was his finding. A particular street was discovered to be a hideout and a hemp smoking area for the hoodlums before their operation. There is high youth unemployment rate as well as extreme poverty in the shadow of ostentatious living by politicians and some government officials coupled with very high cost of living.
Jobs: Majority of the people are artisans: hairdressers, okada riders, butchers, and market women. Another feature is some Hausa traders who deal specifically in vegetables like carrots, lettuces, cabbage etc. These are often seen arranged in neat and colorful rows in certain areas of the villages or hawked in wheelbarrows and people are seen at all hours of the day stopping to buy these vegetables. Food is quite cheap in these areas and people come from the city center in search of cheaper foodstuff from these areas.

Slangs: Lingua Franca in these urban settlements is Pidgin English and the use of common slangs as well as a mixture of words from the numerous languages around. Common ones include: e go jell, e go be, save (to mean see you later or bye).

D. Audiences residing in Ilorin
Ilorin is predominantly Yoruba of Fulani descent. The language spoken is Yoruba; among the muslims, the culture is very northern but mixed with Yoruba and Fulani traditions. Families are mixed; both Christian and Muslim cohabiting without much conflict. Ilorin North is where you will find the Yoruba-Fulani mix.

Relationships:
Families in Ilorin are closely knit and usually, there is usually a family house where members of the extended families reside. With regards to boyfriends and girlfriends, they also stay together and people know; however, the parents may not know except the man has introduced the lady to the family. The man controls the relationships

Historical Context:
They are yorubas believed to be of Fulani descent. Predominantly Islamic culture with many people of Fulani, Nupe, Yoruba origin.

Language: Predominantly Yoruba. Hausa is also widely spoken.

Types of housing:
The houses are built close together with compounds in front of the main family house; like Ibadan
[That was the description given to me]

Jobs:
There is not much private business going on so the civil service is the predominant labour employer. There is serious youth unemployment and troubles associated with idleness.

Community Structure:
Leadership:
They are ruled by an emirate because of their northern ties. There is an emir, a position that is hereditary and traceable through the blood line of Othman Danfodio, early Sultan of Sokoto. Families have heads (usually the patriarch or oldest male in the extended family). Communities are headed by ward heads and District heads. The Emir has a council of titled or turbaned men. Learned men in Islamic jurisprudence, Imams, are also leaders of mosque-attendees who might get guidance, arbitration of disputes, divorce, and equitable sharing of inherited property.
**Family ties:**
Families are very closely knit in Ilorin. Parents and grandparents have very strong influence on their children and it is not unusual to see them living in the same compound or in close proximity.

**21. GLOSSARY**

**Hausa words and phrases**
- **Achaba**: Commercial motorbike transport
- **Awara**: Open air restaurants or street food shops
- **Buka**: Buka
- **Dawake**: Magguzawa
- **Mairuwa**: Mairuwa
- **Mallam**: Mallam
- **Masa**: Massa
- **Mai angwa/Masuangwa**: Mai angwa/Masuangwa
- **Purdah**: Purdah
- **Suya**: Suya
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**Yoruba words and phrases**
- **Alpha**: Muslim Cleric? Or Mystic?
- **Amala**: Dry yam or cassava flour cooked into a thick mush to be eaten with soup or stew.
- **Babalawo**: Juju man
- **Baale**: District or Village head/King
- **Buka**: A local restaurant or partly open eaterie
- **Boli**: A popular street snack, roasted plantain
- **Emu**: Palm wine
- **Iyan**: Pounded yam
- **Shango**: Yoruba god of thunder
- **Ogogoro**: Strong local gin brewed from palmwine or sugarcane etc.
- **Ogun**: Yoruba god of iron and patron of those who work with metal, butchers etc.
- **Olubadan**: The king of the Ibadan people
- **Oriki**: Personal Praise poem
- **Owambe**: Yoruba outdoor party or social gathering with feasting, and dancing to a live band to celebrate burials, memorials, weddings, birthdays, naming ceremonies, house warming etc.

**Pidgin Words and Phrases**
- **Abeg, abeg, abeg**: P-i-e-a-s-e!
- **Abuja Babes/Lagos Babes**: Certain types of young fashion-crazy ladies with very expensive tastes and requiring much financing.
- **Abuja Husband/Abuja Wife**: Not actually married couples, cohabiting for
convenience in Abuja, whilst married to other people who reside in other towns

Big Babes
Another name for the Lagos or Abuja Babe

Bros
Dimunitive for “Brother.” Something you call men you don’t really know

Check out
Leaving.

Correct man/woman
Some one you approve of. Good people

E get as e be
I smell a rat

For Where?
You better not believe it!

My Guy
Buddy. Hey you.

No shakin’
I’m cool. I’m not bothered

Wetin
What is it?

Oga
Boss. Common reference to someone senior or sarcastic reference to someone posing to be important.

Oya
Hurry, quickly

Sisi
Sister. Something you call a lady you don’t know well

Swaga (swag)
Style, coolness

Arrive (as in I don arrive-o)
You are doing well, You have got rich or you now have a car

(We’ll fill in the FP and reproductive health words and phrases after the next workshop)