



## HUMAN HEALTH

Population Media Center uses entertainment-education and mass media to address important health issues. Health is a basic human right. Everyone deserves to understand, control, and nourish their body. Understanding issues like family planning, reproductive health, nutrition, and maternal and child health are vital for secure, healthy families and stable populations. Informational and cultural barriers to health information and services, which are the largest global challenges, need to be eliminated.



### FAMILY PLANNING

As many as 50 percent of pregnancies are unplanned, and 25 percent are unwanted. Family planning allows individuals and couples to choose if and when to have children. Controlling the spacing and timing of births protects the health of the mother and the outcome of each pregnancy.



### REPRODUCTIVE HEALTH

Everyone should be able to make responsible and informed choices about sexual partners and choosing to have children. Unfortunately, lack of reproductive health remains the leading cause of health problems and deaths among women of reproductive ages.



### ADOLESCENT REPRODUCTIVE HEALTH

Adolescent reproductive health is essential to protecting young people. Teen pregnancy is a major contributor to maternal and child mortality. An estimated 16 million adolescent girls give birth every year, and the risk of dying from complications related to pregnancy and birth is much higher for adolescents.



### MATERNAL AND CHILD HEALTH AND NUTRITION

Approximately 800 women die each day from preventable causes related to pregnancy and childbirth, and virtually all of these deaths occur in developing countries. Up to two thirds of newborn deaths could be prevented if known health measures were provided at birth and during the first week of life.



### HIV/AIDS

Since 1981, there have been over 25 million HIV/AIDS related deaths and more than 35 million cases. Education about the transmission of HIV and demonstrating behaviors that can prevent HIV/AIDS and other STIs is vital to the health of families. HIV/AIDS and sexually transmitted infections are entirely preventable.

# PMC'S PROGRAMS ADDRESSING HUMAN HEALTH:

## Examples of the Sabido Methodology of Entertainment-Education Applied to Human Health Issues



### BURKINA FASO

PMC produced *Here S'ra* (“The Road to Happiness”) in the Dioula language in Burkina Faso. This radio serial drama aired simultaneously with PMC’s Mooré language program *Yam Yankré* (“The Choice”) from 2012-2014 and included storylines about family planning and reproductive health. The story follows a father of three who is desperate for more boys, but his wife’s poor health, and the family’s finances, are threatened by repeated pregnancies. Clinic monitoring estimated listenership at six million people. Listeners were 1.6 times more likely than non-listeners to say they would use a modern method of family planning to delay or avoid pregnancy in the next 12 months.



### NIGERIA

PMC produced *Gugar Goge* (“Tell It To Me Straight”) in northern Nigeria. This 70-episode radio serial drama aired from 2006-2007 and educated listeners about adolescent reproductive health and HIV/AIDS as they followed the story of a 16-year-old boy who, due to the influence of an older friend, begins a dangerous lifestyle of having unprotected sex with multiple women and develops symptoms which he fears may be HIV. At the end of the drama, 93.7 percent of the population in Kano and Kaduna states had heard at least one episode of the program, and 47 percent of new reproductive health clients at clinics indicated they were listening to *Gugar Goge*.



### UNITED STATES

PMC produced *East Los High* in association with Wise Entertainment as a Hulu original series in the US. Launching in 2013, *East Los High* captivated viewers with the stories of two Latina cousins as they faced the hardest decisions of adolescence, including the inevitable decisions regarding sexuality. In the first month, *East Los High* rose to be one of the top five shows on Hulu—during that same month, more than 27,000 people used a Planned Parenthood widget from eastloshigh.com, 55 percent of which were new visits to Planned Parenthood.



### ETHIOPIA

PMC produced *Yeken Kignit* (“Looking Over One’s Daily Life”) in Ethiopia. This 257-episode radio serial drama aired from 2002-2004 and reached approximately 40 million listeners at a cost of four US cents per listener. During the broadcast period, demand for contraceptives increased 157 percent, and endline research determined that listeners to *Yeken Kignit* were five times more likely than non-listeners to know three or more family planning methods. Listeners also sought HIV tests at 3-4 times the rate of non-listeners.