



## HUMAN RIGHTS

Population Media Center uses entertainment-education and mass media to address important human rights issues. Protecting human rights for all people changes individual lives and communities with socioeconomic equality and improved opportunities. Improving the status of women, educating all children, and ending gender-based violence are just some of the human rights that are vital for secure, healthy individuals and families and stabilizing population growth.



### GENDER EQUALITY

How well a society treats its women is one of the strongest indicators of the success and health of a society. By providing girls with an education, ensuring women have a voice in family decisions, and providing women with opportunities for economic freedom, we will build stronger future generations.



### EDUCATION

Education is essential to promoting all other human rights. It provides people with freedom, empowering them to pursue life dreams, understand choices, and make informed decisions. Girls, in particular, are often denied and education because their education is not considered as valuable as a boy's.



### CHILD MARRIAGE

Every year, approximately 14 million girls are married before they turn 18. It is estimated that 1 girl in 3 is married before the age of 18 in developing countries. Some of these child brides are as young as 8 or 9 years old, giving the girl no choice in her marriage partner, her sexual activity, or the path of her life.



### GENDER-BASED VIOLENCE

Globally, one out of three women will be beaten, coerced into sex, or otherwise abused in her lifetime, with rates of abuse reaching 70 percent in some countries. Violence against women kills or disables as many 15- to 44-year-old women as cancer, malaria, traffic accidents, and war combined.



### FINANCIAL LITERACY & INDEPENDENCE

Job opportunities are essential to the health and well-being of individuals and families, as well as a basic understanding of economics to make sound financial decisions. Financial literacy, planning, and entrepreneurship can help households contribute to their community, earn a living, and climb out of poverty.

# PMC'S PROGRAMS ADDRESSING HUMAN RIGHTS ISSUES:

## Examples of the Sabido Methodology of Entertainment-Education Applied to Human Rights Concerns



### BURKINA FASO, CÔTE D'IVOIRE, AND MALI

PMC produced *Cesiri Tono* ("Fruits of Perseverance") to air in Burkina Faso, Côte d'Ivoire, and Mali. This 144-episode radio serial drama aired 2004-2005 in Dioula, which is widely spoken language in all three countries. More than 5.5 million people listened to *Cesiri Tono* in the three countries where it was broadcast and it was awarded the Changemakers Innovation Award by the Ashoka Foundation as one of the most creative programs designed to prevent human trafficking. In Mali, the belief that it was okay for women to work outside the home was 53 percent higher than it was prior to broadcast.



### DEMOCRATIC REPUBLIC OF THE CONGO

PMC is producing *Vivra Verra* ("Time Will Tell") in the Democratic Republic of the Congo. This 156-episode radio serial drama began airing in 2014 and will continue into 2016 in French, a national language. One of the storylines features Sinke, a naïve girl of 14 whose family prioritizes education. She is encouraged in her studies and has a tutor, but these are not enough as a taxi driver seduces Sinke with false promises. After initial refusal, she succumbs. Only eventually does she realize the importance of education for all girls and boys.



### SIERRA LEONE

PMC produced *Saliwansai* ("Puppet On A String") in Sierra Leone. This 208-episode radio serial drama aired 2012-2014 in Krio, a language which up to 95 percent of Sierra Leone's population can either speak or understand. PMC's endline results indicate that *Saliwansai* reached a total estimated audience of three million people between the ages of 15 and 59 years old, costing 53 US cents per listener. Listeners were 1.6 times more likely than non-listeners to say they know of an organization or people that advocate against domestic violence.



### SENEGAL

PMC produced *Ngelawu Nawet* ("Winds of Hope") in Senegal. This 168-episode radio serial drama aired 2008-2009 (with rebroadcasts through 2011) in Wolof, a recognized regional language in Senegal and neighboring countries. Girls Not Brides estimates that nearly 1 out of 3 girls is married as a child in Senegal. Listeners of *Ngelawu Nawet* were 6.3 times more likely than non-listeners to state that women should be 18 years old or older before marriage and 74 percent less likely to agree that the practice of female genital mutilation is a cultural requirement.