Weekly Radio Program

A 30-minute entertaining radio program that combines drama and reality programming

Anchored on harmonized health messages and the Family Health Guide reinforces, the program reinforces Social Mobilization efforts to improve health.

EMPOWERING COMMUNITIES THROUGH STORIES

ADDRESSING THE HEALTH ISSUES THROUGH THE LIFE OF A COUPLE AND A COMMUNITY

- A 19 year-old girl pressured into marriage by her dying father
- A high school friend desperate for love
- A jealous husband who turns violent
- A community coming together for the common good

Containing two storylines, the drama addresses several health issues through an engaging story of a couple as they go through life, and demonstrates how a community comes together to solve health problems.

The reality segment of the program tells real stories of individuals, families and communities to demonstrate the benefits of desired actions.

Issues raised in the program include reproductive, maternal, newborn and child health; maternal and child nutrition, malaria prevention and treatment among others.

“… A lot of people in our community, including myself, are using the bed nets for other purposes. After listening to this program, I promised myself never to do that again”

- Desalegn Mekuria, a listener from Miecha woreda in Amhara