Updates on YOLO Season 3 - A Multimedia Advocacy Serial Drama on Adolescent Reproductive Health

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PROGRAMME OVERVIEW

• The Ghana Adolescent Reproductive Health (GHARH) project is being implemented in Ghana with the overarching strategy to strengthen government capacity and build sustainable systems to improve health service delivery targeted at adolescents and families in general.

• The programme is also intended to address some of the socio-cultural factors that inhibit adolescents’ uptake of reproductive health services and create a safer environment for adolescent girls.

• The National Population Council (NPC) engaged the services of Farmhouse Productions Limited in April 2015 to produce a television serial drama for transmission on national television and radio discussion programmes to be aired in the targeted area of Brong Ahafo.
• The first and second seasons of the programme were assessed to be overwhelmingly popular among adolescents attracting over two million viewers weekly as well as regular participation on the programme’s social media platforms (*yologhana on facebook, youtube, instagram and twitter*).

• Following the success of the two seasons, FHI 360 accepted the proposal to sponsor the production of Season Three on the Good Life Campaign platform.
1. Programme Format

- A thirty minutes drama serial with 3 advertising slots of 1 and 1/2 minutes each featuring the Good Life Campaign Adverts.
2. **Synopsis**

- **CYRIL** is an SHS graduate living in a lower to middle income residential area. Compared to the other guys, he is the darling of the neighbourhood but pulling his strings are his friends in the neighbourhood especially the main influencer, Drogba.

- **DROGBA** assumes the role of Cyril’s relationship ‘coach’, feeding him with such confidence that it is just a matter of time before Cyril takes a free fall from a good example to a bad one.
• **EMILY** is a newcomer in the area whose looks make her a hugely popular target. Cyril is all set to take his newly acquired expertise to the next level but winning the heart of EMILY won’t be just a walk in the park.

• With the help of the swashbuckling Drogba and the schemes of another area friend, **GEORGE**, Cyril seems poised to go all out in a desperate pursuit of love and adventure.
As Cyril’s life continues with one adventure after another, his mother, **ENYONAM (JACKIE APPIAH from Things we do for love)**, begins to take notice, blaming it on his struggling father, **PUSHER (ADJETEY ANNAN also from Things we do for love)**, fearing that his own escapades of yesterday may be affecting Cyril presently.

For the most part, the parents remain clueless or half-informed as the neighbourhood bad boy band marches on. But punishment looms, harsh and heavy, with cases of pregnancy, STIs and abortions beginning to make the rounds.
3. Cameo’s of Stars from the hit TV serial ‘Things We Do For Love’

- MAJID MICHEL (SHAKER)
- ADELAIDE ADJOKATCHER (ZINABU)
- ABEIKU ACQUAH (KILLER)
- SENA TSIKATA (MARCIA)
- VINCENT MCCAULEY (MAX)
- JACKIE APPIAH (ENYONAM)
- ADJETEY ANNAN (PUSHER)
4. The Discussion Segment

- At the end of each episode, questions are posed to trigger discussions on the issues at home and also on the social media platforms.

- In Season Three, the production made use of the cast of YOLO in posting the questions and raising varying angles to the issues and encouraged the audience to discuss them while imploring them to live the GOOD LIFE.
PROGRAMME TRANSMISSION AND PUBLICITY

• The programme was telecast on TV3 on Sundays at 5:30pm with re-runs on Kessben TV in Kumasi on Fridays 8pm from 4th September 2016 to 27th November 2016

• Appointments to View TV Commercials were run daily on these TV stations.

• Television and Radio interviews with the cast were conducted on TV3, Viasat 1, Xlife, YFM, Anapowa FM in Brong Ahafo
TOPICS TREATED

• STIs

• Adolescent Health Corner – Use of ARH Facilities and Literature

• Positive Role models

• Safe Motherhood

• Water and Nutrition

• Malaria – Prevention and Treatment

• Hygiene and Sanitation

• Exercise and Fitness
ACHIEVEMENT

Strong Social Media Presence

• YOLO achieved over 200,000 active likes on (yologhana) Facebook, Instagram and Twitter during its first and second season on air. This fan base is rapidly growing weekly.

• There is evidence of WhatsApp groups dedicated to YOLO springing up. These groups follow and discuss the issues that are raised in each episode.
Facebook

• The Yolo Facebook page has been the most active of all our platforms. The page was used to engage followers on the issues raised in each episode.

• The platform receives hundreds of comments on issues including personal questions on adolescent reproductive health.

• At the end of season 3, a call was put out to our followers for feedback on the issues raised. 300 responses were received within the first week with over 90% of responses being very positive about the information and education they received on the programme.
• Below is a link to the online survey.

• https://web.facebook.com/YOLOGhana/photos/a.1628368684097103.1073741828.1610772455856726/1797860410481262/?type=3

• https://web.facebook.com/YOLOGhana/photos/a.1628368684097103.1073741828.1610772455856726/1797860410481262/?type=3
Youtube

- Youtube Analytics shows demographics of YOLO audience.
Youtube Analytics shows device types used by YOLO audience.
Youtube

- Youtube Analytics shows that YOLO season 3 has been viewed over 3.3 million times.
Youtube Analytics indicating countries across the world with high viewership of Yolo. Ghana tops with 3,349,728 (61%) of entire viewership.
Youtube

- Youtube Analytics showing ‘likes and dislikes’ of YOLO
Outreach Programmes

- The cast of YOLO are constantly invited to both second cycle and tertiary institutions to interact and inspire their fans.
Awards

• The SRC of the Cape Coast University presented YOLO cast and crew with a ‘LIFE CHANGING’ award for their positive influence on the youth.

Golden Movie Awards, 2016
• Discovery of Year – Fella Makafui / Serwaa

City People Awards 2016, Nigeria
• Discovery of the Year – Fella Makafui / Serwaa

Ghana Movie Awards 2016 (Seven out of Eight Awards)
• Discovery of the Year – John Peasah (Drogba)
• Best Actor of the Year – Aaron Adatsi (Cyril)
• Best Actress of the Year – Queestar Anaafi (Emily)
• Best Supporting Actor of the Year – Desmond Danso Sakyi (George)
• Best Supporting Actress of the Year – Makafui Fella
• Best Drama Serial of the Year – YOLO
• Best Director – Ivan Quashigah
Conclusions

• YOLO has achieved its objective of informing and sensitising the targets on issues regarding adolescent reproductive health and the Good Life Campaign.

• It is obvious that the programme has a very large following that are expecting the continuation of the story.

• It is important to use the interest generated in a more strategic way to increase the impact of the Good Life Campaign among the target audience.
THANK YOU