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PREVENTIVE HEALTH IN A CHANGING WORLD

MAI SARI SUNAKHARI (ORCHID, LIKE ME)

A QUALITATIVE STUDY EXPLORING THE EXPERIENCES, LEARNING AND PERCEIVED IMPACT OF A SABIDO-STYLE ENTERTAINMENT-EDUCATION RADIO DRAMA ADDRESSING CHILD MARRIAGE ON LISTENERS' LIVES IN NEPAL.

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Background

The Sabido Methodology is an entertainment-education model that catalyses positive social change in audience attitudes and behaviours through television and radio programming. Mai Sari Sunakhari (MSS) is the first Sabido-style radio drama production in Nepal that aims to address child marriage and its associated issues including family planning, gender-based violence, girls' education and maternal and child nutrition. Its acceptability among listeners' and its impact on knowledge, attitudes and behaviours needs to be determined.

Methods

A participatory evaluation among regular listeners - 61 females and 70 males aged 18 to 29 taking part in 15 focus group discussions (FGDs) across 6 broadcast regions in Nepal - were included. FGDs were conducted in Nepali and audio-recorded, then translated and transcribed into English. 156 sketches created by FGD participants were collected and analysed. Modified thematic analysis with elements of grounded theory was used to explore participants' experiences of MSS and the impact of the radio-drama.

Results

Participants engaged positively with the drama and its educational messages. Shifts in attitudes and beliefs, and increased perceived self-efficacy to incorporate their learnings into their lives, were reported after regular listening. However, female participants expressed a lack of confidence communicating with their spouses about family planning and engaging with their communities to overcome harmful social norms.

Conclusion

Sabido-style radio-dramas can be an effective health promotion tool to End Child Marriage by 2030 in Nepal. For future shows, more emphasis can be placed on helping audiences develop negotiation skills, consequently increasing collective efficacy for social change.