



Entertainment Education at CCP

Ku Saurara! (Listen Up!) - Nigeria

In Africa's most populous country, the *Ku Saurara!* project, funded by the David and Lucile Packard Foundation, educated and empowered a generation of young people to improve their reproductive health through innovative mass media, community mobilization and network strengthening.

The program used an Entertainment Education approaches to reach young married Muslim women in Northern Nigeria with reproductive health information in a culturally appropriate and effective way. The *Ku Saurara!* radio variety show and drama, feature films, and community road shows reached over 1 million young people, fueling demand for youth health services in Nigeria's 12 northern states.

Radio was the project's flagship program. Episodes were written by young people for young people, tackling 'real life' issues relevant to youth such as adolescent physical and mental health, maternal health, birth spacing, post abortion care, positive spousal communication and access to FP services. The program encouraged listeners to respond to on-air questions and share their thoughts. Highly popular, many youth groups voluntarily established community and school-based listeners clubs in response to the radio program.

The overwhelming response to community rallies and road shows compelled the project to expand into film. One video drama *Akwai Mafita* (There is a Way Out) highlights the pressures that young people face, and another, *Burina* (My Dream), was a drama about a young married couple and their quest for a happy and health family.

Ku Saurara! had significant impact on reproductive health behaviors, including: increasing couple communication about FP by 33 percent; increasing belief in one's ability to use contraceptives by 20 percent; and increasing family planning use among married youth (data from 2006 and 2007 surveys).



Participants in a Ku Saurara! Radio Listener's Club enjoy the radio program.

Project Website

You can learn more about this project by visiting:

<http://www.youtube.com/user/kusaurara>