



**EBBC's
RADIO MAGAZINE PROGRAM**

**DESIGN DOCUMENT
JULY 2016**

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INTERVIEW CONSENT/RELEASE FORM

CONFIRMATION THAT WRITTEN CONSENT HAS BEEN OBTAINED

BEFORE SIGNING THIS CONSENT FORM YOU MUST HAVE READ THE BELOW INFORMATION AND ANY QUESTIONS YOU MAY HAVE SHOULD HAVE BEEN ANSWERED

PLEASE INDICATE YOUR AGREEMENT WITH EACH OF THE FOLLOWING STATEMENTS BY TICKING THE BOX PROVIDED NEXT TO EACH STATEMENT.

I understand that the interviewer requesting my views and experiences may share my responses with a radio program for broadcast.

I understand that this interview containing my voice and my responses may be broadcast on radio, television or online for non-profit, educational or human development purposes.

Understanding the above two points, I agree to participate in this interview and consent to having my voice, opinions and experiences contained within this interview broadcast to benefit listeners to the program.

I have read and understood the above information and/or questions that I asked have been answered. I agree to participate in this interview fully.

Participant name: _____

Participant signature: _____

Dated: _____

EPISODE 1: INDIVIDUAL AND COMMUNAL ROLES IN FAMILY HEALTH

MEASURABLE OBJECTIVES: After listening to this episode, the intended audience will:

KNOW:

- That it is important for family and community members to support appropriate health seeking behaviour
- Roles individual family members and community can play to support appropriate health seeking behaviour

FEEL:

- Motivated to support a neighbour or relative to imbibe appropriate health seeking behaviour

DO:

- Encourage friends and family to imbibe appropriate health seeking culture

PURPOSE:

- To educate the audience on the various ways they can support one another to imbibe the culture of appropriate health seeking behaviour
- To motivate audience members to encourage appropriate health seeking behaviour

WHY IS THIS AN ISSUE? Communalism is the philosophy that makes the Igbos different from some other tribes in Africa. The spirit of communalism is so strong that the Igbos have several proverbs supporting this concept; some of them are:

1. *'Onye nwere mmadu ka onye nwere ego'* – He who has people is stronger than he who has money
2. *'Igwe bu ike'* – Crowd is strength
3. *'Obughi otu onye nwe nwa'* – The child does not belong to one person alone

The communalism philosophy guides the Igbo world view and guided them to survive the Nigerian civil war and still came out stronger.

Driving this episode of the program on the above philosophy, will make it resonate to the audience.

CONTENT:

It is important for the entire community to imbibe the culture of appropriate health seeking behaviour, and individual members of the community need to know what specific roles they can play to actualize this.

FORMAT:

- Sig Tune
- Hostess's intro to the program explaining line up and Fact File on the health situation of Ebonyi state using facts from **2013 NDHS**
- **Vox Pop or Roving Report**
- Back anno
- **Music**
- Back anno
- Drama skit
- **Interview with someone who has either suffered from not engaging in appropriate health seeking behaviour or benefitting from engaging in it, to share his or her experience.**
- Host Chit Chat
- **Panel discussion among various members of a community (4 max) on how community members can support each other on health seeking behaviour**
- Back anno
- **Music Break**
- **Expert Interview - Health Worker/Social Worker/Community Leader/Religious Leader**
- **Back anno**
- **Myth Buster**
- **Quiz of the day**
- Recap/ Call to action / Sign Off
-
- Recap/ Call to action / Sign Off

INSERT CONTENT

Vox Pop Question

How can we support individual and family members to live healthy?

Interview with someone who has either gained or suffered from seeking or not seeking appropriate health

Panel discussion among various members of a community (4 max) on how community members can support one another to live healthy

- Please introduce yourselves
- What do we understand by appropriate health seeking behaviour?
- How important is it for individual members of the community to live healthy lifestyle?
- How can community members support one another to live healthy?
- As an individual, what do you think you can do to support individual members of your family and community to live healthy?

SIMPLE DOABLE ACTION:

Speak out whenever you see a family or community member doing something that may affect his or her well-being.

EPISODE 2: SPOUSAL COMMUNICATION

MEASURABLE OBJECTIVES: After listening to this episode, the intended audience will:

KNOW:

- The importance of couples sitting together to discuss family issues especially health

FEEL:

- Empowered to discuss health issues with partner/spouse

DO:

- Talk to your spouse/partner about family health

PURPOSE:

- To motivate couples to always discuss health issues in the family e.g. Family Planning

WHY IS THIS AN ISSUE?

According to Erika Khrull, "A good marriage thrives on the open exchange of emotion, desires, and beliefs...communication is one of the most important aspects of a satisfying marriage. Most marriages go through rough times, which can change the way spouses communicate with each other. Many couples develop bad habits and create destructive patterns when things aren't going well. (<http://psychcentral.com/lib/marriage-communication-how-does-it-work/>)

Communication breeds trust and understanding, when couples sit down and talk, they understand each other's viewpoint more and decision making in the family becomes a joint effort; according to the 2013 NDHS, 'decision making can be a complex process and the ability of women to make decisions that affect their personal circumstances is an essential aspect of their empowerment'

FORMAT:

- Sig Tune
- Hostess' intro on why this topic is necessary with NDHS 2013 fact (see page 288 & 289)/Recap of previous Ep/Answer to last week's Quiz and Winners/Listeners' sms from previous Ep
- **Roving Report**
- Back anno
- **Music**
- **Drama Skit**

- Back anno
- **Panel Discussion with a group of (at least 4 - men and women) on importance of spousal communication**
- Back anno
- Music
- Testimonial
- **Expert interview**
- **Myth Buster**
- **Quiz of the day**
- Recap/ Call to action / Sign Off

SIMPLE DOABLE ACTION:

Start building up good rapport and communication with your spouse today so that you have mutual understanding when it's time to discuss serious matters.

EPISODE 3: What is Family Planning?

MEASURABLE OBJECTIVES:

After listening to the episode, the audience will:

KNOW:

- ✓ What family planning and its components are
- ✓ What 'quality of life' means and how FP can contribute to better quality of life
- ✓ Where to access information about FP

FEEL:

- ✓ HOPE : that using the knowledge on family planning can give you a better quality of life
- ✓ PRIDE: for being someone who knows how family planning could lead to better quality of life

DO:

- ✓ Speak freely on what family planning is

PURPOSE

- ✓ _____
To educate listeners about the basic facts of what family planning is
- ✓ To motivate audience members to talk about what family planning is

WHY IS THIS AN ISSUE?

Family Planning has a negative reputation among many Nigerians. Many have the misconception that Family Planning is all about reducing your number of children using risky medical interventions that are going to cause major complications in women such as infertility. They see FP as 'against religion and culture' and also that FP is not a normal life decision. Traditional methods have been used for a long time so why change to modern.

CONTENT: What family planning is:

FP is a way of life; it is a decision taken by an individual, couple, or a group of people as to when to have children by choice and not by chance 'healthy fertility'

It's an affordable, safe and effective way to have the children when you want them

FP is practiced by respected and responsible people

It's a way of life that promotes quality life for entire family

Family planning also includes helping couples who may be having infertility problems have children

It's a 'rest' for the mother in between pregnancies FP is no different from any of the many essential decisions one makes over the course of their lives; just as one must decide who to marry, where to live, where to take your children to school, type of food you want to eat, family budget.

FORMAT:

Sig Tune

Hostess' intro on why this topic is necessary with NDHS 2013 fact /Recap of previous Ep/Answer to last week's Quiz and Winners/Listeners' sms from previous Ep

Roving Report

Back anno

Music

Drama Skit

Back anno

Panel Discussion with a group of (max number of 4 - men and women) on what their understanding of Family Planning is

Back anno

Music

Testimonial

Guest interview

Myth Buster

Quiz of the day

Recap/ Call to action / Sign Off

SIMPLE DOABLE ACTION:

Share what good things you have heard about what FP is with someone.

EPISODE 4 : Benefits of Family Planning

MEASURABLE OBJECTIVES:

After listening to this episode, the audience will:

KNOW:

- ✓ The benefits of FP

FEEL:

- ✓ Curious to learn more about FP
- ✓ Confident that Family Planning has many benefits

DO:

- ✓ Discuss benefits of FP with family or friends

PURPOSE

- ✓ To educate the audience on the benefits of FP
- ✓ To motivate them to discuss the benefits of FP openly
- ✓ To reinforce the concept that FP improves quality of life

WHY IS THIS AN ISSUE?

When people talk about Family Planning they often don't talk about the benefits perhaps because they don't know what they are, or they may simply feel that FP is an unpopular thing to discuss positively in the community. Many people don't even know someone who is a satisfied FP user. Thus, people may not link using a Family Planning method with being able to achieve their aspirations.

CONTENT:

Family planning can improve a couple's quality of life, some main benefits of planning for your family are:

- ✓ Improved quality of education for your children.
- ✓ Reduces death of women and children: When a woman spaces birth of her children, it gives her time to recover from the stress (change in body functioning, meeting the needs of the baby-feeding, changing diaper, washing

clothes) of one birth before the other and gives her time to take care of other children. This improves health of children.

- ✓ FP prevents unplanned pregnancies and abortion.
- ✓ Reduces stress in men - if they plan their families it will be easier to cater for the family's needs.

FORMAT:

Sig Tune

Hostess' intro on why this topic is necessary with NDHS 2013 fact /Recap of previous Ep/Answer to last week's Quiz and Winners/Listeners' sms from previous Ep

Roving Report

Back anno

Music

Drama Skit

Back anno

Panel Discussion with a group of (max number of 4 - men and women) on what their understanding of Family Planning is

Back anno

Music

Testimonial - with a satisfied FP user

Expert interview

Myth Buster

Quiz of the day

Recap/ Call to action / Sign Off

SIMPLE DOABLE ACTION:

Talk about the benefits of family planning with one other person.

NURHI Family Planning Radio Design Document Phase I 22

EPISODE 5: Is Modern Family Planning Safe?

MEASURABLE OBJECTIVES:

After listening to this episode, the audience will:

KNOW:

- ✓ Modern family planning is safe

FEEL:

- ✓ Confident to use modern family planning

DO:

- ✓ Seek more information on modern Family Planning method

PURPOSE:

- ✓ To educate audience on the safety of modern family planning

WHY IS THIS AN ISSUE?

There are a lot of misconceptions about Family Planning – that it doesn't work, that it will harm the mother, cause infertility. Side effects of modern methods are grossly exaggerated and fear outweighs reality. So, women (and couples) make decisions based on rumours and fear rather than on information that could help them in their lives.

CONTENT:

There are several modern family planning methods available to women and men to help them achieve their family goals and aspirations.

Individuals should talk to a service provider to help decide the method that is best suited to their needs.

Family planning products are safe since they often come with simple direction for use. Accessing family planning through skilled family planning providers makes it safe because they guide clients according to directions for use.

Most of the methods are reversible, i.e. they do not affect the fertility of women. They can be withdrawn or stopped whenever the couple desires.

FORMAT:

Sig Tune

Hostess' intro on why this topic is necessary with NDHS 2013 fact /Recap of previous Ep/Answer to last week's Quiz and Winners/Listeners' sms from previous Ep

Roving Report

Back anno

Music

Drama Skit

Back anno

Panel Discussion with a group of (max number of 4 - men and women) on what their understanding of Family Planning is

Back anno

Music

Testimonial - From a satisfied FP user

Expert interview

Myth Buster

Quiz of the day

Recap/ Call to action / Sign Off

SIMPLE DOABLE ACTION:

Visit a skilled FP provider for more information.