



PMC Burkina Faso
Summary Results of the Radio Serial Dramas
“Hèrè S'ra” and “Yam Yankré”
Highlights
September 2014

Data Source

The data analyzed are from a nationally representative evaluation survey of *Hèrè S'ra* and *Yam Yankré*. The explanatory variable used in the analysis below is based on regular listenership (i.e., listenership of 1 or more times per week).

Total National Audience

- 36% (2,235,178) heard of the serials
- 13% (785,322) regularly listened to the serials
- 38% (302,152) of regular listeners are female
- 62% (483,170) of regular listeners are male

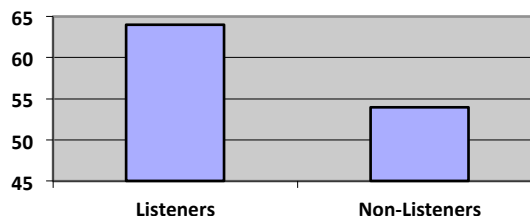
Econometric (i.e., Cost Effectiveness) Findings

- Cost per regular listener is \$2 US

Program Impact on Selected Indicators

Intention to use a Modern Method of Family Planning to Avoid or Delay Pregnancy

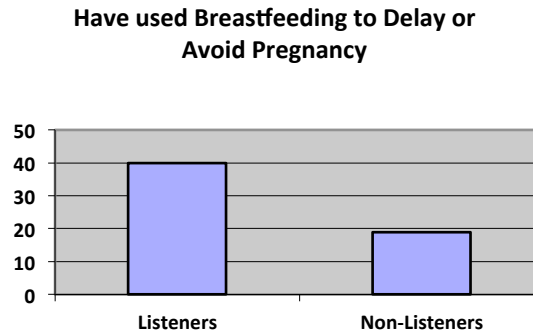
Intention to Use a Modern Method of Contraception



- a. Descriptive Comparison
 - More than 3 out of 5 listeners (64%) vs. 54% of non-listeners responded “yes” to the question “Do you intend to use a modern method of family planning to delay or avoid pregnancy at any time in the next 12 months?” (differences are statistically significant).
- b. Multivariate Logistic Regression
 - Listeners were 1.6 times more likely than non-listeners to say they would use a modern method of family planning to delay or avoid

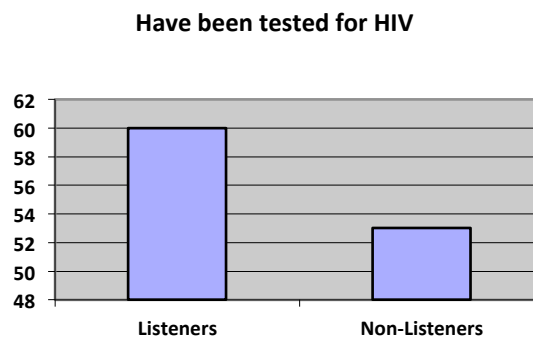
pregnancy in the next 12 months (Adj. odds ratio = 1.623; $p < .001$, controlling for age, sex, marital status, educational, religion, and urban-rural residence).

Adoption of Lactational Amenorrhea as a Contraceptive Method to Delay or Avoid Pregnancy



- a. Descriptive Comparison
 - Two out of five listeners (40%) vs. 19% of non-listeners responded “yes” to the question “Have you ever used lactational amenorrhea as a contraceptive method to delay or avoid pregnancy?” (differences are statistically significant).
- b. Multivariate Logistic Regression
 - Listeners were 6 times more likely than non-listeners to say that they had ever used lactational amenorrhea as a contraceptive method to delay or avoid pregnancy in the future (Adj. odds ratio = 6.061; $p < .001$, controlling for age, sex, marital status, educational, religion, and urban-rural residence).

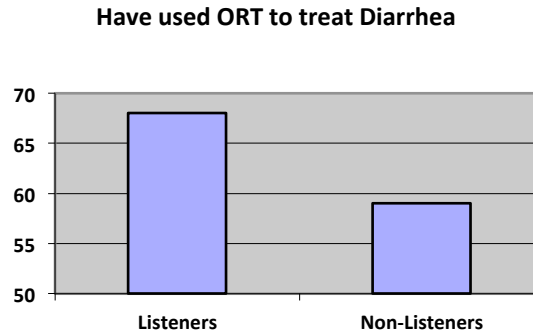
Have Been Tested Voluntarily for HIV



- a. Descriptive Comparison
 - 3 out of 5 listeners (60%) vs. 53% of non-listeners responded “yes” to the question “Have you ever been voluntarily tested for HIV?” (differences are statistically significant).
- b. Multivariate Logistic Regression
 - Listeners were 1.8 times more likely than non-listeners to say have been tested, voluntarily, for HIV (Adj. odds ratio = 1.803; $p < .001$,

controlling for age, sex, marital status, educational, religion, and urban-rural residence).

Have Used Oral Rehydration Therapy to Treat Diarrhea for their Infant



- a. Descriptive Comparison
 - Almost 7 out of 10 listeners (68%) vs. 59% of non-listeners responded “yes” to the question “Have you ever given a ready-made oral rehydration solution to your child to treat diarrhea?” (differences are statistically significant).
- b. Multivariate Logistic Regression
 - Listeners were 1.6 times more likely than non-listeners to say have on their own accord been tested for HIV (Adj. odds ratio = 1.612; $p < .001$, controlling for age, sex, marital status, and urban-rural residence).