



School of Journalism and Communication, CHLSJC

**Broadcasters Role in Bringing Social Change: A Social Cognitive
Theory Based Examination of Health Promotion Messages
Produced by BBC Media Action in Ethiopia**

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Broadcasters Role in Bringing Social Change: A Social Cognitive Theory Based Examination of Health Promotion Messages Produced by BBC Media Action in Ethiopia

A Research Paper Submitted to the School of Journalism and Communication in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication (Multi-Media)

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DECLARATION

I, Tihut Tilahun, certify that the thesis entitled “Broadcasters role in bringing Social Change: A Social Cognitive Theory Based Examination of Health Promotion Messages Produced by BBC Media Action in Ethiopia” is solely composed by myself except for quotations and summaries that are properly cited.

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ABSTRACT

In this paper, efforts have been made to examine the role of broadcasters in bringing social change by analyzing the message contents of the radio magazine programmes and Public Service Announcements (PSAs) produced by BBC Media Action in Ethiopia and broadcasted in collaboration with different local media organizations. The paper uses a qualitatively dominated analysis with a little statistical analysis. Content analysis using social cognitive theory and the health belief model has been employed as a dominant analysis strategy. Based on the findings, it has been confirmed that the broadcasted radio programmes and PSAs have the power to motivate the targeted audience through properly introducing the health habits, by giving in-depth instruction for better health practices, and showing the negative outcomes of failing to abide by the health behavior are provided in the messages of the programmes. In addition to that, the finding indicates message contents that could help the community to boost self-efficacy have been incorporated. In the same manner, it has also been confirmed that the PSAs contain messages that demand actions from listeners as the messages contain concepts of social cognitive theory and health belief models, and persuasive messages were also part of it. Key challenges such as lack of infrastructure, poor living standards, illiteracy, and some security issues have also been identified as a major challenge in bringing social change through BBC Media Action programmes as intended. Based on the key findings the researcher forwarded an insightful recommendation that help to improve the effectiveness of such kind of programmes implemented in rural Ethiopia.

ACRONYMS AND ABBREVIATION

AMMA	Amhara Mass Media Agency
ANC	Antenatal care
BBC	British Broadcasting Corporation
CSC	Communication for Social Change
CSA	Central Statistics Agency
DFID	Department for International Development
DID	Difference-in-difference
EBC	Ethiopian Broadcasting Corporation
ENC	Essential newborn care
FHI	Family Health International
HBM	Health Belief Model
HDA	Health Development Army
HEP	Health Extension Programme
HEW	Health extension worker
MNCH	Maternal, neonatal and child health
NGO	Non-Governmental Organization
OBN	Oromia Broadcasting Network
PSAs	Public service announcements
RMNH	Reproductive, maternal and neonatal health
SMCR	Sender-Message-Channel-Receiver
SNNPR	Southern Nations, Nationalities, and Peoples' Region
WASH	Water, Sanitation, and Hygiene
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development

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CHAPTER ONE: INTRODUCTION

1.1. Background of the study

There are a lot of factors in the progression or deterioration of any given society one of which being the Mass Media Industry. Mass Media holds a significant role in transforming one society from traditional to modern by developing it to an information community. Media could provide new opportunities in the process of social change as a large number of people can be reached through media to pursue progressive values to achieve the intended result. Implementing social change strictly requires “communication of ideas, knowledge, and skills to make possible the successful adoption of innovations” (Melkote and Steeves, 2008 p.54).

Coronel (2011), emphasizes that “addressing poverty requires not just a transfer of economic resources to the needy but also making information available to the poor so that they can participate more meaningfully in political and social life” (P.6). In 1958 Lerner, put the connection between development with any mass media as; “The greater the communication facilities, the greater or even faster is modernization.” The mass media is an important social institution which caters social and economic needs of wider social groups and it has been playing a vital role in developing countries by educating people to change their traditional attitude to suit the modern progressive needs (Awatade, 2016).

Broadcasters have had an undeniable impact on bringing societal change through the circulation of knowledge, providing panels for a discussion of issues, teaching ideas, and skills for a better life. One of the areas in which broadcasters have contributed to bringing change is promoting the adoption of health measures in several countries. In this regard the work that BBC Media Action is doing has a paramount importance.

BBC Media Action is the BBC’s international development charity that works in complex contexts, adopting innovative techniques with a motive of transforming lives through media around the world. BBC Media Action is currently operating in over 24 countries around the world using media and communication to help reduce poverty, support people in understanding their rights, inform, connect, and empower people around the world (BBC Media Action, 2019). In this research focus is made in exploring the health promotion messages produced by BBC Media Action and broadcasted via local partner broadcasters in order to help improve people’s health habits.

BBC Media Action tends to use media and communication efforts that strengthen governance, improve people's health, strengthen the resilience of vulnerable groups and help them survive, and recover from, natural disasters and other humanitarian emergencies. BBC Media Action also collaborates with local broadcast partners in Ethiopia, such as Ethiopian Broadcasting corporation, Oromia Broadcasting Network, Amhara Mass media Agency, Southern Nations Nationalities Mass Media Organization (SNNPR Mass Media Organization) to reach the audience in rural and remote parts of the country. (BBC Media Action, 2019)

Over the past few decades, in Ethiopia improvement in maternal and neonatal health has been exhibited. Under 5 mortality has declined from 166 deaths per 1000 live birth in 2000 to 67 deaths per 1000 live births in 2016 a 60% decline. Within the same period of time, infant mortality has also been reduced by 50%. When we look at the figure by places mortality rate is higher in rural areas than in urban areas (CSA, 2016). The same report echoed, that the proportion of women age 15-49 in Ethiopia who received antenatal care (ANC) from a skilled provider has increased from 27% in 2000 to 34% in 2011, and 62% in 2016. Thirty-two percent of women had at least four ANC visits during their last pregnancy.

According to the final evaluation report of BBC Media Action (2017) on the project, improving reproductive, maternal and new born health using health communication in Ethiopia:

BBC Media Action established the Global Grant Health Project in Ethiopia in 2012 funded by DFID, to support the continuing efforts by the government and other non-governmental organizations (NGOs) to make improvements in care for mothers and their babies. Project activity focused on the Amhara and Oromia states of Ethiopia, both of which have poor health indicators and, critically, a widely spoken common language. Since 2013 BBC Media Action has produced two weekly maternal and new born health radio programmes. Biiftuu Jireenyaa (Dawn of Light) and Jember (Maternal Light). In addition, BBC Media Action produced Public Service Announcements (PSAs) that goes hand in hand with the radio magazine programmes. (p.7)

In addition, BBC Media Action in partnership with UNICEF run a project to help improve water, sanitation and hygiene (Baby WASH) practices among young children and their caregivers in Ethiopia. Poor sanitation and hygiene practices coupled with unsafe drinking water contribute greatly to childhood diarrhea, damage to the intestines which affects nutritional status and development, dehydration, and child mortality. Diarrhea is a major public

health problem in Ethiopia, accounting for 20% of childhood deaths (EU/UNICEF Supported WASH Programme, 2010).

In light of this BBC Media Action produced radio magazine programmes, radio drama and public service announcements (PSAs) targeting caregivers of young children under three. The programmes addressed knowledge gaps, harmful attitudes and social norms around Baby WASH practices using creative ways. (BBC Media Action, 2019)

Generally, the role media plays to transfer health promotion messages is very crucial to changing the health behaviour of people living in urban and rural area. Since, media acts as a catalyst to promote social development what really is the role of BBC Media Action in bringing the desired social change, has to be explored thoroughly from the framework of the communication messages produced by the office.

Therefore, the motivation of this research relies on studying the messages produced and broadcasted by BBC Media Action in collaboration with local broadcasters to examine the multi-faced role BBC Media Action has contributed by providing information to the rural community of Ethiopia regarding better health practices. Hence, examining the messages contents of the programmes gives a good understanding of the systematic approaches implemented in the health promotion messages produced by BBC Media Action, and help to pinpoint the role broadcasters play in bringing social change through the contents of their programmes.

1.2. Statement of the problem

Social change to a great extent comes from learning, which occurs either deliberately or inadvertently by observation of people in one's environment. However, a vast amount of information about human values, thinking skills, and behavior is gained from models in the mass media. A major significance of symbolic modeling lies in its wide-reaching influences. In contrast to learning by doing, which requires shaping the activities of every person through repeated experimentation encounters, in observational learning a single model can transmit better approaches and novel ideas by showing the behavior simultaneously to numerous individuals in generally scattered areas. People's conceptions in social reality depend heavily on vicarious experiences by what they see and hear. (Adoni and Mave 1984, signoriell and Morgan, 1990).

Albert Bandura's social learning theory maintains that humans acquire symbolic images of actions and behaviors, which they adapt then use to inspire their behavior. Bandura (1977) describes the importance of mass media for the societal change as : "Social learning theory has had a long-lasting effect on efforts to induce social change using the mass media because it recognized that social learning isn't a rote process of direct imitation, but one during which several forces affect both observation and behavior." (p.16)

It's proposed that media doesn't solely influence culture but also affects personality choices, consumer choice and action, growth of language, and data selection (Neumann 1981; Kellner 1995). Bandura (2009) discussed media effects with regard to social change:

Regardless of media's power to enforce change, there is no single pattern of social influence. The media can implant ideas either directly or through adopters. In some instances, the media both teach new forms of behaviour and create motivators for action by altering people's value preferences, efficacy beliefs, outcome expectations and perception of opportunity structures. In other instances, the media teach but other adopters provide the incentive motivation to perform what has been learned observationally. In still other instances, the effect of the media maybe entirely socially mediated. That is people who have had no exposure to the media are influenced by adopters who have had no exposure and then, themselves become transmitter of the new ways within these different patterns of social influence, the media can serve as originating as well as reinforcing influences (p.113).

Therefore, this paper explores broadcasters' role in communities and the way they could contribute to social and community change by analyzing the health promotion messages produced by BBC Media Action with the intention of bringing change in the health behaviour of the rural community of Ethiopia.

BBC Media Action produces health promotion messages in Ethiopia that inform audiences about maternal and new born health and life saving intervention during pregnancy and early childhood. In addition, it works to improve healthier sanitation and hygiene behaviours and practices. This thesis will focus solely on examining selected radio magazine programmes and public service announcements (PSAs) produced by BBC Media Action as part of their two major projects Ethiopia Maternal and Neonatal Health Mass Media Project and BABY WASH-Ethiopia.

The weekly radio magazine programme Jember which is a part of BBC Media Action's work to improve maternal, neonatal and child health (MNCH) through a range of programme outputs in order to shift knowledge, attitudes and behaviours. Similarly, Jember and Walle Damma produced in Amharic and Afan Oromo¹ respectively are part of the effort to improve healthier behavior towards hygiene and sanitation in the project Baby WASH-Ethiopia.

The implementation and focus on enhancing drivers of change in the message contents of the selected radio magazine programmes and public service announcements (PSAs) is analyzed in this research paper. Such drivers of change include: increasing knowledge, shifting attitude, increasing people's motivation and self-efficacy to act in the interest of their own health and persuasive messages which in return may influence practices of individuals. Throughout the analysis, the study intends to examine if the contents of the programme message have the ability to improve knowledge by introducing healthy habits, addressing unsupportive social norms around health and challenging attitudes.

There are a variety of challenges to implementing successful, participatory, and sustainable health promotion programmes. Impediments such as fragile living standard of the targeted audience and culture barriers in the society could make the implementation of the programmes challenging. There are also practical challenges in trying to secure the required number of sources for every story, producers and researchers need to travel to meet the sources they want to cultivate which takes both time and money. This paper tends to assess how BBC Media action manages such challenges and how it has worked to boost awareness and knowledge of solutions to social health problems through its programmes.

Previous works, that examined social change through analysis of the health promotion messages produced by BBC Media Action is scanty. This research, therefore, fills the existing knowledge gap through exploring the ability of the transmitted messages via BBC Media Action to bring social change by linking the issue with motivational power of the messages, awareness creation and persuasion techniques.

¹ The researcher used translator who knows the local language, to translate the 20 episodes from the Baby WASH project radio magazine programme Walle Damma and 4 PSAs from the Maternal and Neonatal Health Mass Media project, also, additional for 4 PSAs from the Baby WASH project.

1.3. Objectives of the Study

1.3.1. General Objective

The main objective of this study is to examine the part that broadcasters have in bringing social change by analyzing the health promotion messages of the radio magazine programmes and Public Service Announcements (PSAs) produced and broadcasted by BBC Media Action.

1.3.2. Specific Objectives

More specifically the study will address the following specific objectives;

- to explore if the message contents of the programmes have the ability to create awareness that could lead to change in the health behaviour of the community
- to examine if the programmes contain messages that could help to increase people's motivation and level of self-efficacy
- to evaluate the effectiveness of the programme messages through analysis of the persuasive techniques reflected
- to assess the challenges faced by BBC Media Action to implement successful, participatory and sustainable programmes

1.4. Research Questions

In order to deal with the problem systematically the following research questions are crafted;

- Are the programme messages able to create awareness in order to help change the health behaviour of the community?
- Do the programmes contain messages that could help enhance people's motivation and level of self-efficacy?
- How does the programme messages use persuasive techniques to effectively enforce the desired message?
- What are the challenges faced by BBC Media Action to implement successful, participatory, and sustainable programmes?

1.5. Significance of the study

This paper will contribute to enrich and expand the understanding of the role of broadcasters to bring social change by showing the depth and structure of the health promotion messages produced by BBC Media Action in Ethiopia in order to bring behaviour change on the health

habits of the society, most specifically in the rural community. In addition, it will provide information and give guidance to similar organizations.

It will also benefit the society by figuring out the capability of the programme messages and suggesting strategies and channels of communication for better outcomes. The study will provide a better insight to journalists and allows learning from the way BBC Media Action works in these programmes. Moreover, it will help media organizations to assess their coverage on health promotion programmes and learn their strong sides as well as shortcomings.

1.6. Scope and Delimitation of the study

This study will focus on communication strategies used by BBC Media Action in the production of their health promotion programmes to change the health practice of the community in the rural areas of Ethiopia. It will evaluate the behaviour change ability of the message contents of the broadcasted programmes by BBC Media Action and assess the challenges faced by BBC Media Action to implement successful, participatory, and sustainable programmes.

The scope of the study is limited to exploring health promotion messages produced by BBC Media Action during the implementation of the two projects: Ethiopia Maternal and Neonatal Health Mass Media Project (2012–2017), and Baby WASH-Ethiopia (2017/2018). The analysis is delimited to a total of 70 episodes from three radio magazine programmes and 20 radio public service announcements (PSAs) from the two projects that are selected and examined. In addition to the PSAs and the episodes, three reports conducted by BBC Media are examined.

The study is limited to analyzing broadcasted episodes from the radio magazine programmes, radio PSAs, reports, and publications for reasons of time and budget constraints. The research will include guidelines and recommendations for improvement in the process, objective, implementation of future programmes.

1.7. Theoretical Framework

This thesis has employed Albert Bandura's social cognitive theory as a main conceptual framework to analyze the impact that is brought by the contents of media messages produced by BBC Media Action and broadcasted in partnership with local media agencies. The selected

episodes from three major radio magazine programmes are analyzed from the point of view of social cognitive theory focusing on; social cognitive theory in health promotion and social cognitive theory in entertainment education.

The messages' ability to create awareness, enhance self-efficacy, and inspire the audience are the main focus areas of the analysis. In addition to social cognitive theory, the health belief model is used to analyze the selected Public Service Announcements (PSAs). Finally, both radio magazine programmes and PSAs are analyzed using general concepts driven from social cognitive theory.

1.8. Limitations of the study

Acquiring a reliable primary data from the vast regions that the programmes are broadcasted to across the country requires a huge sum of financial and personal resources. This paper therefore focuses on analyzing the contents of messages in the selected programmes rather than collecting data from representative samples that is expensive to do so. In this regard this paper has a limitation.

Future researchers can improve the findings of this research by collecting data from primary sources. Indeed, the impact of COVID-19 is also an undeniable fact that's worth to mention here.

1.9. Organization of the study

This thesis is composed of five chapters. The first chapter gives an introduction that incorporates the background of the research area, statement of the problem, objectives, major research questions, significance, scope, and delimitation of the study, and theoretical frameworks. The second chapter deals with the review of literature; it focuses on theoretical and empirical literature. Chapter three talks about research methodology. This is followed by chapter four which deals with the results and discussions. Finally, conclusion and recommendations are put in chapter five.

CHAPTER TWO: LITERATURE REVIEW

2.1. Social Change

Haferkamp and Smelser (1992), in studying social change, propose that change has emerged as a significant part of social reality and has grown from being regarded, in the modern era as the exceptional to becoming continual in post-modern theory and, that change has become a lens for re-interpreting ancient and historical social development. They explain that the term social change encapsulates, and is therefore much more preferred to, other terms such as progress and development in that it overlooks the constraints those terms impose due to their implicit links with mechanisms, processes, and directions of change.

According to Haferkamp and Smelser:

Societal change occurs through the process from one state to another state, sets out three crucial points that theories of social change must account for: change to the structural composition of a given society that cause imbalances or tensions that trigger change, processes or mechanisms by which change occurs, and the consequences or resultants of change. (p.10)

Nisbet (1969) also, noted that social change, like taxonomy, is applicable to change in condition over a period. Its features are that it is directional; cumulative of previous achievements or growths is purposeful, for instance, shifting states of existence from a lower to a higher order; and should happen through instigating mechanics.

In the works of Hagen's (1962), the author stressed that social structure is a result of built personality and the propensity of linkage of the traditional society with old fashioned personality and modern society with a creative and innovative personality. And he characterizes the traditional society as having low self-esteem, resistance to innovation, and has low exposure to understand the real world as subject to human manipulation which characteristics oppose the modern personality described as opposed to the above. Therefore, the only implementation of fundamental growth in one's environment, along with mass societal changes such as increased urbanization, literacy, and modern communication media, would produce long-lasting impacts on the personality of individuals.

Lerner (1958), another prominent scholar proposed a very important role of communication in the transition of Traditional Society. He introduced four critical variables summarize a development process, these are urbanization, which leads to increased literacy, which in turn affects our exposure to mass media, and ultimately results in greater economic and political participation in society. However, he later modified this simple, linear structure to allow for reciprocal influences between literacy and mass media exposure. Based on his insight flurry of researchers tested the validity of his models, using similar variables except for the datasets then later incorporate relevant variables to establish a more complex model. At the individual level, Lerner's most important hypothesis has to do with the nature of the "modern individual," characterized by an ability to accommodate to change plus a high degree of empathy-the ability to imagine oneself in the role or with the responsibilities of someone else.

Social change is an unremitting process that takes place in each society (Pandey, 1999). In today's modern society this change takes place at a quicker pace because of plenty of cultural, economic, and political phenomena and also due to the industrial and technological developments. It comes to clear that social change comes through a definite process that is directed by many factors. To mention a few, communication has been recognized as one of the most important factors. In this regard media engagement in these areas could be a way that community media could influence social development. Media, also, plays a part in maintaining the social status quo and is also served as a structural component of modern society (Demers and Viswanath 1999).

2.2. Mass Media and Social Development

The mass media is seen as the systematized means of communicating openly, at a distance, to several in an exceedingly short space of your time. This definition of the mass media allows the overall inclusion of the numerous types of technology-enabled distance communication which include print, radio, cinema, television, and in recent years the internet (McQuail, 2000). "Mass media theories are assumed to help understand the connection that exists between society and the media. These theories begin from the premise that mass media are, by its nature, far-reaching and involve everyone in the society to a greater or lesser degree" (p.4).

The impacts of media also depend upon intrinsic social variants like cultural values, religious beliefs, economic power, and access (Demers & Viswanath, 1999). Evaluating these factors within a given social context provides a basis for understanding the degree of impact the media

plays on a given population. But these factors also must be understood within contexts of political power, social integration or disintegration, and public enlightenment (McQuail 2010, p.52).

Strategies designed to bring social change have media-driven information interventions, like TV or radio soap operas². These efforts raise fundamental questions about the extent to and also the conditions under which media can influence social norms normally, and about the micro-foundations of such process particularly. In Media's effect via a social mechanism, its influence is rooted within the indisputable fact that it can provide information in an exceedingly way that enhances coordination on a norm or action through the creation of public knowledge (Chwe, 2001).

The above fact oftentimes attributed to the media's method of delivery may be a public one. Information that's known to be publicly available helps individuals to create an understanding of their shared beliefs (Mutz, 1998). Public information allows people to modernize their personal beliefs and also, change their perception of how widely these beliefs are shared among others (Morris and Shin, 2002). That is, public information is employed to grasp that others received the knowledge, which everyone who received the knowledge knows that everyone else that received the knowledge knows this, and so on, creating public knowledge. During this vein, some authors argue that "attempts to vary public behaviors by changing personal attitudes won't be effective unless some effort is made to bridge the boundary between the general public and also the private." (Miller, et al., 2000, p.113).

Televised portrayals of human nature, social roles, power relations, and structure of society shape the public consciousness (Gerbner et al., 2002). Media representations gain encouragement because people's social constructions of reality depend heavily on what they see, hear, and read rather than on what they experience directly (Bandura, 2004, p.79).

The impact of mass media also includes a good range of behaviors that deviate from social norms or cultural values. In today's world, the general public generally assumes it's not something that violates the norm, but considered a part of a mass trend now. Moreover, the event of mass media is incredibly fast and maybe enjoyed easily because people tend to think practically. With the event of mass media especially with the arrival of electronic mass media

2. See Paluck and Ball, 2010.

(the modern mass media) to form people more or less constantly overwhelmed felt not satisfied and life-style, instant-paced lifestyle like this with none conscious will kill the creativity that's in use within the future (Chapman et al., 2003).

Media plays a vital role within the shaping of values, beliefs, and norms and ethics since people's perceptions rely on media to urge updated news and facts (Cordeiro, 2012). While the media is usually criticized for the harmful effects, the media may also be a positive avenue for learning and persuasion (Bryant & Thompson, 2002). In nutshell, media plays a pivotal role to alter the behavior of individuals as McCombs and Shaw stated that the mass media sets the agenda for political campaigns, influencing public attitudes toward desired issues.

2.2.1. Role and Function of Radio in Bringing Social Change

Several studies are conducted to appear at the policies, agendas, and impact of radio on the audience. All of them tried to explore how media policies are shaped for a particular task to play a role within the completion of those specific agendas, policies, and targets.

In line with the curative theory, the media fired the message directly into the mind of the audience without their prior knowledge (Severin, 2001). The message causes the moment reaction within the mind of the audience with none hesitation. The media injects the message into the mind of the audience and this causes changes in behavior and psyche of the audience towards the message. The audience is especially passive which they can't resist the media message (Croteau, Hoynes 1997). This theory deals with the impact of media messages within the mind of the audience and so the way the audience reacts towards the message with none hesitation.

Broadcasting can have an infinite part to play within the fight to cut back global poverty. a minimum of 77% of the world's population is estimated to be within quick access of broadcast technology (compared to perhaps 4% for the Internet), broadcast services are easily accessible by the illiterate and folk that talk minority languages. Broadcast operations are proven sustainable even in low-income villages. It plays a vital role in information transfer (for instance; conveying crop prices and employment opportunities). Media need to play a vital role in an exceedingly very range of development projects-including interactive radio instruction, where they need to be found to be a highly cost-effective intervention. (Elzroth & Kenny, 2003).

In rural villages, radios play a greater role than other electric ICTs in their geographic coverage. Receivers are cheap they're stand-alone appliances. On the transmission side, programming and broadcasting are relatively inexpensive. For instance, in central Mali, a station supported by Oxfam is broadcasting information to 92,500 people a year at a price of just 40 cents per person. In this area, both receivers and native radio broadcasters are relatively common in developing countries, even among the poor (World Bank, 2005).

2.2.2.Public Service Announcements

The concept of public service announcement (PSAs) is introduced to encourage some behaviors in definite audiences, usually for non-for-profit mass media approaches (Rogers & Storey, 1987, by Rice & Atkin, 1989). There are some attributes associated with the usage of PSAs in promoting prosocial behavior which is in some part associated with their ability to efficiently and repeatedly penetrate a large target population, with the prospect of trusting on highly respected sources as spokespersons (Hornik, 1989).

A guide to a formative evaluation in campaign design is noted in the works of (Atkin and Freimuth, 1989). They oppose that evaluation research should first answer questions about audience attitudes and behaviors prior to the campaign design, then evaluate the design's execution and effectiveness during and after a campaign (Flay & Best, 1982; Flay & Cook, 1989).

In their opinions the evaluation research design must compose of two phases, the preproduction phase, and the pretesting phase, each will have several subphases. In the earlier phase of the research before specifying the objective the strategist has to figure out as much as possible the target audience. Furthermore, drafting strategies, and matching the message to the audience has to get due attention in the process. Then the pretesting segment includes the technique of methodically gathering reactions from the targeted audience based totally on preliminary variations of messages before they are finalized. (Bertrand, 1978; U.S. Department of Health and Human Services, 1984). Since the previous technique of producing PSAs based on mainly creative inspiration has gained only limited success, the suggestion for step-by-step research definitely merits consideration by managerial and creative personnel.

The means used by PSAs using television spots, internet videos, posters, and brochures are one of the most representative elements of the social marketing campaigns. The goal of PSAs range from creating awareness to behavioral change; though, social marketing often touches on

resistant behaviors that may be difficult to change by PSAs alone. In general, there are two types of PSAs as “help-self” and “help-other” with the aim of improving oneself in some manner in “help-self” PSAs such as stopping the abuse of drugs whereas the goal is inspiring the society to donate time or money in “help-other” PSAs. Most of the “help-self” PSA contents have fear at their core. (Reichert et. al, 2001).

If people like, attend to, and apprehend the health information in PSAs, a change in the behavior associated with health will be facilitated. In order to make individuals like the message and become aware of it as relevant, PSAs need to exist in methods that are attractive, informative, 151 Marketing and Branding Research 4(2017) encouraging, new, and useful. Telling people, the “right” way to behave is no longer sufficient; the message needs to additionally grant realistic recommendations in compliance with the goal audience’s way of life (Grow & Christopher, 2008).

2.3. Theoretical Frameworks Applicable to Bringing Social Change through Mass Media

2.3.1. Social Cognitive Theory

Bandura’s (1986) social cognitive theory reflects his view of human behavior which is that individuals are both products and producers of their environments and social systems. Triadic reciprocity is that the term he uses to check with the dynamic interplay of three determinants or factors of human functioning: behavior, personal, and environmental.

Self-efficacy is the extension of Bandura’s social cognitive theory but breaks free its triadic reciprocity. Self-efficacy is described as individuals’ confidence in their ability to regulate their thoughts, feelings, and actions thereby influencing an outcome or their perception of their ability to achieve success in an activity. These perceptions of self- efficacy influence individuals’ actual performances, emotions, and choices of behavior, and therefore the amount of effort and perseverance expended on activity (Prestin, etal, 2009, p.4).

2.3.1.1. Overview of Social Cognitive Theory

The other theory proposed about social learning and imitation³ rejected behaviorist notions of associationism in favor of drive reduction principles. It was a theory of learning, though, that failed to consider the formation of innovative responses or the processes of delayed and

3. See Miller and Dollard, 1941.

non-reinforced imitations. In 1963, Bandura and Walters wrote *Social Learning and Personality Development*, broadening the frontiers of social learning theory with the now familiar principles of observational learning and remote reinforcement (Pajares, 2002, p.1).

Later on, in the 1970s, however, Bandura figure out that a key element was missing not only from the prevalent learning theories of the day but from his own social learning theory. Therefore, after the publication of self-efficacy in 1977, it paves the way for the “unifying theory of behavioral change,” and by then he identified the important piece of the missing element which is self-beliefs. Bandura changed the title of his theory from social learning to social "cognitive" in an attempt to separate it from dominant social learning theories of the day and to enhance that cognition has a crucial role in people’s ability to form reality, self-regulate, analyze information, and perform behaviors⁴.

Social cognitive theory provides an agentic conceptual framework within which to analyze the determinants and physiological mechanisms through which symbolic communication promoted personal and social changes (Bandura 1986, 2001a). The theory is rooted in a view of human agency in which individuals are agents proactively engaged in their own development and can make things happen by their actions. The basic idea of agency is the fact that, among other personal factors, an individual possesses self-beliefs that enable them to exercise a measure of control over their thoughts, feelings, and actions, meaning all these affects how people behave (Bandura 1986, p.25).

Hence, in the works of Bandura, he provided a view of human behavior in which the beliefs that people have about themselves are critical elements in the exercise of control and personal agency. Thus, individuals are viewed both as products and as producers of their own environments and their social systems. Due to the fact that human beings are not lived in isolation, Bandura expanded the conception of human agency to include collective agency. In his writing, he put forth people work together on shared beliefs about their capabilities and common aspirations to better their lives. This conceptual extension makes the theory applicable to human adaptation and change in collectively oriented societies as well as individualistically oriented ones (Pajares, 2002).

4. *With the publication of Social Foundations of Thought and Action: A Social Cognitive Theory, Bandura (1986) advanced a view of human functioning that accords a central role to cognitive, vicarious, self-regulatory, and self-reflective processes in human adaptation and change*

2.3.1.2. *Social Cognitive Theory for Effecting Personal and Social Change by Mass Communication*

Bandura notes that there are three main components in social cognitive theory that promote psychological changes via symbolic communication for societal change. These are theoretical models, transitional and implementational model, and a social diffusion model.

Bandura (2004), further discussed the models:

The first component talks about a theoretical model that specifies the elements of psychological change and the mechanism through which they produce their effects. This knowledge provides the guiding principles. The second component is about the transitional and implementational model that converts theoretical principles into an innovative operational model by specifying the content, strategies of change, and their mode of implementation. The third component is a social diffusion model on ways to advance the acceptance of psychosocial programs in diverse cultural settings. Functional adaptations of the programs are made to different cultural circumstances that provide enabling guidance and enlist the necessary resources to achieve success. (p.76)

Social cognitive theory places a key role in cognitive, vicarious, self-regulatory, and self-reflective processes. Exceptional capacity for symbolization provides humans with a powerful tool for comprehending their environment and create and regulate environmental events that affect virtually every aspect of human lives. Most external influences affect behavior through cognitive processes rather than directly cognitive factors partly determine which environmental events will be observed, what meaning will be conferred on them, whether they have any lasting effects, what emotional impact and motivating power they will have, and how the information they convey will be organized for future use. With symbols, people process and transform temporary experiences into cognitive models which ultimately serve as guides for judgment and action. Through symbols, people give meaning form, and continuity to their experience (Bandura 2009, p.95).

Mass media play a very crucial role in society. It helps for understanding the psychosocial mechanisms through which symbolic communication influences human thought and action. To this end, social cognitive theory provides an agentic conceptual framework within which to examine the determinants and mechanisms of such effects. Human behavior has often been

explained in terms of unidirectional causation. In these conceptions' behavior is shaped and controlled either by environmental influences or by internal dispositions. As per the transactional view of self and society, personal factors in the form of cognitive, affective, and biological events, behavioral patterns, and environmental events all operate as interacting determinants that influence each other in bidirectional causality (Bandura 2004, p.94).

In the process of human development and functioning social cognitive theory assigns a central role to cognitive, vicarious self-regulatory, and self-reflective processes. The remarkable capacity for symbolization provides humans with a powerful tool for comprehending their environment conditions that touch virtually every aspect of their lives. Oftentimes environmental factors operate through the cognitive process. Cognitive factors to some extent determine which environmental events will be observed and what meaning will be conferred on them, whether they leave any lasting effects, what emotional impact and motivating power they will have, and how the information they convey will be organized for future use (Husen & Postlethwaite 1996, p.5513).

Symbolic modeling helps new ideas, values, styles of behavior, and social practices to transmit rapidly in the ways that foster a globally common consciousness (Bandura, 2001). With regards to the instructive function, with models, we can transmit knowledge, values, cognitive skills, and new styles of behavior. Observers obtain emotional tendencies toward people, places, and objects through modeled emotional experiences, and also learn to fear that which bright ended or injures models, to dislike what repulsed them, and to like what gratified them (Bandura 2004, p.78).

The four subfunctions govern observational learning. The first one is attentional processes, that determine what is observed and extracted from the profusion of modeling influences. In this learning function, individuals cannot get greatly influenced by models if they do not remember what they have seen. A second major subfunction governing observational learning involves cognitive representational and memory processes. The third modeling, the behavioral production process, symbolic consumptions are translated into appropriate courses of action. This achieved through a conception matching process in which conceptions guide the construction and execution of behavior patterns. Skills are then perfected by corrective adjustments until actions match conceptions. The fourth function is about the motivational process. Individuals do not perform everything they learn (Husen & Postlethwaite 1996, p.5514).

Through information, humans have developed the capacity for observational learning that enabled them to expand their knowledge and skills rapidly. The contribution of models was also pivotal. Indeed, virtually all behavioral, cognitive, and affective learning from direct experience can be achieved vicariously by observing people's actions and its consequences for them (Bandura 1986; Rosenthal and Zimmerman, 1978). In most parts, social learning occurs either designedly or unintentionally from models in one's immediate environment. "However, a vast amount of information about human values, styles of thinking, and behavior patterns are gained from the extensive modeling in the symbolic environment of the mass media." (Bandura 2009, p.98).

It was before the advent of communication technology that most psychological theories were formulated. As a result, they ignore significantly a powerful role the symbolic environment plays in today's people's lives. Even though previously developed models influence was highly confined to the behavior pattern exhibited in a person's nearest environment, televised modeling has massively expanded the range of models to which affiliates of society are exposed day in and day out. By learning from these modeling patterns of thought and behavior, observers excel in the bounds of their environment. It is this way that new ideas are now being rapidly diffuses by symbolic modeling within society and from one society to another (Bandura 1986; Rogers, 1982).

Drawing from the above theoretical explanations, social cognitive theory suggests that, in essence, for media messages to positively influence targeted audience members' behaviors, the audience must be drawn to similar models performing desired behaviors realistically. When models are engaging in positive behaviors it should be positively enhanced, whereas those engaging in negative behaviors should be negatively strengthened (Austin and Meili, 1994; Bandura, 2001; Stiff, 1986). In such cases, mediated depictions of behavior may be influential in bringing about positive personal and social changes, although alternative pairings of behaviors and reinforcements can prove to be problematic (Bandura, 2001, 2002, 2004; Nabi & Clark, 2008).

2.3.1.3. Social Cognitive Theory in Health Promotion and Health Education

The trajectory of health promotion in development communication helps in the diffusion of innovative ideas and gained acceptance originally in the United States and later on spread to developing countries. The same approaches that were used to fight diseases in the United States in the 1970s and 1980s, were adopted in development interventions such as child survival and

other programs that aimed to remedy health problems in the developing countries (Waisbord 2018, p.21).

Health education is a significant part of health promotion. It refers to learning experiences that accelerate individual adoption of healthy behaviours. The history of health education to some part reflected the evolution of the field of development communication. Health education was initially dominated by classical educational approaches that, like modernization/diffusion models, were influenced by individual behaviourist models that emphasized knowledge transmission and acquisition as well as changes in knowledge, attitudes, and beliefs. Later, theories and strategies that stressed the importance of social and environmental changes gained relevance. This meant that both health education and health promotion became more broadly understood. (Glanz et., al, 1997)

The intervention in health education incorporates different mechanisms of interventions. To mention a few conventional education, social marketing, health communication, and empowerment actions are the main ones (Steston & Davis, 1999). Thus, a range of activities such as peer education, training of health workers, community mobilization, and social marketing are showing up when we talk about the health education interventions (Waisbord 2018, pp.22-23).

According to (Bandura, 2004a) the social cognitive approach, deep-rooted in an agentic model of health promotion, focuses on the demand side of social cognitive concepts which suggests a complex causal structure in which self-efficacy beliefs function collectively with goals, result expectations, and expected environmental obstacles and facilitators in the guidance of human motivation, behavior, and well-being.

Relying on an individual's efficacy to exercise control is a common way through which psychosocial influences affect health functioning. This major belief influences each of the basic methods of personal change-whether human beings even consider altering their health habits, whether or not they mobilize the motivation and perseverance wanted to be successful must they do so, their capability to recover from setbacks and relapses, and how properly they maintain the habit modifications they have achieved. Human health is a social matter, not simply a personal one. A holistic approach to health promotion also needs changing the practices of social systems that have widespread effects on human health (Bandura 2004, p.143).

Due attention to social mobilization to improve general conditions does not guarantee that behaviour model is absent in health promotion, but rather that they need to be integrated among other strategies. Behaviour change model has incorporated the idea that interventions need to be sensitive to the education and the choices of receivers (Valente et., al, 1998), looking the interests at stake, using social marketing technique to know individuals better, and the role of the community in interventions (Waisbord 2018, p.23).

As we have seen psychological subfunction has to be developed in order to mobilize self-regulation and ultimately mobilized for self-directed change (Bandura, 1986). Neither intention nor desire alone has many effects if people lack the capability for exercising influence over their own motivation and behavior (Bandura & Simon, 1977).

Social cognitive theory specifies a core set of factors, the machinery through which they work. The core factors include knowledge of health risks and benefits of different health practices, understanding of self-efficacy that one can exercise control over one's health habits, expiation of outcome about the costs and benefits for different health habits, the health goals people set for themselves and the concrete plans and strategies for realizing them (Bandura 2004, p.144).

There are two pathways for health communication to change health habits. In the direct pathway, media foster changes by informing, modeling, motivating and guiding personal changes. In the socially mediated pathway, the media link participants to social networks and community settings. These areas furnish persisted customized guidance, natural incentives, and social supports for favored changes. The primary share of behavioral changes is promoted inside these social settings. Psychosocial applications for health promotion will be an increasing number of carried out through interactive internet-based systems. People at risk for health problems generally skip preventive or remedial health services. Interactive technologies are a tool, not an answer but they are not able to get results if people cannot motivate themselves to take what is offered to their advantage. These systems need to be structured in ways that build motivational and self-management skills as well as guide habit changes. Otherwise, those who need the guidance most will use this tool least (Bandura 2004, p.151).

Symbolic modeling in the broadcast media provides another means of altering detrimental normative practices and enabling people to achieve changes that have widespread societal impact. Basic research on modeling and self-regulatory mechanisms have provided guidelines for programs designed to achieve society-wide changes. A holistic approach to health must

provide people with the knowledge, skills, and sense of collective efficacy to mount social and policy initiatives that affect human health. Such social efforts intend to grow public awareness of health threats, educate and influence policymakers, provide public support for policy initiatives, and develop effective strategies for improving health conditions. Knowledge of how to develop and exercise collective efficacy can provide the guidelines for moving us further in the enhancement of human health (Bandura 1998, p.22).

2.3.1.4. Social Cognitive Theory in Entertainment-education

Entertainment-education refers to “the manner of purposely designing and enforcing a media message to entertain and educate, in order to increase audience know-how about an instructional issue, create nice attitudes, and change overt behaviour” (Singhal & Rogers 1999, p.xii). Like social advertising and health promotion, it is involved with social change at a person and community degrees. Its focus is on how entertainment media such as soap operas, songs, cartoons, comics, and theatre can be used to transmit information that can result in pro-social behaviour. Surely, using entertainment for social purposes is an old technique as it has been in play for centuries. What is novel is the systematic research and implementation of educational, pro-social messages in entertainment media in the developed world (Waisbord 2018).

This same study by (Waisbord 2018) discusses the origins of Entertainment Education:

Entertainment-education is another strategy that shares behaviour-change premises with the fore mentioned theories and strategies. The concept as a communication strategy is to disseminate information through the media. The idea was originally developed in Mexico in the mid-1970s and has been used in 75 countries, including India, Nigeria, the Philippines, Turkey, Gambia, and Pakistan. A classic example of this approach has been soap operas in Latin America (telenovelas) and in India that were intended to provide information about family planning, sexual behaviour, and health issues. (p.24).

Therefore, as echoed in the works of Waisbord, entertainment-education is not a theory but a strategy to maximize the reach and effectiveness of health messages through the combination of entertainment and education. The fact that its premises are derived from socio-psychology and human communication theories place entertainment-education in the modernization or diffusion theory trunk. It subscribes to the Shannon-Weaver model of communication of

sender-channel-message-receiver. Like diffusion theory, it is concerned with behaviour change through the dissemination of information. It is based on Bandura's social learning theory, a framework currently dominant in health promotion.

Observation is a key part of entertainment-education, particularly in the mass media. The key element in the model such as attention, retention, production, and motivational processes help to understand why individuals imitate socially desirable behaviour. This process depends on the existence of role models in the messages (i.e., good models, bad models, and those who transition from bad to good). Besides social learning, entertainment-education strategies are originated on the concept that perceived outcomes result from self-efficacy, the belief of people in their capability to complete specific tasks (Bandura 1994; Maibach and Murphy 1995).

The effective way of entertainment-education is when people are swept up in a narrative, or experience the story as though they were one of the characters. Some evidence shows that when people are captivated by narrative, they become more open and less defensive and give a chance for persuasion. (Green and Brock 2000; Slater and Rouner 2002). Identification with a specific character works similarly; it involves a temporary loss of self and adoption of the character's perspective. For a reason that resonance is not compatible with counterarguing, persuasive messages are more easily accepted (Cohen 2001; Moyer-Gusé 2008).

The vast body of studies has concluded that entertainment-education strategies are successful in interesting large audiences, causing interpersonal communication about issues and lessons from interventions, and in engaging and motivating people to alter behaviour and support changes in their community. Pertinent to health campaign results in findings show that unlike EE efforts, health campaigns tend to focus specifically on the concept of self-efficacy given the vast body of literature supporting the persuasive role it plays in health behavior change (Bandura, 1997; Maddux, 2002).

In sum, research on the intentional incorporation of ideas related to social cognitive theory into health-promoting media messages, both entertainment and campaign-based have demonstrated effective in producing healthy behaviors in audiences. As work progresses in this area, higher interest in assessing the procedure of outcomes will be vital to establish that the method as conceptualized employing the concept is what underlies the positive outcomes generated through exposure to such media content.

2.3.2. The Health Belief Model

The Health Belief Model (HBM) is a theoretical model that can be used in the preparation and implementation of health promotion and disease prevention programs. The essence of HBM is that individual beliefs affect the actions a person takes relating to their health. The HBM was developed over fifty years ago by social psychologists trying to understand the lack of participation by individuals in a free tuberculosis screening program. Nowadays, HBM is one of the theories constantly used in health education, health promotion and disease prevention (Jones & Bartlett, 2010)

The HBM considers health behavior to be created by an individual's acceptance of a health concern to be potentially dangerous and understand that the impacts of the health concern could be controlled or lessened (Weld, et al., 2008).

The crucial thought in the HBM is geared towards decreasing or averting a sickness situation and targets to provide an explanation for and predict health behaviors (Jones & Bartlett, 2010). The HBM contributes to nursing information that can be utilized to the human-environment health relationship and as properly as health and recovery processes. The fundamental assumption in the HBM is that persons will act if they sense their own health is threatened and they become aware of the advantage of the health-promoting endeavor outweighs the detriment of following via with the behavior. The assumption is congruent with the model's focus on health promotion and disease prevention (Pender et., al, 2011).

The Boston University School of Public Health (2019) further discussed that the HBM derives from psychological and behavioral theory with the foundation that they have two components of health-related behavior. These are the desire to avoid illness, or conversely, get well if already ill, and the belief that a specific health action will prevent, or cure, illness. Ultimately, an individual's course of action often depends on the person's perceptions of the benefits and barriers related to health behavior. There are six constructs of the HBM. The first four constructs were developed as the original views of the HBM. The last two were added as research about the HBM evolved. These views are;

First: perceived susceptibility: indicates an individual's subjective view on how risky it is to contract an illness or disease. Individual's feeling towards their vulnerability to an illness varies widely from person to person.

Second: perceived severity: this refers to individuals' perception of the gravity of getting sick or not getting treated when feeling sick. People consider a whole array of medical consequences such as death and disability in their assumption and evaluation of severity as well as social consequences such as family and social relationships

Third: perceived benefits, this refers to a person's understanding of the effectiveness of a variety of actions accessible to minimize the risk of sickness or illness (or to treat illness or disease). The path of action an individual takes in stopping (or curing) sickness or disease depends on consideration and assessment of each perceived susceptibility and perceived benefit, such that the individual would receive the advocated health action if it used to be perceived as beneficial.

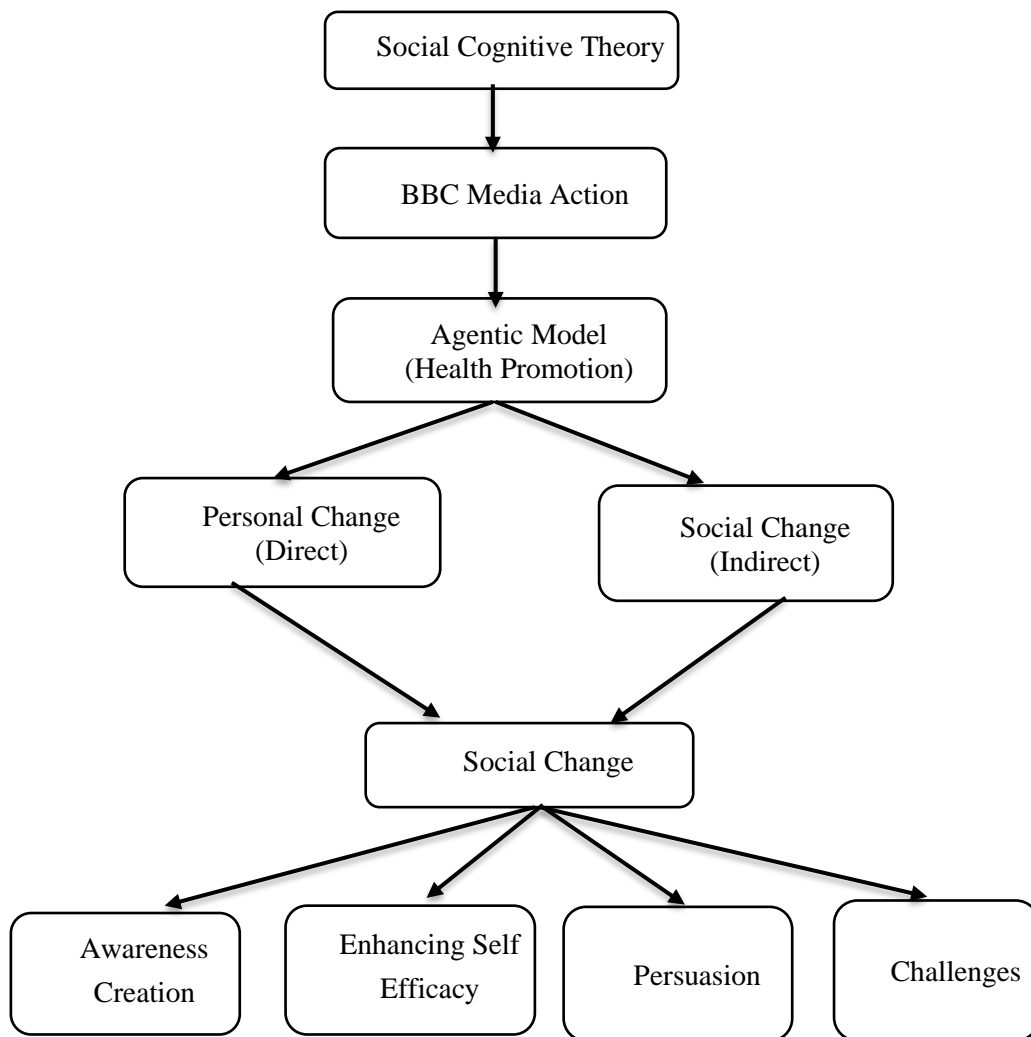
Fourth: perceived barriers: indicates the person's view on the barriers to adopting the suggested health behaviours. People's perceptions of impediments come to how the person compares the outcomes of the actions against the thought that it may be expensive, dangerous, unpleasant, time-consuming, or inconvenient.

Fifth: cue to action: Cues could be internal like physical pains or external such as advice from others, sickness of a family member, radio announcement, newspaper article, etc which helps to trigger the decision-making process to accept the desired health behaviour.

Sixth: self-efficacy: this concept is added to the model most recently in mid-1980. The idea refers to the level of an individual's belief in their ability to successfully perform a behavior. Self-efficacy is a concept in several behavioral theories as it directly relates to the person performing the desired behaviour.

The ideas named in the theory stay steady when utilized in many different research and exercise settings. The HBM presents a description of real significance for the center range level of discussion with the aid of searching at a person's possibility to embrace a health action. The person's probability to act is decided by the person's recognition of personal susceptibility to and the seriousness of suffering from a precise condition versus perceived advantages and obstacles (Bartholomew et al., 2006).

2.4. Summary of Theoretical Framework



Adopted from approaches of Bandura's Social Cognitive Theory

CHAPTER THREE: METHODOLOGY OF THE RESEARCH

This chapter presents the methods that are employed in the gathering, analysis, and interpretation of the research data.

3.1. Research Design

To address the main question of the study, by its very nature the study requires the humanistic approaches or examining human behavior which includes beliefs of individuals, opinion, and emotions. It is difficult to explain human behavior or emotions in quantifiable and measurable terms. Because of this, the qualitative method applied to this study. Qualitative research method is a technique of obtaining data in the form of notes, cases, observations, and transcripts of interviews (Hancock et al., 2007, p.6), and it helps to broaden the understanding of how things came to be the way they are in this research.

However, the study is not relying on qualitative aspect alone. Even if most of the paper has employed qualitative research design, whenever the need arises to be better discussed using numbers, basic descriptive statistics were employed as well. Accordingly, this study employed a qualitative research method (i.e., qualitative content analysis and in-depth interview⁵) as the main tools of data collection, with little quantitative approach (i.e., basic descriptive statistics using tables and figures).

This research method is particularly compelling in getting socially particular information about the beliefs, views, behaviors, and social settings of a specific population. The usefulness of the method is also expressed through the textual descriptions of how people experience a given research issue. The qualitative research design gives information around the “human” side of an issue that's, the mostly-contradictory behaviors, convictions, views, feelings, and connections of people. Qualitative method is also significant to identify intangible factors such as social norms, socioeconomic status, gender roles, ethnicity, and religion (FHI, 2005, p.1).

In this regard, qualitative content analysis provides a guide to explore possible meanings that are rooted in the representation of any given media discourse. Likewise, it is very helpful to draw thick descriptions from the two extreme ends of a spectrum-the the dominant text and the

5. *In depth interview was conducted on producers and journalists who are working with BBC Media Action and partners broadcasters respectively.*

dominant audience view.⁶ Through qualitative content analysis is bestowed with such opportunities, (Schroder et al., 2003, p.126) advice that it is necessary to abstain from a detailed preliminary textual analysis and just familiarizing oneself with the text sufficiently enough to be able to pursue cultural research that motivates the project would be enough. (Strelitz 2005, p.5) also argues that qualitative content analysis constituted fundamental textual analysis with the sole purpose of preparing the researcher for the role of interview facilitator in the succeeding focus group and in-depth individual interviews.

In this study, the importance of qualitative method for the study unlike the quantitative research method has gauged in obtaining data through observations, transcripts of the interview focus on reports of experience or data which cannot be adequately expressed numerically. Generally, the study conducted in a natural setting or uses people's accounts as data and with no manipulation of variables.

Though it is difficult to find a perfect approach for research, qualitative method is increasingly important to obtain details of results through the questions of why? How? and in what way? (Degu and Yigzaw, 2006, p.3). These questions are substantial for this study in order to explore the part BBC Media Action Ethiopia took in bringing attitudinal change in the society.

3.2. Data Collection Method and Tools

This study employs two sources of data collection tools categorized under primary and secondary. Since the programmes of BBC Media Action reaches most of the regions in Ethiopia, to collect data that is at a national level would be extremely difficult (i.e., with respect to cost). Also, it is hard to obtain samples that are sufficiently large and representative for adequate analysis as long as the resource is a critical problem. Due to this, the research mainly relies on secondary data, i.e., analyzing audio materials, reports, and publications gathered from BBC Media Action.

In the case of a primary source, data has been acquired directly from informants (i.e., researchers, producers, and writers at BBC Media Action and journalists from partner broadcasters) through in-depth interviews. In addition to this, the works of (Wimmer and Dominick 2011, p.19) confirm secondary analysis “is a marvelous research approach because it saves time and resources”. In this case, national and international literature, journal books,

6. As Abercrombie 1996, cited in Strelitz 2005: 6.

articles, etc. will be taken as secondary resources. These secondary data will be reviewed for understanding the comprehensive picture of BBC Media Action's impact in the Ethiopian rural community.

The two dominant data collection strategies that the paper uses are elaborated as follows.

3.2.1. Content Analysis

This method will be employed to study selected radio magazine programmes and PSAs (Public Service Announcements) produced by BBC Media Action and broadcasted through partner broadcasters.

Content analysis is a research procedure utilized to decide the existence of certain words or concepts inside writings or sets of writings. In content analysis, researchers measure and analyze the presence, implications, and connections of words and ideas and then make substantial deductions around the messages. Content analysis as a research technique provides new insights, increases a researcher's understanding of particular phenomena, or informs practical actions (Krippendorff, 2004, p.18).

Wimmer and Dominick, (2011, p.156) have given three definitions for content analysis. First, it is a systematic procedure devised to have a look at the content of recorded information, second, it has a research approach for making replicable and valid references from facts to their context and third, it is a technique of studying and examining communication in a systematic, objective and quantitative manner for the motive of measuring variables. As a methodological framework, content analysis may be used either in qualitative or quantitative data or it may be used in an inductive or deductive way (Elo and Kyngas 2007, p.109).

Content analysis using a directed strategy is guided with the aid of an extra structured manner than in a traditional method (Hickey & Kipping, 1996). Using existing theory or prior research, researchers start through figuring out key standards or variables as preliminary coding categories (Potter and Levine, 1999). Next, operational definitions for each category are determined the use of the theory.

The findings from a directed content evaluation provide assisting and non-supporting proof for a theory. This proof can be introduced by means of showing codes with exemplars and by providing descriptive evidence. Because the study design and evaluation are not likely to result in coded data that can be compared meaningfully by the use of statistical assessments of

difference, the use of rank order comparisons of frequency of codes can be used (Curtis et al., 2001). In this paper, the researcher tried to implement this approach.

Based on the methodological relevance discussed above, this research employed qualitative content analysis to examine the programme messages produced by BBC Media Action. The approach gives an in-depth insight in assessing the contribution of the messages in changing the community's health behaviour for the better.

Thus, based on existing theory and prior research, the paper identified key concepts and variables, classified the concepts under coding categories, and recorded the message content from the episodes of radio magazine programmes, and PSAs.

3.3. Sampling Techniques, Sample Size, and Sampling Procedure

Sampling involves taking a representative selection of the population or an organization and using the data collected as research information (Battaglia 2008, p.523). Applying correct sampling methods in the study allows researchers the ability to reduce costs in relation to research and helped them to conduct research more efficiently with greater accuracy and flexibility. The sampling method can be categorized under probability and nonprobability sampling. Probability sampling is sometimes called random sampling and non-probability referred to as non-random sampling (Saunders et al, 2009).

As the choice of sampling depends on the planned outcome of the research, the researcher chooses to use a non-probability sampling technique⁷ to make the study meaningful and successful. The researcher attempted to select informants with special knowledge on the issue since the views of the selected informants are pertinent to the issue concerned. Therefore, being it's purposive and convenience, nature gives the collected data meaning and also essential for the study in order to select very important informants for the in-depth interview deliberately.

With this regard to the sample size, there are no specific rules for the determination of sample size in qualitative research; rather sample size depends on considerations of the researcher

7. *Convenience and Purposive sampling technique. Convenience sampling is suitable for the research because samples are selected based on their easy accessibility. Easy accessibility of the sample relates to the cost of locating elements of the population, the geographic distribution of the sample, and obtaining the interview data from the selected elements (Battaglia, 2008:525). In this research the reason the researcher prefers purposive sampling than probabilistic sampling is, even though the broadcasted programs have a flow, in terms of the theme of broadcast it has a difference. For instance, the theme ranges from family planning, hygiene and sanitation, nutrition, etc. Therefore, if we randomize, we miss the important sample elements that has to be examined in the paper.*

related to the objective of the study, the usability and the credibility of the selected sources and time span (Patton, 2002). By purposive sampling procedure, messages were selected from BBC Media Action's radio magazine programmes and PSAs (Public service announcements), reports and publications.

Even though, Public Service Announcements (PSAs) are a different media genre from radio magazine programmes the researcher made the decision to analyze them in this study for a reason that the PSAs in the BBC Media Action programmes are used to supplement the magazine programmes. In such presentation, they reach the audience combined with other programmes which could help to generate stronger results demonstrating the power of intervention with multiple communication stands.

BBC Media Action's PSAs are prepared to complement and reinforce communication objectives covered in the magazine programmes. They used some of the dramatic devices featured in the magazine programmes, using short drama to depict and influence the social environment. As such these PSAs are more sophisticated in their approach than is often associated with a PSA, they were not just about simple facts.

Episodes of radio magazine programmes and PSAs (Public service announcements) are selected from the projects listed below;

1. Ethiopia Maternal and Neonatal Health Mass Media Project in Oromia and Amhara Regional States (Improving maternal and neonatal health in rural Ethiopia); The project takes place from 2012–2017 in partnership with Broadcasting agencies; Ethiopian Broadcasting Corporation (EBC) and Oromia Broadcasting Network (OBN) and Amhara Mass Media Agency (AMMA). The Radio magazine programmes that were produced under this project are Jember (Maternal light); in Amharic and Biftuu Jereenyaa (Dawn of Life) in Afan Oromo language reached over 21 million people in Ethiopia. (Final evaluation report, 2017).
2. Baby WASH Ethiopia (Reducing Childhood diarrhea through radio and community discussion): A one-year project (2017/2018) programmes including Radio drama series, radio magazine-style programme, community discussion groups, and health extension worker toolkit and training. The project was implemented with Broadcast partners: Amhara Mass Media Association (AMMA) for Amhara region, Oromia Broadcasting Network (OBN) for Oromia, and South Community Radio Station-Yirgalem Recording

and Broadcasting Station in Southern Nations, Nationalities and Peoples' Region (SNNPR).

In order to analyze the communication messages incorporated in the BBC Media Action a total of 70 episodes and 20 PSAs were selected based on saturation principle⁸ from the two programmes and examined from the point of view of social cognitive theory coded using categories derived from social cognitive theory. The coding sheet is divided and customized by five categories and 18 subcategories to fit the objectives of this research.

From the project 'Ethiopia Maternal and Neonatal Health Mass Media' the radio magazine programme entitled 'Jember' is selected for this study. From the total of 127 episodes broadcasted in Jember radio programme the episodes from the third season (episodes 95-127) are selected. 30 of the total 32 episodes from the third season are coded and analyzed, for a reason that episodes 116 and 126 were not available. The episodes each lengthened from 20-30 minutes were broadcasted from April 05/2015-December13/2015.

Under project Baby WASH-Ethiopia, a total of 60 biweekly 10 minutes long magazine format programmes were produced and broadcasted. The Afaan Oromo radio magazine programme 'Walle Dama' and the Amharic radio magazine programme 'Jember' are selected for analysis. Episodes 1-20 that are broadcasted in the duration of July 31,2018-9th October 2018 in radio programme Walle Dama and episodes 1-20 from radio magazine programme Jember broadcasted from July 16,2018-September 21,2018 were coded and analyzed for this research.

A total of 8 PSAs are selected from Ethiopia Maternal and Neonatal Health Mass Media Project that are broadcasted in Amharic and Afan Oromo languages and 12 PSAs from Baby WASH project. Among those 4 PSAs are in Sidama⁹, 4 in Afan Oromo and 4 in Amharic languages. The messages of the PSAs are categorized, coded in using coding sheets adopted from Atkin's PSA strategies. Besides concepts of Health belief Model were used to analyze the PSA messages

8. *The researcher decided to stop further examining and listening of programs because of the absence of new evidences on the designed codes.*

⁹ *The same translation approach has been employed to translate the 4 PSAs in Sidama language from the Baby WASH project.*

Finally, a general assessment of all the selected episodes and PSAs is conducted from the point of view of social cognitive theory using a coding sheet containing basic models of social cognitive theory.

3.3.1. In-depth Interview

The other method the research used in this paper is in-depth interviews. In general, interviews can be conducted either through structured, semi-structured (in-depth), unstructured, and group interviews. In-depth interview is one of the most common elements of qualitative method. According to Masson (2002, pp 63-64) in-depth or semi-structured interview has involved one-to-one interactions, larger group interviews or focus groups, and may take place face to face, over the telephone or by other means. Also, the method is helpful to obtain detailed information since it follows a relatively informal style, with the appearance in face-to-face interviewing of a conversation or discussion rather than a formal question and answer format.

Accordingly, the researcher prepared an in-depth interview guide using a semi-structured interview format and carried out in-depth interviews with seven purposively selected informants. The number of respondents is decided by the principle of information saturation (i.e., each respondent's response to the interview become the same). The interview guide was sent to the respondents who are a group of interviewees would include four producers from BBC Media Action and three journalists from partner broadcasters who have direct work interaction with BBC Media Action. In this case, the nonprobability sampling technique is used, and the reason for selecting the respondent purposively is due to the fact that they know the subject matter in-depth and it galvanizes the findings obtained from content analysis.

3.4. Ethical standards

In this research some ethical standards have been considered. Since the report is obtained from BBC Media Action, all the documents have been used solely for the purpose of research undertakings and by no means individuals associated with the report has been inferred. Moreover, through the course of time two additional standards has been met.

The first one is regarding transcription and translation. In this regard, 4 PSAs from Maternal and Neonatal Health Mass Media Project, 4 PSAs from the Baby WASH project, and 20 episodes from radio magazine programme-Walle Dama has been transcribed and translated from Afan Oromo to Amharic by a person who is fluent in Afan Oromo language. The same

transcription and translation have also been conducted on 4 PSAs in Sidama language from the Baby WASH project. Additionally, 20 episodes of Amharic transcription from Jember radio magazine programmes (Baby WASH project) and 30 episodes from Jember (Maternal and neonatal health mass media project) are also transcribed. Finally, from the Amharic PASs: 4 from maternal and neonatal mass media project, and another 4 from Baby Wash project are transcribed.

The second issue is regarding the total time used for recorded volume. In this research from the maternal and neonatal health mass media project, Jember a total 900 minutes long recording was transcribed and analyzed from 30 episodes with each episode lasting on average 30 minutes. Besides, from Jember (Baby-WASH project) 20 episodes that lasts for 10 minutes on average which is a total of about 200 minutes recording has also been transcribed and analyzed, from Walle Dama (Baby-WASH) program 20-episode containing 20 minutes recording per episode with a total recording content of 400 minutes has also been transcribed and translated.

On the other hand, 12 PSAs from Baby WASH project that recorded on average for 1.5 minutes which is a total 18 minutes has been transcribed. The PSAs that are in Afan Oromo and Sidama language were transcribed by the translators and the Amharic versions are transcribed by the researcher. In 8 PSAs (4 in Amharic and 4 in Afan Oromo) from maternal and neonatal health mass media project with an average of 2 minutes length that is 16 minutes in total is transcribed and analyzed.

A brief summary of the analyzed 30 episodes from the radio magazine programme Jember (Maternal and Neonatal Health Mass Media Project) is annexed as well as list of themes of all the analyzed episodes from the Baby WASH project's magazine programmes Walle Dama and Jember. Additionally, samples of the translated PSAs from both Sidama and Afan Oromo language could be found in the Annex.

3.5. Data analysis

Data analysis of qualitative data is difficult because there is no well-formulated methods for carrying out analysis. "For quantitative data, there are clear conventions the researcher can use. But the analyst faced with qualitative data has very few guidelines for protection against self-deceit" (Miles, 1979, p.590). Qualitative data analysis uncovers categories, themes, and patterns that help to answer the research question (Zhang and

Wildemuth, 2009). Thus, this study applied various tactics to ensure that the conclusion drawn from qualitative data are meaningful.

In line with the data collection methods and the tools used in this study, the following analytical procedures have been employed. As stated in the research design part, content analysis is a widely used qualitative research technique. Broadly speaking, there are two general types of content analysis. Conceptual analysis and relational analysis. Conceptual analysis determines the occurrence and frequency of ideas in a text. Relational analysis develops the conceptual evaluation in addition to the aid of examining the relationships among ideas in a text. Each kind of evaluation can also lead to distinct results, conclusions, interpretations, and meanings (Berelson, 1952). In this paper, the second method has been employed.

Relational analysis starts like conceptual analysis, the place an idea is chosen for examination. However, the evaluation entails exploring the relationships between ideas. Individual ideas are viewed as having no inherent meaning and instead, the meaning is a product of the relationships amongst concepts. During content analysis, first, the research question has been clearly articulated and sample units were selected. The research question must be focused so the concept types are not open to interpretation and can be summarized. Consequently, the researcher selected text for analysis.¹⁰ The general approach used for conducting a relational content analysis in this paper is as follows (Hsieh HF & Shannon SE. (2005).

Step one: - Determine the type of analysis; after the sample has been selected, the researcher needs to determine what types of relationships to examine and the level of analysis: word, word sense, phrase, sentence, themes.

Step two: - Reduce the text to categories and code for words or patterns. A researcher coded for the existence of meanings or words.

Step three: - Exploring the relationship between concepts; after the words are coded, the text can be analyzed for the following:

- Strength of relationship: the degree to which two or more concepts are related.
- Sign of relationship: are concepts positively or negatively related to each other?

10. Sources are selected from BBC Media Action's radio magazine programmes, PSAs (Public service announcements), reports and publications

- Direction of relationship: the types of relationships that categories exhibit. For example, “X indicates Y” or “X happens before Y” or “if X then Y” or if X is the primary motivator of Y.

Step four: - Coding the relationships. A difference between conceptual and relational analysis is that the statements or relationships between concepts are coded.

Step five: - Performing basic statistical analyses. Explore variations or look for relationships among the recognized variables all through coding.

Step six: - Mapping out representations; such as decision mapping and mental models.

With regard to the data analysis for the data gathered through interviews, the researcher will apply narration of the respondent’s response in line with the theoretical concepts of the subject matter. The content analysis is further explained by an in-depth interview.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS, AND FINDINGS

This study reveals the behavioral change role played by BBC Media Action's Programmes in better health practices in the rural community of Ethiopia. The power of the transferred messages is studied through content analysis of selected episodes from radio magazine programmes and PSAs of two major projects implemented by BBC Media Action; Baby WASH (Reducing Childhood diarrhea through radio and community discussion): a one-year project (2017/2018) and Ethiopia Maternal and Neonatal Health Mass Media Project (Improving maternal and neonatal health in rural Ethiopia); a project that took place from 2012–2017.

As the main tool of research, the selected episodes and PSAs of the two health projects have been coded and presented using tables and figures. The messages in the selected documents are examined using social cognitive theory and health belief model to understand the impact of BBC Media Action's Programmes in the community to help them adapt better health practices. In addition, the data collected through in-depth interviews is complementarily used and analyzed whenever the need arises.

The radio magazine programmes involved a variety of segments such as interviews, features, Vox pops, documentaries, discussions, and debated to make the messages more appealing to the audience. The usage of such components could highlight health issues in a way that would make it easy for the audience to remember.

This chapter presents the types of messages conveyed through BBC Media Action's Programmes and incorporated the communication strategies employed to create awareness in the community about better health practices.

4.1. Analysis of the Message Contents Presented in the Programmes

4.1.1. Providing Information

BBC Media Action provides information to the community about better health practices through their programs. The way BBC Media Action provides such information is classified into three key areas: Introducing healthy habits, instructions on better health practices, and the consequences of failing to exercise healthy habits.

If People lack knowledge about how their lifestyle habits affect their health, they have little reason to put themselves through the exertion of changing the habits they are accustomed to (Bandura 2004).

Hence, by providing the necessary information regarding healthy habits BBC Media Action’s health programmes create awareness through the messages broadcasted in different outlets. The scale of the programmes transmitted and the communication messages are presented in the analysis of the selected Radio magazine programme episodes and PSAs. The following table summarizes the numbers and percentages of information provision in three radio magazine programmes.

Table 4.1: Providing Information

A Coding Sheet for BBC Media Action Radio Magazine programmes				
Providing Information				
Maternal and Neonatal Health Ethiopia Mass Media Project: Jember Radio Magazine Programme Season III-Episodes 95-127 (April05/2015-November 15/2015)				
Subcategories	Introducing healthy habits	Instructions on better health practices	Consequences of failing to practice healthy habits	Total
Frequency	28	28	25	81
Percent	34.5679	34.5679	30.8642	100
Baby WASH Ethiopia: Walle Damma Radio Magazine Programme Episodes 1-20 (July 31,2018-9 th October 2018)				
Subcategories	Introducing healthy habits	Instructions on better health practices	Consequences of failing to practice healthy habits	Total
Frequency	15	19	14	48
Percent	31.25	39.58333	29.16667	100
Baby WASH Ethiopia: Jember Radio Magazine Programme Episodes 1-20 (July 16,2018-September 21,2018)				
Subcategories	Introducing healthy habits	Instructions on better health practices	Consequences of failing to practice healthy habits	Total
Frequency	16	20	15	51
Percent	31.37255	39.21569	29.41176	100

Source: - Own Computation using BBC Media Action Data.

Note: From the three-radio magazine programmes: Jember (maternal and neonatal health mass media project) Walle Damma, and Jember (Baby WASH) project 30, 20, and 20 episodes respectively has been analyzed. The columns with subcategories give the frequency of messages appeared on each programme, however the last column gives the total messages counted under each subcategory.

As shown in the above table (4.1) the radio programme titled ‘Jember’ broadcasted as part of the project ‘Improving maternal and child health in Ethiopia’ a total of 30 episodes in its third

season containing 81 messages on providing information on better health practices is counted. Similarly, a total of 99 messages of information has been counted in the broadcasted two-radio magazine programmes Walle Damma and Jember under the project Baby WASH-Ethiopia.

According to Bandura (2004) media promoted changes by informing, enabling motivating, and guiding audience individuals through direct pathway communication and its influences are used to link participants to social networks and community settings in the socially mediated path-way. (p.77) Jember Radio magazine programme under the maternal and child health project included messages that introduce healthy habits in 28 which is 34.6% of the 30 broadcasted episodes in the third season of the programme. Examples of introduced healthy habits include adequate antenatal care check-ups, caring for newborns, family planning, birth preparedness, safe delivery at health care centers, puberty, and safe sex, are among few worth mentioning here.

The transmitted messages have the ability to create knowledge and awareness significantly in the health and safety of mothers and infants. Even though, the messages have been produced in a way to introduce the healthy habits in the community a final evaluation report on the project improving reproductive, maternal and newborn using health communication in Ethiopia conducted by BBC Media Action (2017) indicated that there was existing knowledge in the community about health behaviors due to the government's health extension programme (HEP) implemented since 2010:

Through this initiative the Ethiopian government has deployed Health Extension Workers (HEW), Community Health Development Army (HDA) which includes peer to peer health information network, 1 to 5 groups (Networks) and community outreach networks that has played a vital role in creating awareness about maternal and child health in the society (p.10)

It's also indicated in the report that several listeners claim that even though they have got some pre-existing knowledge on the matter the programmes of BBC Media Action have given them in-depth knowledge of the matter.

The other project implemented by BBC Media Action to create and improve knowledge, attitude, and behavior on health and sanitation is Baby WASH project. One of the two major radio magazine programmes under this project; Walle Damma (Produced in Afan Oromo) has

messages of introducing healthy habits in 15 counts of messages with a share of 31.25% from the 20 episodes broadcasted. The key areas covered in the healthy habit introduction include; child face washing, hand washing, protective child play, reduction of open defecation, a safe child faces disposal, and food hygiene. Similarly, in the Amharic radio magazine programme of the project titled; ‘Jember’ 16 counts of messages which is 31.37% consist of introductory content focusing on key elements similar to the previously mentioned programme. The messages covered areas that could be taken as an already existing knowledge around health and sanitation but included crucial items to reach the gaps in public health knowledge on the topic.

There are 28 counts of messages in Jember radio magazine programme (Maternal and neonatal health mass media project) accounted 34.56% containing messages of instruction on better health practices. The episodes basically included instructions to introduce healthy habits such as instructions on effective health behaviours for maternal, and infant health to increase the uptake of healthier RMNH behaviours.

According to the BBC Media Action’s Final evaluation Report (2017) on improving reproductive, maternal, and new born using health communication in Ethiopia respondents have shared the issues raised in the programmes resonated with their personal experiences. Many express how it would have changed their lives for the better if the programmes were around when they were young parents and shared stories of lost loved ones during childbirth or babies that they have lost themselves. A woman who had lost her son during childbirth kept wondering if he would still be alive had she got exposure to the information on Jember. That is the counterfeit example of the lost benefit during pregnancy.

On another BBC Media Action’ report (Listening groups in Ethiopia, 2016) a mother who is a member of listening group¹¹ in Amhara region expressed her experience and her feeling towards the programme as;

11. *In the listening groups, people come together and listen to a recording of the broadcasted programmes and discuss and seek clarification with the help of health extension workers. Not only those with a lack of access participate in the listening groups but other community members as well. Participants claim that listening to the programmes in the listening groups is more effective to them than listening at home as it gives them space to completely focus in the programmes without any distractions and provides the opportunity to discuss on what they have learned with their fellow community members (A report on listening groups in Ethiopia, 2016).*

I was a victim of early marriage and fistula. I like Jember a lot. At the time I had fistula, it was perceived as a sin or a curse within the community, so whenever we listen to the programmes in our groups, we want the sisters to be silent and listen. Everything Jember says is relevant.

Baby Wash projects Walle-Damma and Jember Radio Magazine programmes include messages of instruction on better health practices with a count of 39 messages in between the two of them. The messages of instruction contain water treatment, handwashing with soap and water, building latrine, safe child faeces disposal, child face, and handwashing, keeping food hygiene, husbands' role in child care, breastfeeding and so much more.

Social learning theory can be applied to evaluate the education provided via entertainment by assessing how much the audience identify with characters and how they take those characters as role models to be empowered through observing the behavior and consequences of that behavior (Kincaid, 2002). But scholars argue that message prepared with the sole purpose of creating fear in its audience with showing only consequences of failing to adopt healthy habits is not the most effective strategy to bring change in one's behavior (Bandura, 2004).

There are total counts of 25, 14, and 15 messages of consequences of failing to practice healthy behaviour in Jember (Maternal and Neonatal Health Mass Media Project), Walle Dama (Baby WASH), and Jember (Baby WASH) which weights 30.8%, 29.1%, and 29.8% respectively. According to (Bandura, 2001) traditional psychological theories accentuated learning by the outcomes of the individual's actions. If the way to acquire knowledge and skills is merely related to repose consequences individuals' growth would be exceedingly slow, dull, and perilous.

When health messages focus on fear as a motivator of change by highlighting and portraying effects of diseases, one's vulnerability to health threats and the consequences of their failure to adopt healthy habit may have different results on people as the ones with low self-efficacy are less likely to adopt the desired health behaviors compared to the ones with high self-efficacy. Bandura and Simon (1997) further discussed health campaigns based on fear may cause too much fear in people with low self-efficacy causing a sense of personal control. This feeling will lead people to consider the situation out of their control and ignore the health threat as they perceive the behavior change efforts pointless.

Almost 30% of the analyzed episodes of the three radio programmes contain messages that show the consequences of the actions of a person if he/she fails to practice the desired health practices. The programmes incorporate experiences of society member to show the consequences of failing to implement healthy habits such as; features of women who died in childbirth at home or lost their babies, stories of babies who got sick as a result of lack of hygiene, children who got sick because of malnutrition, women who suffered from lifelong health problems as a consequence of lack of proper medical treatment during pregnancy and childbirth and so on. The method of inducing fear will allow the messenger to foster behavioral change with individuals possessing high self-efficacy, it would gravely fail with those with low self-efficacy as they are the most resistant to behavioral change (Bandura, 2001).

4.1.2. Increasing Self-efficacy

People’s ability to understand and handle new information with health habits is highly dictated with their individual sense of self-efficacy. Even with similar exposure to health behaviour messages and levels of understanding compared to people with the high level of self-efficacy individuals with low self-efficacy will more likely not act on the knowledge they acquire about health behaviors (Rimal, 2000).

Table 4.2: Increasing self-efficacy

A Coding Sheet for BBC Media Action’s					
Increasing self-efficacy					
Improving Maternal and Child Health in Ethiopia: Jember Radio Magazine Programme Season III-Episodes 95-127 (April05/2015-November 15/2015)					
Subcategories	Encourages specific goal setting	Encourage self-monitoring of behavior	Opportunities of social comparison	Mimicking a role model or Identification as a role model	Total
Frequency	14	21	28	17	80
Percent	17.5	26.25	35	21.25	100
Baby WASH: Walle Damma Radio Magazine Programme Episodes 1-20 (July 31,2018-9 th October 2018)					
Subcategories	Encourages specific goal setting	Encourage self-monitoring of behavior	Opportunities of social comparison	Mimicking a role model or Identification as a role model	Total
Frequency	15	18	16	17	66
Percent	22.72727	27.27273	24.24242	25.75758	100
Baby WASH: Jember Radio Magazine Programme Episodes 1-20 (July 16,2018-September 21,2018)					

Subcategories	Encourages specific goal setting	Encourage self-monitoring of behavior	Opportunities of social comparison	Mimicking a role model or Identification as a role model	Total
Frequency	13	15	13	14	55
Percent	23.63636	27.27273	23.63636	25.45455	100

Source: - Own Computation using BBC Media Action Data.

As indicated in the above table (4.2), BBC Media Action's programmes are composed of various messages that have the potential to enhance the target audience's self-efficacy. A total of 201 messages are detected from the three-radio magazine programmes that are classified in the 4 subcategories under enhancing self-efficacy.

Getting results through health communication requires empowering people to manage their health habits by developing their self-management skills and self-beliefs (Bandura 2004, p.145). Out of the total counts of 201 efficacy enhancing messages 42 are under the category of motivating specific goal setting. Under which 14 counts of message with a share of 17.5% are on Jember (Maternal and Neonatal health Ethiopia, Mass Media Project), 15 counts of messages with 22.7% share on Walle Damma (Baby WASH, Ethiopia), and 23.6 % of them in count 13 messages on Jember (Baby WASH, Ethiopia). For instance, from Jember radio programme (Maternal and Neonatal health Ethiopia, Mass Media Project), episode 95 encourages listeners to have specific goals in family planning, episode 1-7 encourages expecting parents to prepare for birth and 118 contains messages on goal setting for vaccination and post-natal care. Similarly, Walle Dama; episode 03 encourages listeners to plan for latrine building in order to safely dispose child faeces, working towards separating cattle and kitchen space from the human living area, and gradually from children's playgrounds is indicated in Episode 11. Jember's (Baby WASH Ethiopia) episode 4 motivates listeners to decrease and eventually stop open defecation. And its 1st episode teaches to aim to live in a clean and neat environment.

It is important for human beings to have realistic goals set out in order to move forward. Goals help people to develop and improve their behavior and habits and commit to the change they make in order to succeed in achieving what they desire. Practical goal setting helps to develop one's self-efficacy as people get motivated in achieving positive outcomes of the setout goals. People's expectations could be fostered by the outcomes they anticipate to achieve. People with high self-efficacy are more likely to expect more successful outcomes than those with

low-self efficacy level (Bandura, 2014). Hence, by enhancing the goal-setting culture of the listeners the messages are pursuing to elevate their self-confidence and efficacy belief to adopt healthier behaviors.

BBC Media Action's Final evaluation Report on Improving reproductive, maternal and newborn health using health communication in Ethiopia (2017) shows that the Difference in Difference (DID) analysis conducted by BBC Media Action found that knowledge, attitudes, self-efficacy and specifically social norms present are important drivers for ANC behavior in Ethiopia.

A total count of 54 which takes up to 85% of messages that encourages self-motivating of behavior were found in the analyzed episodes from the three-radio magazine programmes. Messages that encourage husbands to adopt a behavior to potty train their children and looking after their babies were part of both the Amharic and the Afan Oromo radio magazine programmes in Baby WASH Ethiopia project. In addition, messages advocating self-monitoring in face washing, hand washing, food hygiene, latrine usage, and avoiding trachoma are included.

Similarly, messages of self-motivation in programme segments about breastfeeding, birth preparedness, and safe delivery, hygiene, and sanitation, etc are included in the maternal and neonatal health programme Jember. Bandura (1997) discusses that human beings need self-belief in their abilities in addition to having skills to apply their knowledge successfully and be competent. Hence, on top of imparting knowledge and guidance about desired outcomes, behaviour modeling influencers should be designed to enhance self-efficacy.

Though, the messages of encouragement are transferred to the listener's other factors play a great role in their performance such as low self-confidence, lack of awareness, limited access to the necessary equipment to adopt the desired behavior due to financial constraints and not having a support system in their family could be few of the many obstacles for listeners of the programmes to not attain their goals. Self-monitoring and analytical thinking leading to different decisions could be affected by one's belief of their efficacy levels, the person's activities, and the outcomes expected from those activities. Individual's views on their personal efficacy to frequently monitor their own habits vary from person to person. (Bandura, 1997). As a result, successes and failures of adopting health habits is highly impacted by the person's certainty on the level of their efficacy.

The other messages observed in the programmes that could help increase efficacy are messages that provide a chance to social comparison through featured stories. The programmes use social comparison messages as a tool to educate their listeners by comparing stories mostly from the community with positive outcomes associated with adopting healthy behavior and negative outcomes of not adopting the behavior. Jember (Maternal and neonatal health Ethiopia mass media project) has the most of these messages with message counts of 28 which is 35% of the total 30 broadcasted episodes compared to the other two in Baby WASH project with Walle Dama having 16 with the share of 24.2% and Jember 13 (23.6%).

The messages provide a chance for the listeners to compare themselves and their health habits with other society members. The characters represent a meaningful component of the targeted audience as they are showing these characters adopting healthy behaviors which leads to the audience feeling the need to look at their lives as they observe people similar to themselves change their lives for the better. This helps to get the listeners to believe that they could also achieve better living and health standards resulting in the development of their sense of efficacy.

The achievement of someone in a similar social situation is consistently used to measure the observer's own capabilities. When a person who is a member of the community can be categorized in alike to other members of the social group achieved success naturally, the self-efficacy of those observing raise as it creates the idea in them that if the person can do it, they could do it too. Yet, the effect on the observers could be negative and decrease their belief in their own abilities if the person featured in the stories is shown failing to practice healthy behaviors (Bandura, 1997).

Almost all the selected episodes in Jember (Maternal and neonatal health Ethiopia mass media project) include messages that would give the target audience a chance for social comparison, for example, one episode covers how a rural family prepared for birth and how they get the laboring mother to a health facility in time. Another segment covers the story of a woman who lost her life during childbirth at home with interviews with her mother and sister. There are also a compare and contrast session with families who practice healthy habits and who don't such as the benefits that a family using reproductive and family planning method got compared with the ones who don't practice family planning.

Episodes from Baby WASH-Ethiopia project radio magazine programmes Walle-Damma and Jember show people practicing health habits, fathers taking care of their children, people building and using latrine properly, mothers keeping their baby's hygiene and their food clean. Most of the messages are presented with the positive outcome of the health practices but some portray consequences faced by those who fail to implement them. As indicated in BBC Media Action's Final Evaluation Report on Improving reproductive, maternal and newborn using health communication in Ethiopia, (2017) people are benefited from messages of social comparison; "For my wife's next pregnancy she should give birth at a health station based on the lessons I get from the stories in the media and health extension workers. I believe now that every woman should give birth at a health center" a testimony of a husband in Amhara.

Sharing stories of the community members in the radio magazine programmes is commonly used in all the three programmes. Most of the episodes feature stories of role models in each broadcasting. Those presented as role models are people usually those with similar social status with the target audience who have gone through an obstacle and overcome it. This is used to motivate the audience when facing an obstacle while adopting health behaviours. The episodes present role models avoiding bad habits, challenging those who force them into accepting harmful norms, and rise above all obstacles.

People tend to be encouraged by the accomplishments of others who are in similar conditions as themselves. Observing others succeed in achieving the desired outcomes through their actions could be a positive initiator resulting in the observer expecting similar outcomes. Also, seeing bad results can create negative outcome expectancies that could be used as counter incentives. These motivational effects are controlled by individual's perception of their ability to achieve the modeled behaviour, their view of the modeled behaviour as resulting in desired and undesired outcomes and their judgment that if they could be able to achieve the same good or bad outcomes as they were to go through the same experience (Bandura, 2001 p.12).

Highlighted successes of role-models in the three-radio magazine programmes are counted 48 times and they hold 21.2% in Jember (Maternal and neonatal health), 25.7% in Walle Damma (Baby WASH-Ethiopia) and 25.4% in Jember (Baby WASH-Ethiopia). A story of an HIV positive mother who delivers HIV negative child because she gets the proper medical follow up and treatments are presented with the woman claiming that she didn't know that she was HIV positive and prevent transmitting the disease to her baby because she went for a check-up

on time. Another story of a disabled mother who believes her disability comes from lack of proper vaccination when she was a baby committing herself for medical checkups when she gets pregnant and getting proper vaccination for her baby after delivery as advised by professionals. These two stories are among many role model stories shared in the magazine programme Jember.

Husbands who take care of their pregnant wives and babies, mothers who safely dispose their child's faeces and potty train their children, stories of parents who regularly wash children's faces with soap and keep a safe and clean playing environment for their children are portrayed as role models in Walle-Damma and Jember radio magazine programmes.

The programmes also present captivating stories using drama and poems that reflect the daily lives of people. They show ways to achieve healthy habits and effective methods to improve their quality of life. The way the characters are portrayed makes it easy for listeners to resonate with.

4.1.3. Inspiring the Audience

The below table (4.3) shows a total count of 163 motivational messages detected in the three-radio magazine programmes. Inspiring the audience with positive outcomes is essential to achieve the desired behavioral change in the community. People need to be motivated to accept the presented health behaviour and the motivation needs to continue for them to keep practicing the adopted healthy habits.

The programmes contain a large number of messages of verbal persuasion with Jember (Matinal and Neonatal Health-Ethiopia) having 30 counts of messages with a share of 45.4%, 18 message counts in Walle Damma (Baby WASH Ethiopia), and 19 in Jember (Baby WASH Ethiopia) which account about 67 and their share from the total messages on inspiring audience accounted 38.7%. The messages basically are composed to show that each individual has the power to solve the health behaviour problems for themselves and their community. The effects of verbal persuasion on self-efficacy may vary depending on the presentation's context and may not be long-lasting. Verbal persuasion may not reinforce the expected high self-efficacy in a community for the long run without additional initiators but will help kick-start social change temporarily (Bandura 1997).

Table 4.3: Inspiring the Audience

A Coding Sheet for BBC Media Action's				
Inspiring the Audience				
Improving Maternal and Child Health in Ethiopia: Jember Radio Magazine Programme Season III-Episodes 95-127 (April05/2015-November 15/2015)				
Subcategories	Verbal persuasion	General encouragement	Motivational interviewing & Sharing success stories	Total
Frequency	30	24	12	66
Percent	45.45455	36.36364	18.18182	100
Baby WASH: Walle Damma Radio Magazine Programme Episodes 1-20 (July 31,2018-9th October 2018)				
Subcategories	Verbal persuasion	General encouragement	Motivational interviewing & Sharing success stories	Total
Frequency	18	19	16	53
Percent	33.96226	35.84906	30.18868	100
Baby WASH: Jember Radio Magazine Programme Episodes 1-20 (July 16,2018-September 21,2018)				
Subcategories	Verbal persuasion	General encouragement	Motivational interviewing & Sharing success stories	Total
Frequency	19	18	17	54
Percent	35.18519	33.33333	31.48148	100

Source: - Own Computation using BBC Media Action Data.

In the event that verbal persuasion raises a reasonable conviction about personal capabilities, it will bring about disappointments that will ruin the persuader's credibility and decrease the beneficiary's convictions in their own capabilities (Bandura, 2004). However, the radio magazine programme's messages tend to be plausible as they teach sharing experiences of others and present practical and achievable goals instead of focusing on instructions given by health care professionals or journalists.

BBC Media Action's health communication messages target the audiences in a manner of enhancing their belief in their own capabilities by providing attainable and realistic goals through verbal persuasion. People's self-efficacy beliefs are created and developed with respect to verbal persuasion and verbal judgment provided by others (Bandura, 2001).

Proper motivation plays a significant role in individuals' implementation of observed behaviour and received messages. If people frequently get encouragement to practice the desired behaviour through exposure to the positive outcomes instead of focusing on the negative outcomes from failure they are more likely to adopt the modeled behaviour. In this regard, the three radio programmes broadcasted a total of 61 messages with pleasurable

outcomes which accounted for 35.2% of the messages on inspiring audiences. The messages of encouragement from the two programmes in Baby-WASH Ethiopia project focus on the advantages of adopting healthy behaviour by encouraging the listeners to enhance positive outcomes of washing hands before and after using the bathroom, supervising children when they are playing, building latrines and use them properly.

Similarly, general encouragement messages were included in Jember (Maternal and neonatal health-Ethiopia) programme. For example, episode 119 covered the subject of nutrition featuring a couple whose six-month-old is about to start eating additional food as one of the programmes' segments. The couple shared their experience about breastfeeding and highlight the importance of exclusively feeding the baby breast milk for six months. Listeners were provided with information on the importance of feeding infants additional food and encouraged to do so with babies 6-month-old and above.

The programmes also provide facts about positive outcomes of the introduced health habits with opinions of health care professionals and Health Extension Workers to generally encourage the audience to practice healthy habits.

Lastly, from the total sum of 173 messages counts under the category 'Inspiring the audience' 26% of them in count 45 messages were sharing of success stories and motivational interviewing. From this total, 12 counts of messages were from Jember (Maternal and neonatal health-Ethiopia), 16 from Walle Damma (Baby WASH-Ethiopia), and 17 from Jember (Baby WASH-Ethiopia). Hearing the success of others from the same community via interview helps to clarify that it's possible to achieve the intended outcomes from the horse mouth instead of narrating the success as it's observed in most of the programmes. The interviews help to encourage those struggling with similar problems. Listeners could learn from the ones with the success story positive achievements don't come easy that it requires continuous effort, pushing forward regardless of difficulty.

Aspiration modeling teaches overcoming obstacles in which the one with the success could share that difficulties can be passes and it's possible to achieve desired goals (Bandura, 1997). Even though the importance and effectiveness of Aspirational modeling is undeniable the number of such messages and presentation seem to be less in the programmes especially in the third season of Jember radio magazine programme (Maternal and neonatal health-Ethiopia) with only 12 counts of messages.

4.1.4. Emphasizing Facilitators and Removing Impediments

Individual centered health promotion neglects the case that it's expected for undesired health habits to be shared among certain groups in society and the individuals surrounding social context in which the person's health habits are practiced on a daily basis (Wallack and Montgomery, 1992). People are highly influenced by impediments such as harmful norms and practices in a society. BBC Media Action's programmes put focus on removing such impediments by acknowledging their existence and bringing them to light. Adding more emphasis on facilitators is one of the techniques that is observed in the programmes to eliminate obstacles.

Total numbers and percentages of messages that emphasize facilitators and remove impediments in the three-radio magazine programmes are summarized in the following table (4.4).

Table 4.4: Emphasizing Facilitators and Removing Impediment

A coding Sheet for BBC Media Action's					
Emphasizing Facilitators and Removing Impediment					
Improving Maternal and Child Health in Ethiopia: Jember Radio Magazine Programme Season III-Episodes 95-127 (April05/2015-November 15/2015)					
Subcategories	Harmful norms/practice	Formation of new attitude	Personal & structural impediments	Solution for personal & structural impediments	Total
Frequency	18	30	16	20	84
Percent	21.42857	35.71429	19.04762	23.80952	100
Baby WASH: Walle Damma Radio Magazine Programme Episodes 1-20 (July 31,2018-9th October 2018)					
Subcategories	Harmful norms/practice	Formation of new attitude	Personal & structural impediments	Solution for personal & structural impediments	Total
Frequency	8	20	8	4	40
Percent	20	50	20	10	100
Baby WASH: Jember Radio Magazine Programme Episodes 1-20 (July 16,2018-September 21,2018)					
Subcategories	harmful norms/practice	Formation of new attitude	personal & structural impediments	solution for personal & structural impediments	Total
Frequency	11	20	7	6	44
Percent	25	45.45455	15.90909	13.63636	100

Source: - Own Computation using BBC Media Action Data.

The way impediments are viewed is determined by an individual's sense of self-efficacy. While people with high self-efficacy perceive obstacles as manageable through self-improvement, self-management, and consistent effort, the opposite is true for those with low self-efficacy as they have the tendency to see impediments as impossible to challenge and that their efforts are useless resulting in them giving up (Bandura 2004, p.144).

Among the three-radio magazine programmes have got a total count of 37 (22%) messages in recognition of harmful norms within the society. A total of 70 messages which is 41.6% were counted from the three programmes in their content about the formation of new attitude by creating awareness to tackle harmful norms and practices, 31 messages counts with a share of 18.45% focused on recognizing personal and structural impediments and 30 counts of messages accounted for 17.8% that suggests a solution for the recognized personal and structural impediments.

The programmes use awareness creation as a facilitator in order to resolve personal and social impediments as they could be taken as catalysts in influencing a person's behavior and belief in self-capability to change for the better. According to (Bandura, 2004) an individual's perception of their self-efficacy is dictated by the degree of obstacles that the person predicts to face in the process of adopting the new behaviour.

BBC Media Action's radio magazine programmes broadcasted messages that show commonly practiced harmful norms in the community such as beliefs about colostrum not feeding newborn babies breast milk right away with the beliefs that colostrum locks the nipple, may choke the baby and cause stomach pain. According to BBC Media Action's Final Evaluation Report on Improving reproductive, maternal, and newborn using health communication in Ethiopia (2017), the habits of pre lacteal feeds such as butter, tea, sugared water, or dough to newborn babies in the first three days are observed. Harmful practices and norms in newborn baby care, bad perception towards vaccination, husband's role in a household, open defecation, and improper latrine usage are some of the covered harmful practices in the programmes.

In addition to messages on harmful norms, a total count of 31 messages among the three programmes was about personal and structural impediments. Personal impediments are mainly mentioned by people as a reason for failure to maintain healthy behaviours. Such impediments include; lack of money to build latrines or build a separate place for animals to shelter from the human living area, the distance of health centers from their home is an obstacle for pregnant

mothers to get checkups and deliver at a health center with limited access of transportation and financial problems to eat nutritious food when pregnant and breastfeeding. There is also, lack of access to radio in several households, BBC Media Action has implemented listening groups to reach programmes among men and women with low radio access.

There are 13 counts of messages about observed structural impediments that could be classified obstacles for creating social change including lack of infrastructures such as roads and transportation, a few numbers of health facilities which makes it difficult for pregnant women to maintain checkups in health facilities that are located far from their homes.

The programmes broadcasted messages of solutions for personal and structural impediments as well, 20 counts of messages in Jember (Maternal and neonatal health-Ethiopia), 4 in Walle-Damma (Baby WASH-Ethiopia), and 6 in Jember (Baby WASH-Ethiopia). Even though the total count of messages seems to be few, they try to suggest solutions to what seems to be an impossible situation as the impediments are deeply rooted in the weak economy of the country in general and low living standards of the community in particular.

Nonetheless, the programmes contain messages of facilitators that help to form attitudinal change through awareness creation to tackle a major social impediment that is the practice of harmful norms. From the number of messages of facilitators, it can be concluded that the programmes focus on enablers instead of obstructions could lead the targeted audience to accept that the factors facilitating their successes to adopting healthy behaviors are prominent than factors obstructing their achievement. And as a result, enhancing the target audience's sense of self-efficacy and encourage them to change their habits to the best of their ability.

4.1.5. Better Health Behaviour Messages

The messages produced by BBC Media Action to advocate better health has got a total count of 244 from the selected episodes among the three-radio magazine programmes. As indicated in the below table the better health behaviour messages are categorized in four subcategories and summarized in numbers of counts and percentages.

Table 4.5: Better Health Behavior Messages

A coding Sheet for BBC Media Action's					
Better Health Behavior Messages					
Improving Maternal and Child Health in Ethiopia: Jember Radio Magazine Programme Season III-Episodes 95-127 (April05/2015-November 15/2015)					
Subcategories	The benefits of practicing better health behaviours	Informing listeners on what to do and how to	Clarify positive effects to be expected	Advocate desired behaviour	Total
Frequency	30	30	27	27	114
Percent	26.31579	26.31579	23.68421	23.68421	100
Baby WASH: Walle Damma Radio Magazine Programme Episodes 1-20 (July 31,2018-9th October 2018)					
Subcategories	The benefits of practicing better health behaviours	Informing listeners on what to do and how to	Clarify positive effects to be expected	Advocate desired behaviour	Total
Frequency	15	19	18	16	68
Percent	22.05882	27.94118	26.47059	23.52941	100
Baby WASH: Jember Radio Magazine Programme Episodes 1-20 (July 16,2018-September 21,2018)					
Subcategories	The benefits of practicing better health behaviours	Informing listeners on what to do and how to	Clarify positive effects to be expected	Advocate desired behaviour	Total
Frequency	15	18	14	15	62
Percent	24.19355	29.03226	22.58065	24.19355	100

Source: - Own Computation using BBC Media Action Data.

A total count of 30 messages which accounted about 26.3% provides the benefits of practicing better health habits in Jember (Maternal and child health) and 15 messages in each of the Baby WASH programmes, Walle Damma, and Jember with a weighted percentage share of 22.05% and 24.19% respectively contains similar messages. The messages emphasize the benefits of antenatal follow-ups as they provide expecting mothers the necessary medical treatments in case of any unexpected complications, the importance of proper vaccination to keep babies healthy. The advantages of postnatal care and family planning, advantages of keeping one's child clean are highlighted with all the diseases that could be avoided just by following healthy sanitation habits. The programmes incorporate drama, music, and poetry to make the message appealing.

Listeners receive plenty of messages on what to do to adopt healthy habits and methods of doing it. There are 67 counts accounted for 27.4% messages in the three-radio magazine programmes on informing listeners on what to do and how to do the desired activity. Providing people with a clear task and instruction accompanied by examples of positive outcomes will lead to creating belief in one's sense of self-efficacy. As Bandura (2004) put it:

Most of the models of health behavior are concerned only with predicting health habits. But they do not tell you how to change health behavior. Social cognitive theory offers both predictors and principles on how to inform, enable, guide, and motivate people to adopt habits that promote health and reduce those that impair it. (p.145)

The messages produced by BBC Media Action programmes focus on providing the target audience with information on ways to change their behavior. For example. The episodes containing public discussions broadcasted in both the Baby WASH- Ethiopia project radio magazine programmes include how to build latrines, how to purify drinking water, how to keep children's face clean, and how husbands could support their wives in taking care of children.

There is also a total of 59 messages that clarify positive effects to be expected which accounted 24% and 58 counts of messages with the share of 23.7% that advocate desired behavior in the three analyzed programmes. Understanding the positive effects of adopting a behavior helps individuals to be motivated to change their behavior and stay committed to those changes. The programmes share these messages through success stories of mothers who avoid complications by early ANC check-ups, families leading a happy life using family planning methods of fathers who get satisfaction as they care for their young ones.

The way individuals behave is highly dictated by the outputs of that behavior, actions that result in positive effects get to be adopted and practiced quickly while behavior patterns linked with negative and unproductive outcomes are mostly avoided. (Bandura, 1986)

An example episode about blood donation in Jember (Maternal and child health) contains all the messages in the subcategories. A message of what to do was given by telling listeners to donate blood and by further explaining the benefits of blood donation for mother's who lost their lives because of delivery complications and hemorrhage. This program starts with a story of a mother who lost her life because of hemorrhage, two mothers from different locations talks about hemorrhage and they are lucky because they are saved by chance which shows the

positive outcomes of the health behavior. To advocate the desired behavior the radio program team members, talk about their experience of blood donation and feeling before and after they donate blood. A Doctor also explains the importance of blood donation and he gives stress on blood donation is not a scary thing, then the benefit of blood donation and how to donate blood is also explained by the physician.

According to Bandura (2001), Social cognitive theory recommends that basically for the broadcasted content to emphatically affect the target audience member's attitude targeted listeners must hear alluring or comparative models practically performing significant behaviour. Models adopting positive practices should be positively reinforced while those taking part in negative practices should be negatively reinforced.

4.2. Radio Public Service Announcements (PSAs) produced in the projects: Maternal and Neonatal Health Ethiopia-Mass Media Project and Baby WASH-Ethiopia

The PSAs from the two projects are broadcasted simultaneously with the radio magazine programmes in Amhara, Oromia, and SNNPR. BBC Media Action produced a total of 16 PSAs under the project Ethiopia Maternal and Neonatal Health Mass Media. Four PSAs were produced and broadcasted in 2013 focusing on ANC. Two of these PSAs covered the importance of attending early ANC and the other two covered having four ANC check-ups. The PSAs were produced in Amharic and Afan Oromo Two of each aired in Amhara and Oromia for six weeks throughout September and October 2013, and for another six weeks from January 2014 in SNNPR.

Additional four PSAs were produced in Amharic and Oromo and broadcasted between March and July 2016 in Amhara, Oromia, and SNNPR. The themes of the PSAs were ANC, birth preparedness, safer delivery, and ENC. From the total 16 PSAs 8 were selected, coded, and analyzed.

A total of 12 PSA were produced and broadcasted alongside the radio magazine programmes under the Baby WASH-Ethiopia projects from which 4 Amharic and 4 Afan Oromo PSAs and 4 in Sidama language. All the 12 PSAs are coded and analysed. All in all, 20 PSAs are coded and analysed from the two projects.

4.2.1. Types of messages

Messages of awareness are included in all the 20 analyzed PSAs. The health topics are clearly defined for the target audience to understand. The PSAs the Maternal and Neonatal Health Ethiopia Mass Media Project the topics are easily identifiable as are titled as: Attending early ANC, Having ANC checkups, Birth preparedness, open defecation, baby feaces disposal, face washing, food hygiene, hygienic breastfeeding, husband's support, clean house, and compound.

According to Atkins (2001), in order to effectively motivate attitudinal change, PSAs must contain three types of messages; awareness creating messages, messages that provide instructions and messages of persuasion. In accordance with this, all of the broadcasted PSAs give the targeted audience information on what to do to get better health results on introduced health topics. Such messages include: hand washing should be a part of one's daily routine, open defecation is bad for the health of the community, personal and environmental hygiene keeps diseases away, and so on.

In addition to telling the audience what to do the PSAs had messages on how to do the introduced health practices. The PSAs contain brief instructions from either health care professionals or community members on the introduced health hand-washing with hands and soaps, disposing of baby poo in a latrine, keeping cooking utensils clean and caring for newborn babies.

The messages of instructions on how, where, and when are included in the PSAs for the actions that are already defined. The target audience get information on how to adopt healthy habits in maternal and baby health, the PSAs tell people to go to health care centers for a checkup, and to Health Extension workers and community support groups for consults. The PSA messages give directions to listeners on when to perform the desired health behavior by telling expecting mothers to start check-ups as soon as possible, start breastfeeding within an hour after the baby is born, wash breast before and after feeding the baby, wash vegetables before cooking and wash hands after using the bathroom.

The majority of the PSAs in both projects contain messages of persuasion. PSAs are broadcasted through trusted media outlets and announced by credible individuals such as medical professionals, Health Extension workers, journalists, Elders, and respected community members.

Only 3 PSAs include messages that demonstrate the healthy habits, messages of demonstration with the messenger representing the healthy habits is not included in most of the PSAs. However, most PSAs have stated the message verbally. The messengers used verbal persuasion through the PSAs to get the target audience to practice the targeted behavior.

A large number of PSA's encourage listeners to adopt the health behaviours through their message. For example, A PSA on birth preparation motivates actions of identifying the nearest health facility for delivery and follow-ups, preparing clean clothes, saving money, and preparing for transportation and social support.

All 20 PSAs use music as a method of making PSAs entertaining to listeners and some uses humor to get their audience's attention but none of the PSAs used poetry unlike radio magazine programmes in the same projects.

4.2.2. The PSAs Adherence to Health Belief Model

All the PSAs employed the health belief model in the production of the messages. The concept of perceived susceptibility is implemented in the PSAs as it defines the population at risk as mothers and children. According to USAID (USAID maternal, neonatal, and child health, 2020) Ethiopia is one of the countries with high rates of maternal deaths and disabilities in the world. A chance of women dying from childbirth-related causes is one in 52 women each year. Over 257,000 children under the age of five die every year in Ethiopia from which 120,000 are infants.

All the PSAs apply the perceived severity of the risks by enhancing the dangers of health-related problems. They also emphasized the consequences of not adopting healthy habits when it comes to the health of mothers and children. All of the PSAs implemented the method of perceived benefits by messages that would develop individuals' willingness to do adapt health habits by raising belief in the effectiveness of the action and awareness on the advantages that could be achieved by adopting the behaviour. The positive outcomes of ANC, ENC, PNC, sanitation, and nutrition are clearly indicated in the PSAs.

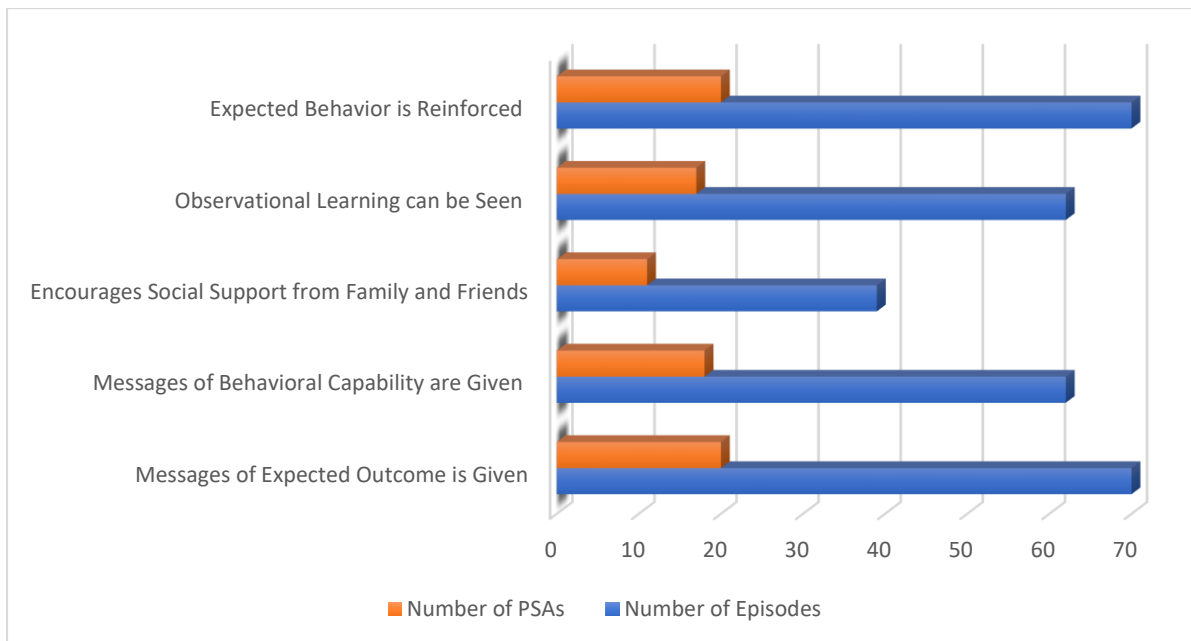
Some of the PSAs used the theory of perceived barrier by addressing harmful traditional practices such as; covering the umbilical cord of newborn babies with cow dung and not feeding colostrum to newborn babies. Assurance and incentives were given through the messages like there isn't a side effect to feeding babies colostrum.

Reminders to keep performing the desired action are included in some of the PSAs and lastly, all the PSAs applied the concept of enhancing self-efficacy in their messages. The messages are prepared to raise one’s belief in their capabilities to perform the desired action through the provision of guidance to perform the action.

4.3. The Radio Magazine Programmes and PSAs Adherence to Social Cognitive Theory

The implementation of basic concepts of social cognitive theory 8 PSAs and 30 selected episodes from of Jember radio magazine programme under Maternal and Neonatal Health Ethiopia Mass Media project and the 40 episodes and 12 PSAs from Walle Damma and Jember radio magazine programmes under the project Baby WASH- Ethiopia is analyzed. As shown in the below figure all the episodes and PSAs are categorized under 5 subcategories in an attempt to identify which of the basic concepts of the theory are implemented the most.

Figure 4.1: Review of the episodes and the PSAs from the Maternal and Neonatal Health Ethiopia Mass Media Project & Baby WASH Ethiopia with Social Cognitive Theory



Source: Own Computation Using BBC Media Action Data.

In the messages of both the PSAs and the radio programmes the expected outcome from practicing healthy habits is provided. They included positive effects from changing their behavior and practicing healthy habits would motivate people to not only begin change but stay consistent. Effective persuaders must work to enhance individual’s beliefs in their abilities

as people with a strong perception of their self-efficacy tends to set higher goals for themselves and strongly commit to the set-out goals (Bandura, 2004).

Messages of behavioral capability are shown in most of the PSAs and radio magazine programmes through model behaviours. The messages show when a model decides to adopt a new health habit, overcome challenges in the process of adopting and benefit from the positive outcomes. The persuasive power of the model's success or failure depends upon the observer's belief on the similarity of the model with themselves (Bandura, 1997).

Some of the PSAs and the radio programmes included the idea of social support in them. They show the messages being accepted and practiced by individual's family members and community. BBC Media Action's listening groups also add to the effect as members exchange their acceptance or denial of the desired behavior among themselves. As most of the programmes feature stories from the local communities it helps listeners to understand the opinions of other members of their community. Testimonies from listening group members and health extension workers found in the BBC Media Action's report (listening groups Ethiopia-2016) affirm this.

The culture of listening together is better. It provides the sharing of ideas, experiences, and different perspectives from other members of the groups. *Member Amhara (BBC Media Action, listening groups Ethiopia-2016)*

From all the sources of information, the information we get from Jember is very important because they listen in a group, they discuss, share experiences, they can hear it later even if they miss it. Jember is the best source. *HEW, Amhara (BBC Media Action, listening groups Ethiopia-2016)*

We have listened to a program that showcased a husband's genuine participation and sense of belonging in his wife's preparation for pregnancy and delivery. We appreciate the show that tells of a husband who understands his wife's situation and supports her by purchasing materials in the market. *Member Amhara (BBC Media Action, listening groups Ethiopia-2016)*

The concept of observational learning was applied in several PSAs and radio magazine programmes, the messages presented adapting behaviors in association with positive outcomes and failing to adapt associated with negative outcomes for the audience to learn from. Bandura

(1994) said, “The capacity of humans to think abstractly or symbolically positions the media as a vital source of information to facilitate observational learning and increase self-efficacy to perform given behaviours”.

Lastly, the concept applied by the magazine programmes and PSAs is a reinforcement of expected behaviour. All the analyzed episodes and PSAs use this method in their messages. The messengers in the PSA, the dramas, interviews, and featured stories in the radio magazine programmes used some kind of verbal reinforcement about the benefits of changing one’s behaviour and adopting the desired health habits.

4.4. Challenges Faced by BBC Media Action During the Implantation of the Programmes

Researches conducted by BBC Media Action and analyzed for this study and the in-depth interviews with producers of the programmes and journalists asserts that most of the operations of BBC Media Action’s programmes went smoothly. Some of the obstacles mentioned are:

4.4.1. Lack of Infrastructures in the Regions

The main challenge that the programmes see while they try to inspire the audience to adopt and practice healthy habits is the limitation with infrastructures. There isn’t a functional road and access to transportation in most of the remote areas. In addition, the health facilities are few and located far from most of the villages which makes it difficult for the producers and messengers to keep insisting pregnant mothers keep up with checkups in these conditions or mothers who are in labor to get to the health facilities as soon as possible. A senior producer with BBC Media Action said that:

One big challenge is the topography of the program implemented areas, especially the northern part of our country. In some areas, even regional media stations have difficulty reaching communities let alone for people to have access to road and transportation in those geographical areas. The condition makes it very difficult for pregnant women to get the necessary medical treatment from health care centers even if they wanted to.

BBC Media Action’s Baby WASH project in Ethiopia’s report describes the water scarcity and lack of basic infrastructures in the project woredas. The formative research and the production immersion trips conducted by BBC Media Action showed that there is severe water scarcity in three project woredas including Arero, Sekota, and Zequala. People have little to no access to clean and safe water, which presented a challenge for the project as community members need

to have access to clean water to practice the desired behaviours. (Baby WASH project-Final report, 2018)

4.4.2. Poverty

Another challenge reported by BBC Media Action's reports and the respondents from the in-depth interview is the living conditions of the targeted audience. The majority of the audience could be categorized from the lower class to those in extreme poverty. Financial constraints make it difficult for people to adopt some of the desired behaviours if not all. For example; the Baby WASH Ethiopia project showed that some people couldn't get proper latrines to build up because they lack the proper equipment, some doesn't have a separate area built for their animals to live in, some doesn't have a separate kitchen from the living area or windows for proper ventilation, Some women even claim that they hide soaps as they couldn't afford to buy soaps as many times as needs and they would rather use the soaps for washing clothes than hand and face washing.

There are still people that cannot afford to buy a radio to listen to our programmes. And personally, I do believe women have less ownership of radio, and even if there is a radio in the household, they may not freely access it, so the chances of them turning to our programmes as they please are limited by their economic and social status (A senior producer-BBC Media Action).

Even though, BBC Media Action implemented listening groups to address the shortage of radios with listening groups, provide methods of building latrines from accessible materials in one's surrounding and encourages the culture of using ash as a soap replacement for handwashing the economic challenges in the community are still barriers for the members to easily practice the desired health habits.

4.4.3. Illiteracy and Cultural Barriers

BBC Media Action's programme messages are designed with easy and understandable language to reach all the targeted audiences regardless of their level of education. But the psychological impact of not being able to read the provided flights or take notes during listening group meetings is mentioned in the report listening groups Ethiopia (2016)

Participants who can't write felt they were at a significant disadvantage compared to others in their groups as they were not able to take notes during the programmes. This also affected how

well they are able to contribute to discussion and share findings beyond the group. A producer who conducted FGDs with members of the listening groups said that;

Without taking their own personal notes to later refer to, they reported that it is harder for them to remember what they want to discuss, as listening takes in one continuous half-hour period, followed by a discussion. In one area, participants also said that older members occasionally struggled to understand what was being featured on the programmes and so became bored during discussion periods.

The other mentioned barrier is some cultural practices and norms. One of the producers said that; “Well in all our projects there are social practices we want to encourage and on the other hand, there are norms that we want to change for the better. But it all depends on the issue we are dealing with”. Two respondent journalist who works in partner broadcasters shared their view on the matter that could add to the producer’s response, they claim that the programmes try to respect the culture of the community and appreciate their norms as much as possible but they mention that there are still cultural barriers that limit the effectiveness of the programme. For example: in Family planning, birth preparedness, and some issues related to the birth some listeners show resistance to the introduced health habits and preferred their own beliefs and practices.

A producer of Jember Radio Magazine programme Maternal and Neonatal Health Ethiopia Mass Media project claims:

The program focused in Rural Ethiopia, as a producer cultural difference the major challenge to produce the program. Mostly the traditions and the fact always create conflict. The others it’s difficult to express the true feeling of their life, some issues is strong and taboo in the community. Especially getting women’s interviewer they are not willing to tell their own experience in a particular story.

As mentioned in the report (Improving reproductive, maternal, and newborn using health communication in Ethiopia, Final evaluation, 2017) the challenge of the cultural barrier is mostly observed in the elderly participants. To address the problem BBC Media Action includes components of including engaging more stubborn group members and how to include more reticent members in discussion while providing training for HEWs on facilitation of listening groups areas.

When we start our programme the community was more resistant to accept the new health strategy program. But when we continue our work and start to repeat the programme and when we make it continuous and harmonize with the culture of the community, they start to adapt our program and accept our new health strategy. (Journalist-partner Media organizations)

Additional cultural barriers mentioned by a respondent producer are: Birth rituals like giving butter for the child right after birth and unwillingness to expose the body of the laboring mother except to her husband, her mother and her mother in law which hinder the mother not to go to the health center and safely deliver

4.4.4 Security problems in some Areas

The issue of security for both the community members and BBC Media Action is mentioned as a barrier. The unrest rising in some parts of the country and the deteriorating security are mentioned as challenges for pregnant women to keep up with their check-ups at health care facilities. The problem also affected the operations of BBC Media Action at some level as mentioned in the reports Baby WASH project-Final report, (2018) and Improving reproductive, maternal, and newborn using health communication in Ethiopia, Final evaluation, (2017). The security problem in some areas makes it a challenge to safely deployed HEWs and gather listening group members.

BBC Media Action's final report on the Baby WASH project (2018) indicates that:

The security situation in Moyale has been very fragile and hostile for operations. As a result, BBC Media Action was unable to conduct formative research fieldwork and the production immersion trip in this woreda. There were several security incidents since March 2018. Considering the security trend, and how it would keep affecting the implementation of project activities, BBC Media Action changed the project location woreda to Dire. (p.22)

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The main objective of this study is to examine the role of broadcasters in bringing social change by analyzing the messages of the radio magazine programmes and Public Service Announcements (PSAs) produced by BBC Media Action in Ethiopia and broadcasted in partnership with local media agencies. The paper uses a qualitatively dominated analysis with some basic statistical analysis. The main qualitative analysis used in this paper is content analysis. Through the relational content analysis, the research questions were tried to be explored using the social cognitive and the health belief model.

The total counts messages from the analyzed episodes from the three-radio magazine programmes are shown in the below table.

Table 5.1: Summary of total message counts of all the analyzed episodes

Categories	Total	Percentage
Providing information	180	18.6%
Increasing self-efficacy	201	20.8%
Inspiring the audience	173	18%
Emphasizing facilitators and removing impediments	168	17.3%
Better health behavior messages	244	25.2%

The study findings indicate that broadcasted radio programmes have the power to motivate the targeted audience through information provision. Out of the total 180 message counts properly introducing the healthy behaviour takes up 32.7%, in-depth instruction for better health practices is 37.2%, and negative outcomes of failing to adopt the health behavior are provided in the 30% of the messages of the programmes. Similarly, all the analyzed PSAs included messages of awareness, instructions, and persuasion. As claimed by (Atkin, 2001) if a PSA contains such types of messages it would have the power to motivate people to make the desired behaviour change.

During the examination of self-efficacy, it was found that all the radio magazine programmes have included messages that help to foster people's self-efficacy by changing their audience's

health behaviours. From out of the 70 coded episodes 201 counts of messages were found with contents to enhance self-efficacy out of which 20.9 % consists encouragement of specific goal setting, 26.8% are messages that inspire self-monitoring behaviour, 28.36% of the messages open opportunities for social comparison and 23.8% of them identify role models for audience members to mimic the desired behaviour from the role model. According to (Bandura, 2004) understanding, the effects and the advantages of a specific behaviour only serve as a kick-starter of change, however, to effectively encourage people to adopt new behaviour their self-efficacy must be increased.

Likewise, the PSAs contain messages that demand actions from listeners as the messages contain concepts of social cognitive theory and health belief models. The health belief model emphasizes that, for people to advance their sense of efficacy, they should receive cues to action in accordance with precise how-to information and verbal persuasion (Champion and Skinner, 2008).

Furthermore, both the analyzed PSAs and radio magazine programmes implement aspirational modeling as a persuasive technique to achieve the desired behaviour change. Messages of encouragement through verbal persuasion and sharing of success stories are implemented. The messages from the radio magazine programmes possess the ability to engage listeners' emotions and get them involved deeply for the way the stories are portrayed would make the audience identify with the modeled characters, that could enhance motivation and result in individual and societal change.

Regarding the challenges faced by BBC Media Action in the process of preparing or implementing the programmes which include personal and structural impediments in the targeted audience. Lack of basic infrastructure and very low living standards of the community makes it a challenge to enforce the desired health behaviour. To address one of the personal impediments which are the lack of access to radio in some households BBC Media Action creates the space for audience engagement and discussion by organizing and implementing listening groups. This indeed helps the community to listen to the broadcasted messages and used for a better outcome.

5.2. Recommendations

The analysis part of the study thoroughly discussed that BBC Media Action properly produced powerful contents of health campaign messages that could successfully enforce desired behaviour outcome through changing the behaviours of people individually and members of the community as a group. Most of the health messages have the ability to help change the quality of life of society for the better. Based on the conclusion the following pieces of recommendation is forwarded;

- i. Even though most messages in both the radio magazine programmes and PSAs contain the necessary awareness creation techniques their central focus is on the consequences of failure to adopting health behavior. Such an approach may backfire as it's proven to be mainly effective only with those with a high level of efficacy, this type of messages could easily lead those with low self-efficacy to give up when they hear stories of others who are in a similar situation as themselves fail. To minimize the negative effects of these types of messages cause in this regard its important to carefully monitor the way the messages are portrayed and the space given to them in the programmes.
- ii. Although the programme messages presents are well articulated and can enforce behaviour change they didn't put the communities existing living situation into consideration. It's difficult for community members to adopt some of the suggested health habits due to financial, social, and structural constraints. Therefore, a collaboration with government agencies in solving the constraint has to due attention. Strategic provision of roads and transportation, health care facilities, and clean water would help the adoption of health behaviours go smoothly.
- iii. This study cannot make any generalized conclusions about the programmes of BBC Media Action as the content analysis for this study is conducted only from small portions of communication materials out of vast project programmes. A better understanding could be achieved through the analysis of much larger data. Additionally, a broader understanding of the behaviour change role of the programmes could be gained by implementing methods such as focus group discussions and interview surveys to analyze the programmes influences on behaviour change and any further change in attitude.

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ANNEX 1. QUESTIONNAIRES

Questionnaire 1

Addis Ababa University

School of Journalism and Communication

A Questionnaire designed to collect data on Broadcasters Role in Bringing Social Change: A Case Study on the Work of BBC Media Action in Ethiopia

Key Informant Interview Questions

These questions are prepared to collect in-depth information from professionals who have taken part in the preparation and implementation of the programmes conducted by BBC Media Action- Ethiopia. The data will be applied for the research leading to thesis requirement for the degree of master of arts in Journalism and Communication (Multi-Media). The Information you provide in this interview will be kept confidential and will be utilized only for the purpose of the study; your authentic response is much appreciated and highly valuable for the achievement of the research objectives.

Thank you in advance for your cooperation.

1. Would you please tell me your name and your position in your organization?
2. What is the role of BBC Media Action-Ethiopia in creating awareness for better health habits in the community?
3. Which part of the community is your target audience? What is the responsibility and contribution of your office in bringing social change to your target audience? And How much of the targeted audience did you manage to reach?
4. Are your programmes prepared with the intention of providing information or entertainment? If both, to what length does your office go to make sure that the prepared messages and programmes are informative as well as entertaining?
5. What efforts were made under your office to improve the flow of information to targeted communities?

6. How well integrated is your office with stakeholder offices to tackle health challenges in the rural area of Ethiopia?
7. In the programmes designed by your office to improve the health of the community is there community participation during the project design process? How?
8. What kind of communication strategies has your office used to achieve the intended change?
9. Have you conducted research to ascertain how and which communication strategies would be applicable to achieve the intended goal? Do you also conduct researches with respect to evaluating the change in the knowledge, attitude and behavior of the society as a result of the work of your office? Please, explain your findings
10. What are the limitations of the communication strategies implemented by your office?
11. How does the community respond to the programmes? And What kind of relationship does your organization manage to build with the community? Please explain
12. What were the major challenges in reaching the community?
13. Are there cultural factors within the community that could be considered as an obstacle to transfer a particular message? If so, please explain the cultural problems and how your office solves or manage it?
14. As a result of the number of Programmes implemented by BBC Media Action-Ethiopia, have you observed behavior change that encourages your office to work in the community further? If yes, please elaborate
15. Could the changes observed be explained as merely the outcome of the programmes or are they the result of some other factors occurring simultaneously?

Questionnaire 2

Addis Ababa University

School of Journalism and Communication

A Questionnaire designed to collect data on Broadcasters Role in Bringing Social Change: A Case Study on the Work of BBC Media Action in Ethiopia

Interview questions for journalists from partner local broadcasters that work with BBC Media Action

These questions are prepared to collect in-depth information from journalists who have taken part in the preparation and implementation of the programmes conducted by BBC Media Action-Ethiopia. The data will be applied for the research leading to thesis requirement for the degree of master of arts in journalism and communication (Multi-Media). The Information you provide in this interview will be kept confidential and will be utilized only for the purpose of the study; your authentic response is much appreciated and highly valuable for the achievement of the research objectives.

Thank you in advance for your cooperation.

1. Would you please tell me your name and your position in your organization?
2. How long have you taken part in the programmes conducted by BBC Media Action-Ethiopia?
3. In which health programmes have you worked with BBC Media Action-Ethiopia and in what capacity?
4. What is your understanding regarding the contents prepared by BBC Media Action-Ethiopia enforcing a change in the community?
5. What kind of programmes does the BBC Media Action broadcast via your agency?
6. Could you please describe your view of the relationship between BBC Media Action -Ethiopia and the community you broadcast their programmes for?
7. What is the estimation of the number of audiences your agency reach with the programmes of BBC Media Action-Ethiopia?
8. What are the challenges that you face in broadcasting the programmes? Could you also, share the success stories that you have encountered?

9. How do you evaluate the perception of the community towards your programmes?
10. Have you encountered any cultural factors that would be considered as an obstacle to successfully transfer the intended messages? If yes, please explain

ANNEX 2. CODING SCHEME OF BBC MEDIA ACTION'S RADIO MAGAZINE PROGRAMMES

2.1. A coding Sheet for selected episodes from Jember radio magazine program from BBC Media Action's Ethiopia Maternal and Neonatal Health Mass Media Project

Categories	Subcategories	Place 'X' check Mark when observed	Episodes in which the messages are observed: Season III Episodes (95-127)	Frequency
Providing Information	Introducing healthy habits	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 117, 118, 119, 120, 121, 123, 124, 125, 127	28
	Instructions on better health practices	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 117, 118, 119, 120, 121, 123, 124, 125, 127	28
	Consequences of failing to practice healthy habits	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 109, 110, 111, 112, 117, 119, 120, 121, 122, 123, 124, 127	25
Increasing self-efficacy	Encourages specific goal setting	X	Episodes 95, 96, 97, 100, 102, 104, 105, 106, 107, 111, 118, 121, 123, 127	14
	Encourage self-monitoring of behavior	X	Episodes 95, 96, 97, 99, 100, 101, 102, 103, 104, 105, 106, 107, 109, 111, 120, 121, 122, 123, 124, 125, 127	21
	Opportunities of social comparison	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 117, 118, 119, 120, 121, 123, 124, 125, 127	28
	Mimicking a role model or Identification as role model	X	Episodes 95, 96, 97, 100, 101, 103, 104, 105, 107, 109, 112, 115, 118, 119, 120, 121, 127	17
Inspiring the audience	Verbal persuasion	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108,	30

			109, 110, 111, 112, 113, 115, 117, 118, 119, 120, 121, 122, 123, 124, 125, 127	
	General encouragement	X	Episodes 95, 96, 97, 100, 102, 103, 106, 107, 108, 109, 110, 111, 112, 113, 115, 117, 118, 119, 120, 121, 123, 124, 125, 127	24
	Motivational interviewing and Sharing success stories	X	Episodes 96, 97, 101, 105, 109, 110, 112, 118, 119, 120, 121, 127	12
Emphasizing facilitators and removing impediment	harmful norms/practice	X	Episodes 95, 98, 99, 100, 102, 103, 104, 106, 110, 112, 117, 120, 121, 122, 123, 124, 125, 127	18
	Formation of new attitude	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 115, 117, 118, 119, 120, 121, 122, 123, 124, 125, 127	30
	personal & structural impediments	X	Episodes 95, 97, 98, 100, 103, 104, 105, 107, 110, 111, 113, 117, 118, 123, 124, 125	16
	solution for personal & structural impediments	X	Episodes 96, 99, 100, 102, 103, 104, 105, 106, 107, 108, 109, 112, 118, 119, 120, 121, 123, 124, 125, 127	20
Better health behaviour messages	The benefits of practicing better health behaviours	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 115, 117, 118, 119, 120, 121, 122, 123, 124, 125, 127	30
	Informing listeners what to do and how to	X	Episodes 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 115, 117, 118, 119, 120, 121, 122, 123, 124, 125, 127	30

	Clarify positive effects to be expected	X	Episodes 95, 96, 97, 98, 99, 100, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 117, 118, 119, 120, 121, 123, 124, 125, 127	27
	Advocate desired behavior	X	Episodes 95, 96, 97, 98, 99, 100, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 117, 118, 119, 120, 121, 123, 124, 125, 127	27

2.2.A coding Sheet for BBC Media Action's Project BabyWASH Ethiopia (2017-2018)

A total of 40 radio Magazine Programmes episodes were produced and broadcasted in Amharic and Afan Oromo.

2.2.1. Walle Damma Radio Magazine Programme

Categories	Subcategories	Place 'X' check Mark when observed	Episodes in which the messages are observed: Episodes 1-20	Frequency
Providing Information	Introducing healthy habits	X	Episodes 01, 02, 03, 04, 06, 08, 09, 11, 12, 13, 14, 15, 17, 18, 19	15
	Instructions on better health practices	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	19
	Consequences of failing to practice healthy habits	X	Episodes 01, 02, 03, 06, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17	14
Increasing self-efficacy	Encourages specific goal setting	X	Episodes 03, 04, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 20	15
	Encourage self-monitoring of behavior	X	Episodes 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	18
	Opportunities of social comparison	X	Episodes 03, 04, 05, 06, 07, 08, 09, 10, 12, 13, 14, 15, 16, 17, 18, 20	16
	Mimicking a role model or Identification as role model	X	Episodes 01, 03, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	17

Inspiring the audience	Verbal persuasion	X	Episodes 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	18
	General encouragement	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	19
	Motivational interviewing and Sharing success stories	X	Episodes 03, 04, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	16
Emphasizing facilitators and removing impediment	harmful norms/practice	X	Episodes 02, 03, 04, 08,11, 12,14, 19	8
	Formation of new attitude	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	20
	personal & structural impediments	X	Episodes 03, 05, 07, 08,09, 11, 12, 14	8
	solution for personal & structural impediments	X	Episodes 10, 16, 18,20	4
Better health behaviour messages	The benefits of practicing better health behaviours	X	Episodes 02, 04, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18	15
	Informing listeners what to do and how to	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	19
	Clarify positive effects to be expected	X	Episodes 01, 02, 03, 04, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	18
	Advocate desired behavior	X	Episodes 02, 03, 04, 05, 06, 07, 08, 09, 11, 12, 13, 14, 15, 17, 18, 20	16

2.2.2. Jember Radio Magazine Programme

Categories	Subcategories	Place 'X' check Mark when observed	Episodes in which the messages are observed: Episodes 1-20	Frequency
Providing Information	Introducing healthy habits	X	Episodes 01, 02, 04, 05, 06,07, 08, 09, 10, 11, 12, 13,14,16, 17, 19	16
	Instructions on better health practices	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	20
	Consequences of failing to practice healthy habits	X	Episodes 01, 02,04, 06, 07, 08, 09, 10, 11, 12, 13, 14, 16, 17,18	15
Increasing self-efficacy	Encourages specific goal setting	X	Episodes 01, 03, 05, 07, 08, 09, 10, 11, 12, 13, 14, 15, 18	13
	Encourage self-monitoring of behavior	X	Episodes 01, 03, 04, 06, 07, 08, 09, 10, 11, 12, 14, 15, 16, 18, 19	15
	Opportunities of social comparison	X	Episodes 01,03, 04, 05, 08, 10, 12, 13, 14, 15, 16, 18, 19	13
	Mimi king a role model or Identification as role model	X	Episodes 01, 03, 04, 05,06, 07, 08, 09, 11, 12, 14, 15, 16, 18	14
Inspiring the audience	Verbal persuasion	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20	19
	General encouragement	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 18, 19	18
	Motivational interviewing and Sharing success stories	X	Episodes 01, 03, 04, 05, 06, 07, 08, 09, 10, 12, 13, 14, 15, 17, 18, 19, 20	17
Emphasizing facilitators and removing impediment	harmful norms/practice	X	Episodes 02, 04, 06, 07, 08,09, 10, 11, 13, ,14, 19	11
	Formation of new attitude	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	20
	personal & structural impediments	X	Episodes 02, 03, 05, 06, 07, 15, 18	7
	solution for personal & structural impediments	X	Episodes 01, 12, 15, 18, 19, 20	6
Better health behaviour messages	The benefits of practicing better health behaviours	X	Episodes 01, 05, 06, 07, 08, 09, 10, 11, 12, 15, 16, 17, 18,19,20	15

	Informing listeners what to do and how to	X	Episodes 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13, 14, 15, 16, 17, 19,	18
	Clarify positive effects to be expected	X	Episodes 01, 03, 05, 06, 07, 08, 09, 10, 11, 12, 15, 16, 18, 19	14
	Advocate desired behavior	X	Episodes 01, 03, 05, 06, 07, 08, 09, 10, 11, 12, 15, 16, 18, 19, 20	15

ANNEX 3. CODING SCHEME OF SELECTED BBC MEDIA ACTION PSAs

3.1. Ethiopia Maternal and Neonatal Health Mass Media Project

BBC Media Action has produced a total of 16 PSAs in the course of this project: 8 of those PSAs are selected

- Four PSAs were produced and broadcasted at the beginning of the program throughout September and October 2013 and for another 6 weeks from January 2014 in SNNPR. PSAs were 2 produced in Amharic and 2 in Afan Oromo having similar content in both languages
- Between March and July 2016, the project produced 4 PSAs in Amharic, Afan Oromo and broadcasted in Amhara, Oromia, and SNNPR

The code has been made based on the following format, for each section if the mechanism is explained for all PSAs on the desired check-up, I assigned “1”, If the mechanism satisfies half of the required check-up I assigned “0.5”, otherwise I assigned “0”.

Coding Sheet of Types of Messages

Messages of awareness	Healthy habit topic has been defined		Audience is told what to do	Audience is told how to do
PSAs from 2013	PSA1: Attending early ANC	PSA 2: Having 4 ANC	Importance of attending early ANC Importance of having 4 ANC	Going to a health center for early ANC Keep going to health centers to have ANC throughout pregnancy
PSAs from 2016	PSA1: ANC		The importance of attending four ANC check-ups during	Described pregnancy, focusing on what happens in the first trimester and the importance of

				ANC check-ups during that period
		PSA 2 – Birth preparedness:	The importance of being prepared for childbirth	Demonstrated differences in health outcomes between women who prepare for birth and those who do not. (Birth preparations include obtaining clean instruments for cutting the umbilical cord, preparing clean cloths, identifying the nearest health facility for delivery, saving money, and preparing for transportation and social support.)
		PSA 3 – ENC:	Discouraged mothers from using traditional methods of care which could be harmful (e.g. covering the umbilical cord with cow dung).	This PSA provided information on how to care for the cord, wrapping newborns in a clean cloth, and when to bathe and breastfeed newborns.
		PSA 4 – Safer delivery	encouraged mothers to recognize the signs of labour so they can get to a health facility in good time.	It focused on the benefits of health facility delivery and discouraged home delivery. It aimed to show that support from husbands and mothers-in-law is key to pregnant women accessing timely care at health facilities.
Messages of Instruction	Action to take is stated/defined			
	How	1		
	When	1		
	Where	1		
Messages of persuasion	Messenger is credible	Demonstrates desired behavior	Desired behavior is reinforced verbally	

	1	0.5	1
Mechanical and stylistic factors	Use of music	Use of humor	Use of Poetry
	1	0.5	0

Coding Sheet of Health Belief Model

Perceived susceptibility	Population at risk has been defined	The risk level is given
	1	1
Perceived severity	Seriousness of the risk given	Consequences of risk are given
	1	1
Perceived benefits	Belief in doing the action	Advantaged of the desired behavior are given
	1	1
Perceived barriers	The cost of doing or performing desired behavior is given	Assurance/Incentives are present
	0.5	0.5
Cues to Action	Reminders are provided	
	0.5	
Self-efficacy	Ability to perform the action	Guidance to performing the action
	1	1

3.2. Baby WASH (2017/2018)

Selected Broadcasted PSAs in Sidama, Afaan Oromo, and Amharic Languages. 4 PSAs are selected from each language. A total of 12 episodes were analyzed.

The code has been made based on the following format, for each section if the mechanism is explained for all PSAs on the desired check-up, I assigned “1”, If the mechanism satisfies half of the required check-up I assigned “0.5”, otherwise I assigned “0”.

Coding Sheet of Types of Messages

Messages of awareness	Health topic has been defined	Audience is told what to do	Audience is told how to do
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	Hand washing open defecation baby feces disposal Face washing Food hygiene Husband's support Hygienic Breast Feeding Clean house and compound	Hand washing should be part of the daily routine Open defecation is bad for health Keep personal and environmental hygiene Keep babies and young children clean Make sure to keep your food clean	Wash hands with soap/ash and water Wash hands before and after using a toilet Wash hands before meal preparation Wash hands first thing in the morning Wash hands before eating Dispose of baby poo in a latrine Wash hands after disposing of baby poo Teach your baby/child to use potty or false banana leaf Wash children's face with soap and water Keep cooking material clean Husband's/partners should help in household chores Wash breast before and after feeding a baby Dispose child feces properly into a latrine Wash vegetables and cook for one meal
Messages of Instruction	Action to take is stated/defined		
	How	1	
	When	1	
	Where	1	
Messages of persuasion	Messenger is credible	Demonstrates desired behavior	Desired behavior is reinforced verbally
	1	0.5	1
Mechanical and stylistic factors	Use of music	Use of humor	Use of poetry
	1	0.5	0

Coding Sheet of Health Belief Model

Perceived susceptibility	Population at risk has been defined	The risk level given
	1	1
Perceived severity	Seriousness of the risk given	Consequences of risk are given
	1	1
Perceived benefits	Belief in doing the action	Advantaged of the desired behavior are given
	1	1
Perceived barriers	The cost of doing or performing desired behavior is given	Assurance/Incentives are present
	0.5	0.5
Cues to Action	Reminders are provided	
	0.5	

Self-efficacy	Ability to perform the action	Guidance to performing the action
	1	1

ANNEX 4. CODING SCHEME OF GENERAL REVIEW THE OF THE PROGRAMMES WITH SOCIAL COGNITIVE THEORY

4.1. Ethiopia Maternal and Neonatal Health Mass Media Project

Particulars	Number of Episodes	Number of PSAs
Messages of expected outcome is given	30	8
Messages of behavioral capability are given	25	8
Encourages social support from family and friends	18	3
Observational learning can be seen	28	5
Expected behavior is reinforced	30	8

4.2. Baby WASH (2017/2018)

Particulars	Number of Episodes	Number of PSAs
Messages of expected outcome is given	40	12
Messages of behavioral capability are given	37	10
Encourages social support from family and friends	21	8
Observational learning can be seen	34	12
Expected behavior is reinforced	40	12

ANNEX 5 Sidama PSAs from Baby WASH- Ethiopia Project

Alba Hayiishshirate Horo

- ❖ **Beettu :** Amaama keere hositta ?
- ❖ **Ama:** Keere hositto beetto'ya, hoola maganoho ! qaaqqikki jawawe ikkino.
- ❖ **Beettu:-** Amo amaama dawo'e yiise.
- ❖ **Ama :-** Baitta ane qaaqqoho alba dihayiishshattonso, teennu tuudinowe.
- ❖ **Beettu:-** Makkano yiteeti diqaaqqoho.
- ❖ **Ama:-** Digara assotto, atehano ikko qaaqqikki albi co'ima garunni agadha hasiissanno. Sa'u yannara fayyimate ogeeyye dagge garunni rosiissinonke, meessihano ikko qaaquulinke alba garunni xalalu waayiinnina saamuninni hayiishshiratenni babaxxitino fayyani umonke agadha dandiineemmo.
- ✂ **Gumulote sokka:** maccishaanonke alba garunni hayiishshira hooga abbitanno qarra shiimunni kulate.
- **Umihu:** Xurino albira teennu ofollano.
- **Layiinkihu:** Teennu tirakkooma yinanni dhibba abbano.
- **Sayiikkihu:** Tirakoomu ille hunanno.

Ledoteno qaaquullu alba garunni hayiishshiniro co'ichunna biifado alba, qoleno keeraancho ille afidhanno.

ፊትን የመታጠብ ጥቅም

ወንድ: እንደምን ዋሉ እማማ?

እማማ: እንዴት ዋልክ የእኔ ልጅ፤ እንዴ ልጅህ ጎረምሳ ሆኖ የለም እንዴ ና ሳመኝ እስቲ

ወንድ: ሂድ እማማን ሳማቸው

እማማ: እንዴ እንዴ አንተ የልጁን ፊት አታጥበውም እንዴ? አታየውም እንዴ ዝንቦች ወረውት

ወንድ: ምን ይሆናል ብለው ነው ልጅ አይደል

እማማ፡ አይደለም ልክ አይደለህም፤ የልጅህንም ሆነ ያንትን ፊት ንፅህና በደንብ መጠበቅ አለብህ። ባለፈው የጤና ባለሙያዎች መተው በደንብ ነው ያስተማሩን። የልጆችንም ሆነ የራስን ፊት በንፁህ ውሀ እና በሰሙና ማጠብ ከተለያዩ በሽታዎች ለመጠበቅ ያግዛል።

የመዝጊያ መልዕክት፡ አድማጮቻችን ፊትን ባግባቡ ያለመታጠብን ጉዳት በጥቂቱ እንንገራችሁ።

አንደኛ፡ ቆሻሻ ፊት ዝምቦችን ይስባል

ሁለተኛ፡ ዝንቦች ትራኮማ ለተሰኘ በሽታ ያጋልጣሉ

ሶስተኛ፡ ትራኮማ አይነስዉርነትን ያስከትላል

እንዲሁም የልጅዎን ፊት በአግባቡ ካጠቡ ልጅዎ ንፁህና የተዋበ ፊት ይኖረዋል፤ ጥሩ ስሜት ይሰማዋል እንዲሁም አይኖቹ ጤነኛ ይሆናሉ።

Shumate Mini Horo

- ❖ **Beettu:** Dancha sagaleeti, ama'ya gede sagale coommishe loosannohu gabbate dino.
- ❖ **Annu:** Gara yootto.
- ❖ **Beettu:-** Xa shumate minira hara hasireemmo, manchi beetti itirona agiro shumate mine hara hasiranno. Agarina anna ! shumate mine loosiisattokkihu mayiiraati ?
- ❖ **Annu:** Mayi xeie yee woxe fushshireemmo. Ninke bire birqqiqa hananfe woxe fushshira nookkiha jawa haqqenna araddate giddo shumate ofollinanni dangoommo. Ati xa quchuma fuloommo yite qarrisattoe ?
- ❖ **Ama;-** Hatti konni ollii fayyimate ogeette barru barrunkunni dagge qarrisanonketi ajjukkini atino ledde qarrisattonke aguri ballo.
- ❖ **Beettu:-** Ama, anna ise garahowe. Co'imasi agadhinohu shumate mini fayyimate lowonta hasiisanno. Base baalate ishinu heeriro hakkiinni ka'anno teenni dhibba abbano. Shumate mine garunni horoonsira hooga dhibba abbitanno. Hakkuyi iima nafara shumate ofolla qarqara ishinshitanno. Qoleno bonkooni ikkitooti.
- ❖ **Gumulote sokka:-** co'imasi agadhino shumate mine horoonsiratenni meessina qariqaru keeraanchima agarro.

የመጻፊያ ቤት አስፈላጊነት

ወንድ ልጅ፡ በጣም ደስ የሚል ምግብ ነበር። እንደእማዬ ባለሙያ እኮ በሀገሩ የለም።

አባት፡ ልክ ብለሁል

ወንድ ልጅ፡ አሁን መጻፍት እፈልግ ነበር። የሰው ልጅ ከበላ ከጠጣ መጻፍት መፈለግ አይቀርም። አባይ ግን ለምድነው መጻፍት ቤት የማታሰራው

አባት፡ ምን ጎደለብኝ ብዬ ነው ወጪ የማወጣው። እኛ ለስንት ዘመን ያለምንም ችግር ዛፍ እና ቁጥቋጥ ስር እየተጻፍን ኖረናል። አንተ ዛሬ ከተማ ቀመስኩ ብለህ ነው የምታስቸግረን?

እናት፡ የዛች እዚህ መንደር የምትመለሰው የጤና ባለሙያ ራሱ በእየቀኑ ነው እየመጣች የምታነጋገረን የ እሷ ንዝንዝ ሳያንሰን አንተ ደግሞ ተጨምረህ አትጨቅጭቅን።

ወንድ ልጅ፡ እማይ፣ አባይ እሷም እኮ ትክክል ነች። ንፅህናው የተጠበቀ መጻፍት ቤት መኖር ለጤና እጅግ አስፈላጊ ነው። በየቦታው ቆሻሻ ካለ ከዛ ላይ የሚነሱ ዝንቦች በሽታን ያስከትላሉ። በትክክል ካለመጻፍት ብዙ የጤና ጉዳዮች ይመጣሉ። በዛ ላይ ደጅ ላይ መጻፍት አካባቢን ያቆሽሻል፤ ፀያፍም ነው።

የመዝጊያ መልዕክት፡ ንፅህናው በተጠበቀ መጻፍት ቤት በመጠቀም የእርስዎንም ሆነ የአካባቢዎን ጤንነት ይጠብቁ።

Anga Hayiishshirate Horo

- ❖ **Fayyimate Ogeette:-** Keere hossini ?
- ❖ **Aja beeto:-** Galatu galosi, hiitto hositta ogeette, e'i e'i bunu iille heerenna dawootta.
- ❖ **Fayyimate Ogeette:-** Mawooyye, keereho ? qaaqokki hiitooti ? tenne kulummahe garinni sagale la'aatisa hanafitase?
- ❖ **Aja beetto:-** Ee, la'aato garunni adhitayiino.
- ❖ **Fayyimate Ogeette:-** Hashshu ! danchate, sagale qixeessata woyiite assa hasiissanohe qorophpho assitanni nootta?
- ❖ **Aja beetto:-** Eewwa, anga'ya garunni hayiishshireeti sagale qixxeesseemahu.
- ❖ **Fayyimate Ogeette:-** Wirro wirro hige kulumahente gede sagale loosattana qaaqqokki la'aatisattara albaanni angakki xalalu wayiinninna saamuninni hayiishshira hasiissannohe. Saamunu hoogiro buluulunni hayiishshira dandiinanni. Xalala waa hoongiro hufinsenna ximbimbe hayiishshira dandiinannita habbooti.
- ❖ **Gumulote sokka:-** Qaaqullu lubbo shaara dandaanno dee'u xibbinni gatisate, sagale qixxeessatenna la'aatisate albaanni anga samununnina xalalu wayiinni hayiishshira hasiissanno.

እጅን የመታጠብ ጥቅም

የጤና ባለሙያ: እንደምን ዋለችሁ?

ወጣት ሴት: ይመስገን እንዴት ዋልሽ ሲስተር፤ ግቢ ግቢ አረፍ በይ ቡና ሲወርድ ነው የደረሸው

የጤና ባለሙያ: እሽ እሽ፤ እንዴት ነሽ? ልጅሽ እንዴት ነች? ባለፈው እንደተነጋገርነው ቀለል ያለ ምግብ ጀመርሽላት?

ወጣት ሴት: አዎን በደንብ እየተመገብኸ ነው

የጤና ባለሙያ: ጎሽ መልካም፤ ምግብ ስታዘጋጁስ ማድረግ ያለብሽን ጥንቃቄስ እያደረግሽ ነው?

ወጣት ሴት: አዎን እጄን ሁሌም በዉሀ ታጥቤ ነው ምግብ የማዘጋጀው

የጤና ባለሙያ: ደጋግሜ እንደነገርኩሽ ምግብ ከማዘጋጀትሽ በፊት እና ልጅሽን ከመመገብሽ በፊት እጆችሽን በደንብ በንፁህ ዉሀ እና በሰሙና መታጠብ ይኖርብሻል። ሰሙናም ማግኘት የማይቻ ከሆነ ደግሞ በአመድ መታጠብ ይቻላል። ንፁህ ዉሀ የማታገኝ ከሆነም ደግሞ ውሀውን ማፍላት እና ማጥለል እንዳትረሹ።

የመዝጊያ መልዕክት: ልጆችን ህይወት ሊቀጥፍ ከሚችል አደገኛ ተቅማጥ ለመታደግ ምግብ ከማዘጋጀት እና ልጆችን ከመመገብ በፊት እጅን በሰሙና እና በንፁህ ዉሀ ማጠብ አስፈላጊ ነው።

ANNEX 6. Afan Oromo PSAs from Maternal and Neonatal Health Mass Media Project

Hordoffii Da'umsa Duraa

የቅድመ ወሊድ ክትትል

Ogeessa Fayyaa: - Har'a akkami? Ganama ganama ol si jechuu ykn ol si deebisuu sitti fureera?

የጤና ባለሙያ: ዛሬ እንዴት ነሽ? ጠዋት ጠዋት ማስመለሱ ጋብ እያለልሽ ነው

Haadha garaattii Baattu (Dubartii ulfaa): Amma nagaa kootii. Egaa akkuma beektaan ulfaa'uu koo ergan beekke eegalee, gorsan isin irraa argadhuu itti fayyadaman jira.

ነፍሰጡር ሴት: ደህና ነኝ አሁን። ያው እደምታዉቁው ማርገዜን ካወኩ ጀምሮ ከእናንተ የማገኘውን ምክር እየተጠቀምኩ ነው። ነገርግን አማቴ በዚህ ደስተኛ አይደለም።

Haadha abbaa mana (Amaatii): Ani si'i akeekkachiseera! Ji'a sadii osoo hin guutin ulfaa'uu kee ollaa hundattii himtee ulfa irraatti abarsaa itti fidda.

አማት: ነግሬሻለሁ እኔ! ሰሰት ወር ሳይሞላሽ ማርገዝሽን ለመንደሩ ሁሉ ተናግረሽ ፅንሱ ላይ መርገምት ነው የምታመጭበት።

Ogeessa Fayyaa: Imaammaa ulfaa'uun ishee natti himuun doggogoora jettani ni amantu?

የጤና ባለሙያ: እማማ ማርገዚን ለእኔ መናገሯ ስህተት ነው ብለው ያምናሉ?

Hadhaa abbaa mana (Amaatii): Eyyee sirritti. Mucaan ykn ilmi koo akka fuudhuuf kanan filadhee, aadaa keenyaa, duudhaa keenyaa ni beekti jedheen ture. Garuu, akkuma ulfa'uu ishee beekten gara buufaata fayyaa dha kan deemte; kun garuu of irratti carraa yaara ykn gadhee waamuu dha.

አማት: በደንብ ነዋ፤ ልጄን እንድታገባ የመረጥኳት ባህላችንን ወጋችንን ታውቃለች ብዬ ነበር። ነገርግን ገና መፀነሷን እንዳወቀች ወደ ጤናጣቢያ ነው የሄደችው ይህ ደግሞ በራስ ላይ መጥፎ እድልን መጥራት ነው።

Haadha garaattii Baattu (Dubartii ulfaa): Hordoffii ulfaaf kanan buufata fayyaa deeme, daa'imaa fayya qabeessa/ttii da'uu waantaan barbadeefi.

ነፍሰጡር ሴት: ለእርግዝና ምርመራ ወደ ጤናጣቢያ የሄድኩት ጤናማ ልጅ መውለድ ስለምፈልግ ነው።

Ogeessa Fayyaa: Foonii fi dhiigaa kan qabuu ilmoo namaa dhisiitii ykn haafutii, sanyii erga facaafne boodaa haala gaariin / sirriin akka guddaatuuf guyya guyyaa dhaan kunuunsa goonaafi mitii? Kanaaf, gara buufata fayyaa yeroo dhaan deemuun, fayyaa isheefis ta'ee kan mucaa isheef baay'ee gaarii dha.

የጤና ባለሙያ: እንኳን ስጋ እና ደም ያለው የሰው ልጅ ይቅርና ዘር እንኳን ከዘራን በኋላ በጥሩ ሁኔታ እንዲያደግ በየቀኑ እንንከባከበዋለን አይደለም። ስለዚህ ወደ ጤና ተቋም በጊዜ መሄዱ ለእርሷም ሆነ ለልጁ ጤንነት በጣም ጠቃሚ ነው።

Yaada Xumuraa: Ulfa'uu kee akkuma beektan saffisaan gara buufaata fayyaa deemuu dhaan hordoffii jalqabaa kan da'umsaan duraa eegali.

የመዝጊያ መልዕክት: እርጉዝ እንደሆነሽ ባወቅሽ ጊዜ በፍጥነት ወደ ጤናጣቢያ በመሄድ የመጀመሪያ የቅድመወሊድ ክትትል ጀምረ

Waa'ee Daa'umsa Buufataa Fayyaatti

በጤና ተቋም ስለመውለድ

Haadha garaattii Baattu (Dubartii ulfaa): obboleetti baay'ee dhiphina keessaan jira, immaaman baay'ee na rakkisaa jiru.

ነፍሰጡር ሴት: በጣም ስቃይ ዉስጥ ነኝ ሲስተር እማማ በጣም እያስቸገሩኝ ነው።

Hadhaa abbaa mana (Amaatii): Ani diina kee miti. Hundi keenya kan keessa darbinee dha; kan kee adda kan ta'ee miti.

አማት: እኔ ጠላትሽ አይደለሁም። ሁላችን ያለፍንበት ነው የአንቺ የተለዩ አይደለም

Haadha garaattii Baattu (Dubartii ulfaa): Garuu isin dubartii akkamit? kan yeroo hunda dubbii dhaan kan na guggundan.

ነፍሰጡር ሴት: ምን አይነት ሴት ነዎት ግን ሁሌ በነገር እንደነዘነዙኝ

Ogeessa Fayyaa: Kan uumamee inni malii mee natti hima?

የጤና ባለሙያ: ምንድነው እሱ የተፈጠረው እስቲ ንገሩኝ

Haadha garaattii Baattu (Dubartii ulfaa): Ilaa yaa obbelettii immammaan manattii akkan da'uu barbaaduu ani garuu buufataa fayyaa yoo ta'uu baatee hin da'uu jedheera.

ነፍሰጡር ሴት፡ ይኸውልሽ ሲስተር እማማ ቤት ውስጥ እንድውልድ ነው የሚፈልጉት እኔ ደግሞ በጤና ጣቢያ ካልሆነ አልወልድም ብያለሁ

Haadha abbaa mana (Amaatii): Ani ijoollee koo hunda kanan da'ee mana koo keessatti. Ijoollee hunda yeeroon da'uu akka bu'uura seeraa fi aadaa keenyattii kadhaa ollotaa kootiin fi eebbaan na waaliin ta'uu dhaani.

አማት፡ እኔ ሁሉንም ልጆቼን የወለድኩት በቤቴ ውስጥ ነው። ሁሉንም ልጆቼን ስወልድ በደንባችን በባህላችን መሰረት በጎረቤቶቼ ፀሎት እና ምርቃት ታጅቤ ነው። የእሷንም ባለቤት ያለምንም ችግር ቤት ውስጥ ተገላግዬ በደስታ ነው ያሳደኩት፤ ምንድነው ችግሩ ነው የምትሉት

Haadha garaattii Baattu (Dubartii ulfaa): Waanta isin irraa gahee irranfattan jechuu dhaa? Yeroo mucaa sadaaffaa deessan mee dhiignii baay'ee gadi nam'ee akka ajaa'ibattii akka afaan du'aarra haftan na taphachiiftanirtuu. Osoo kun isin irra gahee jiruu anii akkan manatti da'uuf maaf nattii iyyituu?

ነፍሰጡር ሴት፡ በእርስዎ ላይ የደረሰውን ረስተውታል ማለት ነው እማማ ሰስተኛ ልጅዎን ሲወልዱ እኮ ብዙ ደም ፈሶዎት ከሞት አፋፍ ላይ በተዓምር እንደተረፉ አጫውተውኛል። እና ይህ ደርሶብዎት ሳለ እንዴት ነው እኔን በቤት ውስጥ እንድውልድ የሚወተውቱኝ

Ogeessa Fayyaa: Immammaa buufataa fayyattii da'uunimee waantii aadaan fi ittin bulmataa hin hafu.

የጤና ባለሙያ፡ እማማ በጤና ተቋም በመውለድ እኮ የባህል እና የደንቡ ነገር አይቀርም። እልልታውን፣ ፀሎቱንም ሆነ ምርቃቱን ማድረግ ማንም አይከለክልም። የገንድ እና የቡና ስርዓቱም አይቀርም። ነገር ግን ሁሌም የሚሻለው የህክምና ባለሙያ እርዳታ በሚገኝበት የጤና ተቋም ልጅን ውለድ ነው።

Yaada Xumuraa: Daa'immaan kee seeraan da'uuf yeroo hundaa buufatni faayyaa filannoo kee dhumaa siif haa ta'u.

የመዝጊያ መልዕክት፡ ልጅሽን በሰላም ለመገላገል ሁሌም የጤና ተቋም ብቸኛ አማራጫሽ ይሁን

Kunuunsa Daa'ima haaraa dhalateef godhamuu

አዲስ ስለተወለደ ልጅ እክብካቤ

Ollaa: Akkam isheen? Dhiyootti haatii deessuun jabaattee?

ጎረቤት፡ እንዴት ነች አራሷ በረታች

Haadha abbaa mana (Amaatii): Isheen kan namni jedhuun kan dhageessuu miti; foddaa fi balbalaa banuu dhaan daa’imaa dhibeef akka hin saaxilleetu na horsa.

አማት: ምን እሷ ሰው ሚላትን አትሰማ መስኮት እና በሩን እየከፈተች ልጁን ለበሽታ እንዳትዳርገው ነው ስጋቴ። ልጁንም ሽፍንፍን አድርገው አትገለልጭው ብላት አትሰማም

Haadha dhiyoottii Deesse: Immaammaa, balbalaa fi foddaa kanan banuume qilleensi seeraan akka mana kesssa galuuufi. Muca gadi-garagalchee kanan ilaaluuf bifa qama isaa irrattii jijjirama jiruu to’achuu dhaafi.

አራስ: እማማ በር እና መስኮቱን እኮ የምከፍተው አየር በደንብ ቤት ውስጥ እንዲገባ ነው። ልጁን ገልጭ የማይው ደግሞ የቆዳው ቀለም ላይ ያለውን ለውጥ ለመቆጣጠር ነው

Hadhaa abbaa mana (Amaatii): Tole! maaf handhuura isaa maaf dhadhaa hin dibnee dafee akka fayyuuf

አማት: እሽ ለምን እትብቱን ዊቤ አትቀቢውም ቶሎ እንዲሸርላት

Haadha dhiyoottii Deesse: Dhadhaa kan hin dibneef madaa caalattii akka hin qorsineef waantan beekuufi dha.

አራስ: ዊቤ የማልቀባው ቁስሉን የባሰ እደሚያመረቀዝበት ስለማውቅ ነው

Haadha abbaa mana (Amaatii): Daa’imaa akkan dhiquuf naaf hin eeyyamtu? Maaliif namni biraa akka sirraa hintuuqneefi?

አማት: ልጁን እንዳጥበውም አትፈቅጅልኝም ፤ ለምን ሌላ ሰው እንዳይነካብሽ ነው

Ollaa: Immammaa, ogeessii fayyaamee daa’imni haaraa dhalattee osoo hin dhiqin dura guyyaa sadii eeguu akka qabnu.

ጎረቤት: አይ እማማ የጤና ባለሞያዎቹ እኮ አዲስ የተወለደ ልጁን ከማጡብ በፊት ሶስት ቀናት መጠበቅ እንዳለብን አስተምረውናል።

Haadha abbaa mana (Amaatii): Atis sanuumaa ; tole maaliif silga hoosiftaa?

አማት: እ አንቺም ያው ነሽ፤ እሽ ለምንድነው ልጁን እንገር (አራሷ እንደወለደች ያለ የጡት ወተት) የምታጠባው?

Ollaa: Silgi fayyaa daa’imaaf baay’ee baay’isee gaarii akka ta’ee baranneerra.

ጎረቤት፡ እንገር ለልጁ ጤንነት እጅግ በጣም አስገላጊ እንደሆነም ተምረናል

Haadha abbaa mana (Amaatii): Lakki lakkii homaa nattii hin bareedne. Guyyaa guutuu mucaarrattii ija babbasaa ooltii.

አማት፡ አይ አይ እኔ እንደው ምድም አላማረኝም፤ ቀን ሙሉ ልጁ ላይ ስታፈጥበት ነው የምትውለው

Haadha dhiyoottii Deesse: Mucaa deddeebi'ee kanan ilaaluu fayyummaa ija isaa mirkaneessuufani.

አራስ፡ ልጁን ደጋግሜ የማዬው የአይኖቼን ጤንነት ለማረጋገጥነው

Ollaa: Imammaa dhiphinni keessan naaf gala garuu baayistaanis hin dhiphatina. Haati manaa ilmaa keessani baay'ee cimtuu fi beektuu dha. Ogeessotni fayyaa nu barsisuuf yemmuu dhufan hundaa keenya irraa kan ajaa'ibfatan ishee dha. Gaaffileewwan sirritti gaafachaadhaan ofi irra darbitee nuyis nu barsisfti. Dhugaa dhumattii ogeessaa fayyaa irraa gorsa argattee irratti hunda'uun mucaa ishee gamnuummaa fi ciminaan ni guddifti.

ጎረቤት፡ እማማ የእርስዎ ጭንቀት ይገባኛል ግን ብዙም አይጨነቁ። ምራትዎት በጣም ጎበዝ እና አዋቂ ናት። ሀኪሞቹ ራሱ ሊያስተምሩን ሲመጡ ከሁላችንም የሚያደንቁት እሷን ነው። ጥያቄዎች በደንብ እየጠየቀች ከራሷ አልፋ እኛንም ታስተምራለች። እርግጠኛ ነኝ ከሀኪሞቹ ባገኘችው ምክር መሰረት ልጁን በብልሁት እና በትጋት ታሳድጋለች።

Yaada Xumuraa: Mucaa kee giddu gala buufata fayyaatti dessee erga gara mana keettii galtee boodaa xiyyeeffaan hordofuu hin dagatin. Wantoota nama horsisuu kamiyyuu yoo hubattee mucaa kee daaddaffii dhaan garaa buufaata fudhadhu.

የመዝጊያ መልዕክት፡ ልጅሽን በጤናማዕከል ተገላግለሽ ወደ ቤት ከተመለሽ በኋላ የልጅሽን ጤንነት በትኩረት መከታተልን አትዘንጋ። ማንኛውም አይነት አስጊ ነገር ካስተዋልሽ ልጅሽን በፍጥነት ወደ ጤናተቋም ዉስጂ

ANNEX 7. A brief summary of the analyzed episodes from Jember radio magazine programme (Maternal and Neonatal Health Mass Media Project)

Season III – Episode # 95 to 127				
Episode	Date of Broadcast	Theme	Summary of content	Communication objectives to be achieved
95	April 05/2015	Family planning	The programme is about family planning. In the programme the experiences of fathers and mothers who have suffered a lot because of having too many children were covered. On the contrary, people who benefited from keeping the family size small were included. Both the health and financial difficulties people face because of having too many children were covered. The professional comment and advice of a family planning counselor and professional and a postnatal care specialist was included, the postnatal care specialist talks about what exactly happens when a woman comes in for a postnatal care visit.	More husbands and mothers-in-law support women to use family planning to space or delay pregnancy.
96	April 19/2015	ANC + Birth Preparedness	The program was addressing antenatal care and birth preparedness. Specifically, there was a story about an HIV+ mother who delivers HIV- child. A two-side point about birth preparedness which was emphasized with an analogy and a poem. There was a family discussion about ANC and the workload of pregnant women. A story of a community who takes care of pregnant women together, Story behind a name and Health tip were also part of the program	· More women believe that women should go for regular ANC check-up regardless of their health condition
97	April 26/2015	Birth Preparedness and Safe Delivery,	The program covers how a rural family prepared for birth and how they perform their rituals to help a mother in labor. And it gives stress every family should be aware of safe delivery. The program starts with an analogy with rich sound effects and they prepare for a wedding ceremony. And they relate their preparation with the preparation of the birth. It also has a testimony about a mother who gives birth for twines and right after giving birth she dies because of giving birth at home and the twines also die.	· More pregnant women know and understand danger signs during pregnancy · More pregnant women, their husbands and mothers-in-law believe that it is important to deliver at a health facility regardless if everything's seems ok
98	5/3/2015	Hygiene and sanitation,	The program deals with the impact of sanitation on health. It covers the misconception related to causes of elephantiasis and ways to prevent it, the importance of keeping the water clean and personal hygiene on our health. Also, the use of smokeless stoves in a kitchen to keep mothers safe and the house clean.	- Audience members start to practice better hygiene and sanitation

99	May 10, 2015	Essential New-born Care and Breastfeeding	The programme is mainly about the care given to newly born babies with different health complications. Producers of the programme visited a teaching hospital in Addis Ababa to look into the type of referral services the hospital gives, what kind of health complications newly born babies face and how they are dealt with at the hospital. Doctors and Nurses give professional advice as to what parents should do when their newly born is sick while the mother of children shares their experiences and stories. The benefit of colostrum was also covered on this particular programme	· More women, their husbands, and mothers-in-law know the proper care for newborn babies
100	May 17/2015	Essential newborn care + safe delivery	The program was about essential newborn care and safe delivery. premature children and newborns with a respiratory problem and jaundice newborns were the main focus. There was an interview with mothers and health experts about the cause and the solution. It also compares a mother who lost her child in-home delivery with a mother who delivers a healthy baby in a hospital. Besides, there was a story behind a name and health tip.	· More women, their husbands, and mothers-in-law know the postpartum danger signs for newborn babies
101	May 31/2015	Health and Safety(others)	The program revolves around one subject matter which is about rabies (an infectious fatal disease). The cause of the disease, the psychological, social, and economic impact of the illness entertained in the whole program. The program starts with a case story which is a seven years old boy who was bitten by a dog before a month but his families were not aware that the infected dog had any contact with this boy. The producers meet him with his family at the health center and the doctors explain about no hope for the child. The next segment is a rural father who carefully looks after his dog it would help the audience to understand dogs need careful treatment to keep them healthy and the family as well. The next testimony is a young man who lost his mother by the diseases and he talks about the economic and psychological impact of the death of his mother on the rest of the family. The program ends with a sad story which is a phone call to the health center who delivers treatment for the seven years old baby with the information that the child was already dead on the evening of the recording day of the program.	· Other
102	June 7, 2015	Postnatal care and vaccination	The programme is about the postnatal care that is given to mothers and children. The programme included a discussion between the health worker and a mother about the need for health care after birth. It also includes the door to door postnatal care service health extension workers give. The traditional way of giving care to mothers was also covered.	· More women believe that it is necessary to have postnatal care within 24 hours of birth; on day 3; between 7-14 days after birth and six

			Sex after marriage was also discussed	weeks after birth even if there are no obvious complications
103	June 14/2015	Nutrition (others)	The program was about nutrition. There was a story of a father whose young daughter is exposed to malnutrition because of her parent's negligence. The program also focuses on using homegrown and easily available foods to feed children, from agriculture fishery and consuming foods	· Others
104	June 28/2015	Youth on off (Others)	The theme of the program is focused on youth. Based on its theme the program revolves around one subject matter which is about youth and first love. The feeling and emotion also incorporated into the program. This 30-minute radio piece starts with a vox-pop which is about boys remembering about their wet dreams it is the first puberty sign for boys. Then it continues with girls remembering their first menstruation day it is also entertained in the form of vox-pop. And the young girls express their feeling about the day. Then the doctor explains about hormonal change and mood disorder in the form of a monolog. And it helps the youth to regulate their mood. Then the girls express the way they use sanitation based on the girls' experience the sanitarian explains the methods of sanitation. Then young boys give their experience of their first love and how they treat their girl-friends during their period. All in all the program gives information about puberty and puberty signs it also gives an awareness about the natural flow of life.	· More young people know and understand what happens during sex and conception and how to protect themselves from unwanted pregnancy, STIs and HIV
105	7/5/2015	FP	The programme is about the use of family planning. The program shows compare and contrast of family who's using and not use the reproductive health and family planning methods.	· More women understand the different types of modern contraceptive methods available, including the benefits and side effects
106	July 12/2015	ANC + Birth Preparedness	The theme of the program was antenatal care and birth preparedness. Since most of the targeted listeners are farmers, the producers interrelated the timing of ANC and weed controlling, the sooner a pregnant woman started ANC check-up, the better it is to have a healthy child. The same goes for farming as it is essential to avoid weeds before they affect productivity. There was also a story of a mother who is in a hospital to regulate her blood pressure. The program also addressed the preparation of a health center for a mother to have a safe delivery. The program also discussed two opposite attitudes of husbands towards sharing the workload of a pregnant woman which at last, was emphasized by a poem.	· More women believe that women should go for regular ANC check-up regardless of their health condition

107	July 19, 2015	Birth preparedness and safe delivery	In this program the risk of trying to deliver at home is extensively covered. Mothers who almost lost their lives because of trying home delivery share their experiences. The effort of health centers and their employees to make mothers feel at home when they come to deliver was discussed. The professional experiences of a midwife are also included in the programme	· More pregnant women, their husbands and mothers-in-law believe that it is important to deliver at a health facility regardless if everything's seems ok
108	July 26/2015	Essential newborn care and Breast Feeding	The theme of the program is about essential newborn care and breastfeeding. Based on its theme the program revolves around one subject matter which is about even if you give birth to pre matured baby the baby will be healthy if you follow the proper medical procedure as well as give breast milk. This 30-minute radio piece starts with a case story which is a newborn baby who has admitted to hospital because he can't suck his mother breast. Then, the program follows by a new father who is around the corridor inside the hospital looking for his wife and his newborn baby. This program also incorporates analogies about the grinding mill and giving breast milk only for the newborn baby. The program also has a segment about reuniting a mother and a physician who was helping her new baby during a difficult situation. In the entire program gives information for the audiences about the scientific method of essential newborn care and breastfeeding	· More women, their husbands, and mother-in-law will know and understand what essential newborn care means in practice and the benefits
109	August 2/2015	Safe Delivery and Essential New Born Care	The program was about safe delivery and essential newborn care. There was a story of a family who got a healthy baby in a health center regretting over the loss of their precious child in-home delivery. It also tells the story of a mother who faced complications during delivery and how the doctors saved the mother and the baby. Concerning the newborns, the importance of kangaroo care was addressed from mothers' as well as expert's perspective Mothers tell they are trouble over the weight loss of their newborns within a week after delivery, then a nurse explains why it is happening and how to be helpful to the baby. There was also a mother who is worried about her baby not sucking and her breast not producing milk but after a frequent attempt and with the help of a nurse she starts breastfeeding.	· More pregnant women, their husbands and mothers-in-law believe that it is important to deliver at a health facility regardless if everything's seems ok
110	August 9/2015	Best of, other programs	This program aims to give stress to a program that had already transmitted in the previous seasons. This best-off program starts with a local singing about love, then it continues about planned marriage, blood donation, the testimony of a mother about her friend who lost her life because of delay. Breastfeeding, family – planning, and siblings help each other and help their families are	

			entertained in the program. The entire program gives stress on the previous programs.	
111	August 16, 2015	Repeat Programme Number 2,	This programme is done by selecting items from the past year. Family planning, Newborn Care, Safety, Postnatal Care, Antenatal Care, and others were raised and discussed in this programme. The items selected were both entertaining and educational.	
112	August 22/2015	Best Off	The program was a collection of stories from previously (in the previous seasons) transmitted programs. It had the issue of prolonged labor due to lack of knowledge and lack of infrastructure. A separate story of two mothers, one faced fistula and the other lost her child. A former traditional birth attendant also remembers the day she took a woman in labor to the hospital because the case was far beyond her capacity. An interview with a mother who heard she is HIV+ in her first ANC check-ups, she claims she wouldn't have a healthy baby if she didn't go to a health center at the right time. A father who is struggling to cope with the challenge of having 7 children at home and a child who got a scar because of a fall are other segments of the program.	
113	8/30/2015	Best off Special program	This program best of which is selected from is repeated and selected the best in the previous seasons. The show focused safe delivery, essential newborn care, vaccination, safety, nutrition, and family planning.	
115	13-Sep-15	New Year Special	For its "New Year special" Jember interviewed the well-known Ethiopian traditional singer couple Ashebir Belay (husband) and Minalush Reta (wife). They have two daughters and they talked about holidays and family life through the eyes of musicians who are usually busy performing while most of us are having relaxing days off. They also shared their thoughts on what effect parenthood has on their profession. Each of them talked about how fatherhood/motherhood can be challenging unless it is planned well in advance.	
116	Info unavailable			
117	September 27/2015	Health and Sanitation	The program also has the objective of keeping the environment clean and keeping personal hygiene is very important like the target audience day to day activity may be like eating injera. This program starts with the listener comment which is about 'I am a regular listener of Jember and I learn a lot form the program like keeping my environment clean', the next segment is keeping the water unpolluted and hand washing before having a meal. keeping clean the barn is very important like sweeping our home, how clean is the	(Others)Personal Hygiene/Sanitation

			plastic container of water, flies are the causes of disease especially Glaucoma and trachoma. Traditional herbs used to keep the house clean and remove flies, the health tip (which is about keeping the environment clean, and keeping personal hygiene is very important for your health). The entire program, try to stress the importance of hygiene and sanitation.	
118	27-Sep-15	Vaccination & PNC	The programme deals with issues of postnatal care and vaccination. It dedicates a special time to a mother with a disability. Although her family says her disability is natural, she believes it was caused by her not getting the right vaccination when she was a child. Since she was afraid that her baby might face the same fate, after learning that she was pregnant the mother went for regular medical check-ups and procedures to protect her future child from disability and other health problems. After giving birth, she also made sure that her baby got all the needed vaccinations. She also shares her experience of being a disabled mother and how she cares for her baby.	More women, their husbands, and mothers-in-law are supportive of women accessing PNC services during the confinement period.
119	Oct 11/2015	Nutrition	The programme features a couple whose six-months-old baby is about to start eating additional food after being exclusively fed with breast milk. The radio package starts at a market where the husband is buying food that will be prepared for the baby. Then listeners are taken back to the family home where we discuss the importance of giving additional food after the baby's first sixth months. The mother also explains how she prepares that food. She talks about the ingredients she uses to make the food healthy and tasty. The programme also features a mother who is very concerned about her baby as the infant refuses to eat additional food after reaching six months of age. The report contains advice from the local health extension worker on what to do in such cases.	More women confident and able to initiate breastfeeding within an hour and exclusively breastfeed for the 6 months and get support to do so
120	18-Oct-15	Essential New Born Care	The program touches upon different issues related to essential newborn care. A package produced in a rural health center features a mother who has just delivered, her husband and a midwife. They talk about the essential new-born care service that women can get at such a facility. The couple discusses the benefits of giving birth at a health center, while a midwife advises on how to care for the new-born baby and keep him healthy at home. Another mother who gave birth to a health center is also interviewed. She compares this to her previous experience of delivering at home and shares the lessons she learned, stressing the positive aspects of being assisted by health professionals.	More women, their husbands, and mothers-in law will know and understand what essential newborn care means in practice and the benefits

121	1-Nov-15	Birth Preparedness -ANC	This program aims to give information and awareness of the audience about ANC and birth preparedness. The 30' radio magazine starts with a vox-pop which is about mothers remembering about when they started their 1st ANC checkups, ANC procedure's, workload and anemia, knowing where to deliver and preparation for safe delivery, health tip and listeners comment are the segments of the program and each segment has a variety of formats like the package, interview, monolog. To give stress on the general objective of the program.	More pregnant women, their husbands, and mothers-in-law believe that it is important to deliver at a health facility regardless if everything's seems ok More women understand what happens during each ANC visit and why the 1st visit and subsequent visits are important
122	8-Nov-15	Safe Delivery & Breast Feeding	The program features the story of a mother who lost her life while giving birth at home. Her mother and sister narrate the sad story. The mother of two didn't experience any illness and pain until her last day and this gave her an excuse not to go to the nearest health center for ANC check-ups. Furthermore, she had planned to give birth at home and after delivery, things went wrong and her families didn't get a chance to take her to the health center, and she passed away at home, but the baby was saved.	
123	15-Nov-15	One-off for the youth	The program is one dedicated to youth topics. It includes a vox-pop of young people discussing the issue of sex. Most of them said that they talked about sex with their friends. The programme also has features that explore themes like delaying sex until marriage, unsafe sex, and unwanted pregnancy. The objective of the program was to encourage the audience to discuss sex and sexuality openly. Especially the youth to discuss with parents the consequences of untimely sex and to practice abstinence from sex up until marriage.	Youth Program – Sex and Sexuality
124	22-Nov-15	Safe Delivery	This program aims to stress the importance of blood donation for mothers who lost their lives because of delivery complications and hemorrhage. This program starts with a feature of a mother who lost her life because of hemorrhage, two mothers from different locations talks about hemorrhage and how they were lucky because	audience to be aware of the importance of blood for safe delivery and avoid death of mothers due to lack of blood

			they survived by chance, the radio program team members talk about their experience of blood donation and feeling before and after they donate blood. A Doctor also explains the importance of blood donation and gives stress on blood donation is not a scary thing, then the benefit of blood donation is also explained by the physicians. All in all, the program is intended to create awareness among the audience about the importance of blood donation for safe delivery.	
125	29-Nov-15	One-off for the youth	The programme is all about Family Planning. It talks about discussion among couples to discuss and decide to limit the number of children the family can support. And about the alternative family planning method, people can use it. It also has an item that encourages husbands to support their wives when they want to use family planning methods. The program assumes that the audience understand the needs of discussion about the use of family planning for the health of the mother and the wellbeing of the family. And to encourage husbands to support their wives when they want to use family planning methods.	More women confident to discuss/negotiate the use of modern contraceptive with their husband
126	Info unavailable			
127	13-Dec-15	· ANC · Birth Preparedness	This program aims to give awareness about the importance of ANC and birth preparedness. The program starts with A VOX-POP which is about mother's experience in disclosing pregnancy to their husband and other family members. the program continues with the best experience of a husband and his pregnant wife, then a husband discussed an incident that his wife hit by a cart and get treatment from the health center and a physician talks about every community has the responsibility for the safety of pregnant mothers. A testimony of a mother who prepares well, she even prepared hand gloves in case of emergency. And the program featured a mother who doesn't prepare because of a lack of support from her husband and workload. The general objective of this program is every pregnant mother need support for her ANC and birth preparedness.	More women have the confidence to discuss/negotiate with husband about attending regular ANC check-ups More the number of husbands and in-laws who support pregnant mother for preparedness

ANNEX 8. Themes of the analyzed radio magazine programmes from the Baby WASH-Ethiopia project

Walle Damma Radio Programme		Jember Radio Programme	
Episodes	Theme	Episodes	Theme
Epi 01	Water treatment	Epi 01	A clean and neat environment
Epi 02	Handwashing with water and soap	Epi 02	Animal Separation
Epi 03	Safe disposal of child faeces/ Latrine building	Epi 03	Child supervision with a focus on father's role
Epi 04	Safe disposal: Latrine usage	Epi 04	Open defecation
Epi 05	Husband support	Epi 05	Building Latrine
Epi 06	Protective play: family Supervision	Epi 06	Child faeces disposal and use of potty
Epi 07	Safe disposal: Potty use focus on husband role	Epi 07	Child bottom cleaning
Epi 08	Safe disposal: safe child faeces disposal	Epi 08	Child face washing with soap
Epi 09	Safe disposal: Child bottom cleaning and hand washing with water and soap after cleaning.	Epi 09	Child hand washing with soap or ash
Epi 10	Public discussion: Building latrines	Epi 10	Food Hygiene
Epi 11	Protective play: Separating cattle and kitchen space from human living area (child playground)	Epi 11	Water treatment/purification
Epi 12	Food and hygiene: Keeping the cooking area clean and washing utensils	Epi 12	Child face washing with soap or ash (Public Discussion)
Epi 13	Face washing: Child face washing with water and soap at the critical times focus on eye and nose to prevent Trachoma	Epi 13	Diarrhea
Epi 14	Hand Wash: hand wash after toilet and before cooking food	Epi 14	Trachoma (Documentary)
Epi 15	Food and hygiene: breast cleaning before and after breast feeding	Epi 15	Building Latrine (Public Discussion)
Epi 16	Public discussion: Water treatment: discontinue supply of what age from the government	Epi 16	Breastfeeding
Epi 17	Food and hygiene: Boiling milk and cooking foods for under 3yr	Epi 17	(New year special) Supplementary food preparation (raw food)

Epi 18	Protective play: making a clean environment for babies to play on	Epi 18	On Husbands role in child care (Public Discussion)
Epi 19	Open defecation	Epi 19	Revisiting past contributors and discussing about issues
Epi 20	Public discussion: Husband support for their wives + closing for the whole program	Epi 20	Programme closing