Welcome to Mozambique
What is it like to live in Mozambique?
Communication Resource for Maternal, Newborn and Child Health and Nutrition

1. How do the facts get to the recipients?
2. How can facts inspire behavior change?
Translating Facts Into Change

15 - 45 years old
60% female
50% rural
Radio ownership
Portuguese plus
How E-E Works

1. Power of Storytelling
2. Head, Heart and Hands
3. Identification with Characters
4. Role Modeling
5. Capture Complexity
6. Provokes “Safe” Conversations
Positive Deviance

- Discover existing wisdom in communities
- Find the real positive role models
- Act your way into a new way of thinking
Motivation to Engage in Positive Behaviors

Explore the Why

Why do some community members sleep under a mosquito net?

Why do some girls use contraceptives?
access to radio coverage by RM-Antena Nacional & Instituto de Comunicação Social

February - November
RM - Antena Nacional
11 Provincial broadcasters
53+4 Community Radios
2 commercial radio stations

Repentation
December-January

ICS - Community Radios
53 FM transmitters
reach 60-70 Km

RM-Antena Nacional
36 FM transmitters
reach 60-70 Km

RM-Antena Nacional
1 AM transmitter
reach 200-250 Km

Radio Broadcast
| Story | Story Arc      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|-------|----------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| 1     | H, N & S       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 2     | Protection     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 3     | Education      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 4     | Child Mar.     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 5     | H, N & S       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 6     | Protection     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 7     | Education      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
| 8     | Child Mar.     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |

*Stories vs Episodes*
Knowledge: Exposed respondents reported significant increases in knowledge over time for topics such as nutrition, maternal health, and child health.

Attitudes: There were very few significant changes in attitudes towards FFL issues from baseline to endline, for both, exposed and non exposed respondents.

Behaviors: Exposed respondents show significant increases over time in a number of pertinent behaviors (e.g. eating a plate full of color, use of mosquito nets, water treatment, and using soap for handwashing).
Interpersonal Communication:
Exposed respondents were more likely to discuss 19 different topics and significant increases were noted for: pregnant women and children eating a plateful of color, attending four ANC visits, institutional delivery, building and using latrines, addressing intergenerational sex, and reporting sexual abuse.
Voices from Mozambique