Audio: Burkina Faso breastfeeding spot A (2013)

This is a one-minute radio advert (spot), broadcast as part of our trial in Burkina Faso, in six local languages. The script was produced in French by our creative team in Burkina Faso, and was translated into each of the six languages and recorded at our studio in Ouagadougou before being sent to our partner radio stations for broadcast. This spot is in the Dikoula language.

The spot dramatises a three-way conversation between a grandmother, her unborn baby grandson, and a group of illnesses. The spot encourages mothers to feed their babies their first breastmilk (colostrum) so that they will ward off these illnesses and grow up strong and healthy.