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

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

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

Econometric (i.e., Cost Effectiveness) Findings
- Cost per regular listener is $2 US

Program Impact on Selected Indicators

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

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<thead>
<tr>
<th>Intention to Use a Modern Method of Contraception</th>
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<td>Listeners</td>
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a. Descriptive Comparison
- More than 3 out of 5 listeners (64%) vs. 54% of non-listeners responded “yes” to the question “Do you intend to use a modern method of family planning to delay or avoid pregnancy at any time in the next 12 months?” (differences are statistically significant).

b. Multivariate Logistic Regression
- Listeners were 1.6 times more likely than non-listeners to say they would use a modern method of family planning to delay or avoid
pregnancy in the next 12 months (Adj. odds ratio = 1.623; p<.001, controlling for age, sex, marital status, educational, religion, and urban-rural residence).

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

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<thead>
<tr>
<th>Have used Breastfeeding to Delay or Avoid Pregnancy</th>
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a. Descriptive Comparison
   - Two out of five listeners (40%) vs. 19% of non-listeners responded “yes” to the question “Have you ever used lactational amenorrhea as a contraceptive method to delay or avoid pregnancy?” (differences are statistically significant).

b. Multivariate Logistic Regression
   - Listeners were 6 times more likely than non-listeners to say that they had ever used lactational amenorrhea as a contraceptive method to delay or avoid pregnancy in the future (Adj. odds ratio = 6.061; p<.001, controlling for age, sex, marital status, educational, religion, and urban-rural residence).

Have Been Tested Voluntarily for HIV

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a. Descriptive Comparison
   - 3 out of 5 listeners (60%) vs. 53% of non-listeners responded “yes” to the question “Have you ever been voluntarily tested for HIV?” (differences are statistically significant).

b. Multivariate Logistic Regression
   - Listeners were 1.8 times more likely than non-listeners to say have been tested, voluntarily, for HIV (Adj. odds ratio = 1.803; p<.001,
controlling for age, sex, marital status, educational, religion, and urban-rural residence).

*Have Used Oral Rehydration Therapy to Treat Diarrhea for their Infant*

![Have used ORT to treat Diarrhea](chart.png)

a. **Descriptive Comparison**
   - Almost 7 out of 10 listeners (68%) vs. 59% of non-listeners responded “yes” to the question “Have you ever given a ready-made oral rehydration solution to your child to treat diarrhea?” (differences are statistically significant).

b. **Multivariate Logistic Regression**
   - Listeners were 1.6 times more likely than non-listeners to say have on their own accord been tested for HIV (Adj. odds ratio = 1.612; p<.001, controlling for age, sex, marital status, and urban-rural residence).