

Radio Program Format:

- 2-year radio serial drama
- 26 half-hour episodes during the first year with possibility of expanding to weekly programs in the 2nd year
- Broadcast in 2 languages (Kiswahili and English) on X stations
- Dramas will be customized to the X regions of AAA, BBB, YYY, and ZZZ (translated from English...?)
- The series will carry 3 simultaneous storylines, each modeling behavior change or positive deviant behavior or social change and its effects on a fictitious/ real rural community
- A M MMMM will narrate the story of change in the community where these stories take place, providing additional background to the characters as well as additional xxxxx information.

Purpose and vision of the series:

The series will **demonstrate** how families can improve the nutritional status of their children using available resources. It will **catalyze discussion** about nutritional practices among men and women, and will **educate men and women about optimal feeding practices** for pregnant and lactating women, children under two years of age, and adolescent girls. It will **convince the audience (?????) that they need to make their family's nutrition a priority** and change the way they are feeding their children and pregnant and lactating women. Finally, the program will **direct men and women who want more information about nutrition to community resource persons** (links and referrals etc.)

Description of intended audiences:

The series will be designed for five key rural audiences, drawn from the ENGINE Social and Behaviour Change Communication (SBCC) Strategy:

- 1) Husbands/fathers of pregnant and lactating women
- 2) Pregnant women
- 3) Mothers of children who are 6 months or younger
- 4) Mothers of children between 7 months and 2 years of age
- 5) Adolescent girls 12 – 15 years of age.