

RADIO SOAP OPERA – EVALUATION PLAN

Target Population: Urban youth, ages 15-30, living in the most urban areas of Addis Ababa & environs, Amhara, Oromia, SNNPR, and Tigray.

Behavior Change Goals: Increased family planning usage and greater HIV/AIDS self-protective behaviors.

Campaign: 26-week long radio soap opera, “Journey of Life”

Baseline Research

An expanded KAP survey was conducted with a random sample of 780 youth in our target regions. The results of this study appear in:

Witte, K. (2001). *Managing Fear, Giving Hope: HIV/AIDS and Family Planning Behavior Change Communication Guidelines for Urban Youth*. Addis Ababa, Ethiopia: JHU/CCP and Ethiopia National Office of Population.

Witte, K., Girma, B., Girgre, A. (2001). *Ethiopia reproductive health communication project: Family planning HIV/AIDS prevention formative and baseline study*. Addis Ababa, Ethiopia: JHU/CCP and Ethiopia National Office of Population.

Process Evaluation of “Journey of Life”

Qualitative research: Five case studies (male/female teenagers, male/female young adults, one young married couple) are being conducted where the participants are interviewed every other week throughout the life of the radio soap opera to gather their life stories, and at least three of their significant others are interviewed once during the study period (to flesh out details of the participants’ lives). In addition to interviews, each case study participant is keeping a daily diary on their thoughts, perceptions, and experiences with regard to family planning and HIV/AIDS during the life of the soap opera. This information should give us the real feelings, thoughts, actions, and feelings listeners of Journey of Life have toward the radio soap itself, as well as toward the health topics it covers.

Quantitative research: To clearly link exposure of Journey of Life with attitude and behavior changes, we are doing rapid media monitoring assessments once a month, where we get a complete census of two sampling units in Addis every assessment for radio ownership and listenership. Then, we sample 50 persons in our target age range (18-30 years) in each sampling unit for knowledge, attitudes, beliefs, and behaviors about the show. We round robin the rapid assessments to adjacent sampling units each month so there is no interview fatigue or practice effects. This strategy will give us very accurate estimates of exposure when it comes time to do our summative evaluation (where we will sample from the same sampling units as the rapid assessments, where we have accurate assessments of exposure).

SUMMATIVE EVALUATION

The summative evaluation is scheduled to begin immediately upon completion of Journey of Life. A panel design will be used where the same participants who were interviewed two years ago will be re-interviewed. This is an extremely powerful design that gives us exact estimates of behavior change because we track the same person over two years.

A worst-case scenario pilot study was conducted to assess potential attrition from the baseline N of 780. The area thought to have the most transience was visited and all participants of the baseline were located. This pilot revealed that 11 persons could not be found, 4 had moved within the same kebele and kebele leaders knew where they lived and could provide this information, and the rest lived in the same place. This finding suggests that there may be a maximum attrition of 15 persons from each sampling unit would result in a sample of N = 650. Actual attrition is likely to be much lower.

A response format pilot study will be undertaken to assess the validity and reliability of using 5-point Likert-type scales (e.g., “Strongly Agree” to “Strongly Disagree”). A variety of response formats will be tested and compared including pictures (faces ranging from very happy to very sad), seeds (kinesthetic), and a slide rule or abacus. If participants’ responses correlate highly for the same questions across response formats, then we will feel confident that the Likert-type scale is valid and appropriate for urban Ethiopian youth, ages 15-30.

The summative evaluation survey will assess exposure, attitudes, knowledge, behavior changes, advocacy, and social capital. A final report is expected September 2002 and will be released with fact sheets during a press conference where appropriate governmental and NGO representatives will be invited.

RAPID SURVEY PROTOCOL

Goal: To assess radio ownership and listenership patterns, as well as exposure to Journey of Life.

****please find informed consent and draft one-page survey attached.**

CONSENT FORM CARD (to be given to the participant)

Thank you for your participation in this survey. Your answers are important to us and will help to develop better programs and services to meet the needs of (Men and Women) in Ethiopia. The interviewer has explained that all answers will be kept secret and that participation is voluntary.

If you have any questions or comments about the study or its results, you are invited to contact:

Development Studies Associates
LOCAL ADDRESS
Addis Ababa, Ethiopia

Tel:

Interviewer Name

Interviewer Signature

Date:

