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MEDIA FOR EDUCATION AND DEVELOPMENT

MAKUTANO JUNCTION IMPACT REPORT KENYA

SERIES 14

UN WOMEN, FAO, IFAD

JULY 2016





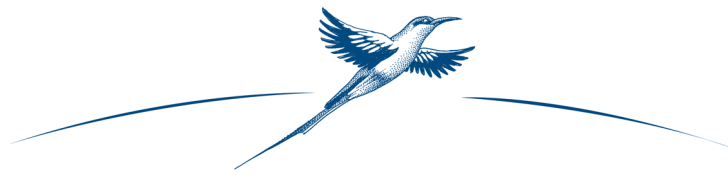
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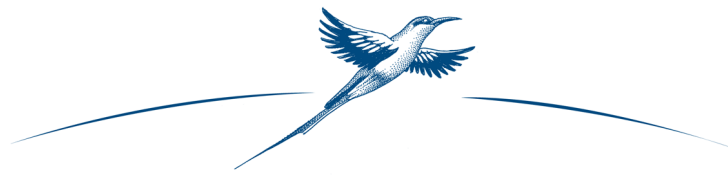


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Executive Summary

- Mediae has been commissioned by UN Women, FAO, IFAD to address the following issues within their long-running and popular TV drama series, Makutano Junction:
 - Women's Empowerment and Household Planning
 - Aflatoxin Awareness
 - Gender & Land Access
- Storylines have been woven into Series 14 which have reflected and dramatized the above issues within the show. A baseline and follow up survey was commissioned by Mediae, in collaboration with UN Women, and carried out by GeoPoll with 800 Kenyan respondents (a further 400 have been interviewed in the pre-broadcast survey Tanzania, bringing the total number of respondents up to 1,200).
- Findings from the research show an audience size of 8.6 million viewers in Kenya, 82% under the age of 35 (53% 15-24yrs; 29% 25-35yrs); this gives the show an audience of 4.5 million between the ages of 15-24 years old, half of whom are female.
- 87% of viewers like the show and 80% say they have learned something from the programme. 68% of viewers say they have changed their behaviour as a result of watching the show.
- Post-broadcast there was an increase of 5% of households taking decisions together. 7% more viewers than non-viewers take decisions together as a family and with 30% of viewers favouring working together as a family, this equates to 2.5m people.
- There was an increase in households with a family budget after the show with 10% more viewers than non-viewers having a family budget. 9% fewer viewers than non-viewers have no family budget.
- After the program, there was an increase in the number of people turning to their spouse to discuss family issues with 58% of viewers saying they do so – this is 12% more than the non-viewers.
- Post-broadcast research shows an increase of 5% on awareness of aflatoxin with 9% more viewers than non-viewers being aware of aflatoxin. 60% of viewers who are aware of aflatoxin equates to over 5 million people.
- While drying maize properly remains the most thought of method to avoid aflatoxin, 6% more viewers than non-viewers understood the importance of harvesting at the correct time, and 3% more viewers understood the need for proper storage.
- There is an increase in awareness of aflatoxin – what it is and how to prevent it, however 44% of respondents are unaware of what it is which highlights the need for more communication and education in this area.



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- The Post Broadcast survey shows a 7% increase on sons and daughters as the choice of those who would inherit land with 4% more viewers than non-viewers making the choice to give land to both sons and daughters.
- As well as daughters being placed on an even plane as sons, viewers of the show are 4% more likely to consider spouses as having a right to inherit land when there is no will.
- 92% of male viewers believe women should inherit land compared to 86% of male non-viewers.

Introduction & Background

Makutano Junction is an educational TV soap opera, produced by Mediae in Nairobi in English for East African audiences. Since 2005, 15 series (192 half hour episodes) have been aired. Audiences have continued to grow and it has become recognized as a leading quality TV educational and entertaining drama series in Kenya with an audience of over 8.6 million.¹

Makutano Junction tackles social issues, and reflects the realities faced on the ground in rural and peri urban parts of Kenya. The program focuses on people's rights, what services they should have access to and how to demand and get these in an effective way. By using humour and entertainment via TV to educate people, we build large dedicated and growing audiences and Makutano is a highly impactful show.

Amongst the issues addressed in series 14 in conjunction with UN Women, FAO and IFAD, were: Women's Empowerment & Household Planning, Aflatoxin, Gender & Land Access.

Women's Empowerment & Household Planning covered various topics such as: the importance of making decisions together; the division of responsibilities in a family; addressing gender stereotypes; budgeting as a family by showing the negative consequences of not planning the family budget together; planning as a family for a common future.

The issue of what aflatoxin is, the causes and dangers were woven into the storylines to reflect the reality today. Topics covered included improper maize harvesting, handling and processing techniques; contamination and /or infestation; limited drying and/or storage facilities; labour shortage during harvesting. These were followed by an educational segment on how to prevent aflatoxin contamination.

Gender & Land Access: Women's access to land is overshadowed by the community customary tenure, which leaves the women vulnerable and dependent on their husbands or eldest son to maintain the access to land. Makutano Junction highlights the vulnerability of women and aims to help them be aware of and understand their rights resulting in equality among genders in the community.

¹ Geopoll data shows 1.97 million households. Based on the KHS survey, the estimated household size



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A story document explaining the episodes can be found in Appendix 1.

Print and SMS (telephone text messaging) facilities accompany all episodes. Key messages are summarised and explained in leaflets and an SMS system has been set up to manage questions and requests for information. During every episode, audiences are invited to send an SMS if they would like a leaflet with more information on the topics covered, or if they wish to interact with the show on other matters. The use of social media (Facebook & YouTube) are being used to expand the two-way relationship with audiences.

Aim of the Research

The aim of the research is to understand the impact Makutano Junction has had on the 3 areas of focus:

-Women's Empowerment & Household Planning: are families working together as a unit and the men giving the women a say in the running of the household including the budget?

-Aflatoxin: has awareness of what aflatoxin is and knowledge about its causes and ways of preventing it increased?

-Gender and Land Access: Is there more equality among the genders with regards to who inherits land? Do women know and understand their rights under the current constitution?

The Research Team

Mediae worked with GeoPoll Kenya on the implementation of research design and subsequent data analysis.

GeoPoll is a global mobile surveying platform, reaching a growing network of more than 200 million users in Sub-Saharan Africa. Through established partnerships with Mobile Network Operators (MNOs) and a multimodal platform powered by text and voice communications, GeoPoll enables organizations to gather insights in near real-time via mobile surveys.

GeoPoll uses text messages (SMS) and interactive voice surveys (IVR) to collect data, and services include both subscription-based products and custom surveys. GeoPoll is an existing, proven technology with established partners with more than 60 MNOS in 20 countries.

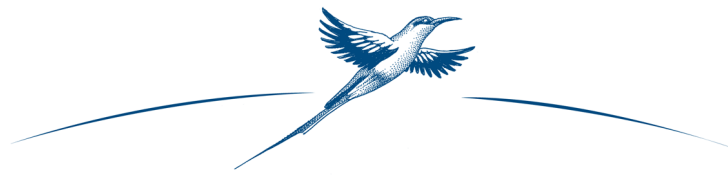
Dates of Study

The pre-broadcast research was carried out in October 2015 and the post-broadcast research in April 2016.

Research Methodology

Sample Selection

GeoPoll is able to reach mobile phone numbers through established partnerships with MNOs by incrementally inviting them to join the GeoPoll service and complete surveys to earn airtime credit as an incentive. Once users have opted in and completed their first survey, they are geographically and demographically indexed (age, gender, and location) for future



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survey engagement. The GeoPoll platform allows respondents to answer questions on their mobile phones at their convenience.

Creating Panels

GeoPoll takes several steps to ensure panels are representative of a country's geographic and demographic composition. GeoPoll panels are recruited through a simple random sampling approach. Demographic data such as age, gender, and location can be pre-stratified to match a desired demographic framework. If needed, GeoPoll may also weigh certain samples for gender and location distribution or other characteristics once data collection is complete. GeoPoll typically constructs its panels using the following steps:

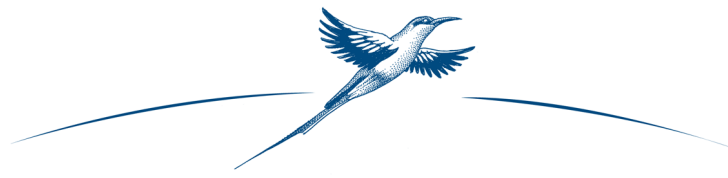
1. GeoPoll sends 'on-boarding' surveys to a random sample of users in the GeoPoll database in the respective country. 'On-boarding' surveys invite users to complete a set of questions and earn an airtime credit incentive.
2. If users opt-in to the 'on-boarding' surveys, GeoPoll automatically reviews their provided information to determine their eligibility to join the panel.
3. Once users are determined eligible, GeoPoll adds them to the respective panel, and they start receiving surveys based on the project required frequency/timeline(s).
4. As respondents take surveys, GeoPoll may then apply post-stratification weights.
5. GeoPoll reviews the panel makeup for representativeness, and as users leave the panel (by either not responding to surveys for an identified number of times/days or by opting-out of all surveys), they are replenished with new respondents who are similarly recruited through a simple random sampling approach.

GeoPoll's universe estimate includes adults ages 15 and above. As part of best research practices, GeoPoll does not conduct surveys on users under the age of 15. If respondents report in the 'on-boarding' survey that they do not fit the eligibility requirements of the survey (i.e. smallholder farmer, primary decision maker, watched TV in the past four hours, etc...), they are screened out of the panel.

For the Post-broadcast survey, GeoPoll sampled from its database to reach adults over the age of 15 to gain feedback from the viewers of the show Makutano Junction as well as non-viewers of Makutano Junction. A sample of 7,013 was sent randomly of which 1,782 options (accepted to participate in the survey by responding to the first message sent to them) were recorded and thereafter, we achieved a sample of 800 completes. In the Post Broadcast Survey, all 800 respondents had TV in their household, where 400 of them reported to have watched Makutano Junction.²

The sample sizes of 800 was selected for pre- and post-analysis so that that maximum margin of error would be under +/- 4% when looking at the full sample. The respondent demographic profiles were consistent before and after to aid in comparability. See table 1 below. By reaching respondents on mobile phones, the demographics of the respondents

² (A further 400 have been/will be interviewed in Tanzania after MJ pre/post broadcast in March/September 2016 respectively, which will bring the total number of respondents interviewed up to 1,200. The contract requires a research base of 1,000).



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necessarily reflect the demographics of mobile phone literacy and access. To address this potential selection bias, GeoPoll applied pre-stratification sampling techniques to achieve the desired demographic profile for analysis. To address non-response bias, GeoPoll provides a small airtime credit and also provided reminder messages to encourage respondents who had not started the survey to begin it as well as encourage respondents who had not completed a question to complete it. GeoPoll also manages response bias by including automatic validation of all responses. If responses were outside of an expected numerical range or too many answers were provided for a single choice response, respondents were automatically prompted to correct their response.

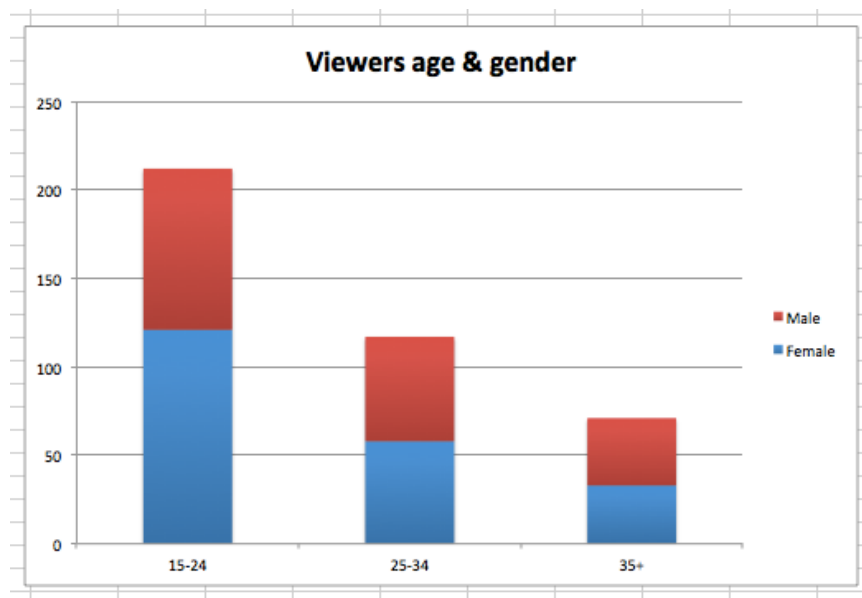
Below is the sample breakdown by age and gender for the post-broadcast survey based on viewers and non-viewers.

Table 1: Age and Gender of Respondents

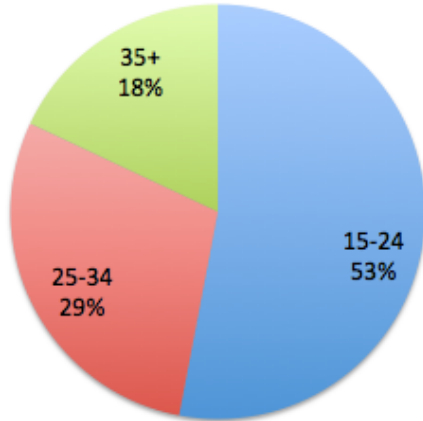
Age Groups	Non Viewers	Viewers	Non Viewers %	Viewers %	Total	Total %
15-24	212	211	53%	53%	423	53%
25-34	113	116	28%	29%	229	29%
35+	75	73	19%	18%	148	18%
Total	400	400	100%	100%	800	100%

Gender	Non Viewers	Viewers	Non Viewers %	Viewers %	Total	Total %
Female	190	210	48%	52%	400	50%
Male	210	190	52%	48%	400	50%
Total	400	400	100%	100%	800	100%

Respondent Viewers' Age and Gender:



Age of Viewers

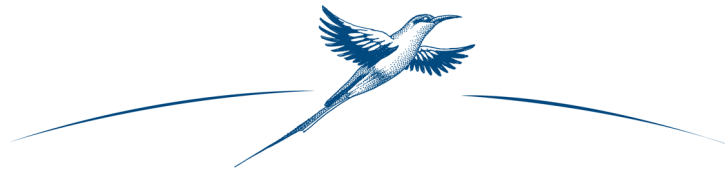


The majority of respondents (37%) came from Nairobi, Kiambu, Nakuru, Kakamega, Meru, Bungoma and Kilifi. See table 2 below:

Table 2: Sample distribution by county

County	Sample	County	Sample	County	Sample
Nairobi	9.5%	Homa Bay	2.3%	Laikipia	1.1%
Kiambu	6.3%	Kisumu	2.1%	Nyamira	1.0%
Nakuru	5.0%	Garissa	2.0%	West Pokot	0.9%
Kakamega	4.8%	Siaya	2.0%	Turkana	0.9%
Meru	4.5%	Busia	2.0%	Mandera	0.9%
Bungoma	3.8%	Vihiga	2.0%	Taita-Taveta	0.8%
Kilifi	3.5%	Trans Nzoia	1.9%	Embu	0.6%
Bomet	3.4%	Migori	1.9%	Elgeyo-Marakwet	0.5%
Kitui	3.1%	Kwale	1.8%	Tana River	0.5%
Kericho	3.1%	Murang'a	1.6%	Tharaka-Nithi	0.5%
Uasin Gishu	3.1%	Nyandarua	1.5%	Lamu	0.5%
Mombasa	3.0%	Kajiado	1.5%	Baringo	0.4%
Machakos	2.9%	Kirinyaga	1.4%	Isiolo	0.4%
Kisii	2.8%	Makueni	1.3%	Samburu	0.3%
Nyeri	2.4%	Narok	1.3%	Marsabit	0.1%
Nandi	2.3%	Wajir	1.1%		

The GeoPoll report provided a descriptive statistical analysis of the data collected. This makes it easier for any partner to analyse the results and draw their own conclusions using their preferred research framework.



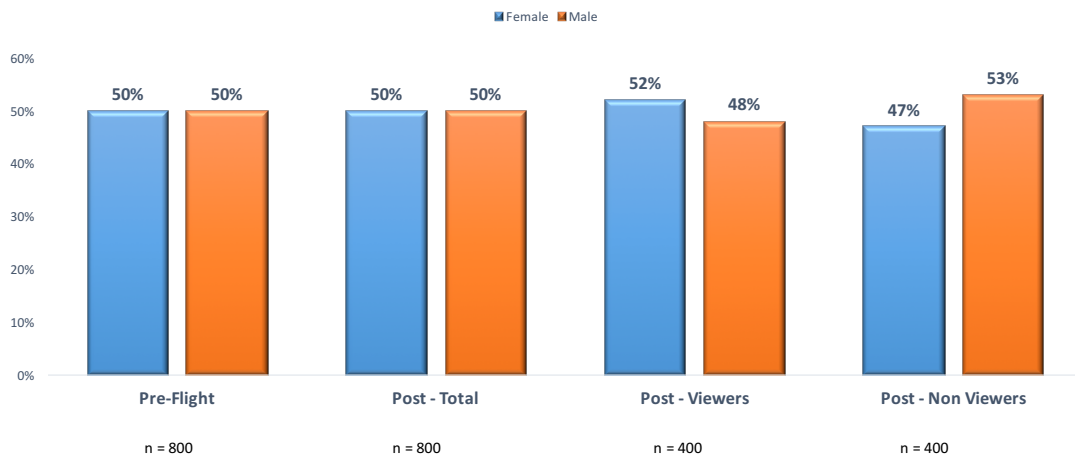
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According to the GeoPoll research, the show has an audience of 8.6 million people in Kenya, with 82% under the age of 35 (53% 15-24yrs; 29% 25-35yrs).

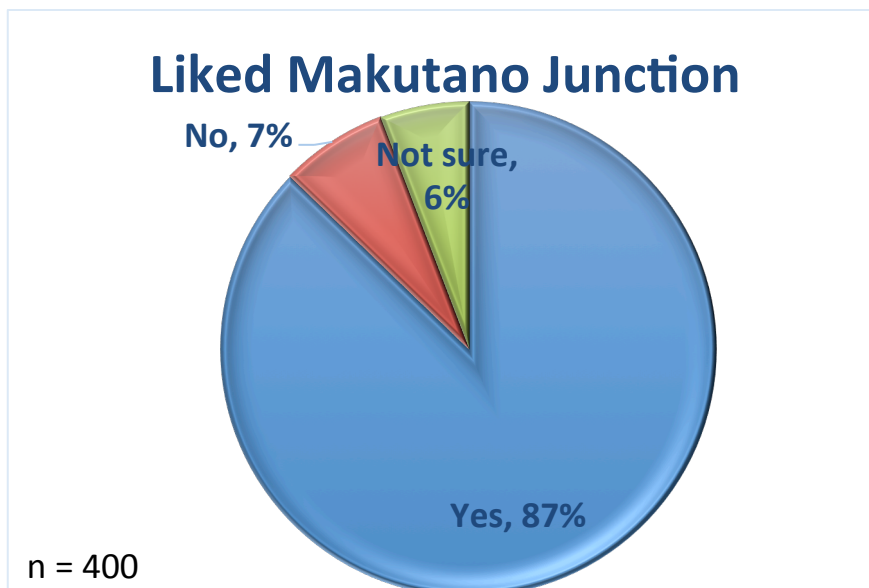
It has a slightly higher female audience than male (52% vs. 48%):

Demographics: Gender

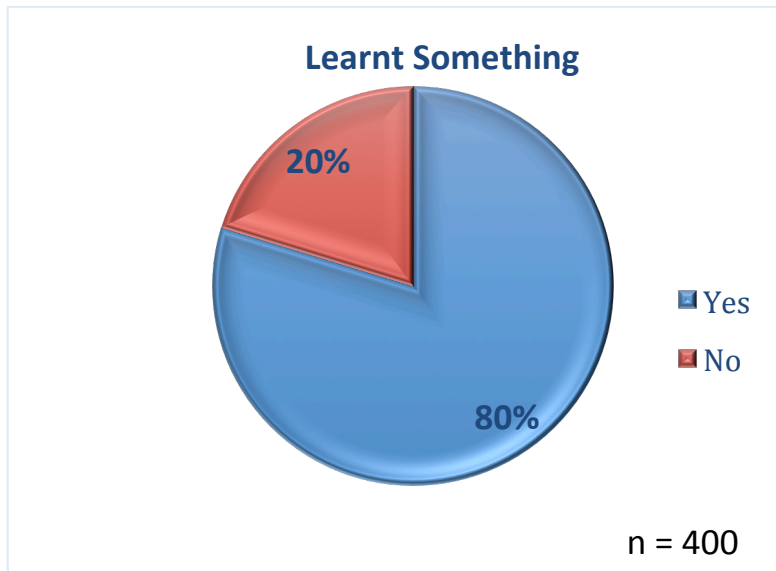


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87% of viewers like the show, with 7% not in favour and 6% not sure.



80% of viewers said they had learned something from the show:



When asked the general lessons learned from the show, respondents cited

“know how to live with others”

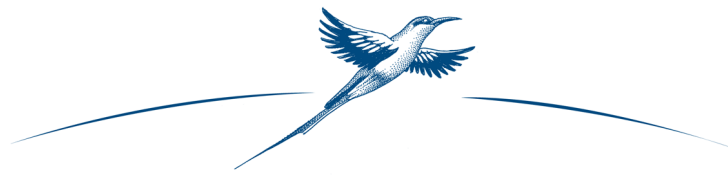
“women should be respected in the community”

“women can inherit land”

“How to properly store my produce to prevent them from being infected with Aflatoxin”

“How we should live as a family”

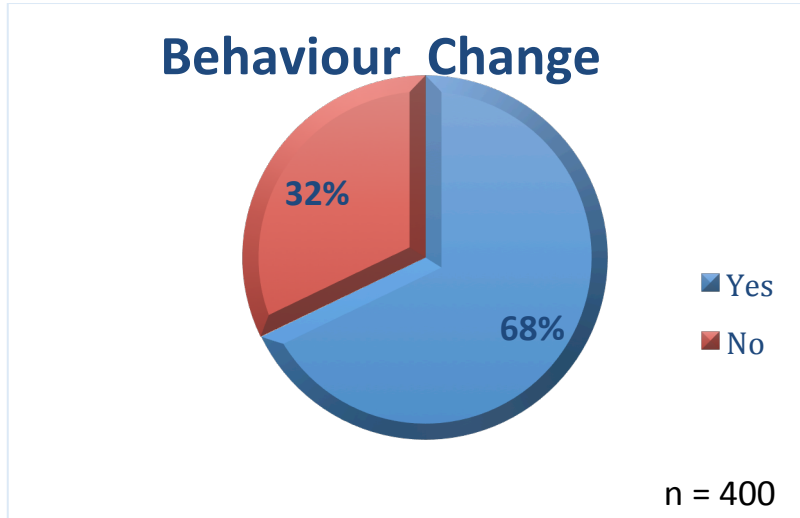
Further comments can be seen in Appendix 2



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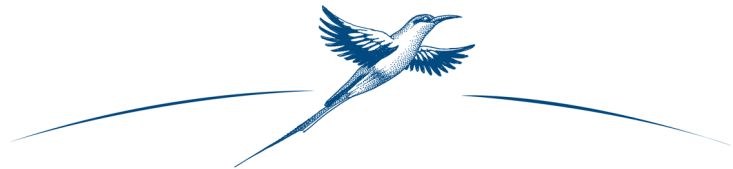
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In answer to the question “Did any character in Makutano Junction inspire you/model your behavior, 68% of viewers responded positively:



When probed further, areas of inspiration included “they show people what needs to be known”, “hard work”, “it’s something that is happening to the young Kenyans”, “I got a message of behavior change”, “life can be changed to better in any society”, “because they want a change”, “They inspire me on how I can live according to my income and how I can save as well.”





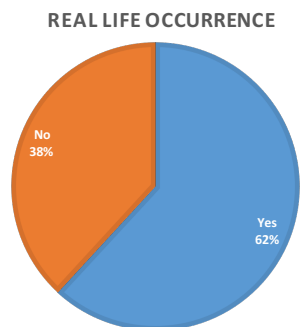
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When asked to what extent viewers empathise with and would copy the behavior of key characters within the drama, 64% said they would. This shows the power of good drama in providing role models, whose behavior viewers will emulate:

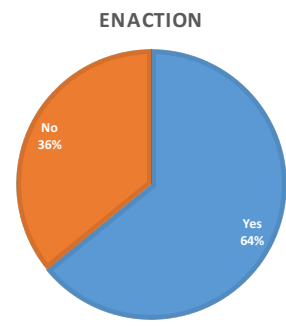
Real Life Occurrence & Enaction

More than half the sample 62% of the viewers who reported to have watched Makutano Junction experienced a behaviour change. While 64% of those who haven't had the same real life experience reported they would consider behaving in that same manner given the same circumstances as the actor.



n = 270

Qn. In real life, have you ever behaved the same way the actor did given a similar situation and circumstances? Reply with 1 or 2. 1)Yes 2)No.



n = 103

Given the same situation and circumstances, would you consider behaving in the manner the actor behaved? Reply with 1 or 2. 1)Yes 2)No

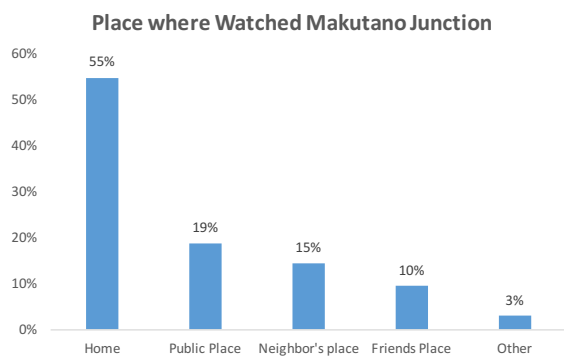


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55% of viewers watch the show at home with 44% watching with friends, neighbours or in a public place. 28% of viewers watched in the company of six or more other people:

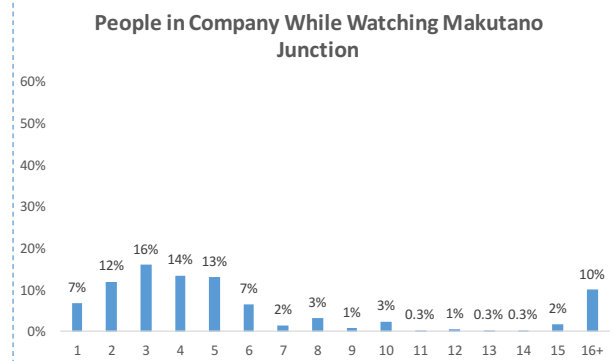
Place & Number of People in Company while Watching Makutano Junction

Makutano Junction was mainly watched at home with about 28% being in company of six or more



n = 400

Qn. Where do you watch Makutano Junction? (Reply with a number) 1)Home 2)Friends Place 3)Neighbour's place 4)Public Place 5)Other

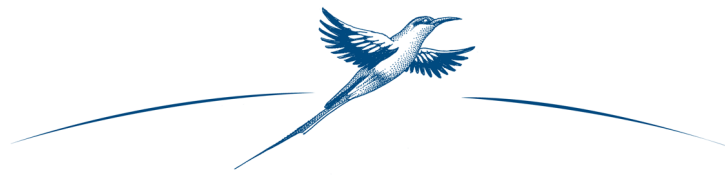


n = 400

Qn. How many people watch Makutano Junction with you? (Reply with a number).



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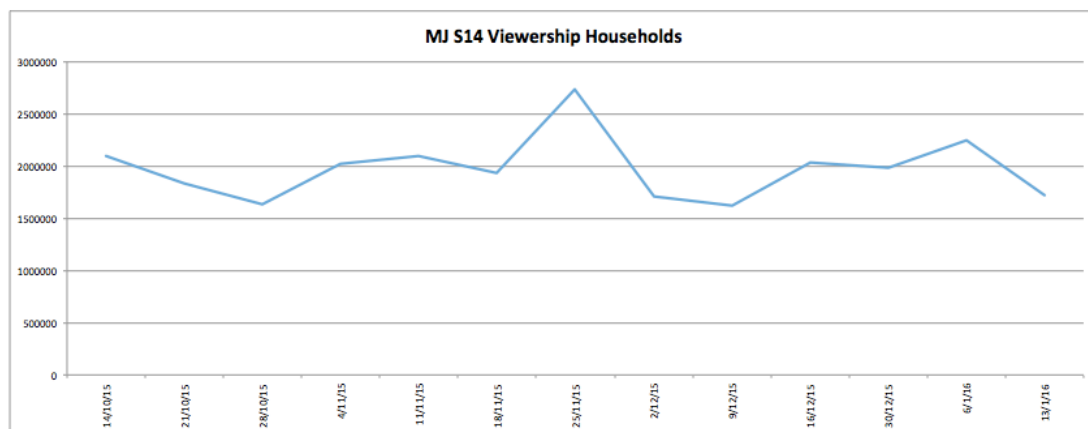
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According to GeoPoll, the number of households watching Citizen TV in Kenya on Wednesdays at 7.30pm between October 14th 2015 and January 13th 2016 is as follows:

Day	Citizen
14/10/15	2100000
21/10/15	1834000
28/10/15	1631000
4/11/15	2026000
11/11/15	2093000
18/11/15	1932000
25/11/15	2732000
2/12/15	1704000
9/12/15	1618000
16/12/15	2039000
30/12/15	1983000
6/1/16	2249000
13/1/16	1723000

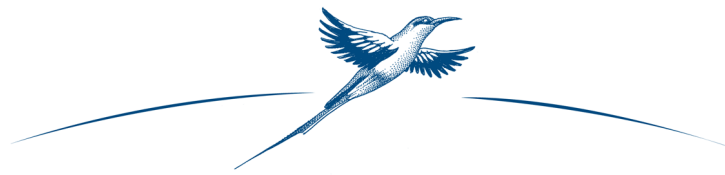
This can be visualized in the chart below:



WOMEN'S EMPOWERMENT & HOUSEHOLD PLANNING SPECIFIC FINDINGS

This messaging was conveyed through Nancy and Shaka's relationship - Nancy is a modern working woman who does not see her place as a wife who stays home looking after children and the household. She stresses the importance of planning and working together with her partner, sharing duties more evenly.

Chief Matano did not plan his family budget and finances and he spent more money than the family earned. In difficult times, they worked together as a family and while they had to use the school fees fund, they were able to manage their budget and stabilise the family finances.



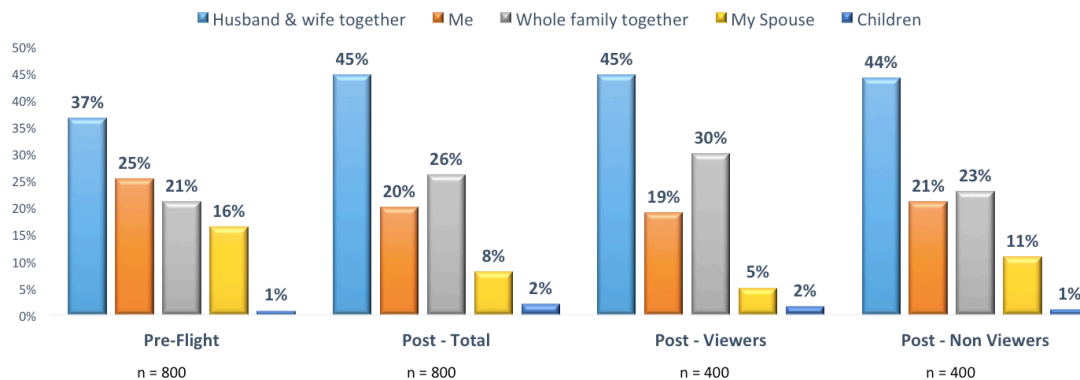
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We can see a positive trend of more families working together as a unit. While most decisions are made by the husband & wife together, post-broadcast there was an increase of 5% of households taking decisions together. 7% more viewers than non-viewers take decisions together as a family and with 30% of viewers favouring working together as a family, this equates to 2.5m people.

Household Decision Makers

There are now more (5%) decisions made by the whole family together post broadcast as compared to pre broadcast in most households with viewers of MJ showing a greater tendency to act as a family unit than non viewers.



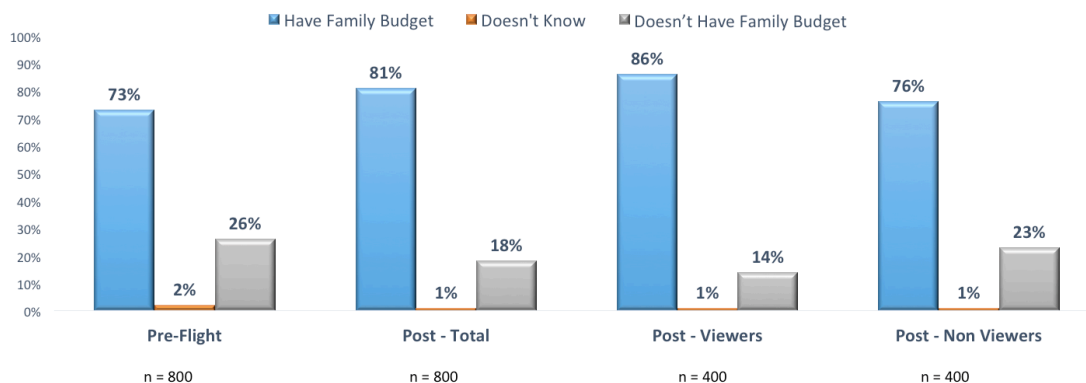
Qn. Who makes the decisions in your household?



There was an increase in households with a family budget after the show with 10% more viewers than non-viewers having a family budget. 9% fewer viewers than non-viewers have no family budget.

Family Budget

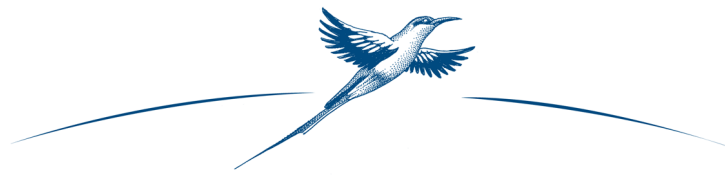
There is an 8% increase on households with family budget in the post broadcast survey with 10% more viewers than non viewers having a family budget



Do you have a family budget? (Reply with a number) 1)Yes 2)No 3)Don't Know



64% of viewers control the family budget themselves compared to 55% of non viewers highlighting the importance to the audience of being aware of how the finances are run in a family.

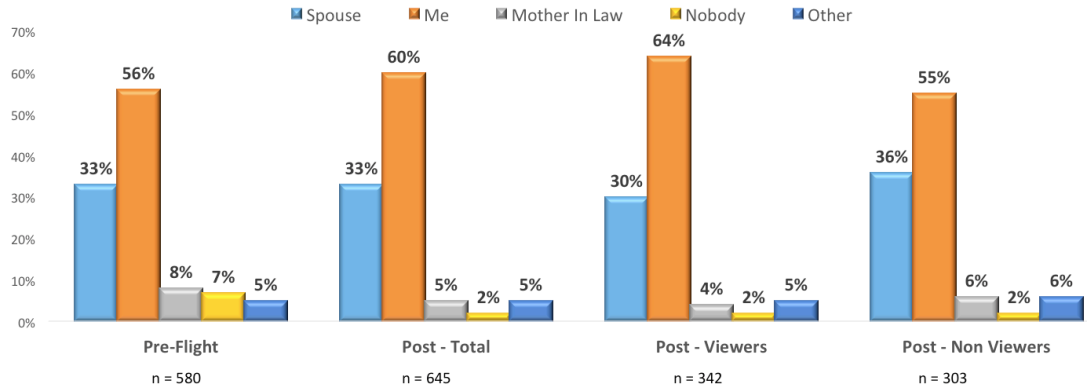


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Budget Controller in the Household

The post broadcast results show a 5% increase in the number of families now controlling a budget with 9% more viewers than non viewers controlling the budget by themselves



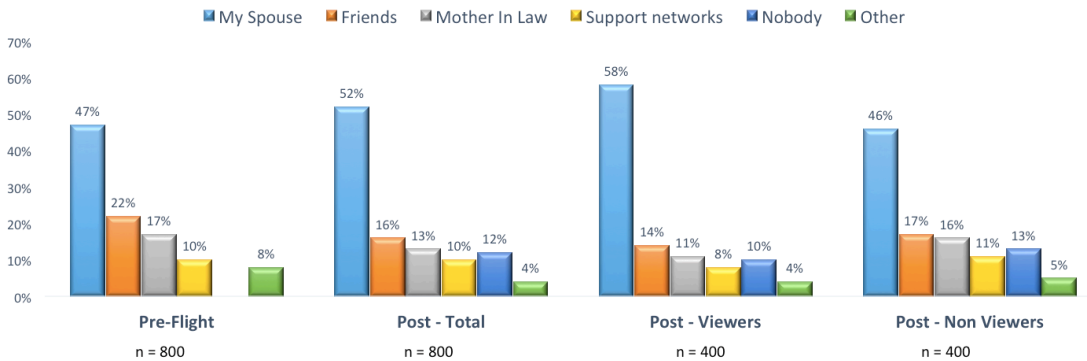
Select all that apply. Who controls the family budget? 1)Spouse 2)Me 3)Mother In Law 4)Nobody 5)Other



Makutano Junction covers real life issues and good role models give the audience behaviours they can model themselves on. After the program, there was an increase in the number of people turning to their spouse to discuss family issues with 58% of viewers saying they do so – this is 12% more than the non-viewers.

Family Issues

The post broadcast survey shows an increase of 5% on individuals turning to their spouses when they want to talk about family issues, with 12% more viewers than non viewers talking to their spouses

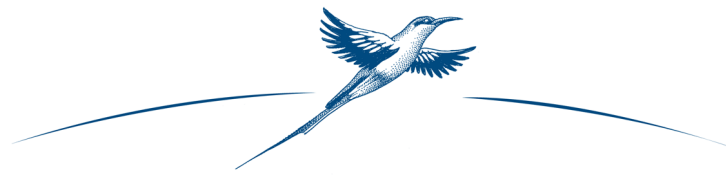


Select All that apply. Who do you talk to about your family issues? 1)My spouse 2)Mother in law 4)Friends 5)Support networks 6)Other



Nancy comes over as a strong independent character and Shaka needs to adapt and change his deep down beliefs of the male having to be the dominant character in a relationship. With the 'he for she' message (men supporting women's empowerment), it is hoped that male stereotypes are challenged and it is acceptable for a man to have more of an equal balance of power with women in a relationship.

Chief Matano also sees that being neglectful of his family in the budget has had a detrimental effect on the whole family and he is open to working together to get the balance a family needs.



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It takes time to cross cultural boundaries and change social norms. However there seems to be a greater awareness of the need to make joint decisions, to have a family budget and for spouses to work together to resolve any issues.

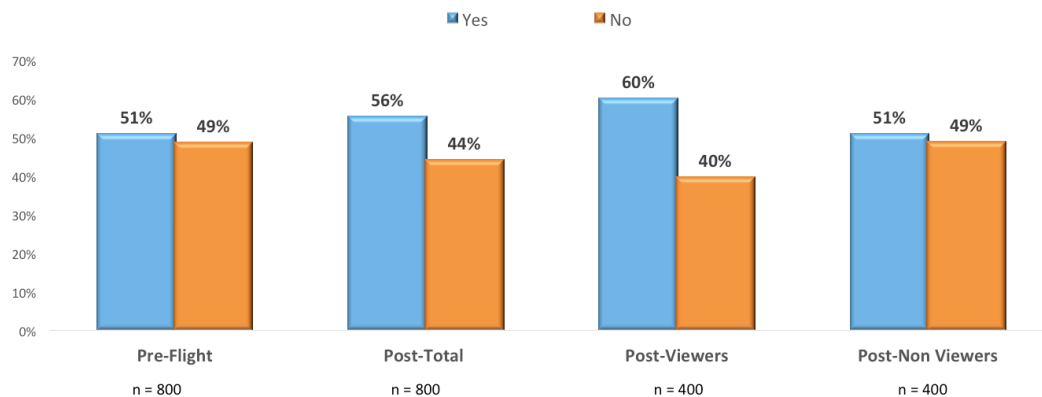
AFLATOXIN SPECIFIC FINDINGS

The Aflatoxin story was told through Eva and her family. Eva is a young girl who has had to take over the family's maize farm as her father is not well. With the pressure to manage the business and sell as much maize as possible, Eva does not listen to advice to dry the maize properly. The disastrous consequences of Nancy almost losing her baby from Aflatoxin poisoning and a large number of school children being sick were powerful messages for farmers to pay attention to the dangers of Aflatoxin.

Post broadcast research shows an increase of 5% on awareness of Aflatoxin with 9% more viewers than non-viewers being aware of Aflatoxin. 60% of viewers who are aware of Aflatoxin equates to over 5 million people.

Aflatoxin Awareness

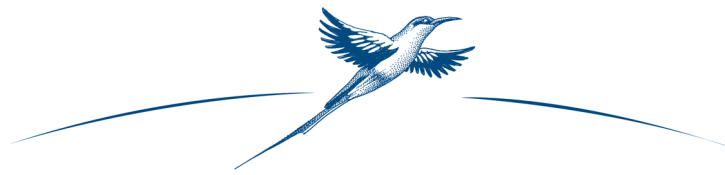
Post broadcast results show a 5% increase on Aflatoxin awareness with 9% more viewers than non viewers being aware of Aflatoxin



Do you know what aflatoxin is? (Reply with 1 or 2) 1)Yes 2)No



While drying maize remains the most thought of method to avoid aflatoxin, 6% more viewers than non-viewers understood the importance of harvesting at the correct time, and 3% more viewers than non-viewers understood the need for proper storage.

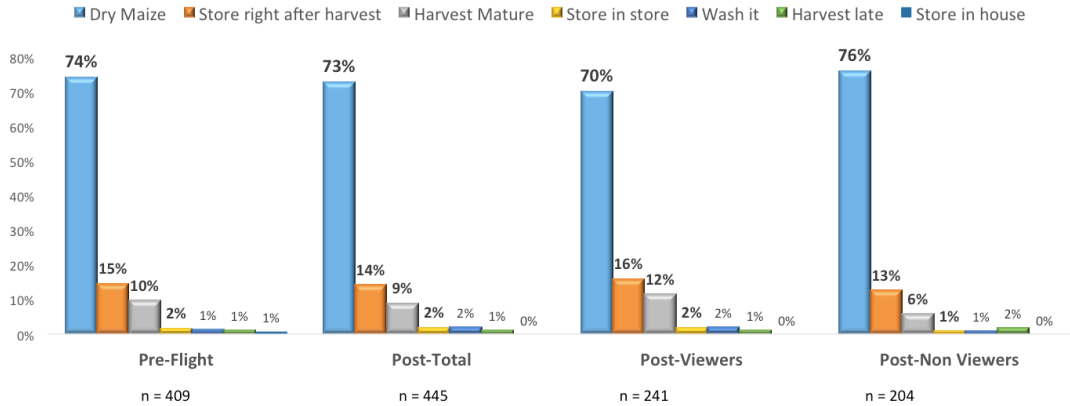


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Methods Used to Avoid Aflatoxin

Overall, drying maize is the most common method used to avoid Aflatoxin. About 6% more of the viewers than non viewers are also aware that harvesting at the correct time can help avoid Aflatoxin



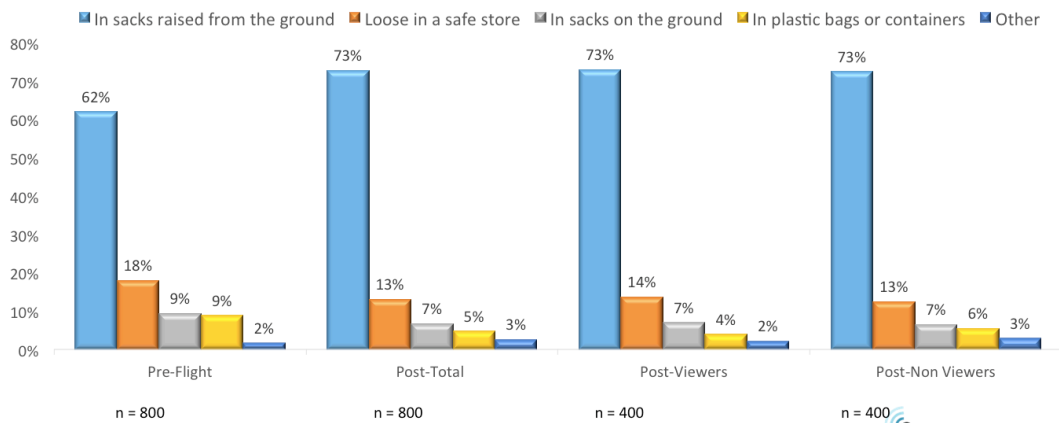
How do you avoid aflatoxin in your maize? 1)Harvest mature 2)Harvest late 3)Store in house 4)Store in store 5)Wash it 6)Store right after harvest 7)Dry maize



After the program, 11% more respondents were storing maize in sacks raised above the ground. However there was no distinction between viewers and non-viewers and therefore it is difficult to attribute this change solely to the program.

How Maize is Stored

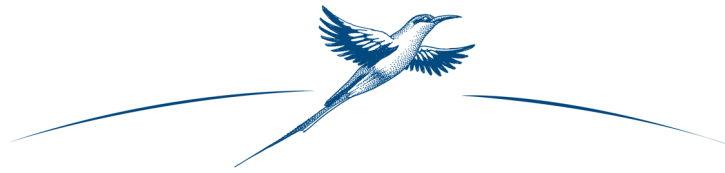
Post broadcast results show an increase of 11% on respondents storing maize in sacks raised above the ground



How do you store your maize? 1)In sacks on the ground 2)In sacks raised from the ground 3)In plastic bags or containers 4)Loose in a safe store 5)Other



Of those aware of Aflatoxin, there is a good understanding that maize should be stored in sacks raised from the ground whereas for those unaware of Aflatoxin, the most common storage method was in plastic bags or containers.

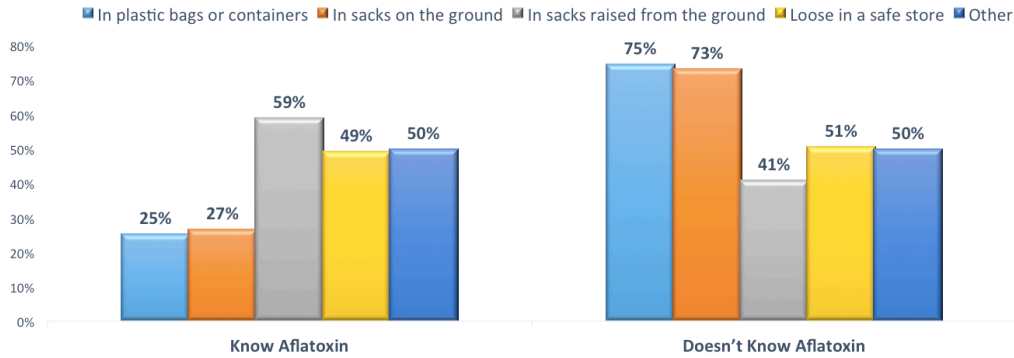


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Aflatoxin Awareness vs Methods Of Storing Maize

The most common way of storing maize among respondents who are aware of Aflatoxin is through sacks raised from the ground while most of those who don't know about Aflatoxin store Maize either in plastic bags or containers and in sacks on the ground

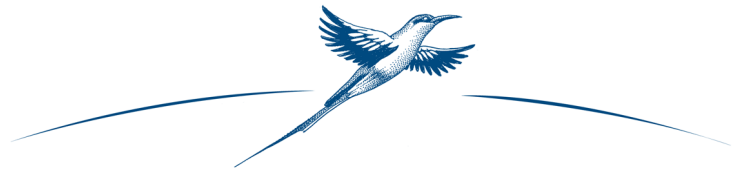


Do you know what aflatoxin is? (Reply with 1 or 2) 1)Yes 2)No

How do you store your maize? 1)In sacks on the ground 2)In sacks raised from the ground 3)In plastic bags or containers 4)Loose in a safe store 5)Other

n = 800
GeoPoll

The Aflatoxin message ends with farmers receiving a training on good agricultural practices on a farm. There is an increase in awareness of Aflatoxin – what it is and how to prevent it, however 44% of respondents are unaware of what it is which highlights the need for more communication and education in this area.



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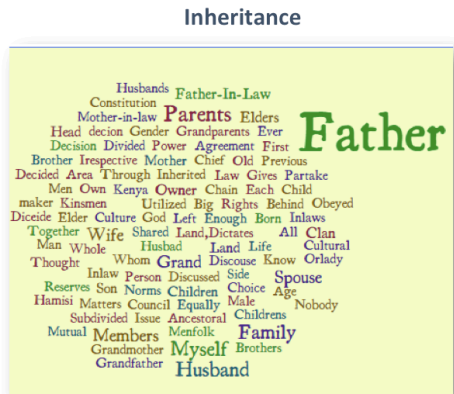
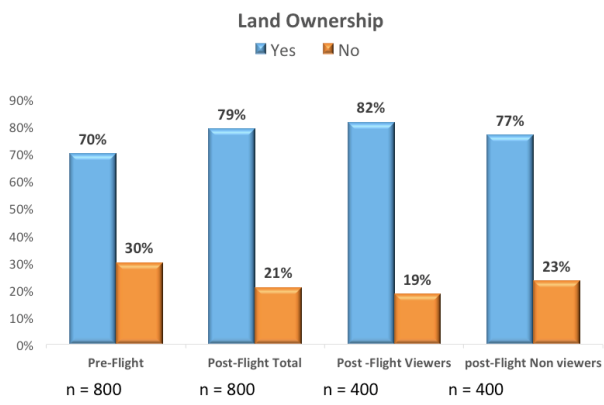
GENDER & LAND ACCESS SPECIFIC FINDINGS

The storyline around Gender and Land Access showed Anna's cousin Maria being physically abused by her husband and being kicked out of the family home with her 2 daughters. Maria was able to call Anna for help which highlighted how vulnerable some women can be. Another storyline showed Mama Mboga fighting for the right to her land after the death of her husband. His brothers wanted to take over the land and leave nothing to the widow or daughters.

82% of respondents who viewed the show own land and the father is seen as playing a key role in deciding who will inherit land.

Land Ownership and Inheritance Decision Makers

The Post Broadcast research shows a 9% increase on Land Ownership. The father is seen as the key decision maker on matters relating to land inheritance in most of the households

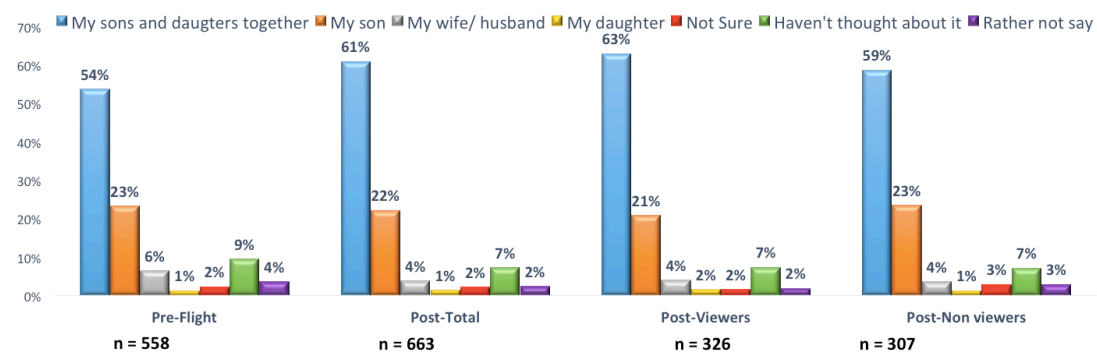


Does your family own any land? (Reply with 1 or 2) 1)Yes 2)No



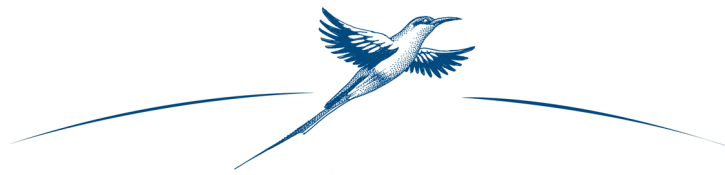
Land Inheritance - Who Would Inherit Land

The Post Broadcast survey shows a 7% increase on sons and daughters as the choice of those who would inherit land where 4% more viewers than non viewers making the choice to give land to both sons and daughters



Who would inherit your land? 1)My children 2)My son 3)My daughter 4)My wife/ husband 5)Not Sure 6)Haven't thought about it 7)Rather not say





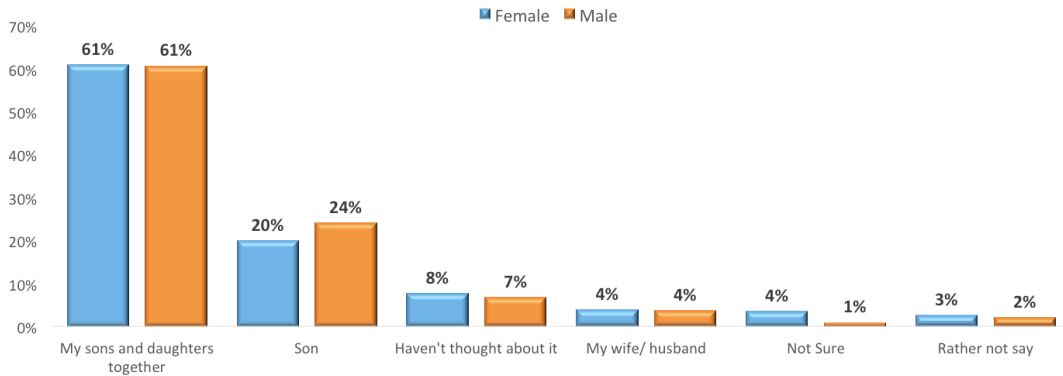
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Encouragingly the majority of respondents view sons and daughters as equals in terms of right to inheriting land.

Who to Inherit Land By Gender

Sons and Daughters are the best choice for land inheritance among the respondents interviewed irrespective of the gender of the respondent.



n = 663

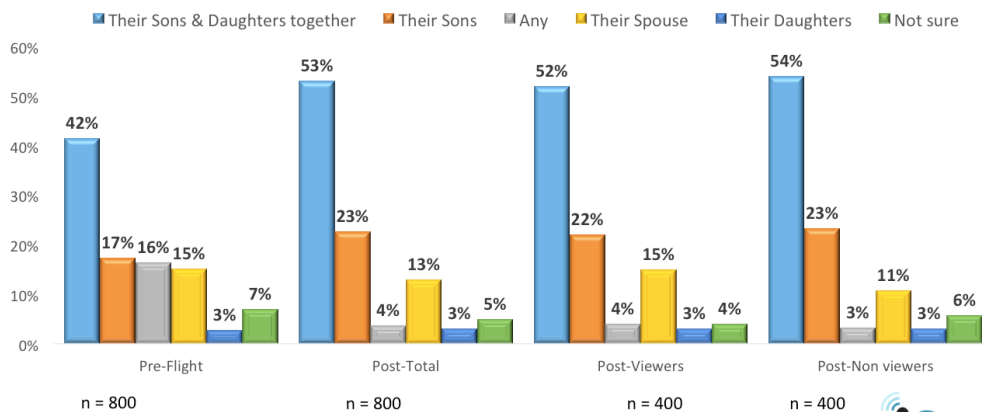
Who would inherit your land? 1)My children 2)My son 3)My daughter 4)My wife/ husband 5)Not Sure 6)Haven't thought about it 7)Rather not say



As well as daughters being placed on an even plane as sons, viewers of the show are 4% more likely to consider spouses as having a right to inherit land when there is no will.

Land Inheritance When There is No Will

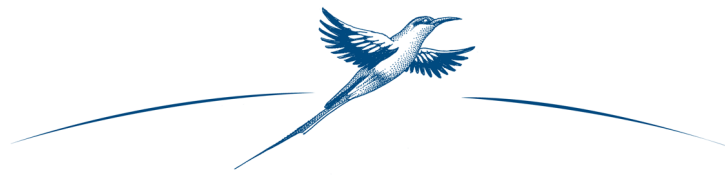
Post Broadcast survey results show there is a significant increase of 11% on the choice of "their Sons and Daughters" as the best choice of those who should inherit land in case there was no will



If one didn't leave a will, who should inherit their land? 1)Spouse 2)Children 3)Only Male Children 4)Any children 5)Only female children 6)Not sure



There was a positive trend with regards to women being perceived as being able to inherit land with 3% more viewers than non-viewers believing women should inherit land. 92% of male viewers believe women should inherit land compared to 86% of male non-viewers. This shows that the show had a positive impact on men's perceptions towards women as equals.

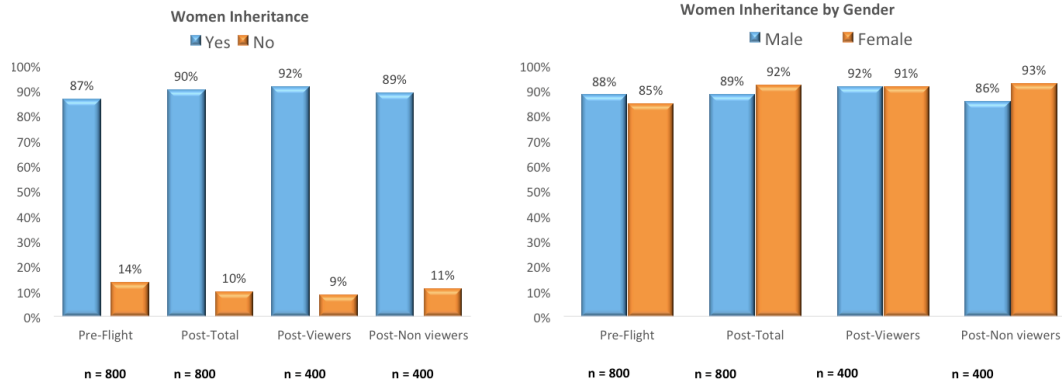


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Women and Land inheritance

There is a slight increase of 3% on those who agree that Women should inherit land in the post broadcast survey. On overall, the idea of women to inherit land is a welcome to both male and female



Do you think women can inherit land? (Reply with 1 or 2) 1)Yes 2)No



Conclusion

Women's Empowerment & Household Planning

We can see a positive trend in this area with more women being empowered to have a voice on family matters. Having discussed budgeting and financial matters openly and changed social norms, 10% more viewers than non viewers have a family budget and the men are more open to giving their wives and the family as a whole a greater voice. When there arises conflict in the household, the post broadcast survey results shows an increase of individuals turning to their spouses when they want to talk about family issues

Aflatoxin

There is an increase in awareness of Aflatoxin though there are still 44% of respondents who are not aware.

Overall, drying maize is the most common method used to avoid Aflatoxin.

Post broadcast results show an increase of 11% on respondents storing maize in sacks raised above the ground

The most common way of storing maize among respondents who are aware of Aflatoxin is through sacks raised from the ground while most of those who don't know about Aflatoxin store Maize either in plastic bags or containers and in sacks on the ground

Gender & Land Access

In most households, the father is seen as the key decision maker on matters relating to land inheritance. The post broadcast survey shows 4% more viewers than non-viewers making the choice to give land to both sons and daughters irrespective of gender.

When there is no will, research shows there is a significant increase of 11% on the choice of "their Sons and Daughters" as the best choice of those who should inherit land.

The idea of women to inherit land is welcome to both male and female with 92% of viewers thinking so.

The findings also show that identification with key characters in the drama provides role models with which the audience can identify, resulting in a desire to emulate their behaviour. This is a potentially powerful communication tool, when it comes to effecting behaviour change.

Appendix 1

MAKUTANO JUNCTION SERIES 14 STORY DOCUMENT

Women's Empowerment and Household Methodologies

Episodes 3 & 7 focus on women's empowerment and household methodologies. Different aspects of these issues will be addressed through the relationship between Nancy and Shaka. The episode n. 3 will be mainly built on:

- The respect to women's empowerment (in terms of property ownership);
- The importance to make decisions together;
- The division of responsibilities;
- Addressing gender stereotypes.

Episode 7 mainly address financial issues of a family in crisis and it will underline the importance of:

- Budgeting as a family by showing the negative consequences of not planning the family budget together;
- Planning as a family for a common future.

Additional points for consideration in enriching the scripts:

- **Gender Based Violence:** it was suggested to show how women can react positively to the violence and seek out existing support structures e.g. women discuss among themselves about violence and what to do or where they can reach out for support.
- **Avoid to reinforce women stereotypes**
- **Underscore men's role in advocating for gender equality and women's rights:**
 - To underline the fact that gender equality is not only a woman's issue, men have a role to play.
 - To incorporate the message of the Campaign HeForShe that aims to identify male champions.
 - It was noted from Mediae that this aspect has been taken into account in the scripts: a man teaches to another man the respect for women and being a supportive partner.
- **Access to 30% Government Procurement opportunities for young women:** to create awareness regarding the possibilities to access to government procurement in order to encourage women, especially young women to take advantage of such opportunities.



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Aflatoxin

Episodes 4 & 5 focus on Aflatoxin in Maize - post harvest.

Causal Practices/conditions:

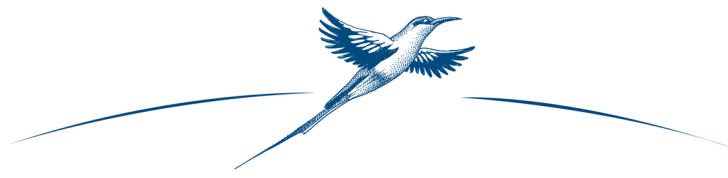
- Improper harvesting, handling and processing techniques
- Harvesting immature and/or over-mature crops
- Contamination and /or infestation by Birds, rodents, insect pests, fungi, man
- Limited drying and/or storage facilities
- Rough transportation/loading/unloading
- Labour shortage during harvesting

In these episodes, we discover that Aflatoxin is the source of the food poisoning; it is a high dosage amount and almost took the life of Nancy's baby. (She is six months pregnant). Eva has just sold almost all of her harvest to the school but Eva's shamba is discovered as the source of a high potency Aflatoxin outbreak. As the school children become ill, Eva realizes her mistake and Maspeedy discovers that the Baraka's shamba has produced a low dosage amount in their maize. At the end of the episode, he takes them to a well-run shamba and shows them how to plant and harvest, dry and store properly.

Gender and Land Access

Episodes 10 & 11 have the following main points:

1. Women are the ones collecting firewood, grass and water and are the ones more vulnerable to wildlife attacks and even rape.
2. Women are not normally allowed to participate in decision-making process about the management of land.
3. Women have limited access to education and hence do not know their (land) rights; younger generations are married off without finishing school... most communities don't want them finishing school because they may marry someone outside their community.
4. Women are not allowed to own livestock and only hold on to the sale of milk and hide. They only normally manage the poultry and hold on to that income.
5. Women's access to land is overshadowed by the community customary tenure, which is for the entire community, leaving the women vulnerable and dependent on their husbands or eldest son to maintain the access to land.



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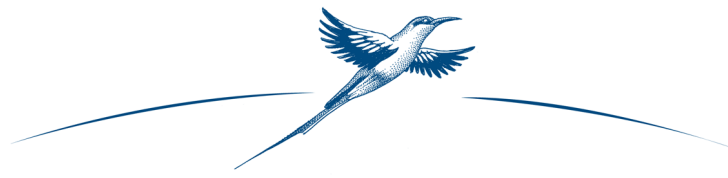
Episode 10 sets up M'Mboga's return and then tells the story of a rural women related to Anna who has been kicked off her land by her husband, who does not believe she has been raped. Anna and Margaret inspire the women to work together to change the attitude of the Elders and work within the bounds of the law.

Episode 11 deals with land access and M'Mboga's daughters where they try to prove their right to their ancestral land.

Appendix 2

Comments from respondents when asked what lessons they had learnt from the show:

- Know How To Live With Others
- Should Nt B Greedy For Power
- Relationships
- We Should Share Our Problems With Other People.
- How To Have A Better Life And Future
- How To Socialise With Other People
- Plan My Future
- Experience
- Unity
- Humility Is Important
- Unity
- Charm
- Women Empowerment
- The Importance Of Coming Together
- Stop Corruption
- Its Good To Support One Another
- We Should Be Nice To Others
- How To Leav In Comunity
- About Life Skills
- Promoting The Society.
- I Learn That Makutano Is Good Bcz People Can Meet Together.
- How To Bring Up Your Children
- How To Do Well In Business
- Business
- How To Do Advertisement
- That We Should Interact W?Th Neighbours And Ready 2 Help One Another
- Bad Company Is Bad
- Women Shuold Be Respected In The Community.
- Lets Love One Another
- Acceptance And Adoption To Various Issues
- How We Should Handle Ourself



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Hw 2 B Responsible In Lyf

Its Good To Speak The Truth Always Coz A Lie Makes You Hide Or Act Stupid

Makutano Junction; I Learned How To Interact With Other People

Business Is Important

How To Earn A Living

How To Utilize Money Earned And Ways Of Avoiding Too Much Borrowings

Women Can Inherit Land

A Bout Life Experience

I Learnt That In Life You Have To Be Obedient

Friendship

Think Before Making Dicision

Self Confidence

Give Me Courage In Communication Such A Way That You Can Talk To Your Customers Well And In Public

How The Business Are Maneged Well

I Learnt The Best Way Of How To Store Our Maize

Upright Living

How To Solve Conflict In A Family

How To Interact With People

How To Be A Good Leader

Hatred Is Just A Waste Of Time

Rumours Is The Worst Evil

Working Together As A Community And Taking Part In Community Development

Families Should Have Unity

Family Cooperation

Gud Neighbourhood

Public Relationship

Integrity

On How To Save My Money

To Be Kind

How To Live With Different People In The Society, How To Handle Our Business.

I Learnt To Take Care Of Other People Position And Responsibility.

I Should Be Humble

Spirit Of Compromise.

How To Start Bussiness N Haow To Manage It

Learnt Many Moral And Social Things In Life

Teachers Should Be Good Role Models To Students

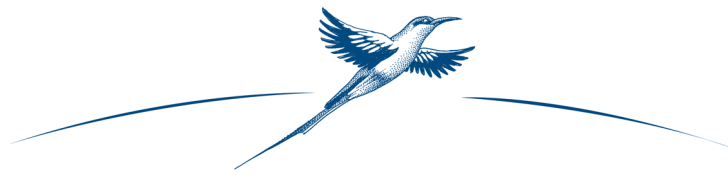
N/A

Courageousness

About Aflatoxin N U Can Start Any Business So Long As Inakuletea Capital

The Mediae Company Kenya

P.O. Box 215 Kenya 00502 Nairobi



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Good Relations Among Neighbours

To Practise What Is Seen Important And Being Honest All The Time

Dealing With People Of Different Characters

It Helps People With Work

The Show Was Informative, Like Involving Women In Decision Making Process,

Cleanliness

Respect

To Be Honest In Everything

It'S Good To Have A Good Relation With Pple Next To You

Moral Lesson In The Society

Friendship Move You Places

We Must Be Selfdriven,Hardworking And Innovative

Work Together As A Group

Self Management

Always Respect The People Around You

Patience

Uprightness

Humility

Social Interaction

I Learn About Being Faithful And Honest

To Be Honest

Good Relationship

Learnt To Give Respect To Each And Every Person You Happen To Meet

To Be Vigilant

That We Are Supposed To Have Peace And Harmony

Togetherness And Unity Are Key Things In A Community And Esp

People Who Surround Us

To Be Honest

I Learnt About Aflatoxins And I Should Be Careful When Buying Foodstuff. I Also Learnt How To Properly Dry And Store Maize To Avoid Food Poison

Teaches How To Take Care Of Family

How To Be Efficient In Keeping Records Of Our Finances N Balancing Them

How To Properly Store My Produce To Prevent Them From Being Infected With Aflatoxin

Honesty

Always Be Open With Your Parents Thats My Lesson

Good Environment

How We Should Live In A Family

Decision Making Business Family Etc

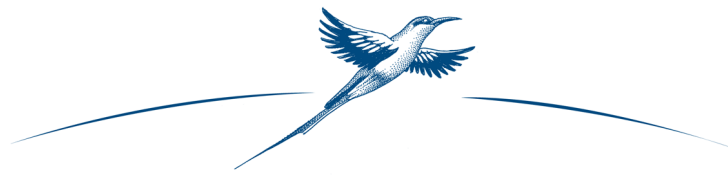
I Learnt How To Be Responsible At Work

Good Attitude, How To Interact With Others Well

We Should Avoid Our Children From Having Bad Companies

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Importance Of Saving

The Negative Effects Of Corruption, Early Marriages

Proper Budgeting And Good Food Storage

How To Socialise And Be Very Keen For Whatever We Do And Mostle

Have Respect To Everyone

Its Inspiring

Patience

Importance Of Working Together As A Family

It'S Good To Be Trustworth

People Should Respect Your Work

Stengthening Our Relationship

On How People To Live

Patience

Corruption Is Not Good

It Educates

To Learn How To Live With People From My Community...The Unity Of A Community

Love For My Neighbours And Being Trustworthy

Hw We Can Help Those In Need

How To Make A Good Life

Hw To Have Good Relationship With Other People

The Engagement Of Local Administration With The Locals

Talks About Current Issues Like Hiv Aids,Education, Corruption,Justice And Many Othes

How To Live With People

Respect Your Work

How To Assotiate With My Family Member

Socializing

How To Make Savings When One Wants To Start Up A Business And

Also How Women Should Be Given Rights To Pass Their

Grievances/Advicesy To Their Husbands

How To Build Good Character

To Be Fair And Justice To Whatever We Do

Family Issues

That I Be Good To My Neighbours

Honesty

Good Way Of Staying With Pple In The Society.

Self Respect Is Important

We Need To Be Careful In What We Do

It'S Motivates Me

Good Morales

To B Wise

To Be Honest

To Be Determined In What We Are Doing.

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Environment And Sustainability

Creativity And Social Education

Promotes Global Awareness On People'S Lives.

Be Intelligent

To Be Faithful

Education Is Important

I Learnt A lot About Farming And The Importance Of Faithfulness In Families

Respect.

How To Live With People In The Society

Be A Good Leader In The Society

How Things Are Handled

A Mobile Machine For Backing Maize

Women Should Be Empowered, Education Is Important

I Learnt On The Harm Aflatoxin Can Cause 2 Humans

It Is Always Good To Be Careful When Doing Some Things

Patience