



SERIES 1
IMPACT BRIEF

MAISHA MAKUTANO

— 2026

Presented by The Mediae Company

Executive Summary

Maisha Makutano is a story-first educational drama that tackles the realities shaping women's agency and household well-being. It tackles issues of inclusion, women's enterprise, agribusiness, gender-based violence, sexual and reproductive health and rights, childcare, and intra-household decision-making. Through relatable characters and everyday dilemmas, Series 1 proved that story-first edutainment can do more than entertain: it can reach millions, earn trust, and generate measurable signals of change.

Series 1 has demonstrated exceptional reach on Citizen TV:

- **~4 million** adult viewers weekly on Saturday evenings
- **~750,000** adult viewers on Sunday afternoons
- On average, viewers were watching with **3 other individuals**
- Ranked as Citizen TV's most-watched weekend drama

This broadcast reach was strengthened through digital distribution: across Instagram, Facebook, TikTok, and YouTube, the season achieved **871,559 views and reach** and **25,998 engagements**, with a standout [SRHR clip on TikTok](#) reaching **135,500+ views**.

Why the show works: credibility and relatability

Indicative KAP findings show higher willingness among viewers to join SACCOs, stronger aspirations to start poultry enterprises like those shown in the series, increased recognition of GBV beyond physical violence, and greater support for help-seeking, and higher reported use of formal childcare services. The KAP data shows that Maisha Makutano's biggest asset is credibility—viewers see their lives reflected on screen.



91% of viewers

say the show portrays
"real issues" very well



75% of viewers

say it "relates to my life"
very well



91% of viewers

say it helps them
understand community-
relevant issues very well

This level of realism is the foundation for behaviour change: when viewers identify with characters, they are more likely to discuss, internalise, and experiment with new behaviours.

Thematic Impact Highlights



Early Signals of Behaviour Change

A key headline from the findings is that Maisha Makutano is already pushing viewers into an “action mindset” where viewers are not just absorbing the storyline, they are actively considering, discussing, or making real-life changes based on what they watched (for example, seeking information, shifting household decisions, or trying a new practice).

- Only 12% of viewers said they had not made or considered any changes based on the show, meaning **~88% were already in an “action mindset”**.
- The strongest areas of intended change were:
 - **Family planning / reproductive health:** 23%
 - **GBV and marital conflict:** 20%
 - **Childcare/daycare decisions:** 18%
 - **Chama/SACCO/savings/loans:** 10%

In other words, the show is not just increasing awareness, it is shaping the decisions viewers are already making in their households.

In Series 1, viewers most often cited farming as a business, financial inclusion, especially the role of SACCOs and chamas, and conflict resolution as the most memorable lessons. Encouragingly, audiences are also asking for deeper coverage of the show’s core themes, particularly reproductive health, GBV, marriage conflict, and childcare, and this demand is consistent across men and women, as well as younger and older viewers.

Financial Inclusion



Series 1 strengthened the understanding of group finance as a foundation of resilience. When asked about the main purpose of a chama/SACCO, saving emerged as the most common response among viewers (54%), compared with 50% of endline non-viewers and 44% at baseline. Viewers also more frequently saw SACCOs as offering not only loans but also saving support (38%) and business mentorship/training (36%), higher than endline non-viewers (34% and 26%, respectively).

Most importantly for conversion, the show moved intent: 55% of viewers said “Yes, I would like to join a SACCO” compared to 46% of non-viewers. That is a major partnership opportunity because SACCO membership is a gateway to affordable credit and longer-term wealth-building.

At the same time, the KAP highlights where practice remains uneven, an important insight for partners who care about “usage for impact.” Savings behaviour remains a gap: 52% of viewers reported they never save in a chama (slightly better than endline non-viewers at 54%), and 81% reported they have never saved in a SACCO. This is exactly the kind of “awareness-to-usage gap” Series 2 can target with deeper, action-oriented storylines and iMama linkage.

Partner takeaway: Series 1 created demand and improved understanding; Series 2 can drive usage by modelling step-by-step journeys (chama → SACCO), governance and transparency, and “borrow for growth, not survival”, then linking viewers to real institutions through iMama.

Gender Norms and Intra-Household Decision-Making

Maisha Makutano's strength lies in its portrayal of money as a relationship issue. The KAP shows movement towards shared decision-making. For example, 46% of viewers said household financial decisions are best handled by "both partners," compared to 42% of endline non-viewers and 34% at baseline.

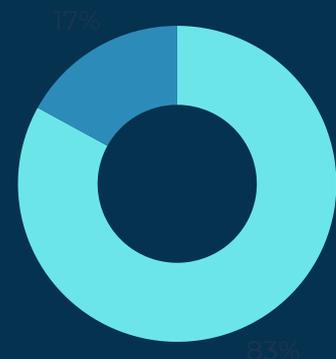
On practice (not just attitudes), the data show a real uplift: among those asked about the frequency of joint financial decision-making in the past six months, 31% of viewers said they "always" make decisions jointly, compared with 26% of endline non-viewers. There was also a shift in major household purchases: 30% of viewers reported "we decide together" compared to 23% at baseline.

The findings also reveal the norm tensions the show is designed to confront: even among viewers, 64% strongly agreed with the statement "Men should manage the home's finances," while high majorities endorsed women's financial agency and shared responsibility. This is not a failure; it's a reality check that validates the show's approach: norms are contested, and drama is the right vehicle to explore conflict, consequence, and change over time.

Partner takeaway: Series 2 can deepen what's already moving by scaling storylines that model positive male champions and shared decision-making, while also showing the risks and consequences of controlling/abusive dynamics.



Agribusiness and Women Agripreneurs



83% of viewers

indicated an interest in starting a poultry business like the one in the series.

Agribusiness is one of Series 1's strongest impact areas. Views on women in agribusiness were already positive, but viewers were more likely to strongly endorse women's success: 93% of viewers agreed women can be successful agribusiness owners, compared to 89% of endline non-viewers.

The clearest signal is aspiration: 83% of viewers said they would definitely like to start a poultry business like the one shown in the series, compared to 61% of non-viewers. This is a large gap that confirms the Women-in-Business storyline is expanding what women and youth believe is possible in agribusiness.

Partner takeaway: Series 2 can convert aspiration into action by integrating market linkage, financing, and extension pathways, supported through iMama referrals and partner programmes.

GBV Prevention, Recognition, and Help-Seeking

The GBV section shows some of the clearest gains in knowledge and attitudinal influence. Understanding of GBV broadened significantly: defining GBV as physical, emotional, or sexual abuse rose to 52% among viewers (from 34% at baseline), and “I don’t know” dropped from 28% at baseline to 11% among viewers. Knowledge of non-physical abuse was also strong: 85% recognised constant yelling/shaming as emotional abuse, and 72% recognised taking someone’s money or stopping them from working as GBV.



On response pathways, 71% of viewers said victims should “always” seek help/report GBV compared to 66% of non-viewers. Awareness of reporting channels is high and expanded in key ways: viewers were more likely to identify the local chief (59% vs 52%) and police (87%) as support pathways.

The show also appears to have stimulated more conversation: viewers were more likely to have discussed GBV privately (38% vs 30% at baseline) and less likely to say they have never discussed it (43% vs 53% at baseline). Finally, the attitudinal influence is strong: 77% strongly agreed that the show helped them see that reducing violence and serious quarrels can improve a family’s farm/business and income, and 75% strongly agreed that violence harms women’s health, confidence, and ability to work.

Partner takeaway: Series 1 moved GBV knowledge and legitimised help-seeking and discussion; Series 2 can deepen impact by modelling survivor pathways, accountability, and tightly linking iMama to referral services.

77% *of viewers strongly agreed that the show helped them see that reducing violence and serious quarrels can improve a family’s farm productivity/business.*

SRHR and Family Planning



The KAP also shows that many people still want more information.

Only **51% of viewers** said they have “all the information” they need to make informed decisions about family planning, and 15% said they do not have enough information

SRHR knowledge is already strong, but the show helped sharpen where people can go for services and revealed a clear demand for more guidance. Awareness of common family planning methods is near-universal among viewers (e.g., condoms: 98%, injections: 94%, pills: 92%). However, knowledge of community-level access points is still growing: awareness of community clinics as a place for family planning rose from 24% at baseline to 35% at endline (among viewers and non-viewers), suggesting that simply naming and modelling these pathways in the storyline can improve service navigation.

Childcare and the Care Economy

The childcare findings indicate that availability appears high: 91% of viewers said daycare centres exist in their community, compared to 86% of endline non-viewers. Knowledge of benefits is also strong: 89% of viewers cited childcare giving “more time for work,” and 86% cited early learning and social skills.

The real barriers are trust and affordability: among viewers, 54% cited cost as a challenge, and 44% cited a lack of trust and concerns about quality. Importantly, the show appears to shift behaviour: 67% of viewers reported using formal childcare services compared to 61% of non-viewers.



On the enterprise side, demand exists: 34% of viewers said they would “definitely” be interested in starting a childcare business. Among those interested, the top support needs were access to loans/start-up capital (73%) and equipment/materials (52%).

Partner takeaway: Series 2 can unlock a double dividend, supporting women to earn through care enterprises while enabling more women to participate in work and business, linked through iMama to training, licensing guidance, and finance pathways.

Why Series 2

Series 1 confirms Maisha Makutano has the three essentials of an effective impact platform: reach, trust, and measurable movement. The next step is conversion. Series 2 is designed to deepen the highest-demand themes and translate intent into sustained practice by scaling iMama, a mobile-first platform accessed via SMS, WhatsApp, and calls that provides personalised advice, guidance, and referrals across all show topics.

Series 2 will scale iMama by expanding reach, strengthening services, and integrating it more tightly into storylines so audiences can move from awareness to action, while generating partner-ready interaction data that strengthens measurement, learning, and accountability.

A Clear Case for Partnership

Maisha Makutano Series 1 has proven its ability to reach millions, earn trust, and trigger measurable shifts in knowledge and intention across financial inclusion, women's enterprise, agribusiness aspirations, GBV, SRHR, and childcare. The KAP also provides unusually actionable insights: it pinpoints where change is already happening (e.g., SACCO intentions, poultry aspirations, GBV knowledge and discussion, formal childcare uptake) and where barriers remain (e.g., savings behaviour, trust and quality in childcare, service navigation, entrenched household power norms).

For partners and funders, Series 2 is the opportunity to invest in a proven behaviour change engine, one that combines mass reach with a practical conversion mechanism (iMama) to deliver measurable outcomes at scale.

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