

# MAISHA MAKUTANO



**Series 1**

**September-December 2025**

# Evidence of Impact, Reach, Audience Response and Changes in Knowledge, Attitude and Practice (KAP)



# Maisha Makutano Series 1

- *Maisha Makutano* is a 13-episode television drama series produced by Mediae.
- Through relatable characters and conflict-driven storylines, the programme focuses on strengthening financial inclusion and economic resilience, advancing women's economic empowerment, promoting gender-equitable norms, improving SRHR and family wellbeing, and supporting inclusive agribusiness opportunities.
- Targets women, youth and community decision-makers.

# Series 1: Headline Findings

- **Reach:** The show attracted an average weekly audience of approximately 4 million adult viewers on Saturday evenings and 750,000 on Sunday afternoons.
- Series 1 ranked as **Citizen TV's most watched** weekend drama.
- **Viewer response:** Viewers rated the show highly for realism and relevance, with strong recall of key topics and clear demand for deeper coverage of SRHR, GBV, marriage conflict, and childcare.
- **Signals of impact:** Viewers reported learning new ideas and considering changes, especially on family planning, GBV and marital conflict, and daycare decisions.
- **Implication:** Series 2 and iMama will aim to convert high attention and intent into measurable shifts in behaviour and service uptake.



MAISHA MAKUTANO  
PRODUCTION MAISHA MAKUTANO  
DIRECTOR MUKAINJI D.O.P S. MAINA  
ROLL SCENE SLATE TAKE  
CAM-A 6 0 EP 6  
9 7 517 5  
CAM-B 6 2 8  
DATE 1 7 25 SOUND

# Section 1: Introduction to *Maisha Makutano*

# Series Partners and Coverage

Partner	Focus	Coverage (of 13 episodes)
Consultative Group to Assist the Poor (CGAP)	Financial Inclusion, Women's Economic Empowerment	11 episodes
United Nations Population Fund (UNFPA)	Sexual and Reproductive Health	9 episodes
	Gender-Based Violence	7 episodes
Technical input from Gates Foundation and Mastercard Foundation	Childcare and the Care Economy	5 episodes
International Livestock Research Institute (ILRI)	Intra-household decision making dynamics	5 episodes
International Livestock Research Institute (ILRI)	Agribusiness, Poultry Farming	4 episodes

# Impact Pillars of Series 1(1)

1. Financial inclusion and economic resilience (chamas, SACCO governance, increasing women's leadership participation, access to saving and borrowing).
2. Women's economic empowerment (business growth, control over income and assets).
3. Inclusive agribusiness opportunities (women and youth pathways with an additional focus on business opportunities supporting other women to be free to participate in income-generating activities).
4. Gender-equitable norms and intra-household decision-making (shared decision-making, division of labour).

# Impact Pillars of Series 1 (2)

5. Gender-based violence prevention and response (recognising GBV, rejecting violence and controlling behaviour, help-seeking, survivor support, reporting pathways).

6. Sexual and reproductive health and rights (SRHR) (family planning, service knowledge and access, abortion knowledge and attitudes, reproductive choice, including choosing not to have children).

7. Childcare and the care economy (childcare access, affordability and quality, links to women's work and livelihoods).

# How Audiences Accessed the Show

- Citizen TV for 13 weeks from 6 September 2025 (Sat 8:00 pm, Sun 5:20 pm).
- Episodes were released online every Monday via the Mediae YouTube channel, Africa Knowledge Zone.
- Supporting content via Facebook, TikTok, and Instagram to reinforce key messages. Backed up by the iMama call centre and messaging service that provides audiences with information and referral pathways on key issues.



**Section 2: *Maisha Makutano* TV and  
Online Audiences**

# TV Viewing

- TV audience data are available from GeoPoll's national audience measurement survey.
- On Saturdays, the series attracted an average weekly audience of approximately 4 million individual adults, with a male and older audience profile.
- On Sundays at 5.20pm, the series attracted an average audience of 750,000 adults.
- It ranked as the most-watched weekend TV drama series on Citizen TV.

# Online Views and Engagement on Instagram, Facebook, and TikTok

Online distribution strengthens repeat exposure and reach beyond broadcast.

YouTube and social platforms are especially relevant for younger audiences.

Platform	Views/Reach	Engagements (Likes, Shares, Comments, Saves)
Instagram	228,030	6,300
Facebook	215,000	6,834
TikTok	260,000	11,448
You Tube	168,529	1,416
<b>Totals</b>	<b>871,559</b>	<b>25,998</b>

# Repurposing Content for Mobile Consumption

## Social Media Engagement Strategy – *Maisha Makutano*

- Leveraged Facebook, Instagram, YouTube, and TikTok to engage younger audiences.
- Used YouTube analytics to identify episode segments that generated high engagement (likes, shares, comments).
- Repurposed and optimised popular storylines for social media while maintaining key messages.
- Strategy helped sustain audience interest and increase information uptake.

## Example Impact

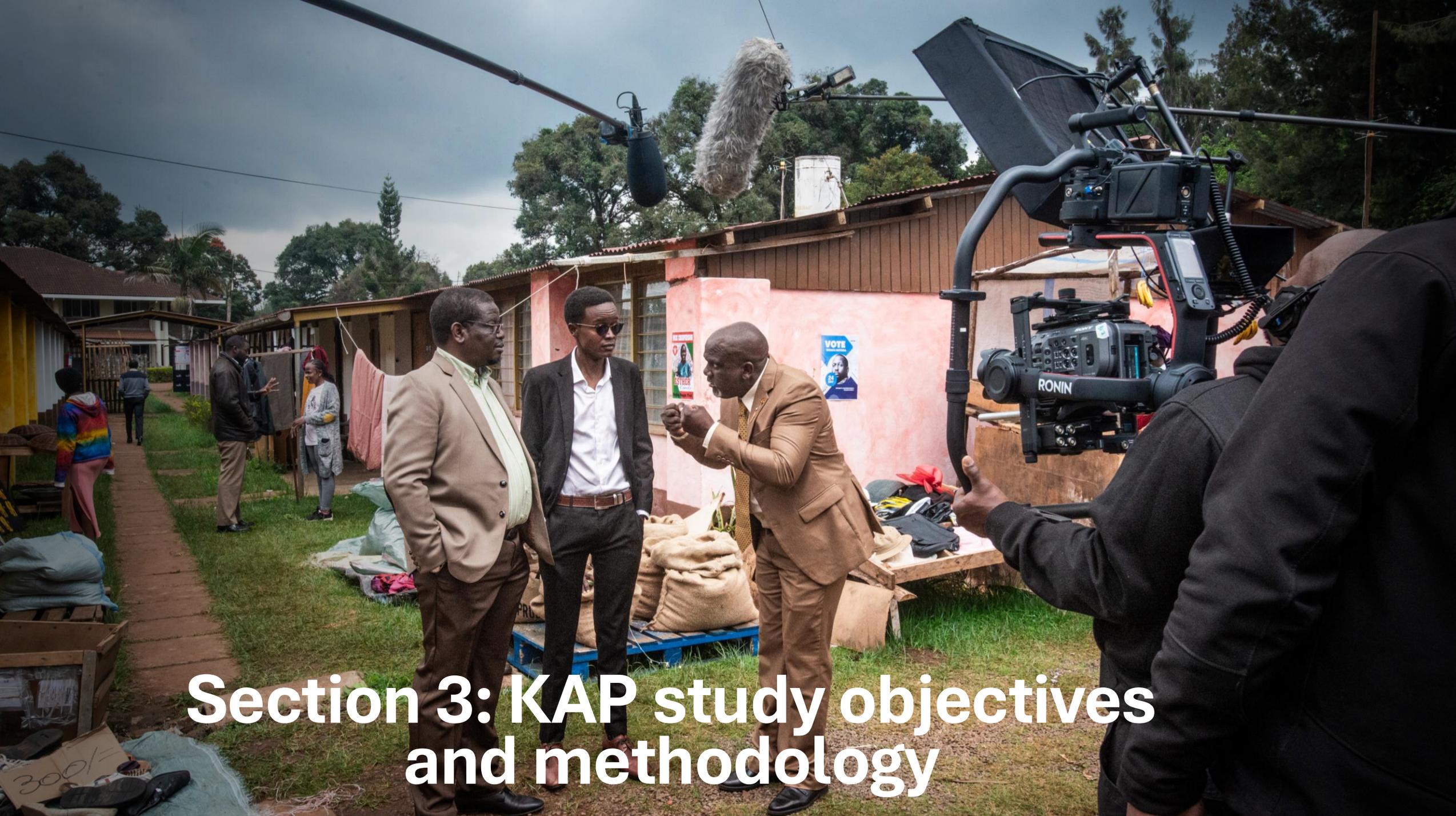
- SRHR clip highlighting women's reproductive rights and provider bias went viral on TikTok.
- Achieved 135,500+ views and sparked active audience discussions and experience-sharing.

# Quotes from YouTube Viewers

-  “Finally a good storyline on the screen!!! I’m happy!”  
— Sere, YouTube
-  “Love all the issues being explored.”  
— Nduta, YouTube
-  “Each episode leaves you inspired and informed. Nice work guys 😊”  
— Calvin, YouTube
-  “Very glad that the ‘nurse’ was forcefully retired. I really hope nurses are not doing such things. So glad that KJ is getting help. I couldn’t work out whether he was a good guy going through a bad time or a bad guy with some moments of goodness. Now I think he’s a good guy going through a bad time and making poor choices. Great character arc for KJ. Great characters all round — one can get emotionally invested in them. Looking forward to the next episode. Love that it’s clean and can watch as a family.”  
— Rumidzy, YouTube

# Future Plans

- Series 2 will deepen and expand the show's impact through partnership tracks on: Financial Inclusion, Women's Economic Empowerment, Childcare & Care Economy, GBV Prevention, SRHR, Agribusiness, and Intra-Household Decision-Making, with scope to include additional audience-relevant themes with a key focus on establishing equal opportunities for men and women to view the series across all age groups.
- Series 1 led to the creation of iMama—a mobile platform (SMS, WhatsApp, calls) offering personalised advice, guidance, and referrals linked to show topics.
- Series 2 will scale iMama by expanding reach, strengthening services, and aligning it with on-air storylines to convert viewers into service users.
- The approach will generate stronger engagement, measurable interaction data, and clearer pathways to information, services, and support for audiences and partners.



# Section 3: KAP study objectives and methodology

# KAP Survey Objectives

- To measure changes in knowledge, attitudes and practices attributable to viewing *Maisha Makutano*.
- To understand media and viewing behaviour.
- To understand which themes, topics and characters resonated with viewers.
- To provide guidance for future series.

# KAP Survey Methodology

1. A standard baseline (pre-series) and endline (post broadcast) sample survey approach was used.
2. Equal numbers of interviews were conducted in five peri-urban areas: Machakos, Nakuru, Kiambu, Kisumu and Kajiado.
3. All interviews were conducted in-home, by experienced enumerators using a fully structured survey instrument programmed onto hand-held devices.
4. The sample was made up of adult TV viewers (aged between 18 and 54) based on agreed criteria, who had access to television and were P7D television viewers.

# KAP Survey Methodology ...Contd

5. *Maisha Makutano* viewers were defined as having watched at least four episodes of the series over the length of its run.
6. 1,000 adult TV viewers were interviewed at the baseline in September 2025, and 1,003 at the endline in December 2025, split between *Maisha Makutano*'s viewers (497) and non-viewers (506).
7. Sample profiles were matched between the three sample components to minimise inter- and intra-sampling variability.



## Section 4: Respondent Profiles

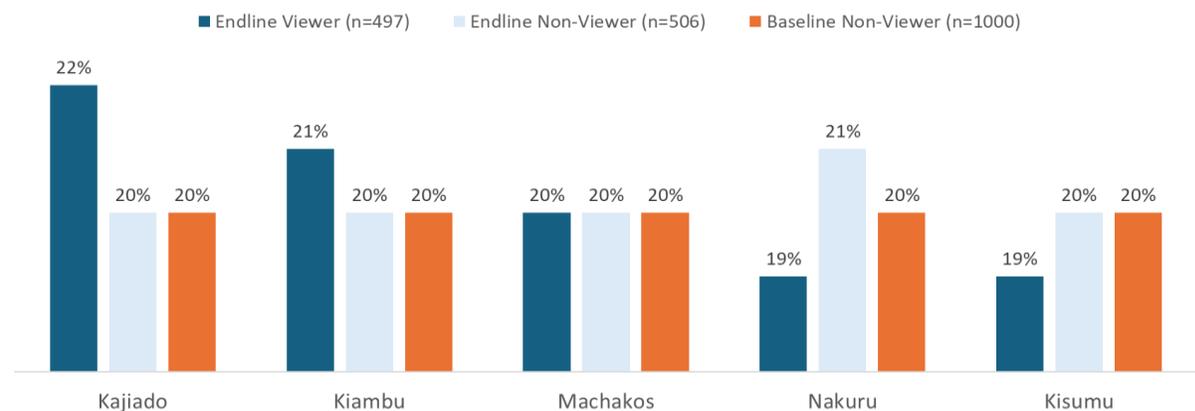
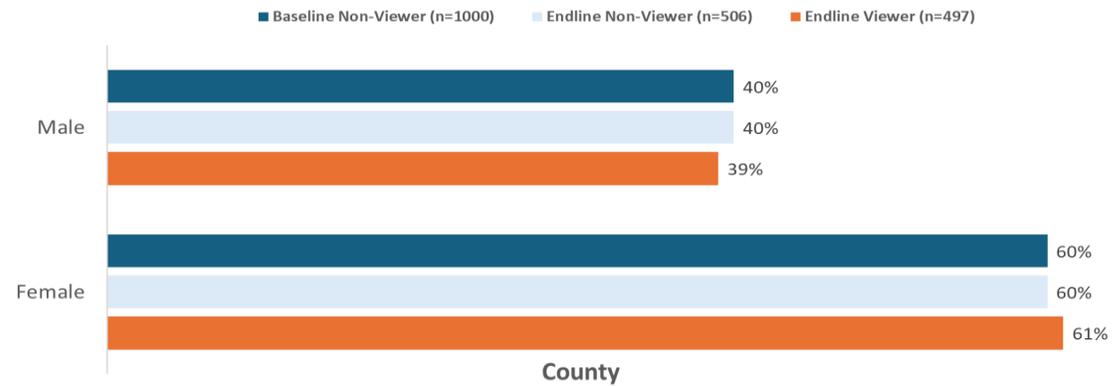
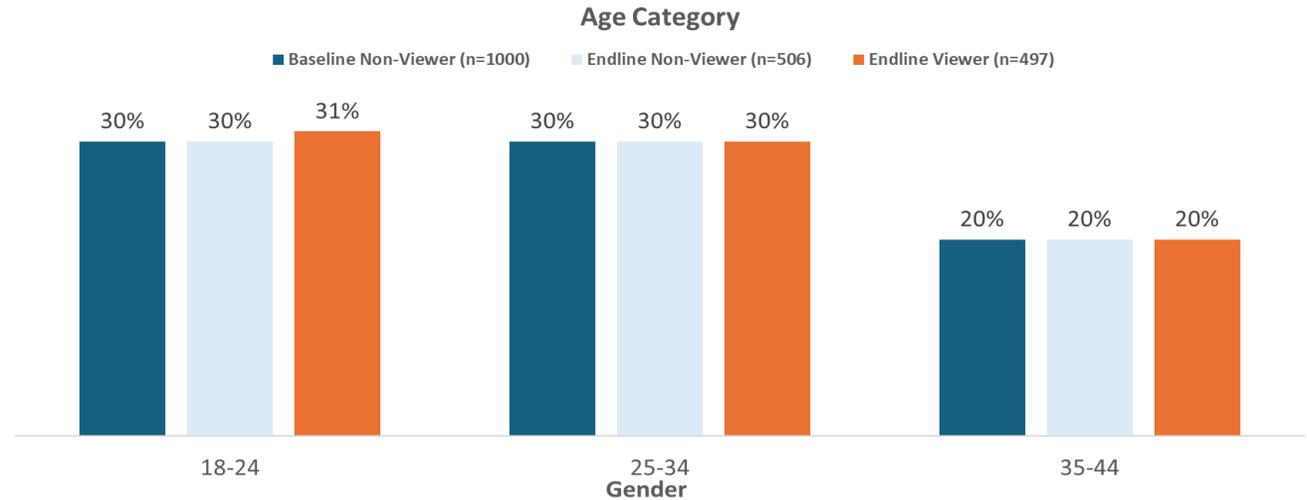
# KAP Survey Demographic Summary

- The required sampling quotas were applied, and the resultant samples (shown in the following charts) were well matched at the baseline (pre-broadcast) and endline (post-broadcast).
- Respondent profiles reflect peri-urban population characteristics and show;
  - higher than average levels of education
  - higher than average levels of access to household assets
  - access to 'modern' household assets

**On the whole, scores on the key knowledge and attitude indicators were high at both the baseline and endline due to the profile of the samples (younger, well-educated and relatively affluent) but where there are changes, these are real changes and not as a result of any imbalances in the sample profiles**

# KAP Sample Profile: Age, Gender and County

Quotas were applied for age (equal proportions of 18-24's and 25-34's with a smaller 35+ proportion and gender (60% female; 40% male) across the sample groups

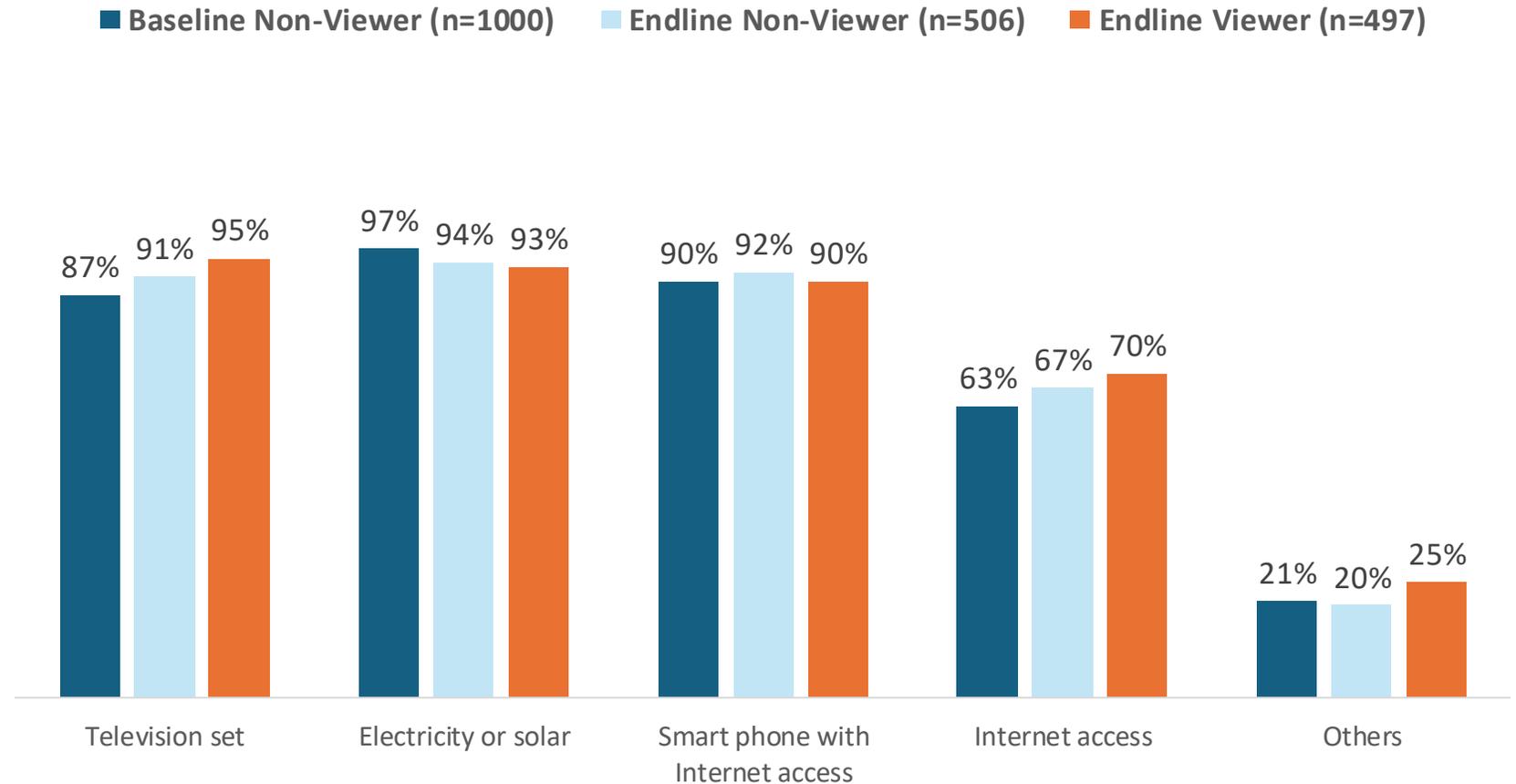


Q1 County: Q9 How old were you on your last birthday?: Q10 Record gender

# Household Asset Ownership

Reflecting the peri-urban sample, almost all respondents had a TV set, electricity, and a smartphone in their households, with 7 in 10 having internet access.

The pre and post-broadcast samples were well matched and relatively well educated and affluent



Q20. Do you, or does someone in this household have any of the following?

A film set in a rural village. In the foreground, a camera operator in a black jacket is operating a professional camera mounted on a gimbal, with the brand name 'RONIN' visible. The camera is pointed towards three men in suits standing in a dirt path. The man on the left is wearing a light brown suit and glasses. The man in the middle is wearing a dark suit and sunglasses. The man on the right is wearing a tan suit and is gesturing with his hands as if speaking. In the background, there are simple wooden houses with corrugated metal roofs. A woman in a colorful hoodie is walking away in the distance. A sign with the word 'VOTE' and a portrait is posted on one of the houses. A microphone boom is suspended over the scene. The overall atmosphere is that of a professional film production in a rural setting.

# Section 5: Media Access & Viewing Habits

# Media Consumption Summary

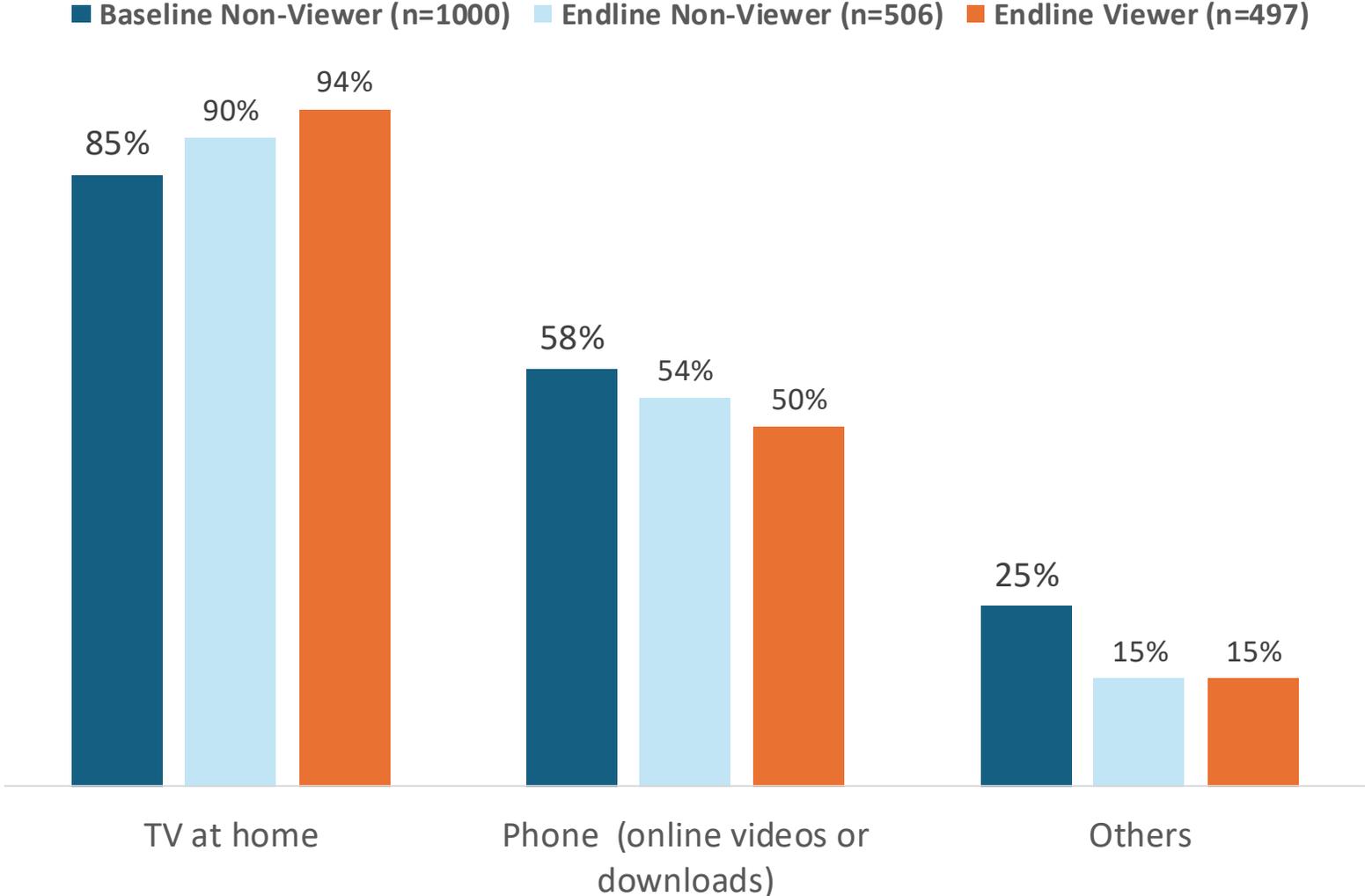
- Viewing and listening to media content on physical television sets is still the norm, with mobile devices rapidly catching up
- Younger media consumers are more likely to use mobile devices on a daily basis for accessing media content than are their older counterparts

**A media strategy and plan that combines traditional programmes broadcast on local channels with a high national reach, with content available on online channels (YouTube) and social media platforms, will maximise audience reach and exposure across different age-groups and geographies**

# How TV is viewed

While almost everyone watches TV on a physical TV set, about half watch on their phones.

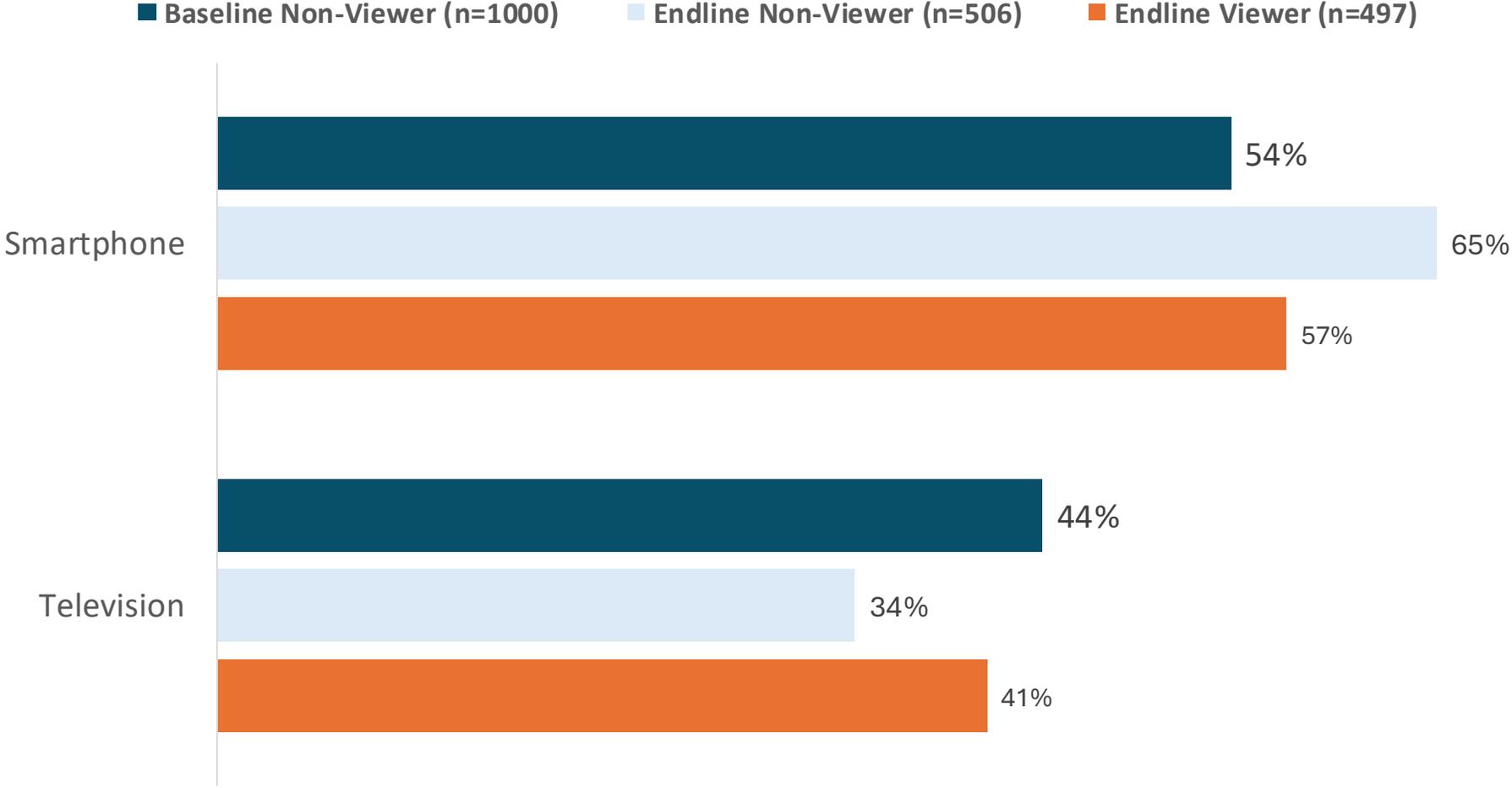
Watching TV using a phone is highly correlated with age (over 6 in 10 18-24's watch on their phones)



Q25. How do you usually watch TV shows?

# Devices Used Most often for TV viewing

The picture changes when it comes to the device used 'most often', with smartphones outperforming physical TV sets. This is especially true for men and younger people

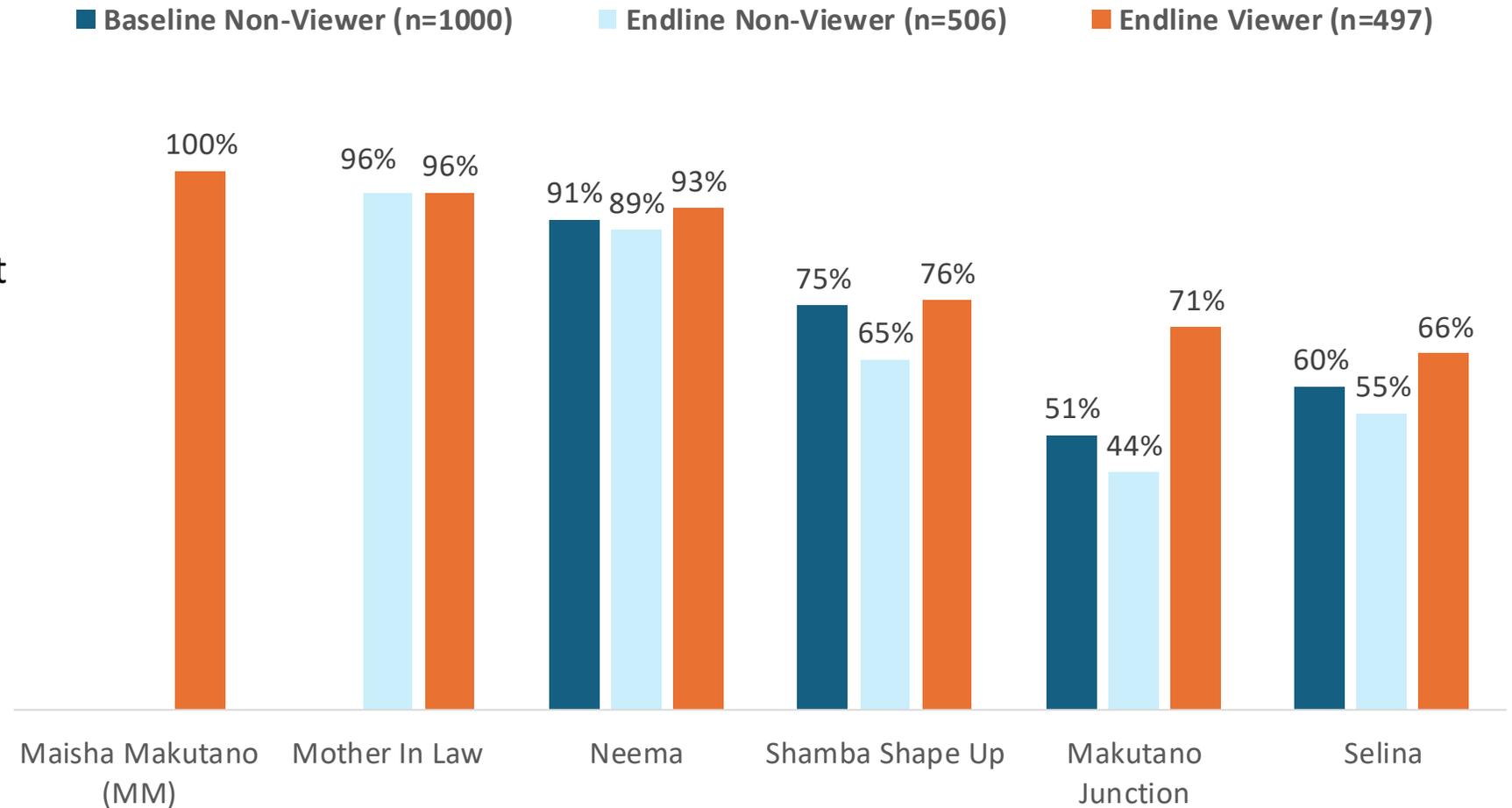


Q25. How do you usually watch TV shows?

# Kenyan TV Shows Watched

Viewers of *Maisha Makutano* were also viewers of the other popular drama series shown on Citizen TV – *Mother-in-Law* and *Neema*.

Around three-quarters also watched Mediae’s series aimed at small-holder farmers – *Shamba Shape Up* and the original *Makutano Junction* series (there was some confusion in the minds of many respondents between *Makutano Junction* and *Maisha Makutano*, which illustrates the enduring memory and fondness viewers have for *Makutano Junction*)



12. Which of these Kenyan shows, if any, have you ever watched, either on television or online?



**Section 6: Viewers opinions of  
*Maisha Makutano***

# Viewers' Opinions of *Maisha Makutano*

- Not only did the series attract a substantial and loyal audience, but viewers thought very highly of it.
- Frequent viewers were more likely to be women and older people viewing on a TV set at home, together with other family members
- The series' characters and content were considered highly relevant and relatable, showing real-life issues through believable characters.
- Not only did viewers want more, but there was high recall of the main topics covered and high levels of intention to act on the messages (especially in financial and business management).

***Maisha Makutano* is an enjoyable and powerful drama with strong appeal and resonance. Series 2 may consider characters and storylines to draw in a younger audience**

# Family Viewing

The average number of people who co-watched *Maisha Makutano* was 3.

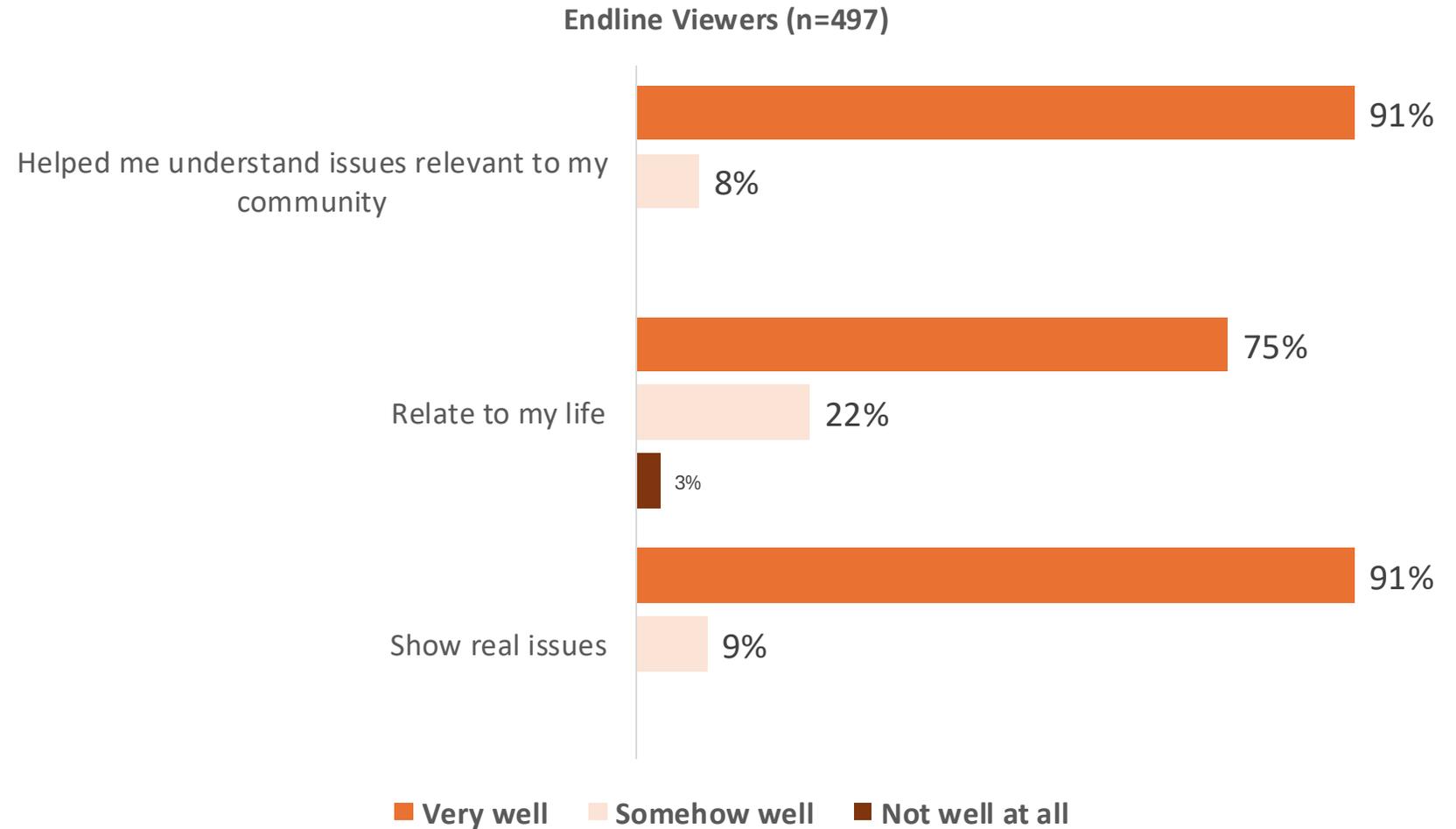
This illustrates that the programme is ‘family viewing’ and important because content that is viewed by several members of a household together is likely to have more impact than when viewed alone.

	Total (n=497)	Male (n=192)	Female (n=305)	18-24 (n=153)	25-34 (n=150)	35-44 (n=98)	45-54 (n=96)
Below 18 <u>years</u>	1	1	1	1	1	1	1
18 years & above	2	2	2	2	2	1	2
Total persons viewing with	3	3	3	3	3	1	2

# Relevance of *Maisha Makutano*

Not only did the first series get off to an extremely strong start, but viewers appreciated the content and overwhelmingly felt that it was well-rooted in reality and reflected their issues and lives very well.

The indications are that the realism and relatability of the show will have a profound effect on message takeout and a strong incentive for repeat viewing



12.6a-c: Overall, to which extent do the characters in *Maisha Makutano*... Show real issues: Relate to my life; Helped me understand issues relevant to my community

# Recall of Topics Covered in *Maisha Makutano*

The main topics covered in the show were recalled by a majority of viewers (around 80%), indicating that they were covered well and in a memorable way, thus enhancing the message takeout

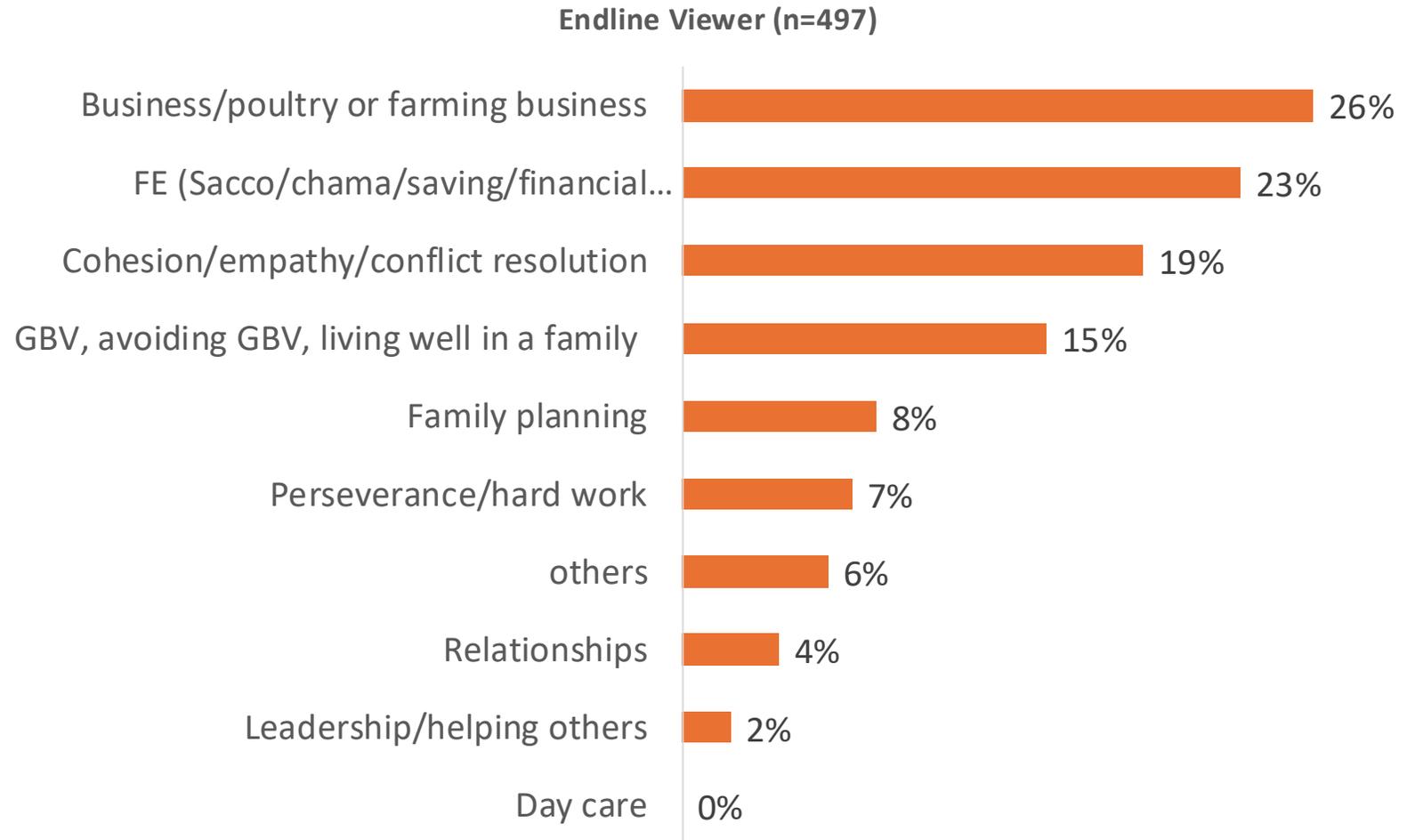
Childcare was the least well remembered topic, and likely because of its relevance only to those with young children, for whom the topic may have had more relevance

	Total (n=497)	Male (n=192)	Female (n=305)	18-24 (n=153)	25-34 (n=150)	35-44 (n=98)	45-54 (n=96)
Topics on chamas, SACCOs, and savings	89%	88%	89%	87%	91%	85%	92%
Managing a business	87%	89%	86%	86%	87%	91%	85%
Gender-Total violence (GBV)	81%	80%	82%	83%	79%	81%	82%
Family planning and women's health	78%	77%	78%	78%	76%	80%	78%
A couple's joint decision-making and sharing responsibilities at home	70%	72%	69%	68%	71%	74%	69%
Child care/Where to leave your children so you can work	69%	61%	74%	73%	69%	66%	66%

# Key Lessons Learned from *Maisha Makutano*

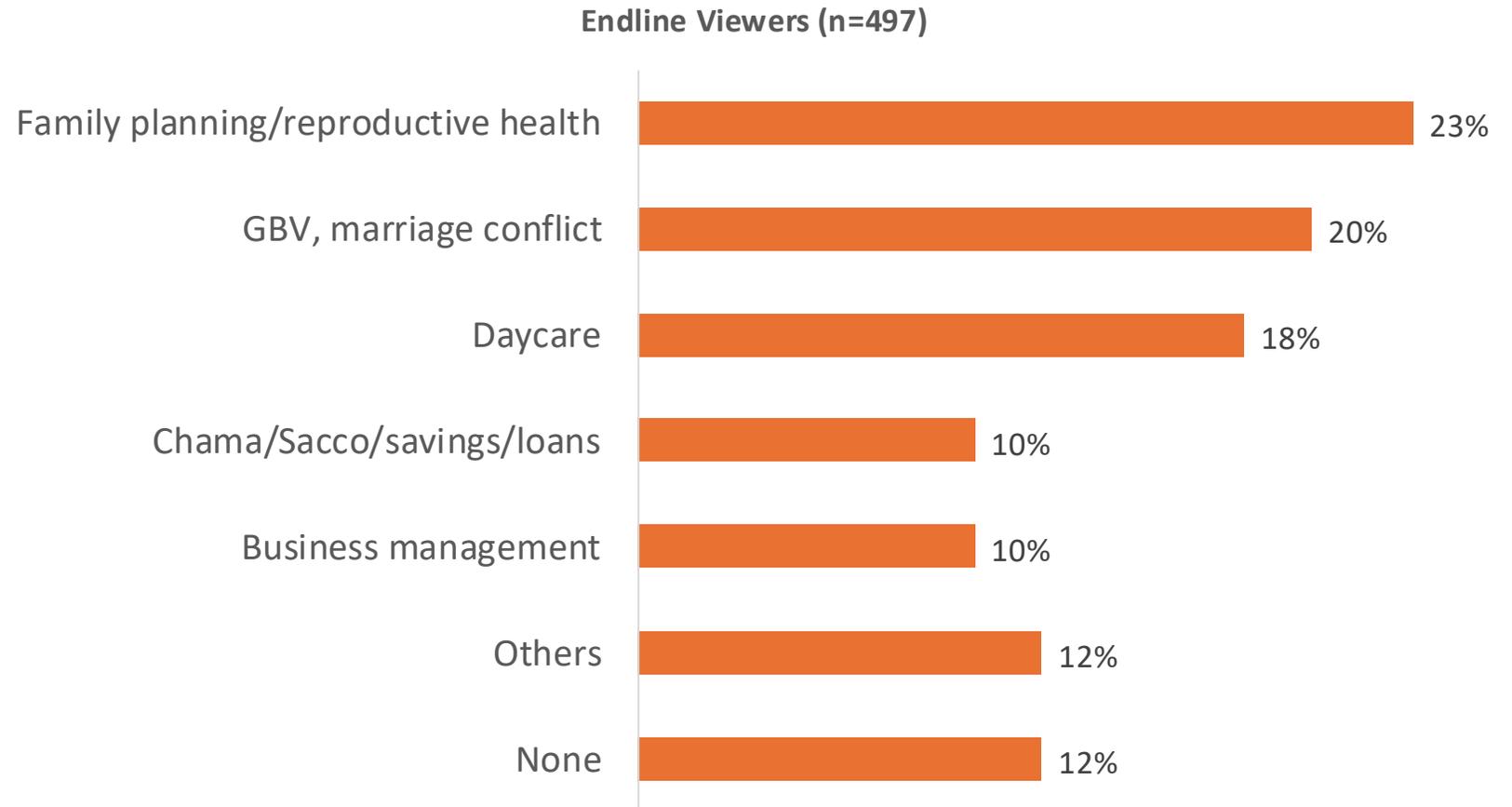
The most memorable lessons from the first series were:

- Farming as a business
- Financial Inclusion and the role of Saccos and Chamas
- Conflict resolution



# Topics Needing More Coverage

Encouragingly, viewers want more coverage of the key topics and themes covered in the show, especially reproductive health, GBV, marriage conflict and Daycare. This was true for men and women, and younger and older people alike





## Section 7: Financial Management

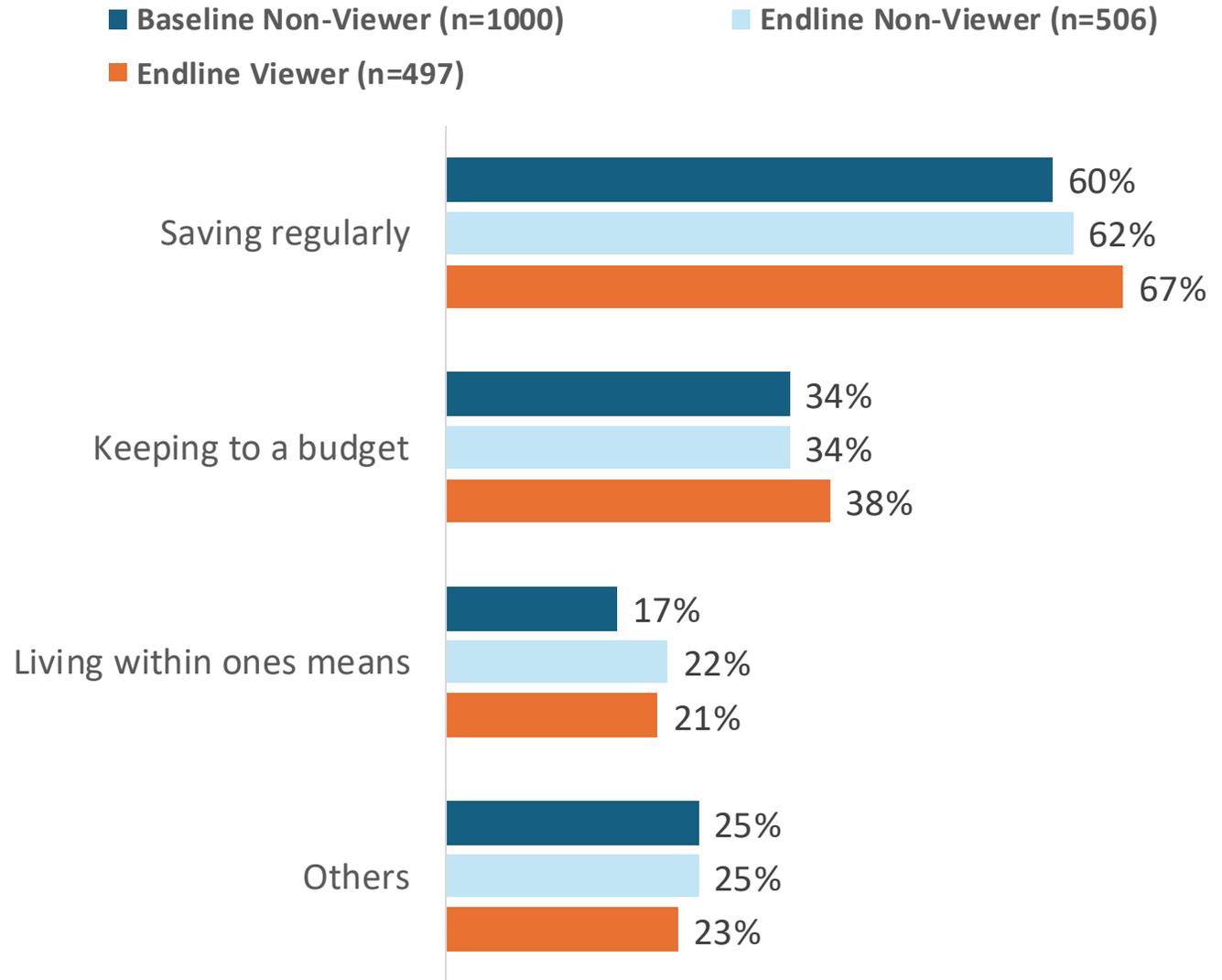
# Summary

- There was strong message uptake regarding good financial management and planning, and an increase in viewers' understanding of the functions and roles of Chamas and SACCOs.
- Most indicators of financial empowerment and attitudes towards women in business and in senior financial positions showed little change across survey waves (from high baseline levels).

# Perceptions of Good Financial Management

The series communicated clearly that 'saving regularly' constitutes good financial management, and this was true across all the demographic groups

Messaging around keeping to a budget and living within one's means was somewhat less well communicated

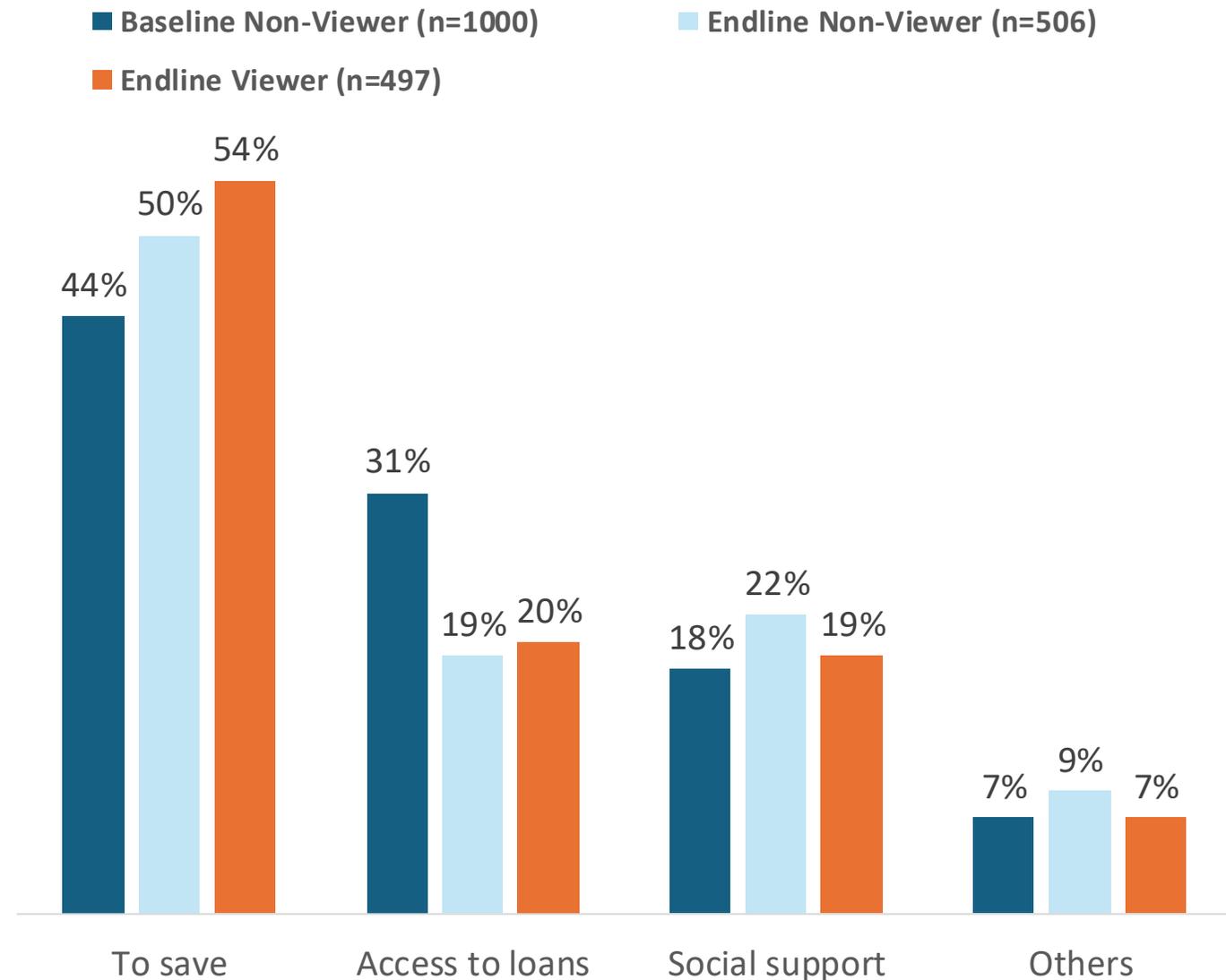


# Understanding the Purpose of Chamas and SACCOs

There was strong message take out among viewers on the main purposes of chamas and SACCO's as saving mechanisms. This was one of the key messages in the series.

However, the other key purpose of Chamas and SACCOs, as a mechanism for accessing loans, was lower after the series than at the baseline.

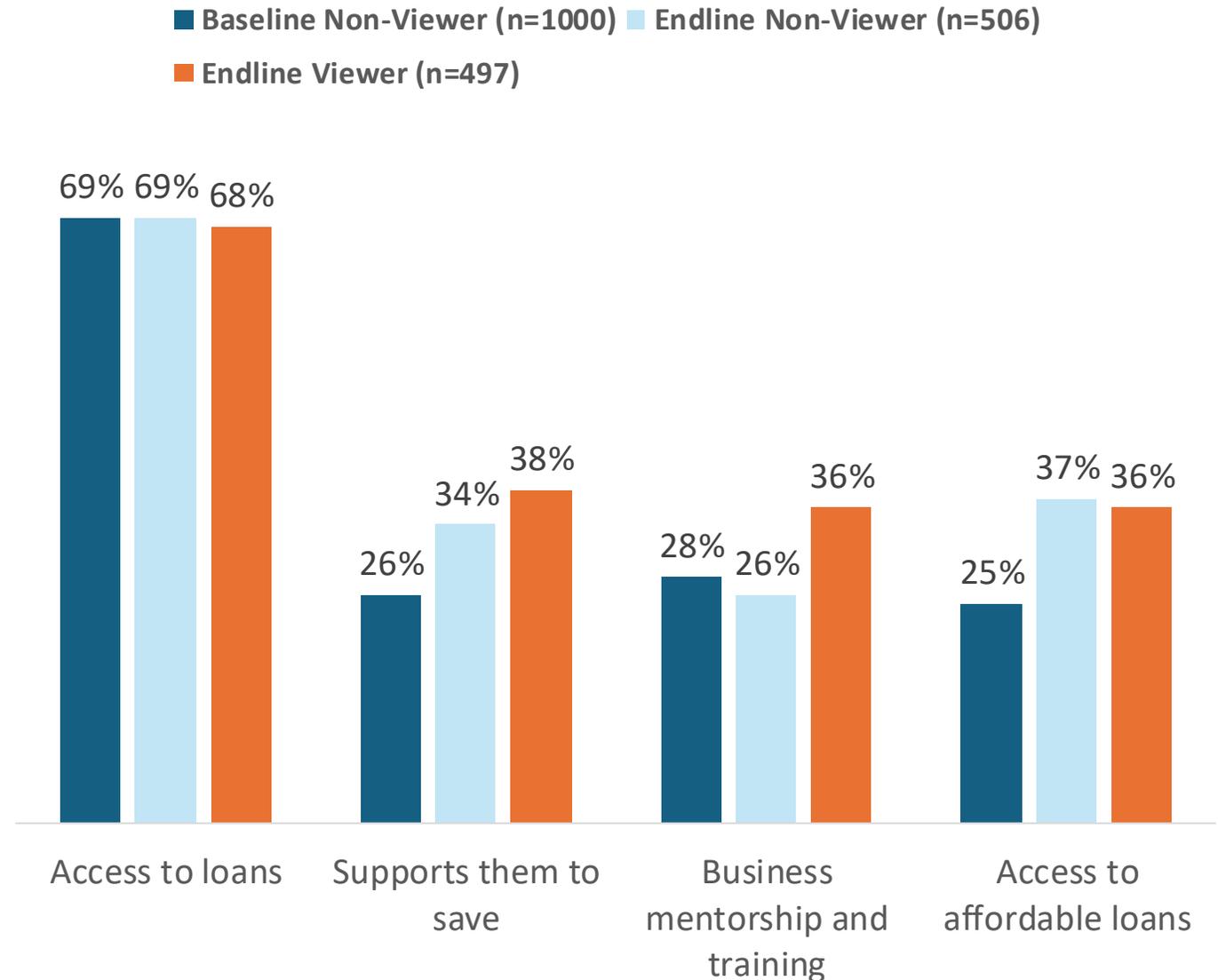
Men and older respondents were more likely to think of Chamas and SACCOs as a mechanism for accessing loans than were women and younger respondents



# SACCO Support for Women-Owned Businesses

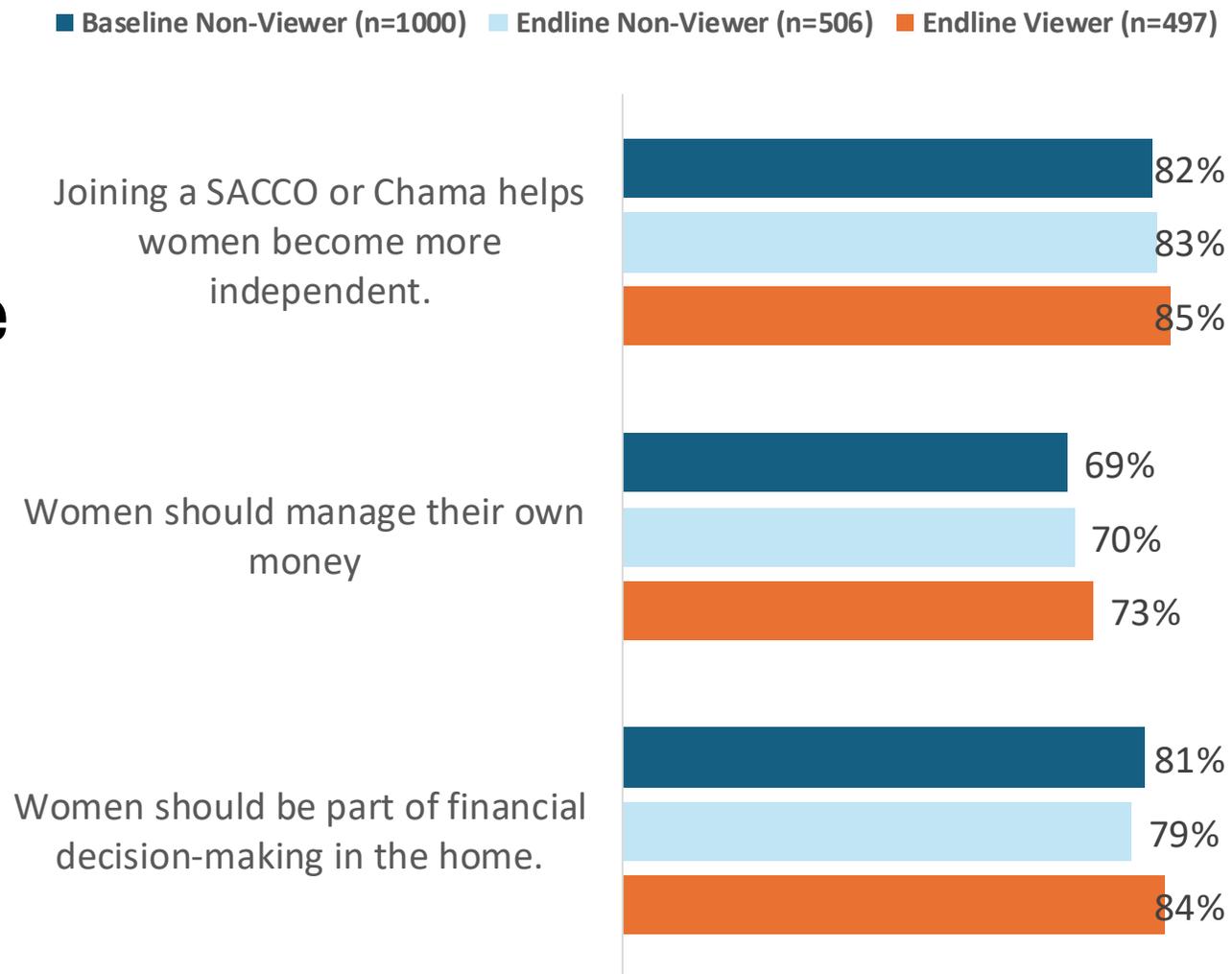
While most people, viewers and non-viewers alike, thought that SACCO's supported women-owned businesses to access loans, fewer (with a modest uplift among viewers) were aware of their role in saving, business training and mentorship

Although the proportions are much lower, the series had a positive effect on messaging around SACCOs as a savings support mechanism and to support business through mentorship and training



# ‘Strong Agreement’ with Women’s Financial Empowerment and Economic Independence

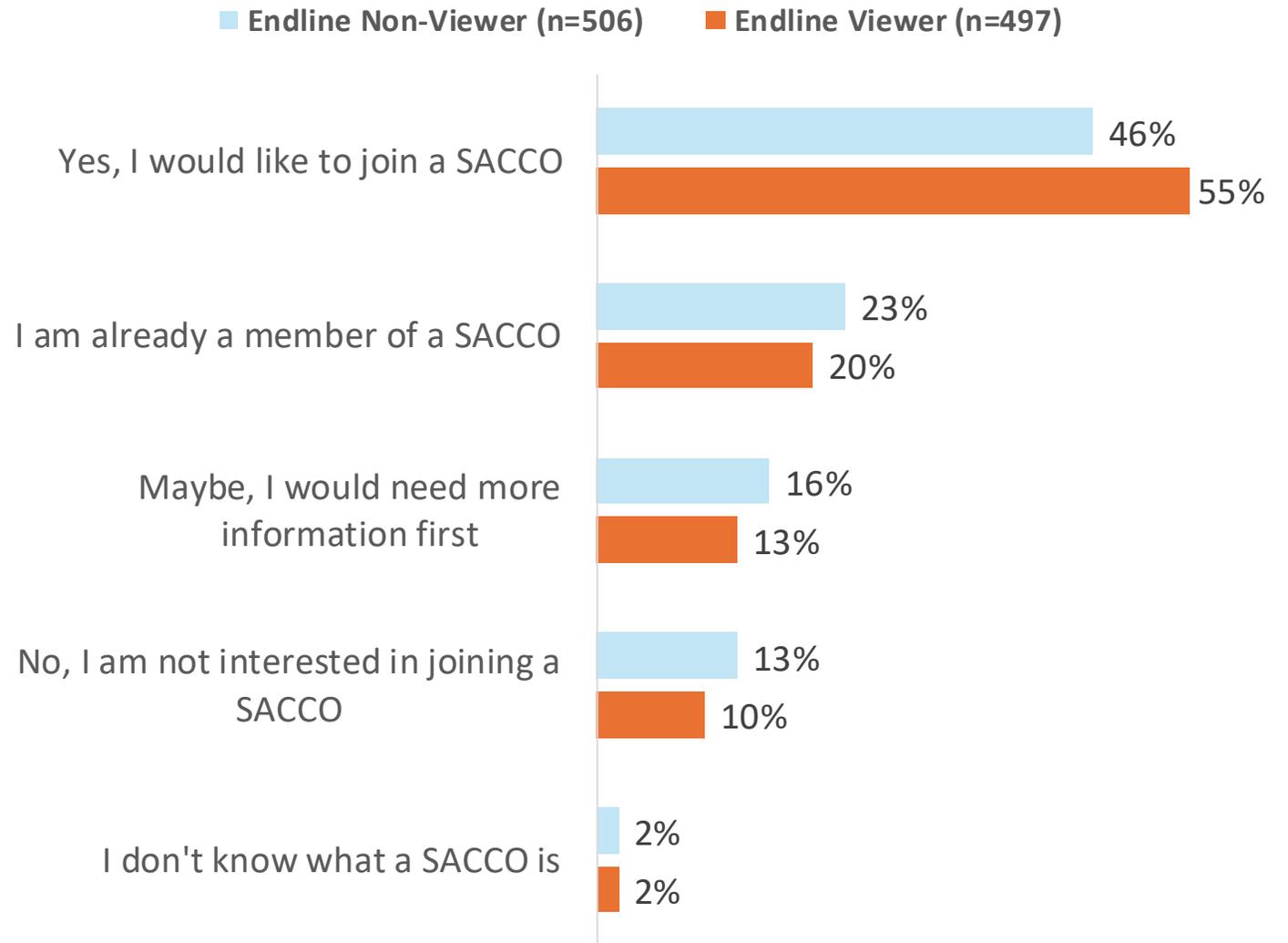
There was strong agreement across all the demographic groups for these statements about women’s financial empowerment, with little room for ‘uplift’ post broadcast



*Q31.a-c Women should be part of financial decision-making in the home; Q31.b Women should manage their own money; Q31.c Joining a SACCO or Chama helps women become more independent.*

# Willingness to Join a SACCO

Viewers were much more likely than non-viewers (at the endline) to express a willingness to join a SACCO. This was reflected across all the demographic groups – male and female, young and old alike

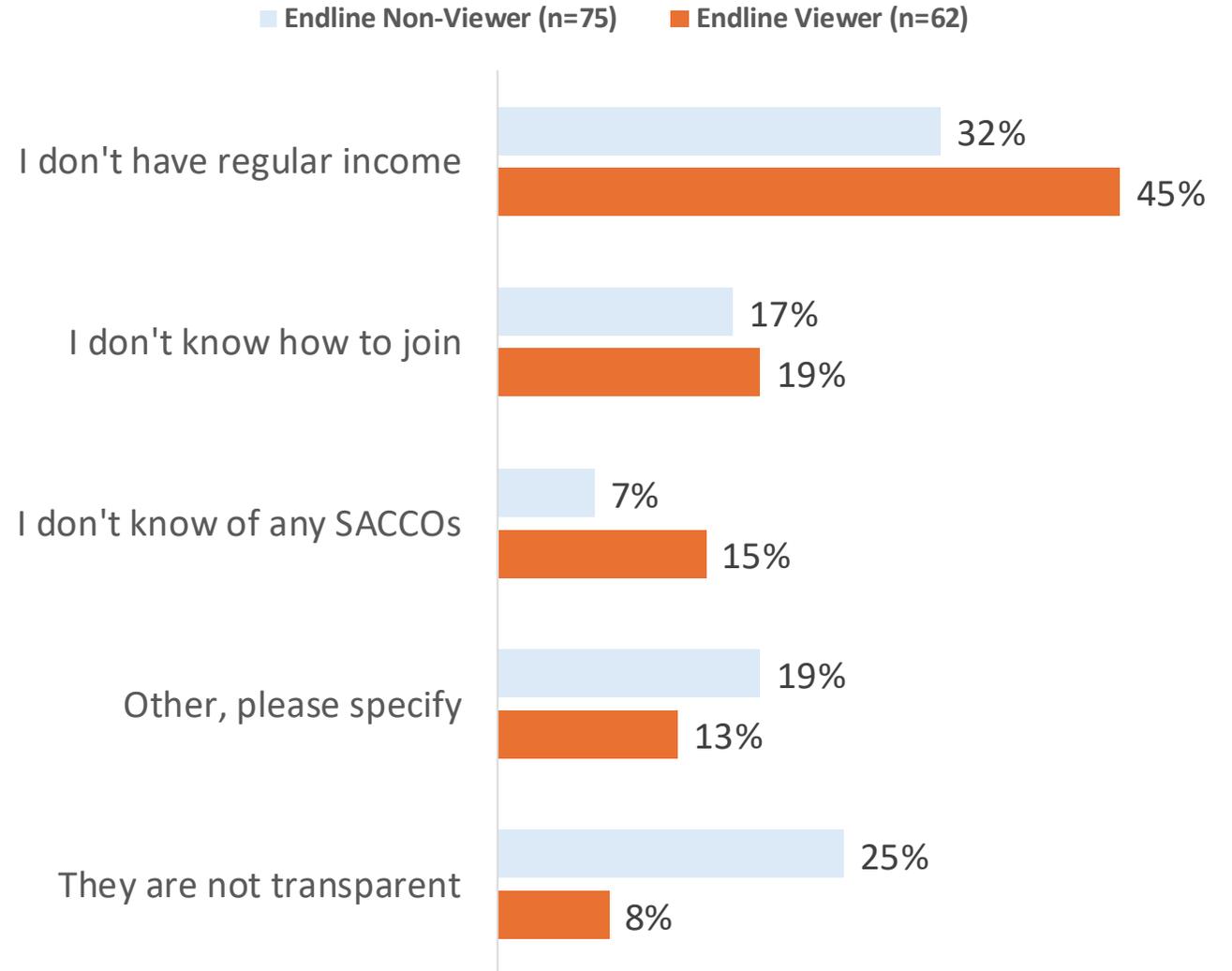


# Barriers to SACCO Membership

As communicated in the series, the main barriers to joining a SACCO are those of transparency and good governance

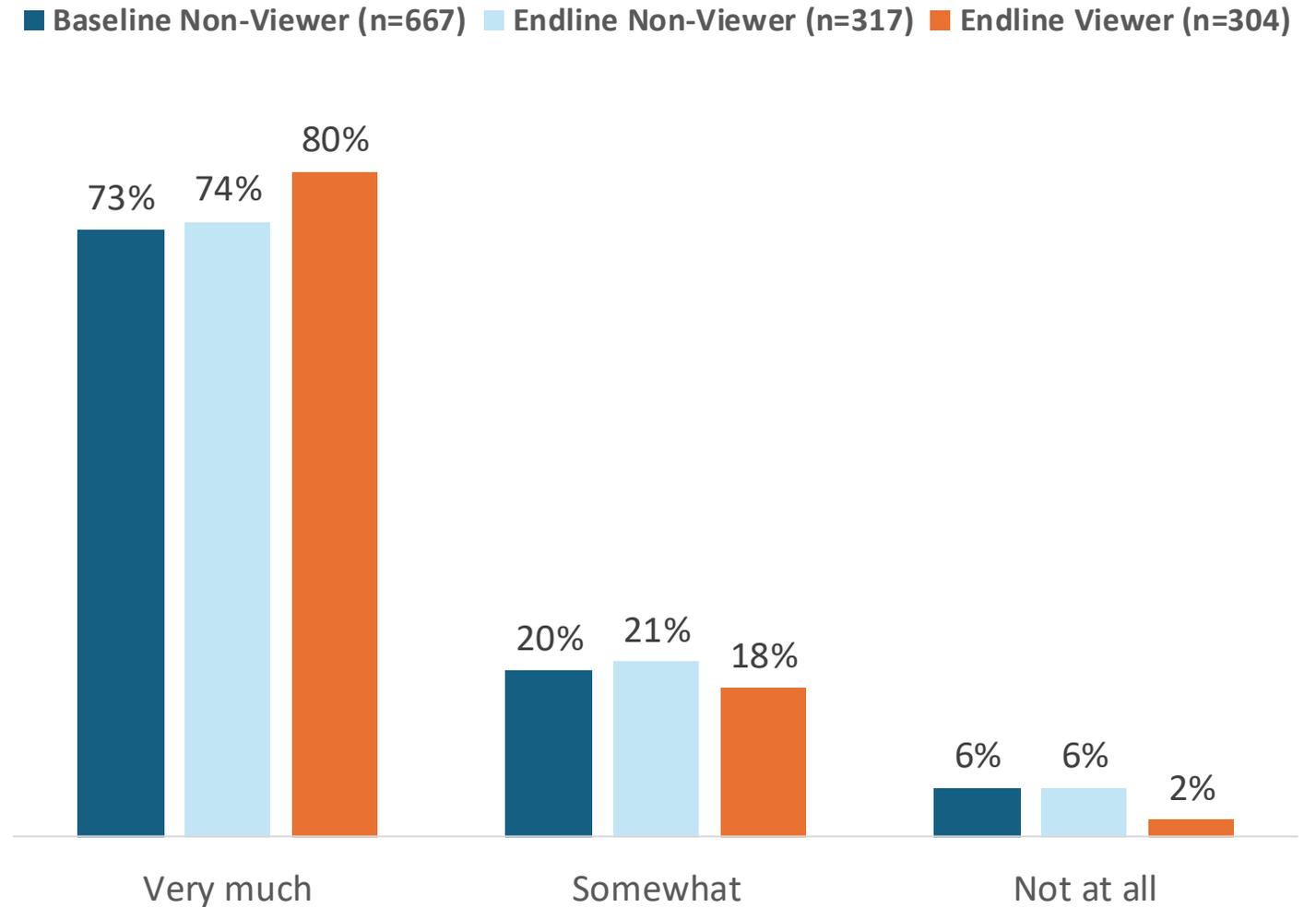
Not having a regular income is also a strong reason not to join.

Series 2 will focus more on the benefits of SACCOs and provide more specific information on how SACCOs work.



# Impact of Chama/SACCO Participation on Household Finances

A strong, well-understood message across all demographic groups is that participating in Chamas and SACCOs has a very positive effect on household financial management.



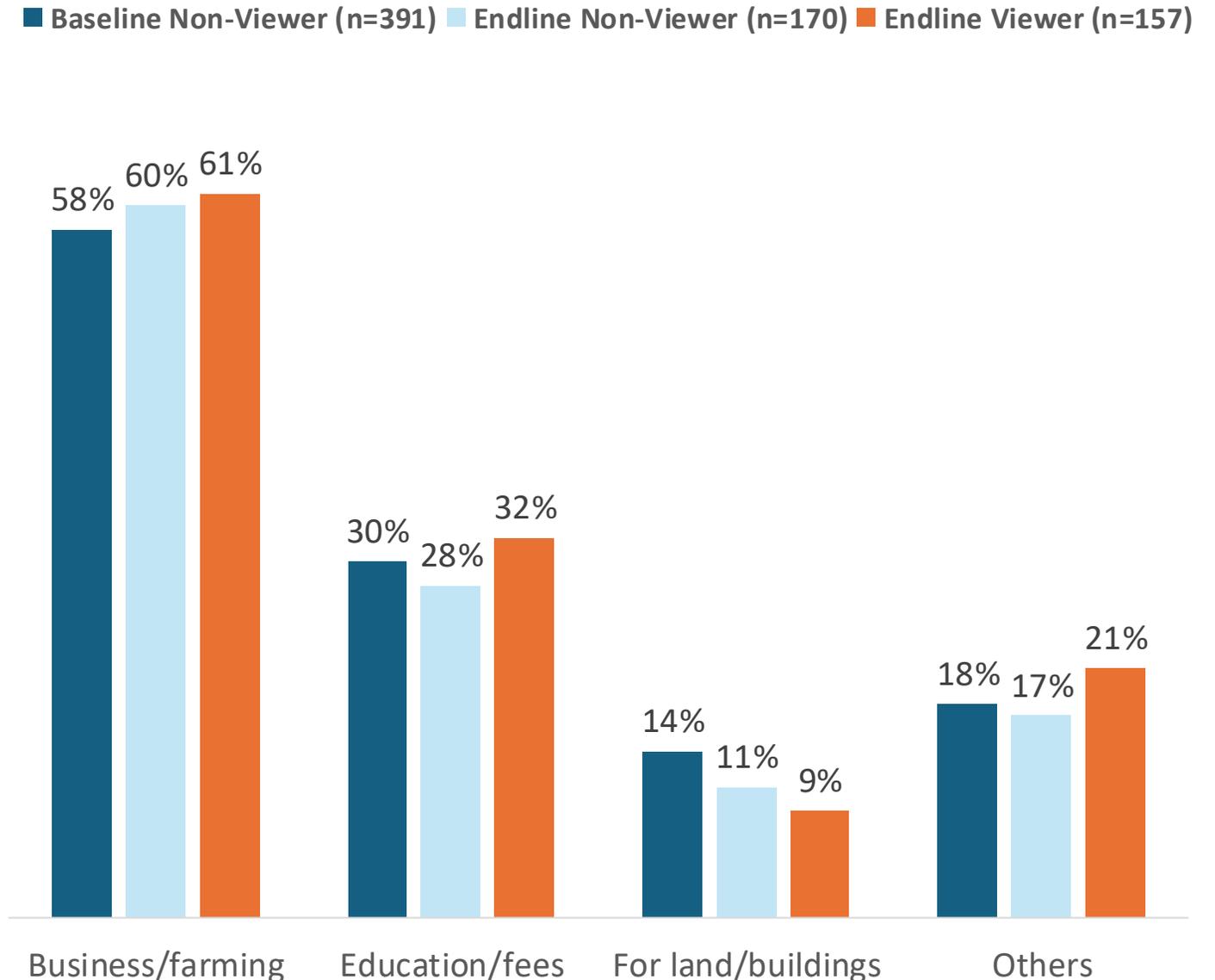
Q34. Has your participation in the Chama or Sacco changed the way you manage your household finances?

# Use of Loans Accessed

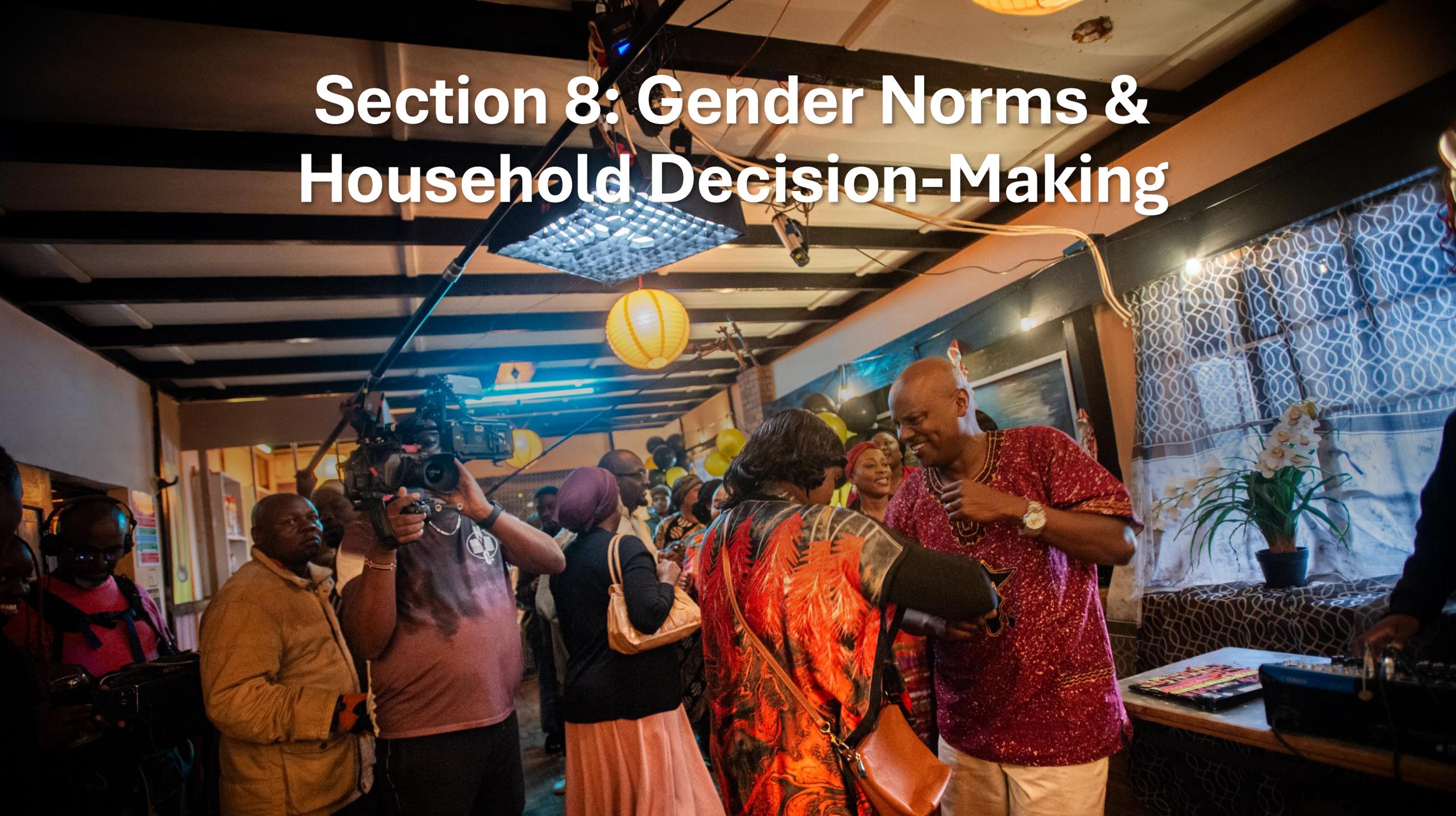
Typically, loans were used for business and farming (six in ten), with the remainder for education and school fees.

Messages around using loans for land and buildings may need to be continued in future series

Q36. If yes, what are you using it for?



# Section 8: Gender Norms & Household Decision-Making



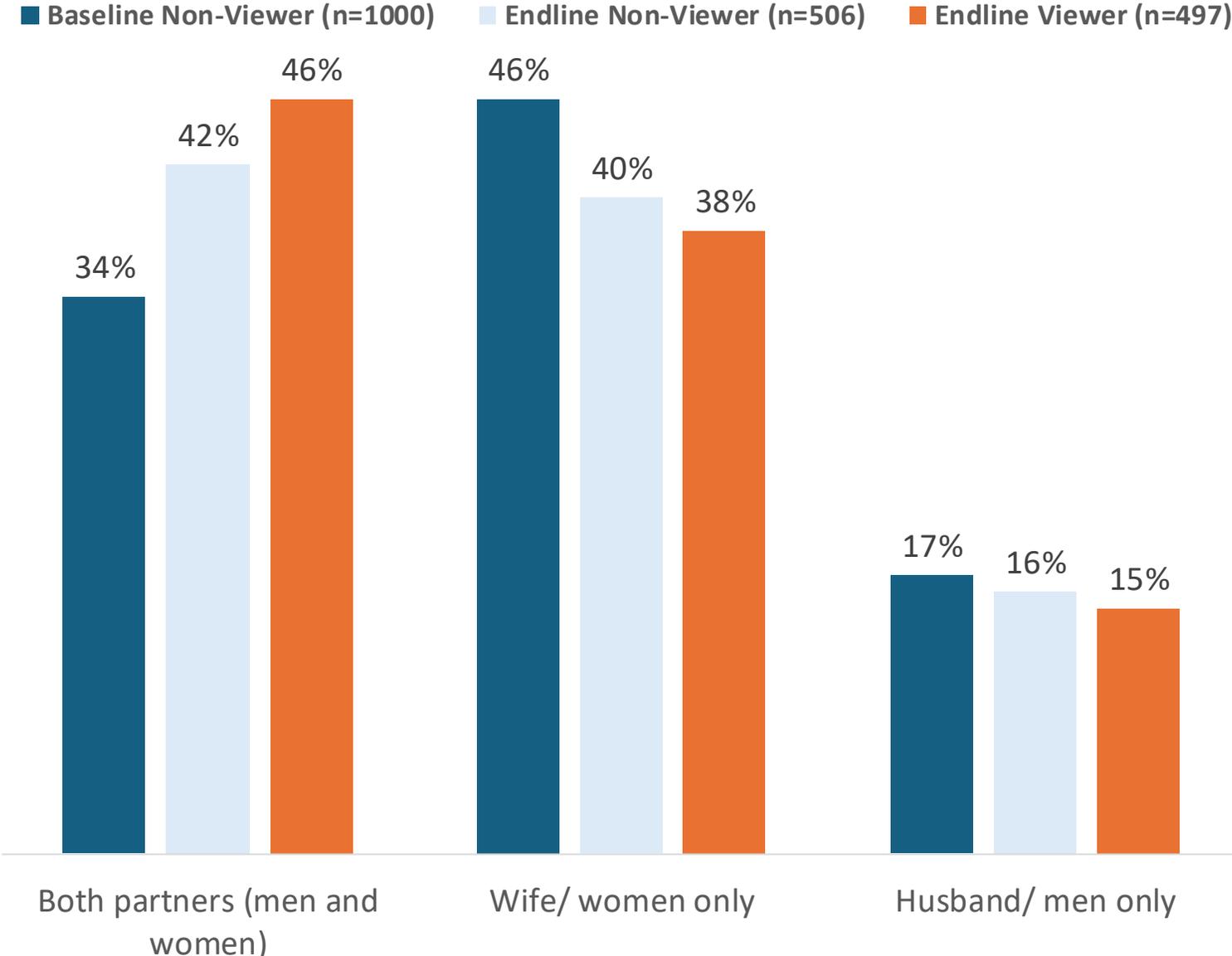
# Summary

- Overall, there was high recognition of and support for women in senior positions and of the need for joint financial decision-making within households.
- The relatively small shifts in these attitudes among viewers are to be expected as knowledge and attitudes differ very little between viewers and non-viewers.
- Interestingly, though, behaviours do not necessarily reflect opinions and intentions, as men remain more likely to make the decisions about high-value household purchases

# Household Financial Decision-Makers

In terms of household financial decision-making, more viewers picked up on the messaging that it is better handled by both partners in the family, with fewer thinking that the decision-making should be left only to the females in the household

Interestingly, there were no particular demographic differences (gender/ age) in the pre and post-series changes of opinion



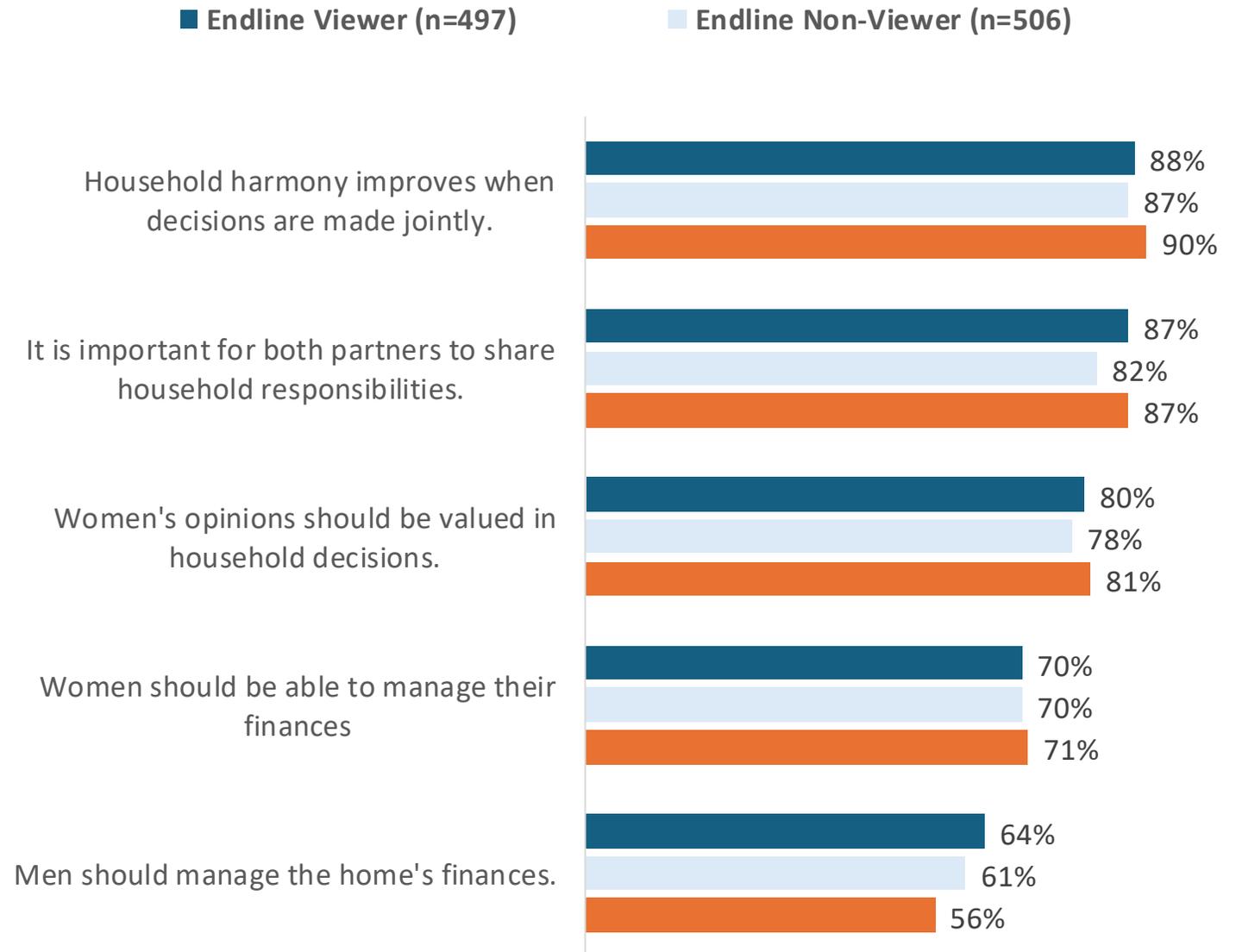
Q41. Who do you think should be involved in major financial decisions in the household?

# Strong Agreement: Shared Household Roles and Joint Decision-Making

Survey respondents mostly agreed with the statements about sharing responsibilities in household roles and decision-making, especially regarding the improvement of harmony when decisions are made jointly and the acknowledgement that women's voices and opinions should be valued and listened to.

There is, however, still a view that the household finances should be managed by men (with a very slight shift in this view among series viewers)

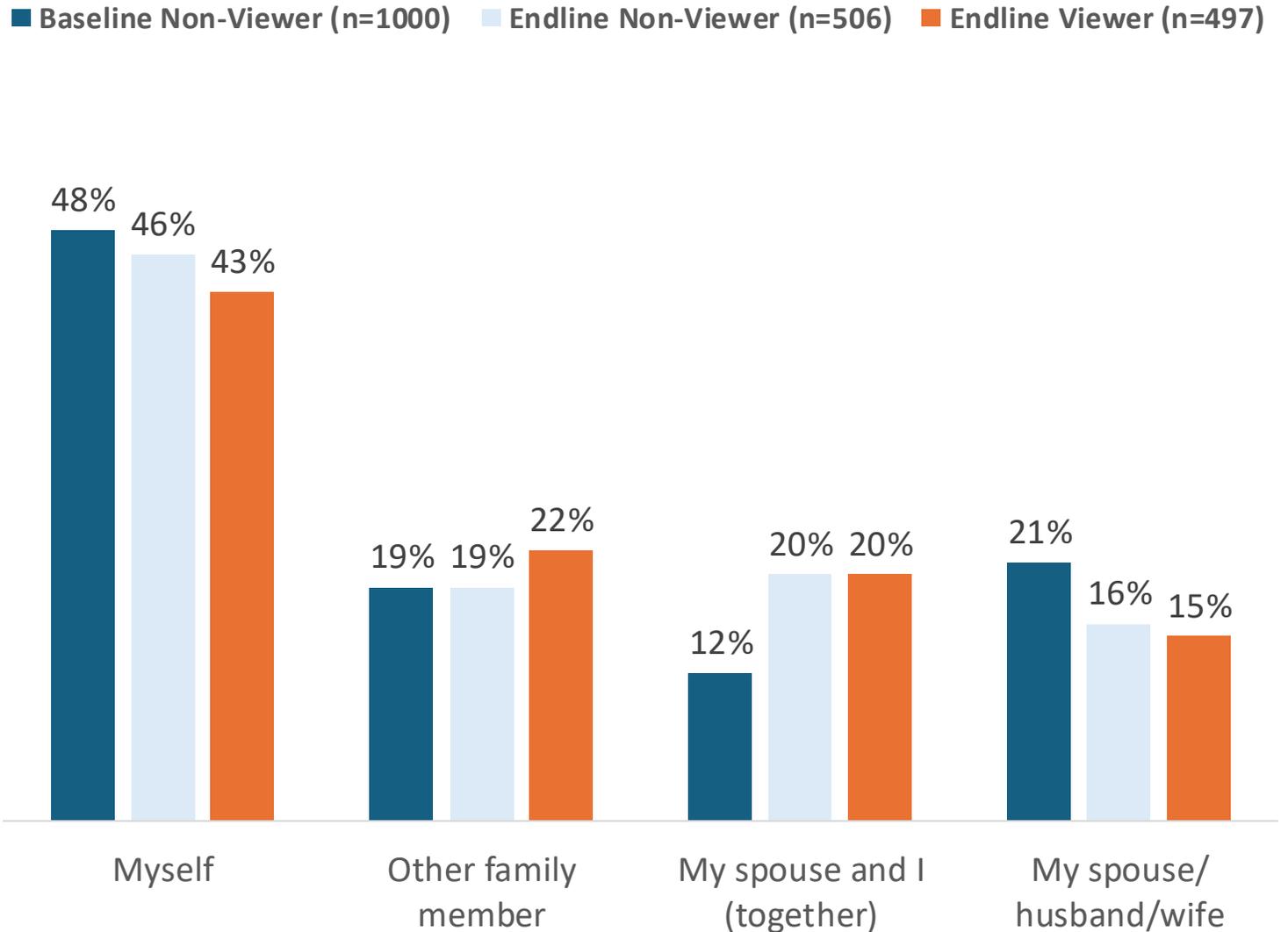
Q44 (a-e statements)



# Primary Household Financial Decision-Maker

The previous slides show strong positive intentions and attitudes towards financial decision-making, but when it comes to behaviour, relatively few say that they actually make the financial decisions as a couple.

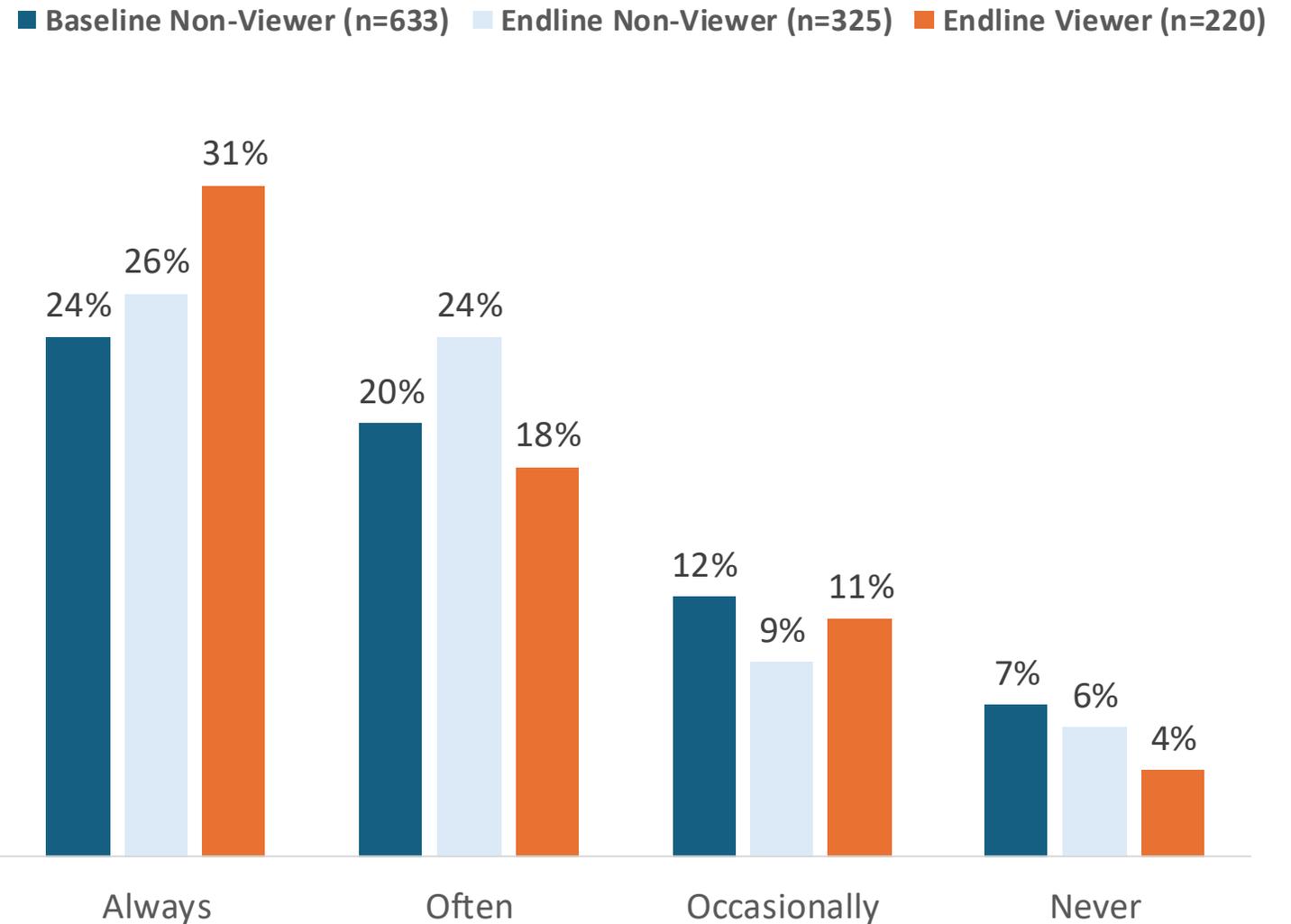
Noteably, post broadcast, respondents were more likely to say that the decisions were made jointly (12% pre and 20% post)



# Frequency of Joint Financial Decisions

In terms of household financial behaviour, more viewers said that they had 'always' made their financial decisions jointly in the past six months than their non-viewing counterparts. Evidence that messaging around the benefits of joint financial planning and budgeting is resonating with viewers.

Older people were more likely than younger people to make joint decisions, a reflection of marital status and experience



Q47. In the past 6 months, how often have you made financial decisions jointly?



# Section 9: Business Management

(The data in this section are based on those respondents who run or are involved in business decisions)

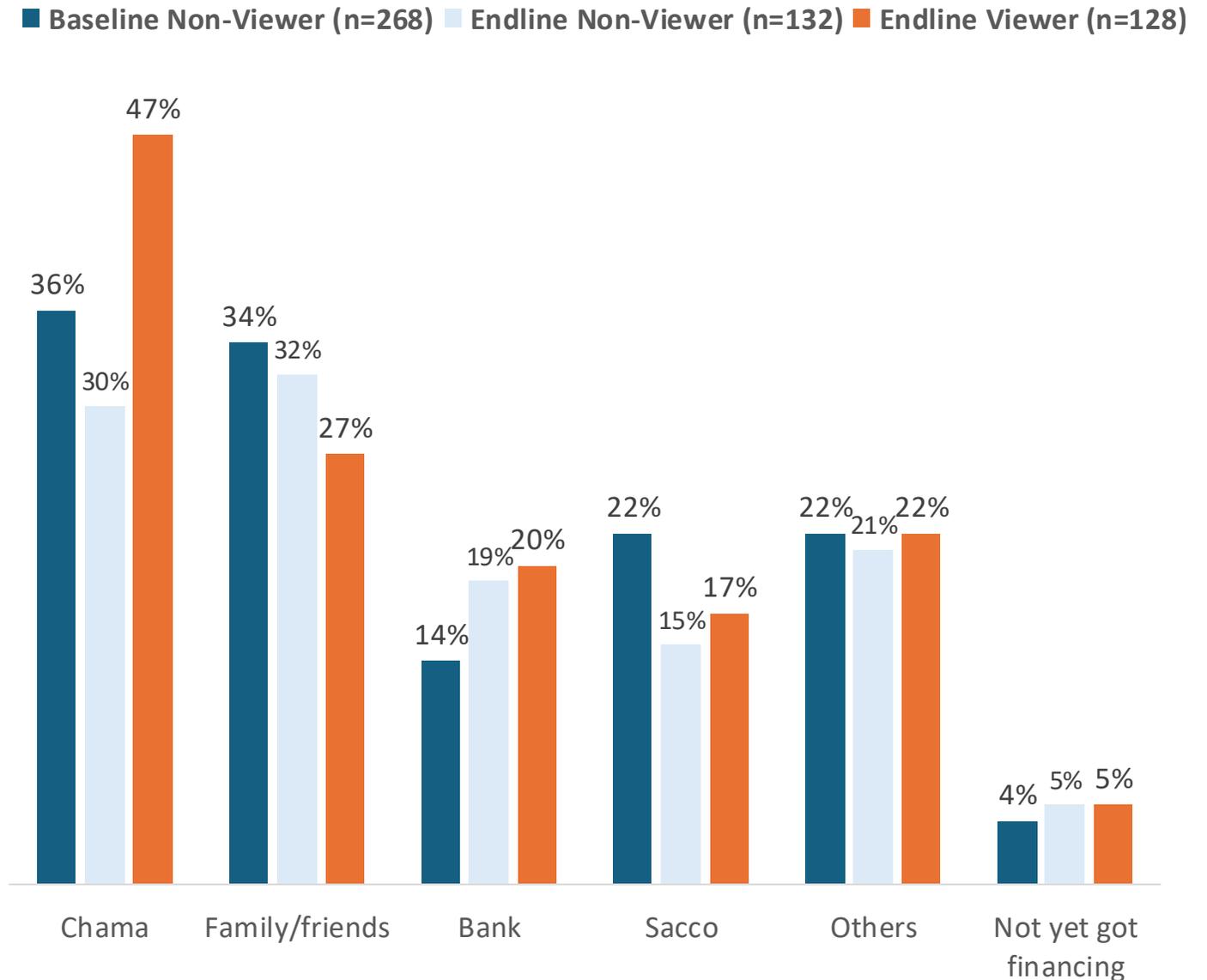
# Summary

- Overall, there is a high level of understanding of good business management practices, such as budgeting, planning, and keeping business and personal finances separate.
- Men and older people demonstrate greater knowledge of good financial practices than women and younger people.
- Viewers see poultry as a viable business and believe that women should have equal access.

# Access to Business Financing

Messaging about where to go for business finance focused on using Chamas and SACCOs. It is clear that the messaging around Chamas was well communicated to viewers (significant difference), but that of using SACCOs was less so.

Family and friends as a source of business finance was slightly lower among viewers than non-viewers, suggesting that messaging around using more formal sources was effectively communicated

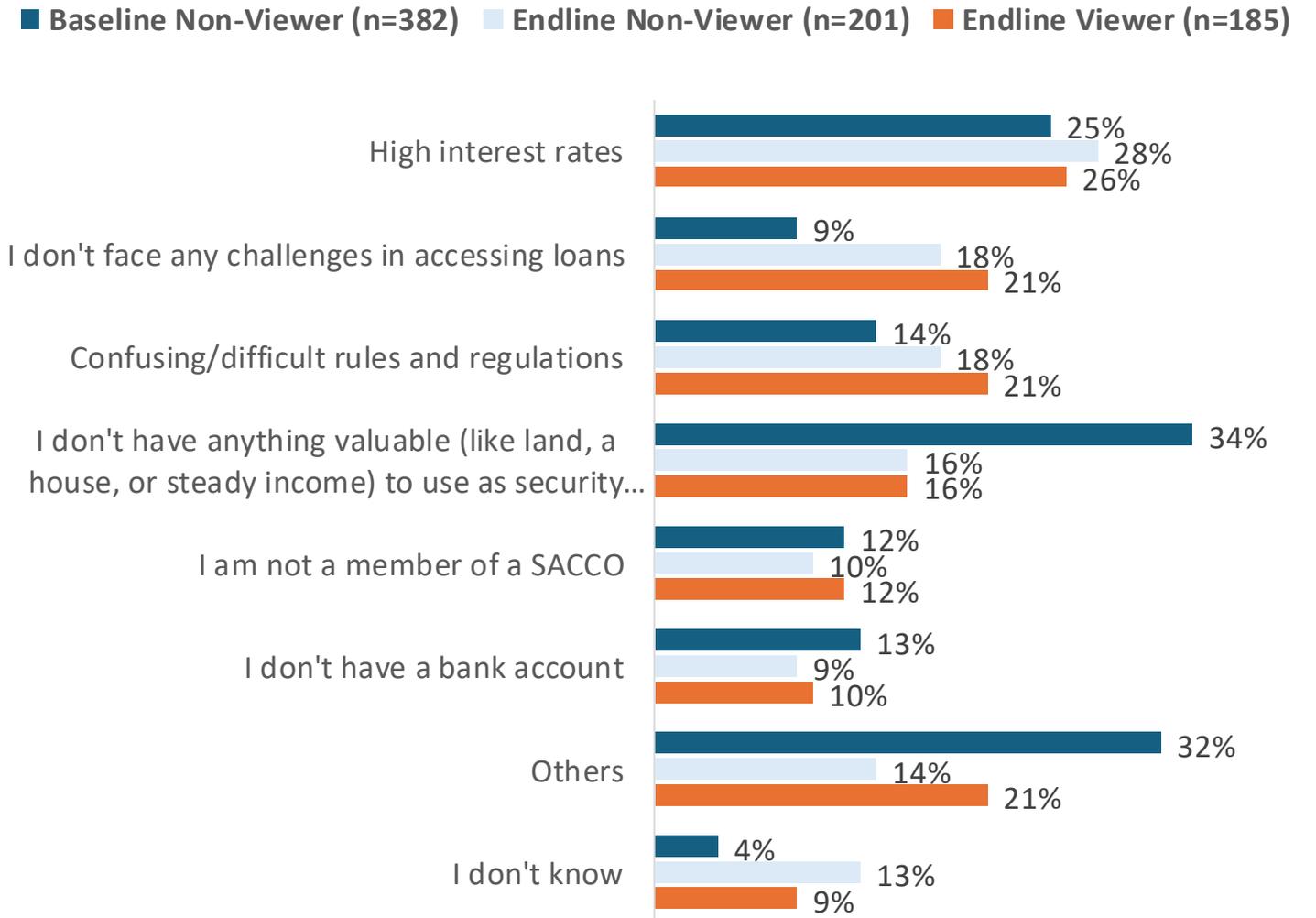


Q51. If yes, how did you go about getting it?

# Challenges in Accessing Credit

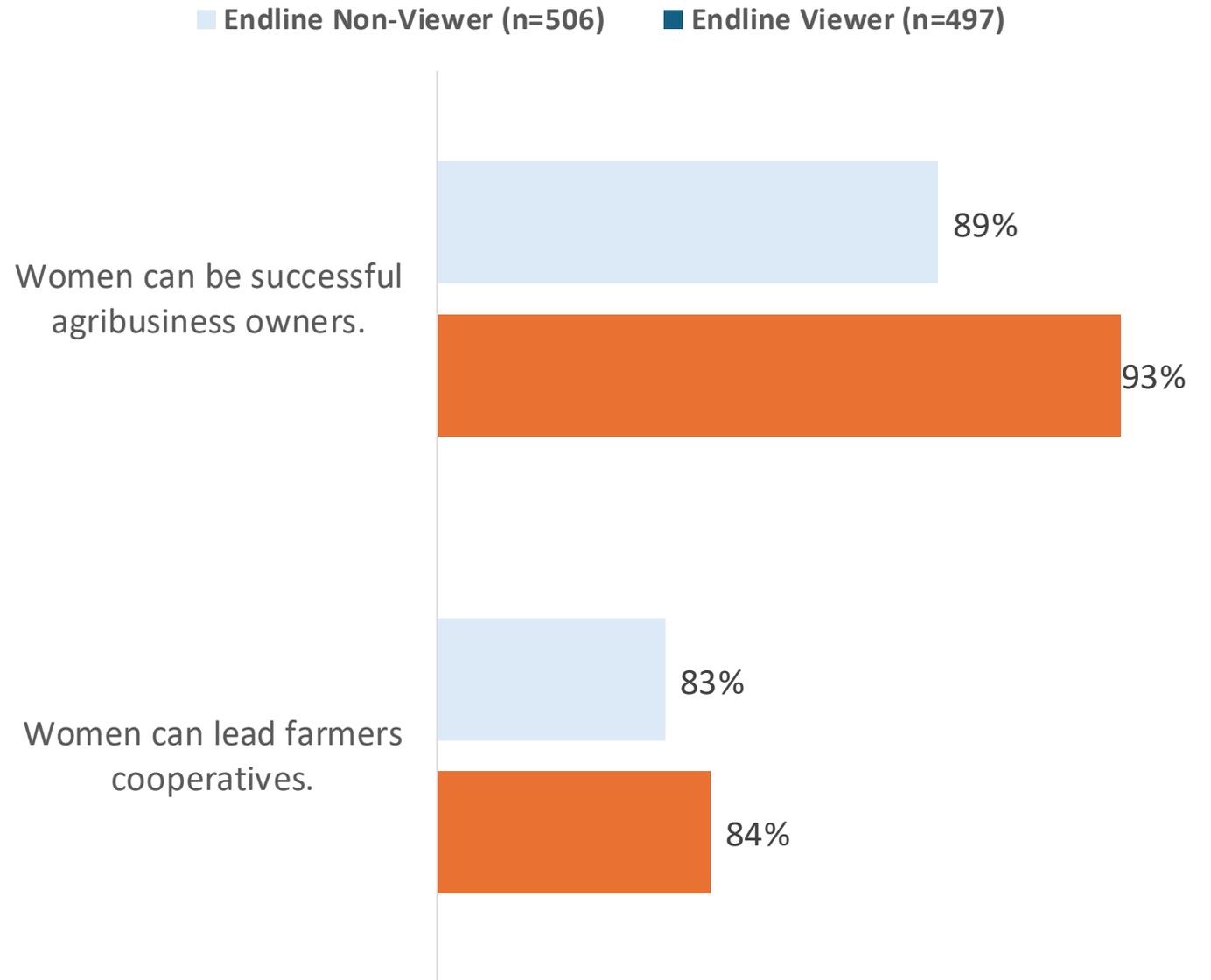
Those in business face the perennial problems of accessing credit – high interest rates, knowing where to go for the best rates and lacking collateral.

For the most part, women and younger people face more challenges than men and their older counterparts



# Opinions of Women in Agribusiness

These attitudinal statements were asked only at the endline survey and show a positive difference in opinion between viewers and non-viewers, most especially attitudes around women being successful agribusinesses

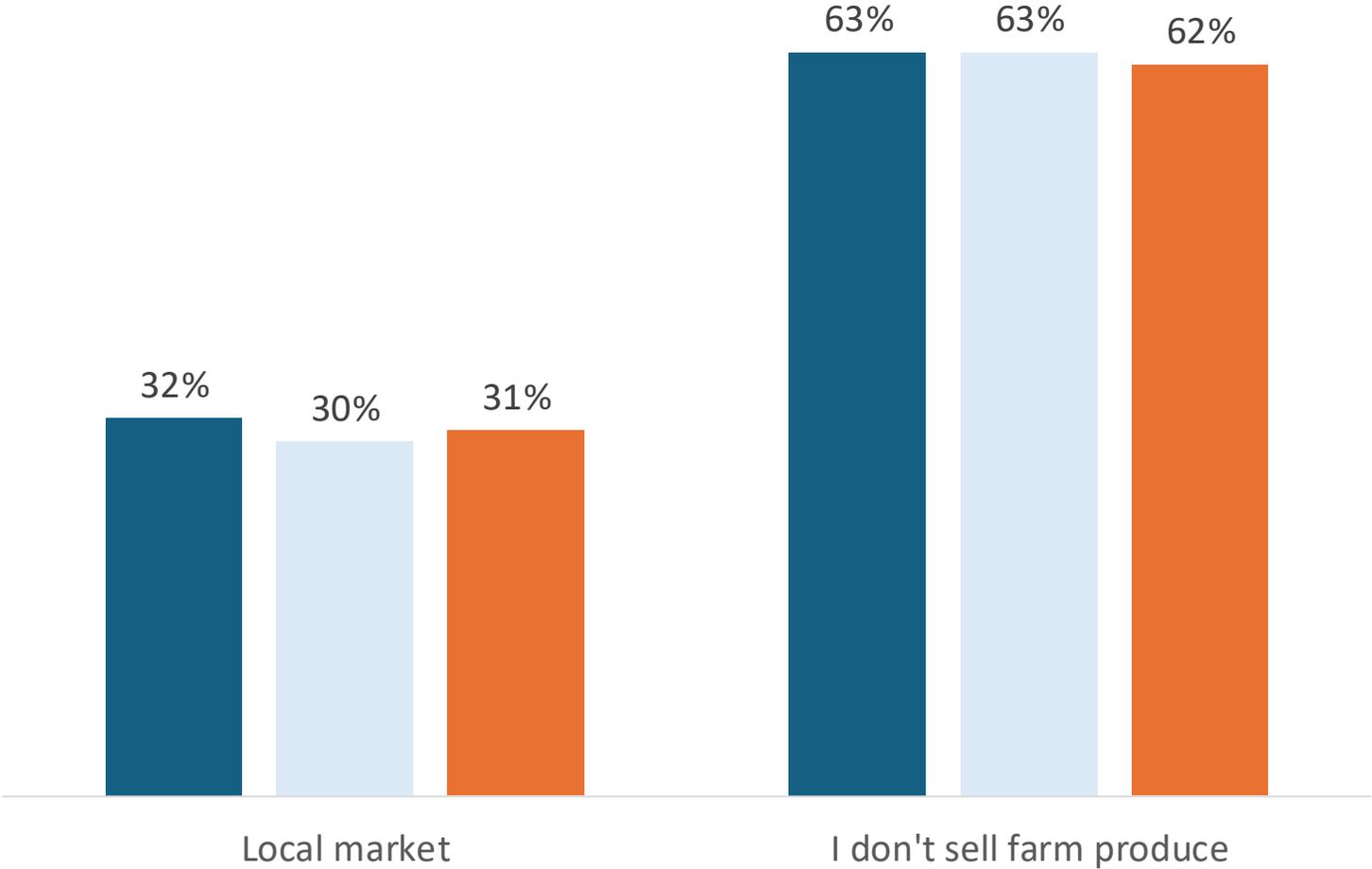


# Farm Produce Marketing Channels

Only one third of those in the business of producing farm produce sell their products, and all (bar only one or two) sell at the local market. This is true for viewers and non-viewers alike

There is clearly a need for information and coverage on issues regarding access to markets and the value of selling farm produce

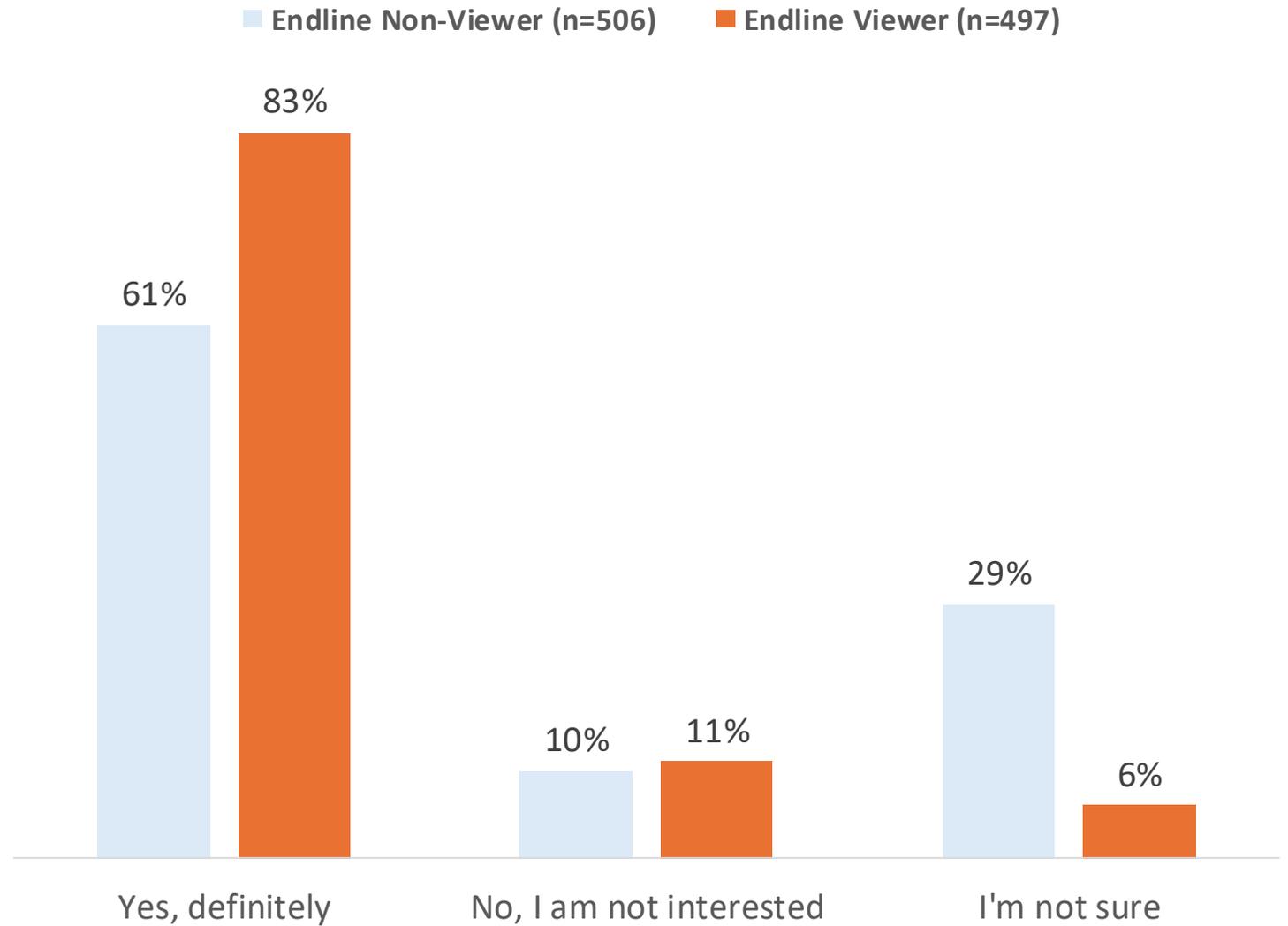
■ Baseline Non-Viewer (n=382) ■ Endline Non-Viewer (n=201) ■ Endline Viewer (n=185)



Q55. How do you usually sell your farm produce?

# Interest in Poultry Agribusiness

Interest in having a poultry business, similar to the one shown in the series, was much greater among viewers than non-viewers after the series, and much more so among younger viewers. This is a strong indicator that the messages around the benefits of poultry farming resonated with viewers, especially younger viewers



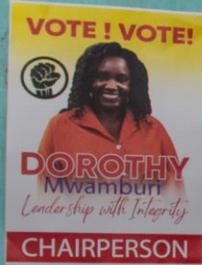
OPENING  
HOURS  
8.00 A.M.-7.30 P.M.



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# Section 10: Reproductive Health & Family Planning



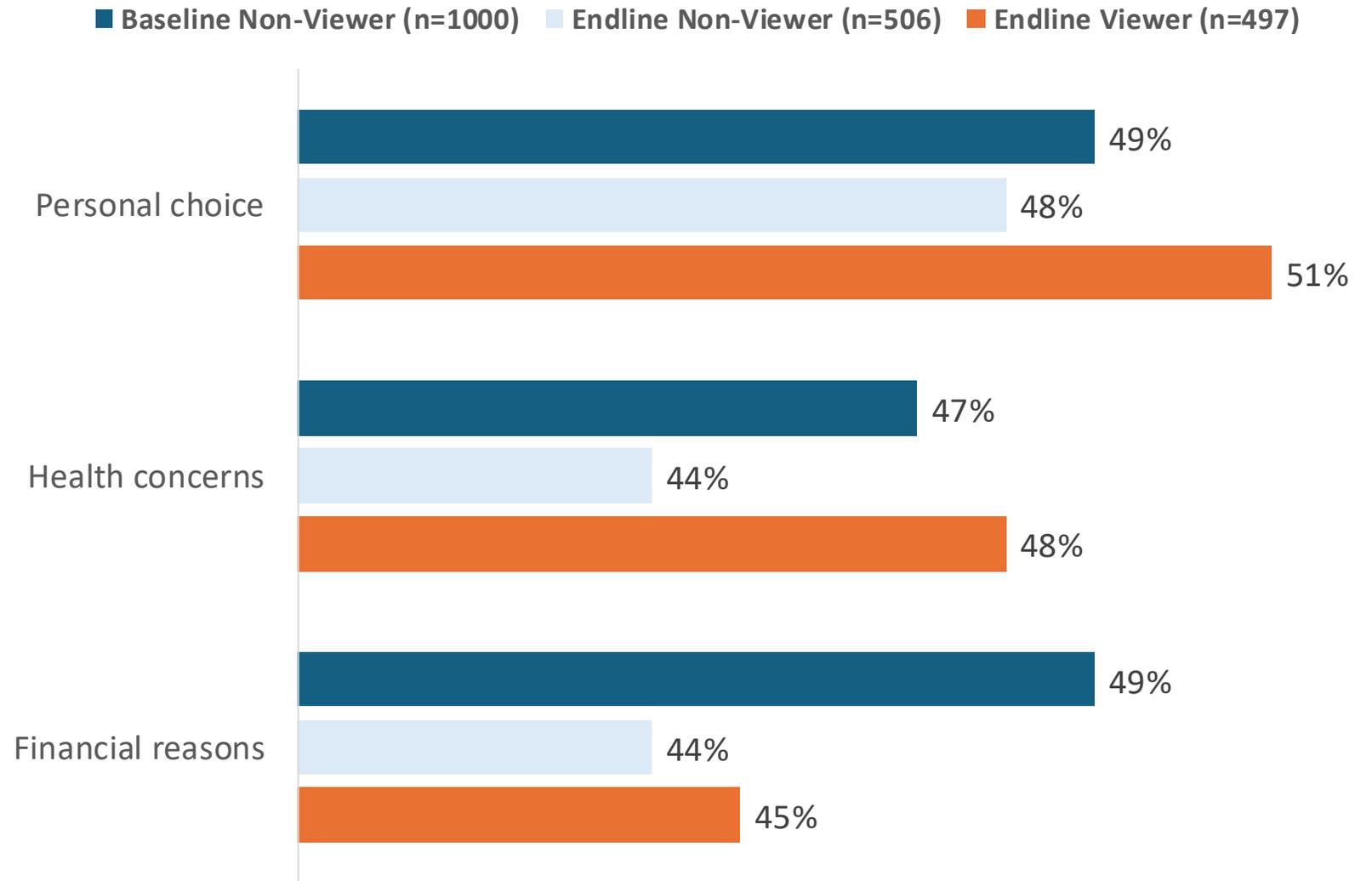
# Summary

- Levels of knowledge and where to go for information about family planning were generally high, and there were positive attitudes towards joint decision-making and responsibility for family planning and decisions about having children
- Women are much more likely to use family planning services and methods than are men, reflecting traditional roles around the actual responsibility for family planning

# Valid Reasons to Delay or Avoid Childbearing

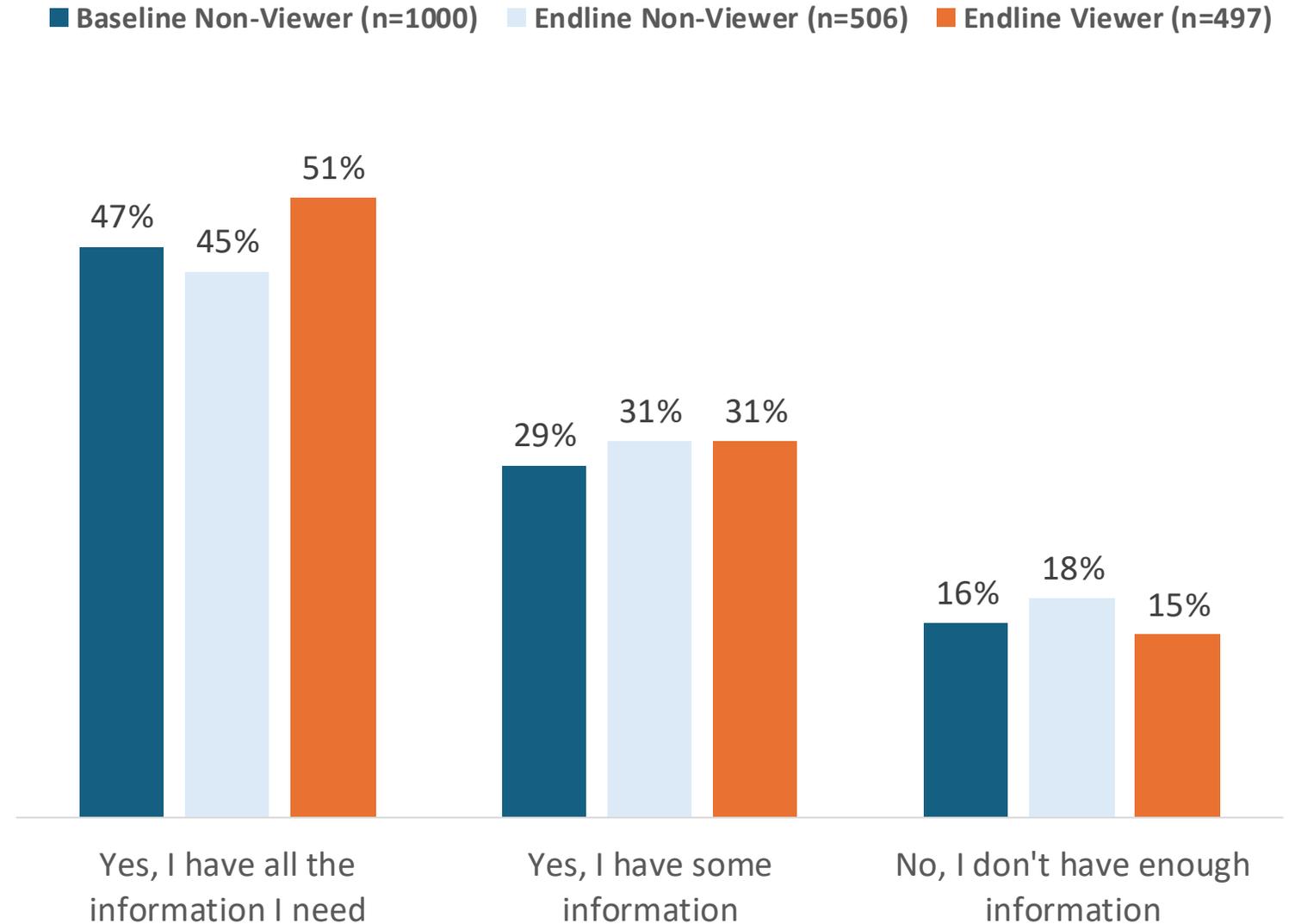
It is interesting that around half of all respondents consider that 'personal choice' is a valid reason for avoiding having children, greater than either health concerns or financial reasons

There were no meaningful demographic differences in voicing these opinions



# Adequacy of Family Planning Information

The data in answer to this question clearly demonstrates a need for more information on family planning, and, given the positive opinions of the information presented in Maisha Makutano, there is sufficient evidence to support more coverage in future series and stronger iMama service linkage.

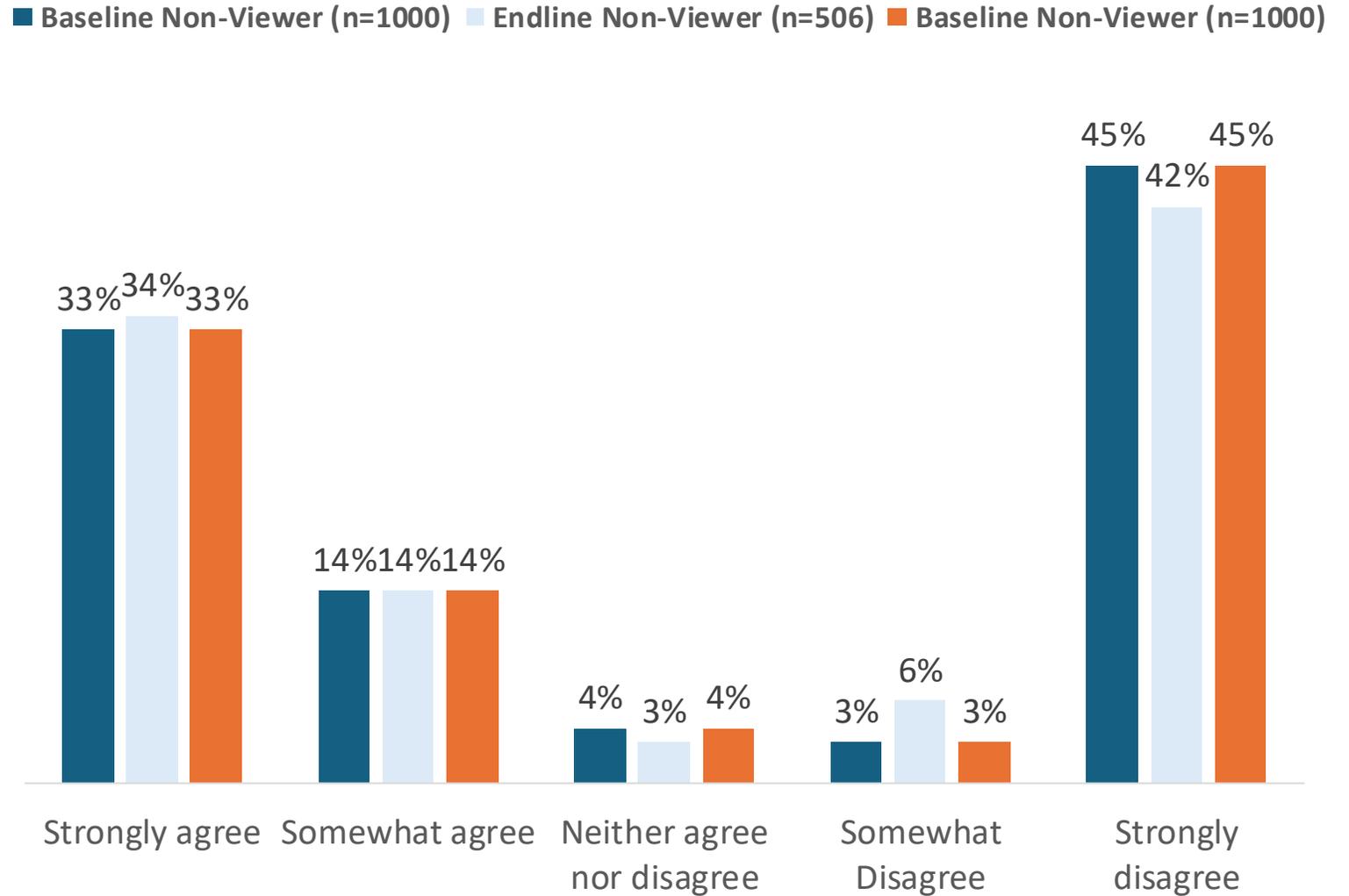


Q61. Do you feel like you have enough information to make informed decisions about family planning?

# Agreement on Access to Abortion Under Specific Conditions

Access to abortions is a highly polarising issue, with almost equal numbers agreeing and disagreeing about women having access. The series can model safe dialogue and reduce misinformation without prescribing decisions.

There are no meaningful demographic differences on the issue

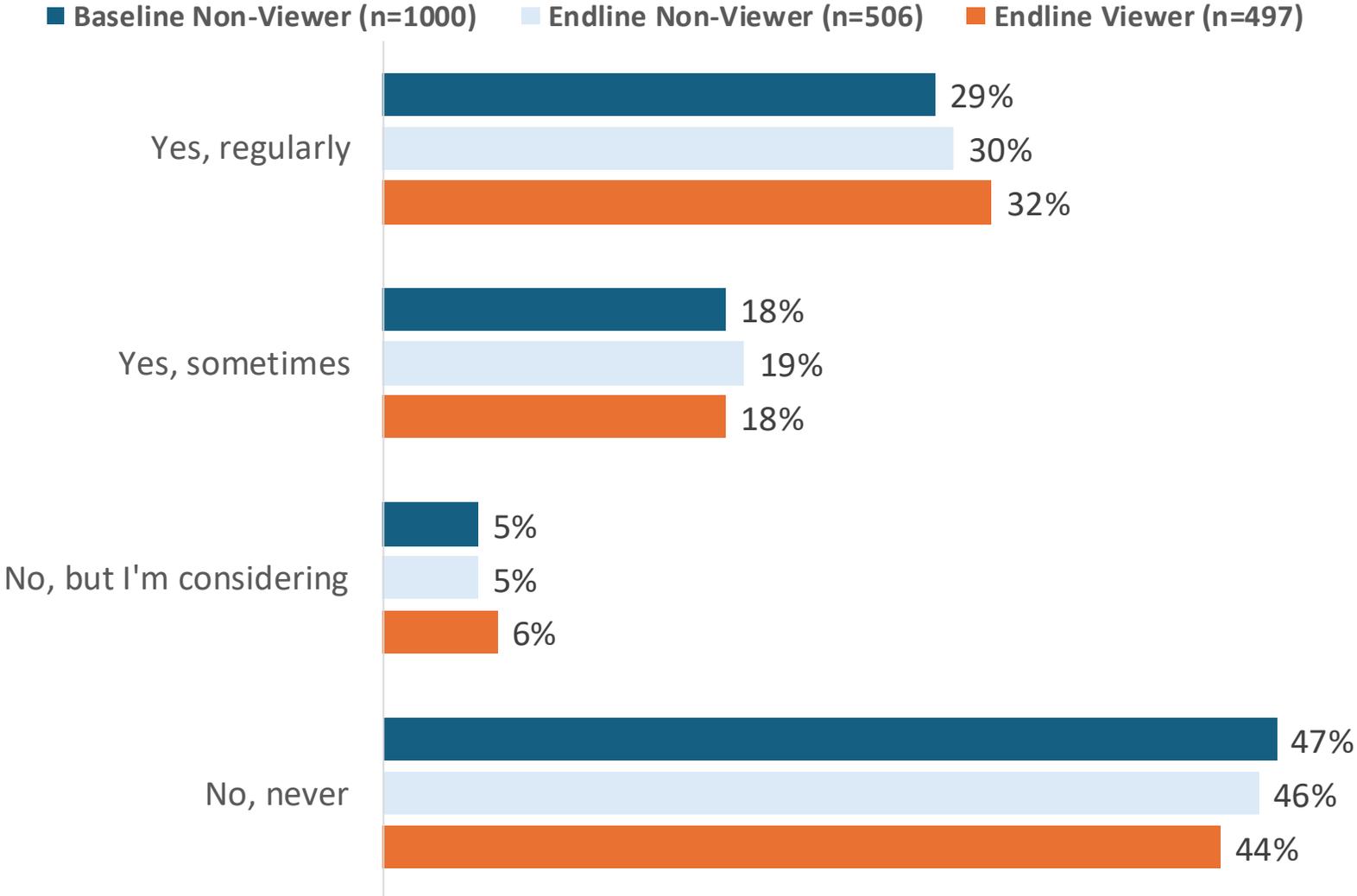


Q65. How much do you agree or disagree that abortion should be available to women under certain conditions?

# Use of Family Planning Methods

Equally, views on the use of family planning methods are highly polarising with little opportunity of perhaps of changing strongly held opinions

However, women are much more likely to use family planning methods than are men, by a considerable margin



Q66. Have you personally used any form of family planning in the last 12 months?

# Opinions of Social Media Viewers

-  “My body, my responsibility — yet the same people will still judge you for having many children.”
-  “Very educational. Reproductive health is a fundamental right for every woman.”
-  “A provider’s attitude can discourage young women from seeking quality healthcare, often leading to unsafe abortions, unintended pregnancies, GBV, and other serious challenges.”



**Section 11: Gender-Based Violence  
(GBV)**

# Summary

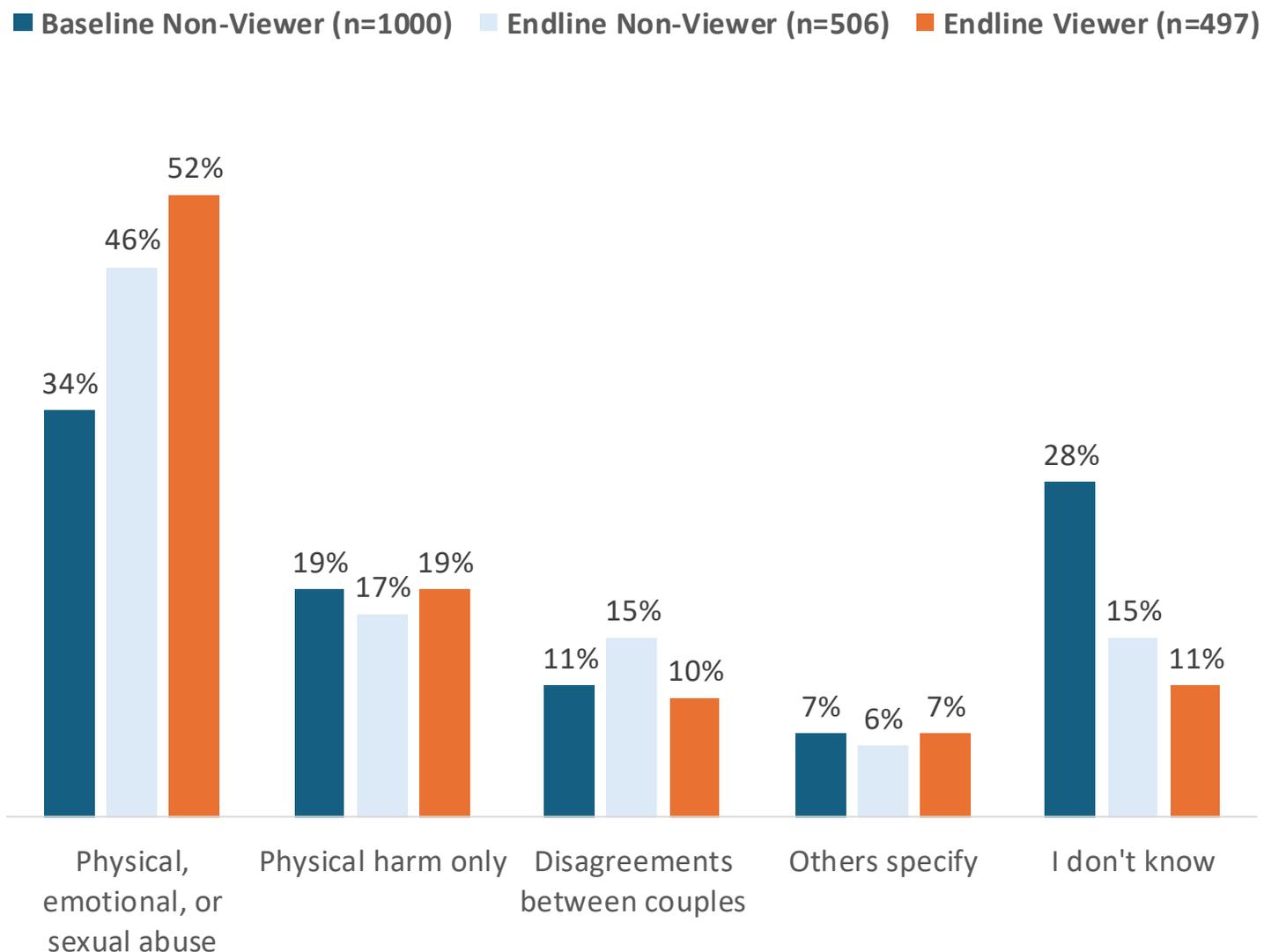
- There was a marked decrease after the series in the percentage of respondents who agreed that "A man is justified in hitting his wife" under specific circumstances.
- Interestingly, the most significant percentage point drop in "Justification of Violence" occurred among younger men (18–24), suggesting the series effectively challenged traditional notions of masculinity.
- Women at the endline were 20% more likely to state they would seek help from a formal institution (police/clinic) compared to the baseline.

# Understanding of Gender-Based Violence

It is very clear from these data that the series played a significant role in educating people about GBV, specifically that it covers physical, emotional and sexual abuse

The uplift in awareness among viewers was consistent across all demographic groups

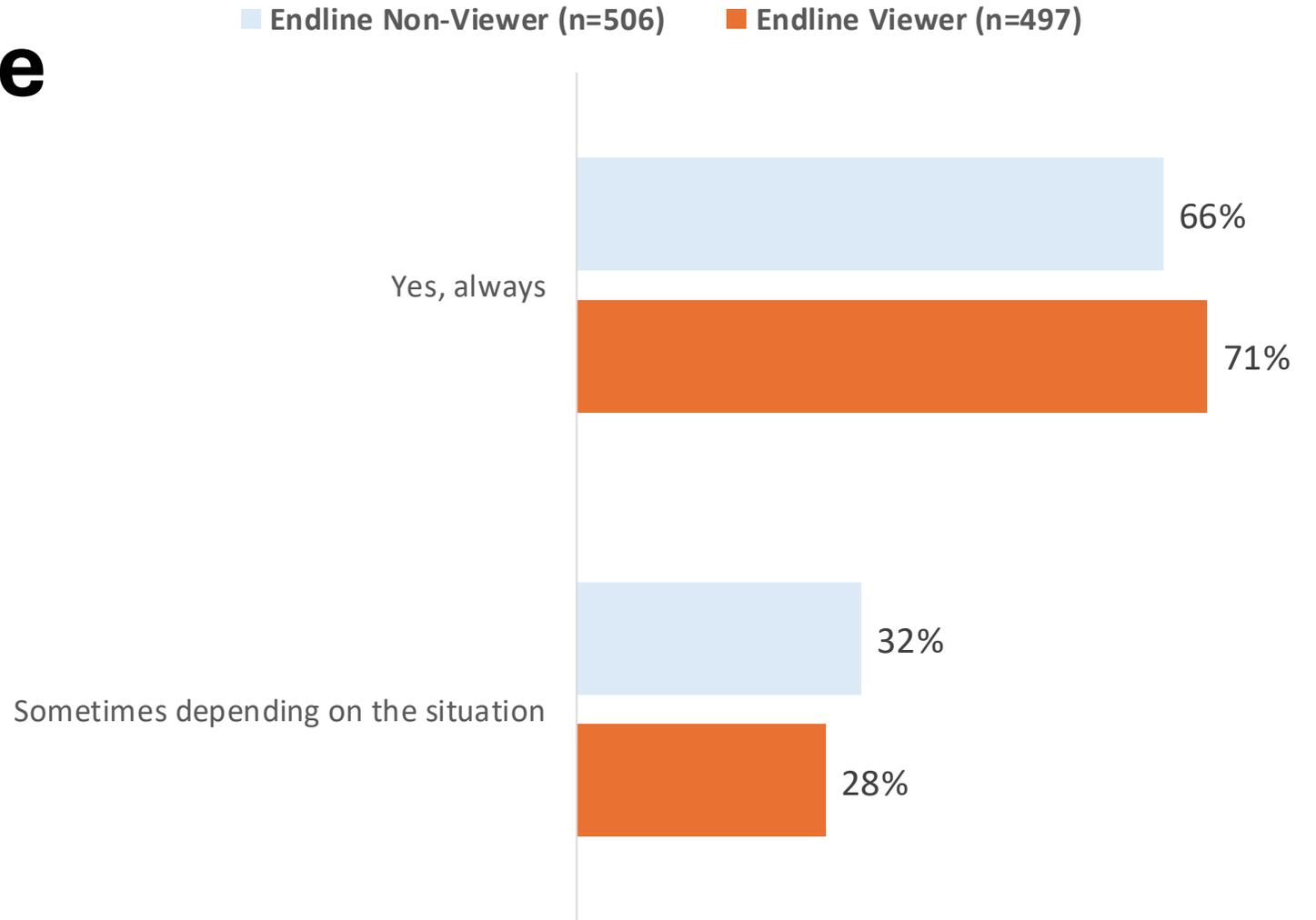
The increase in knowledge (and decrease in those not knowing) was significant among *Maisha Makutano* viewers



Q70. Please can you tell me what you think Gender-Total Violence is?

# Attitudes Toward Reporting Violence

At the endline, there was a high level of agreement that the victims of GBV should seek help or report it to the relevant authorities, with a slight upward shift between those who viewed Maisha Makutano and those who did not

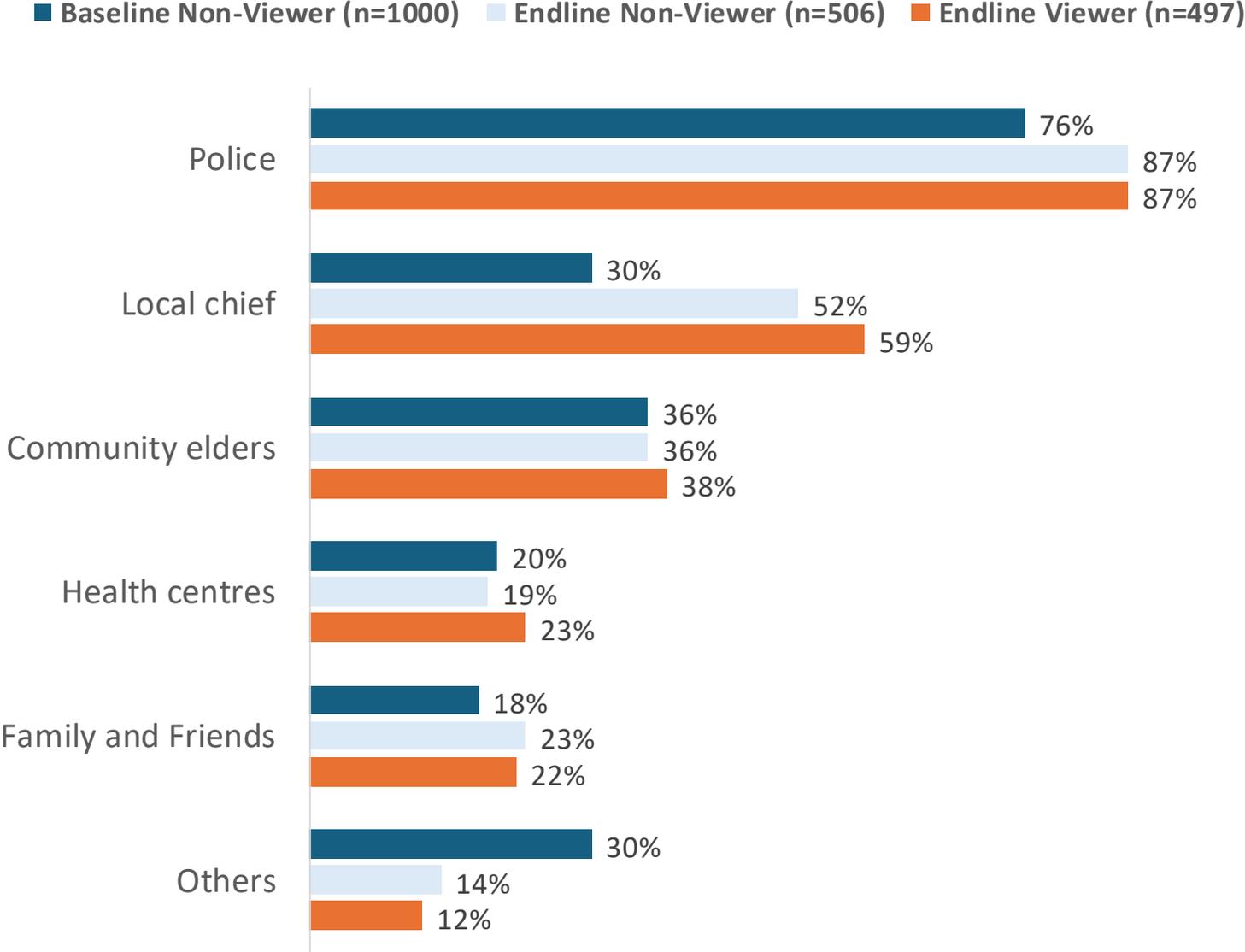


71.1 Do you believe that people who experience violence should seek help or report it to authorities?

# Support Services for GBV Survivors

Respondents were well-informed about where to turn for help with GBV.

There were few differences between viewers and non-viewers, but many more viewers considered reporting GBV to the local chief than did those at the baseline.

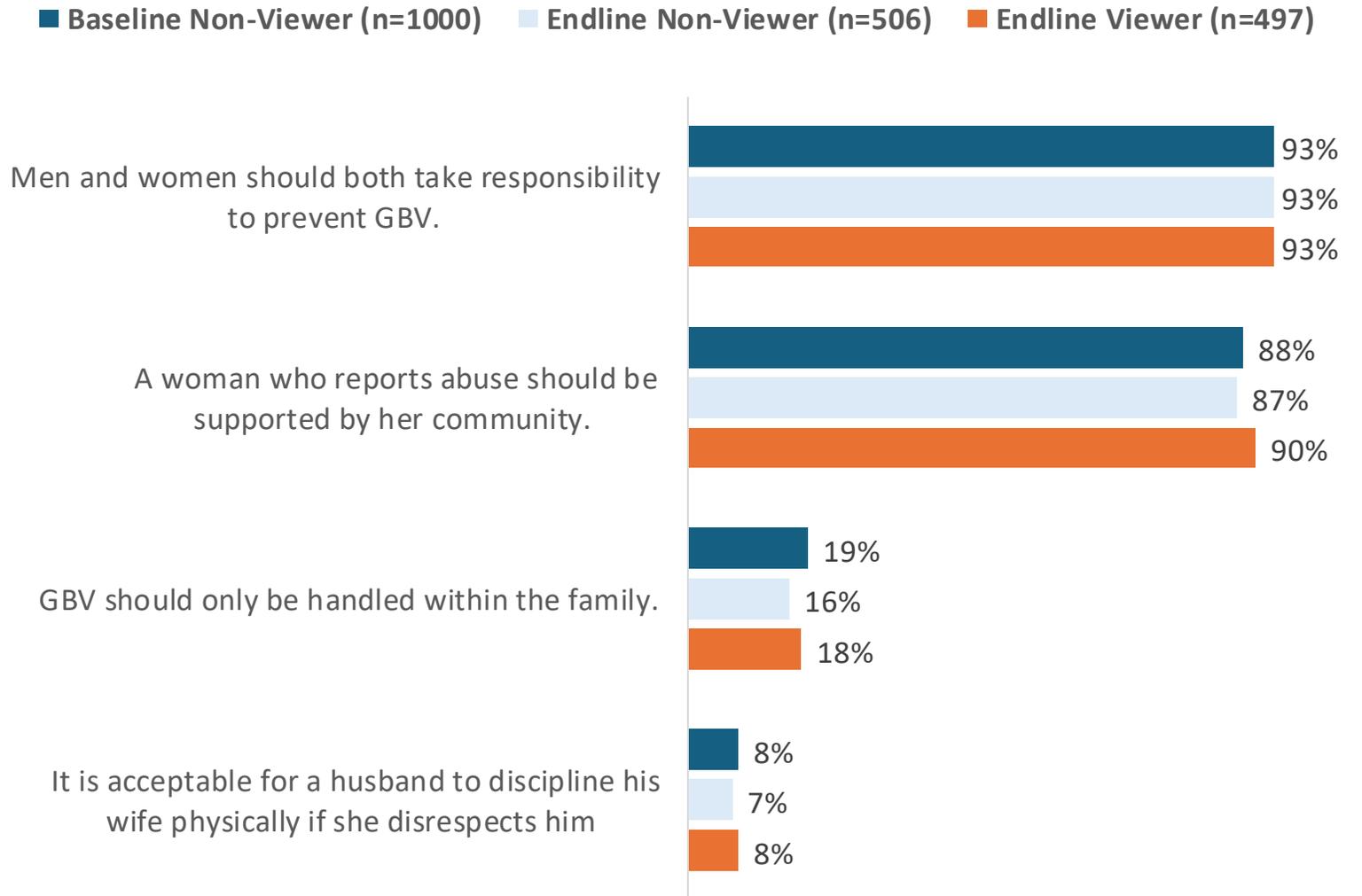


Q72. Where can people in this community who suffer from Gender-Total Violence go to for help?

# Strong Agreement on Gender Norms, GBV Accountability, and Community Support

Most expressed positive and forward-thinking views about both men and women taking responsibility to prevent GBV, and the support that communities should offer women who suffer from GBV

With such widely held views, uplift is difficult to achieve



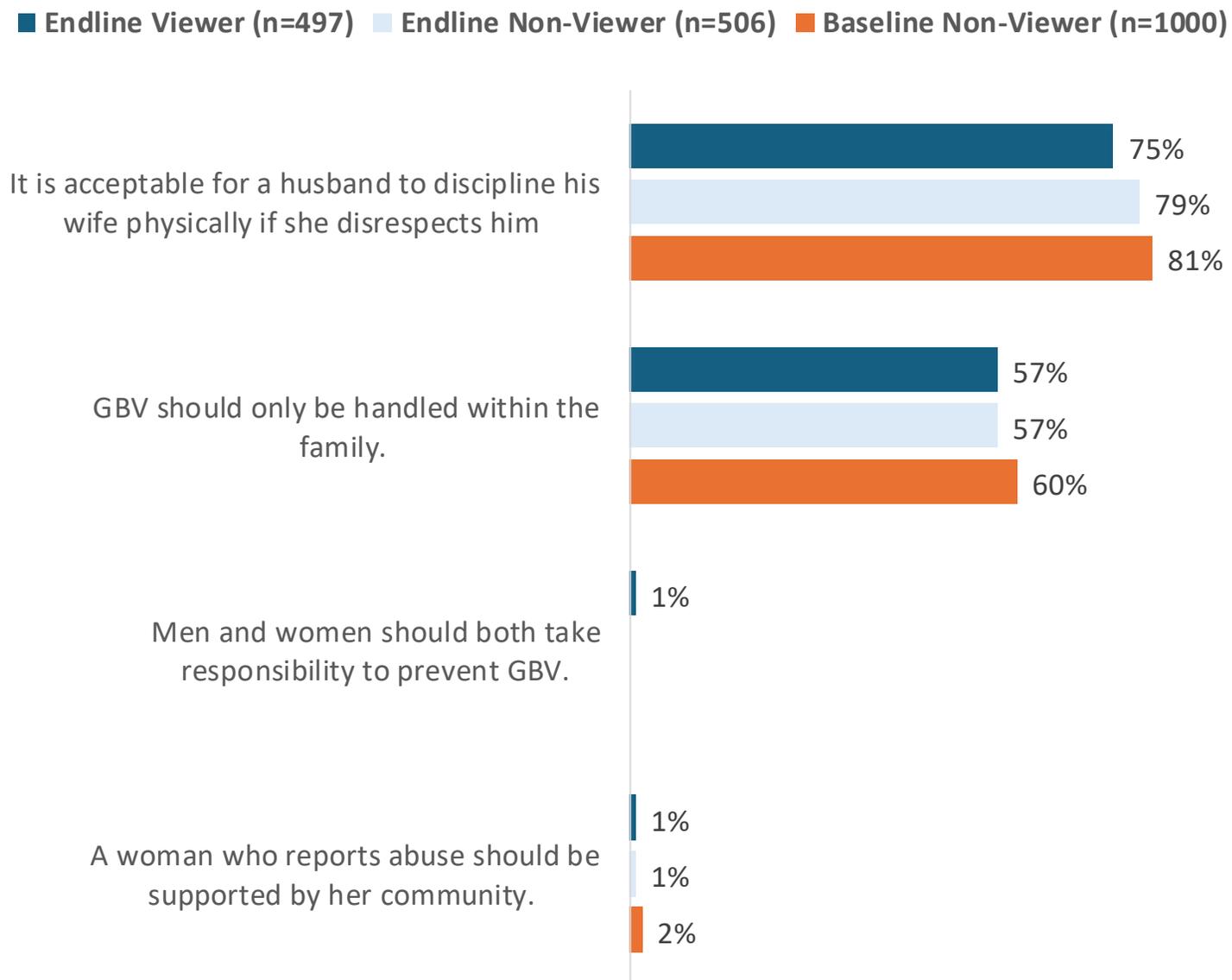
# Strong Disagreement on Gender Norms, GBV Accountability, and Community Support

However, despite the positive attitudes towards reporting and taking responsibility for GBV, the vast majority of people, irrespective of viewing the series, hold the view that it is acceptable for husbands to discipline their wives and that such behaviour should be handled within the family

This suggests that traditional behaviours are hard to influence and that there are still considerable taboos around GBV within families.

This is a critical justification for continued GBV norm-change storytelling.

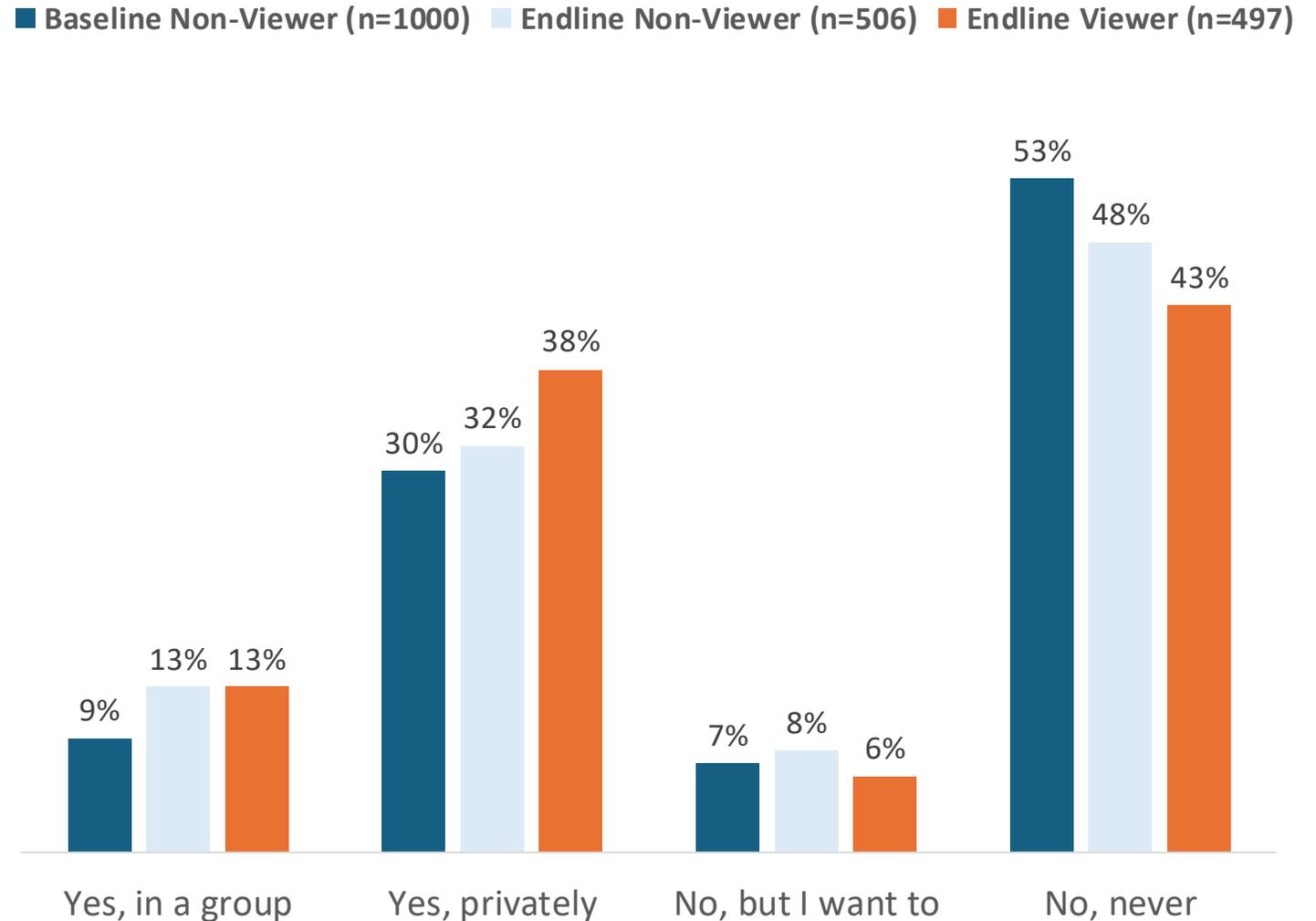
Q73.a-d strongly agree with statements..



# Discussions on GBV in the Past 6 Months

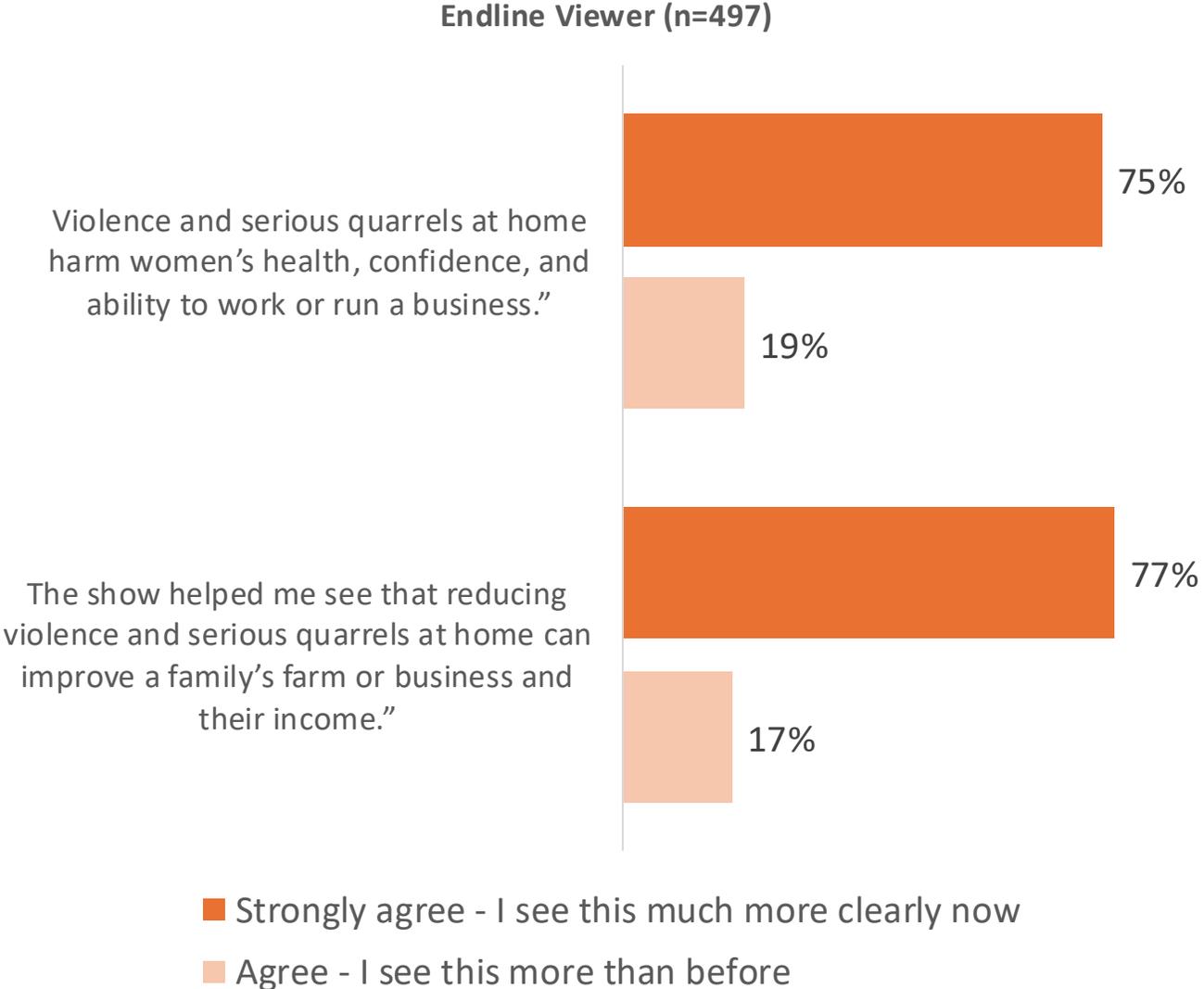
Although relatively small, there is some evidence that viewing *Maisha Makutano* may have encouraged discussion about the issues raised in relation to GBV, more in private than in more public forums

Those most likely to have had discussions were women and younger people



# Influence of Maisha Makutano on GBV Attitudes

The messages in the show were powerful in increasing knowledge and shaping attitudes towards GBV



74.2 and 74.3 After watching Maisha Makutano, how much do you agree with this statements...



## Section 12: Child Care Services

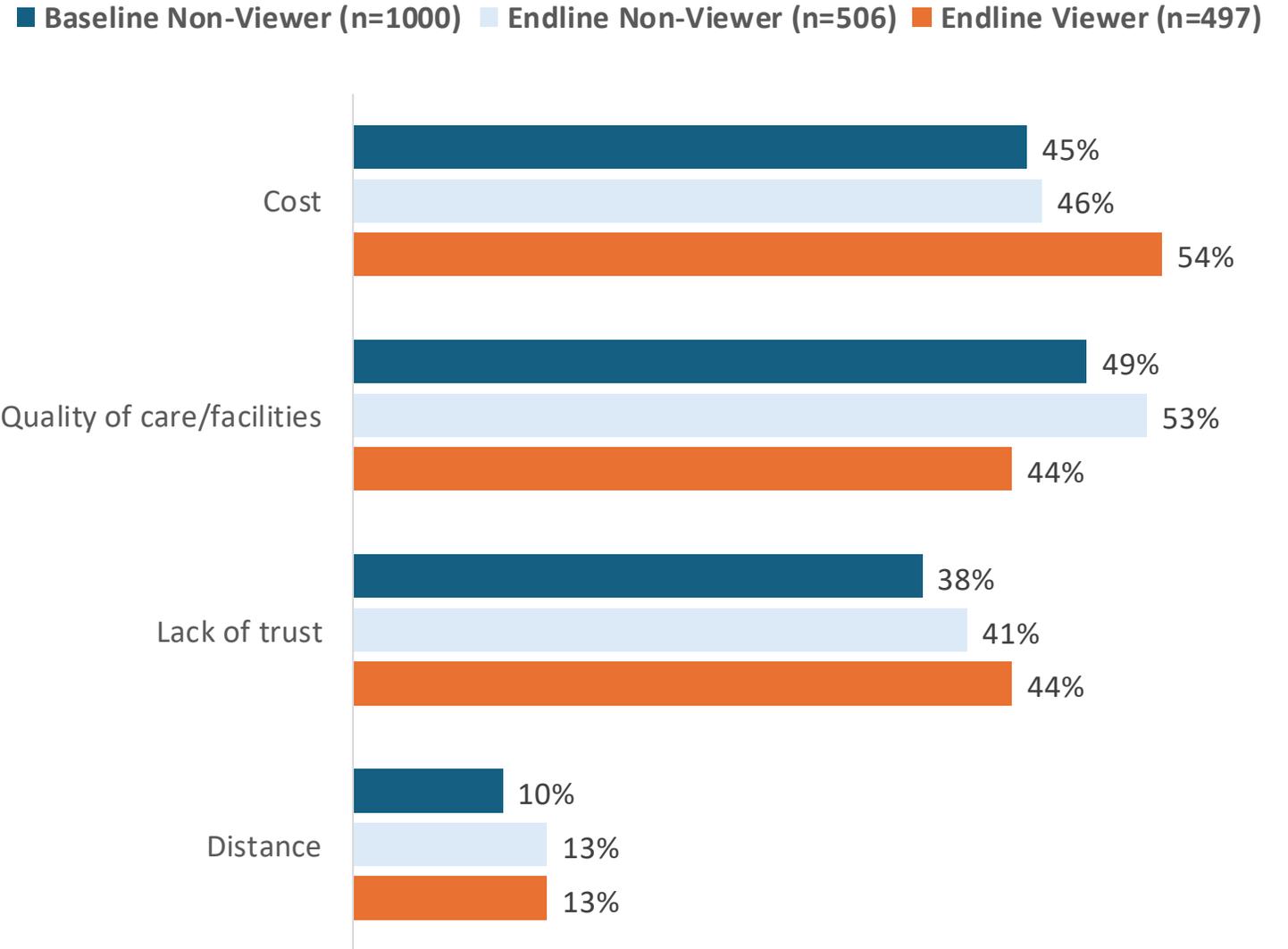
# Summary

- In the locations covered by the study, the availability of daycare services appears good, and levels of knowledge about the benefits of such services were high.
- However, cost, concerns about the quality of care, and a lack of trust in these services are the main factors inhibiting use.
- Around a third said they might be interested in starting a daycare business, should issues around access to finance, equipment and materials be resolved

# Challenges in Accessing Childcare

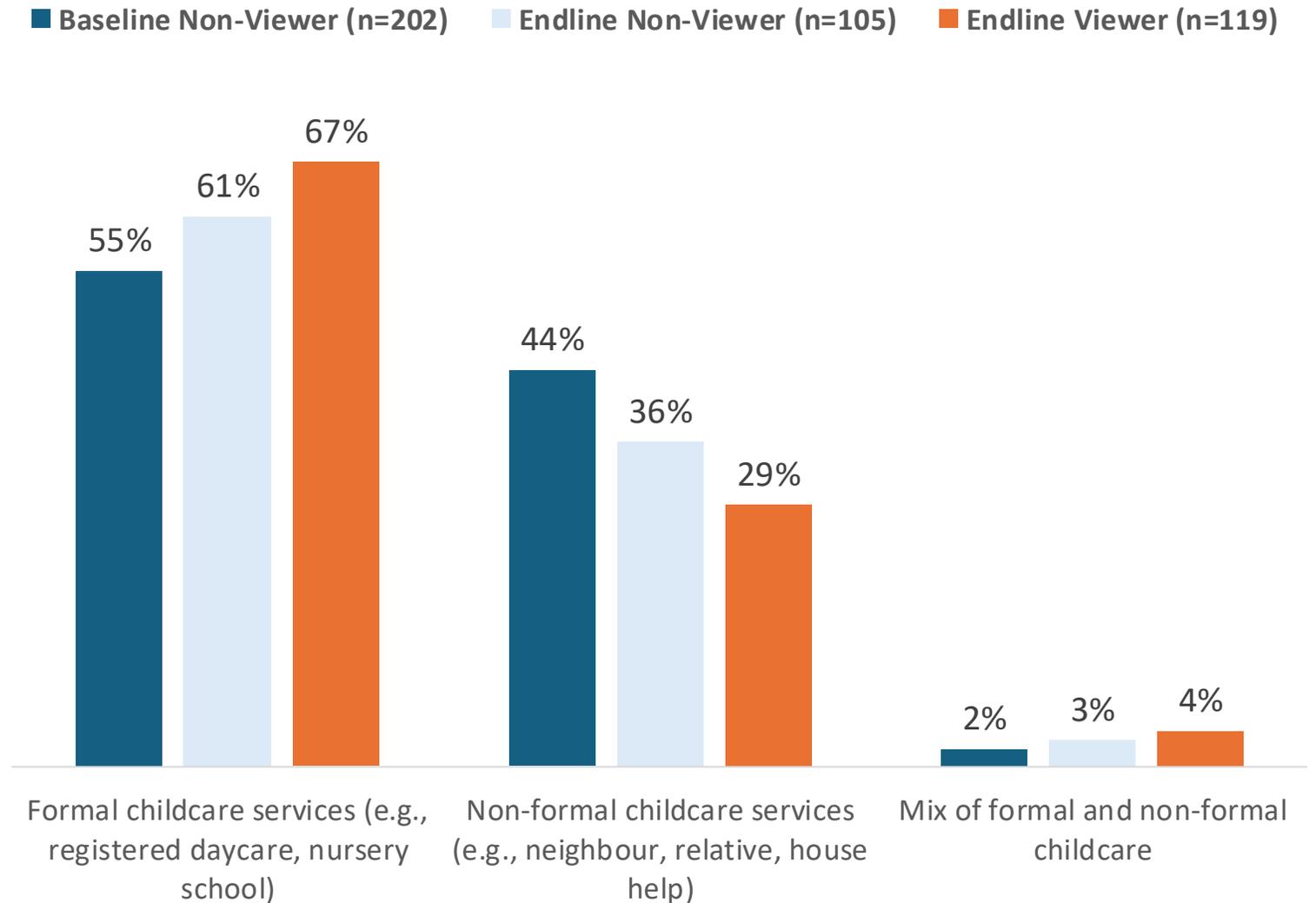
Accessing these services showed a different picture, though, with access being limited by cost, perceived quality and an overall lack of trust.

Again, there were no meaningful differences between demographic groups or viewers of the series



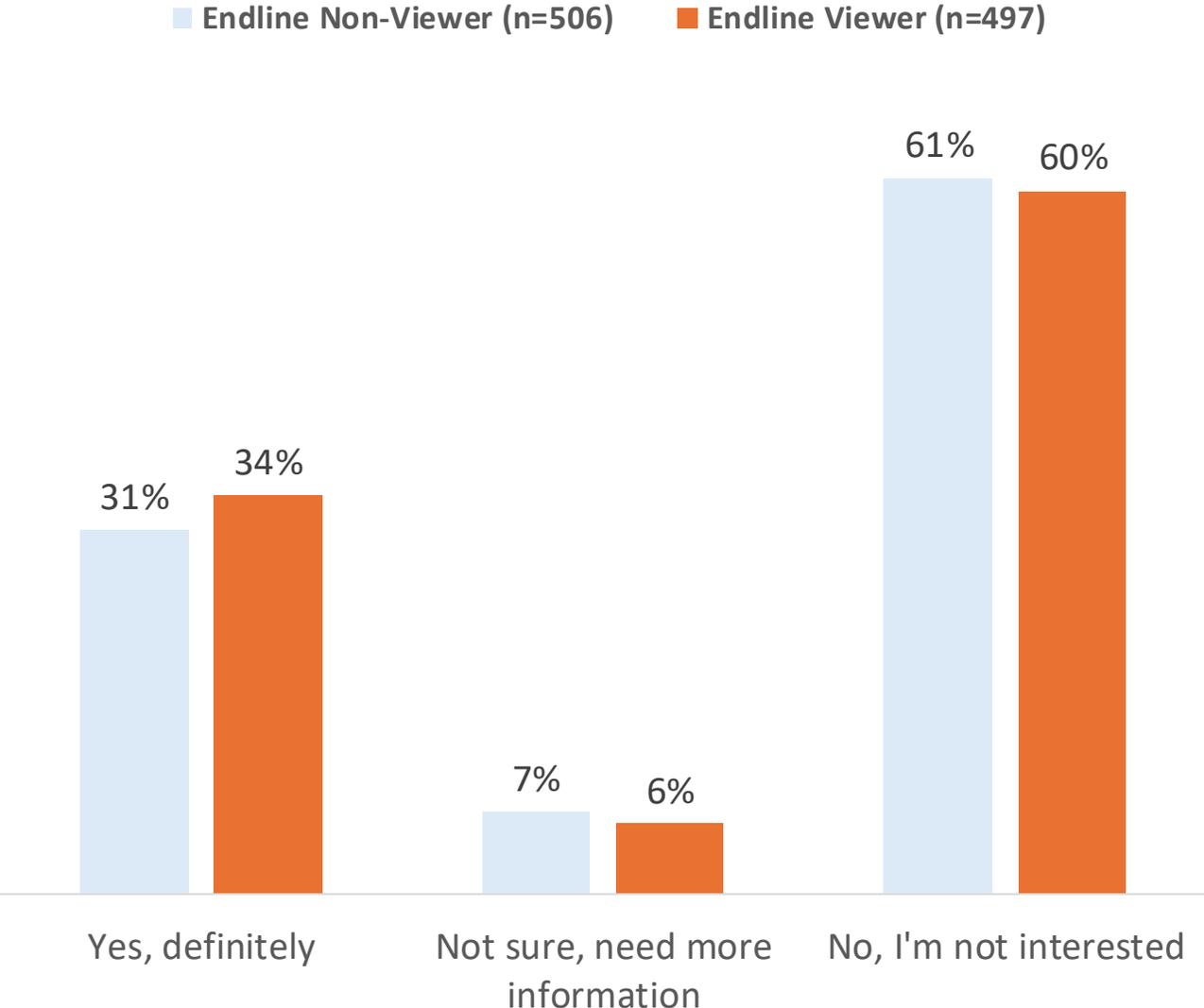
# Childcare Arrangements

Series viewers were more likely to use formal childcare services than non-viewers, and were equally less likely to use non-formal or informal services. This suggests that messaging around the benefits and value of using formal childcare services is resonating with viewers



# Interest in Starting a Childcare Business

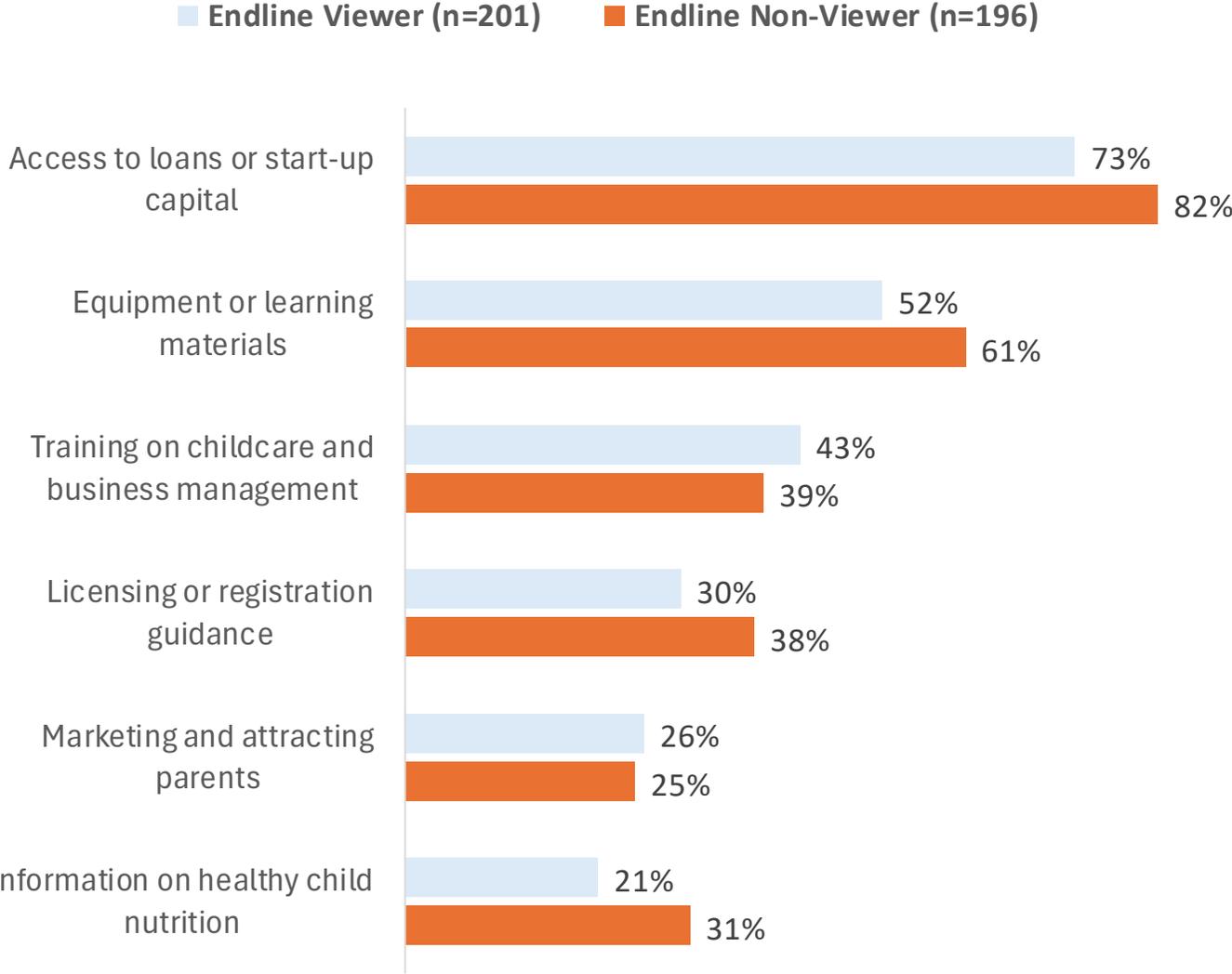
Around one third of those interviewed in the endline survey (irrespective of whether or not they viewed the series) indicated a clear interest in starting a childcare business



Q84.1 Would you be interested in starting a childcare business in your community

# Support Needed for Childcare Businesses

For those potentially interested in starting childcare services, access to start-up capital, equipment and materials is the most important support service needed



# Conclusions: Reach, Engagement and Relevance

- *Maisha Makutano* Series 1 achieved high national reach, becoming Citizen TV's most-watched weekend drama.
- Viewers rated the programme highly for realism, credibility and relevance to real-life challenges.
- Strong recall of key themes confirms drama as an effective vehicle for complex social and economic messaging.
- Family co-viewing amplified exposure and potential household-level influence.

# Conclusions: Knowledge, Attitudes and Intention to Change

- Significant gains in knowledge were recorded, especially around GBV (including non-physical abuse) and financial inclusion.
- Attitudes supporting women's empowerment, joint decision-making and reproductive choice were already strong and reinforced.
- Clear behavioural intentions emerged around family planning, GBV response, marital conflict resolution and childcare decisions.
- Viewers consistently expressed a desire for deeper and more sustained coverage of key themes.

# Conclusions: Where Change is Slower

- Translation from knowledge to sustained practice remains uneven, particularly in savings behaviour and SACCO usage.
- Formal financial institutions are still not the preferred borrowing option for many viewers.
- Gender-equitable norms show incremental behavioural shifts, but entrenched household practices persist.
- Childcare is recognised as valuable, but cost, quality and trust remain major barriers to access.

# Recommendations: Continue with Action-Oriented Storytelling

- Retain the format, style and characters; they are compelling and maintain viewership and loyalty.
- Consider moving beyond awareness to storylines that show decision-making, setbacks, and outcomes.
- The audiences expressed interest in greater coverage of certain key issues, including Sexual and Reproductive Health, followed by Gender-Based Violence, childcare, and financial inclusion, which could serve as key thematic areas in the next series.
- Focus on converting intention into action: Sexual Reproductive Health and Rights, Gender-Based Violence response, savings, and childcare.
- Address trust, governance and affordability barriers directly within storylines.

# Recommendations: Embed iMama

- Embed iMama more visibly into storylines as a trusted source of advice, referrals and support (have characters use it and discuss it).
- Align calls-to-action with partner services to create clear pathways from viewing to service uptake.
- Use iMama data to strengthen measurement of engagement and behaviour change.
- Include practical examples and 'how to' type of content

# Strategic Programmatic Recommendations

- 1. Strengthen Male Engagement:** Introduce more male role models and storylines addressing men's economic and family roles
- 2. Deepen Gender-Responsive Programming:** Continue prioritising women-focused narratives with more of a focus on women's economic agency and household decision-making
- 3. Use Geography:** Counties with weaker effects may benefit from localised storylines and complementary offline activities

*Maisha Makutano* achieves its strongest impacts among women and economically active age groups, with clear viewer–non-viewer differences. Future programming should consolidate these gains while deliberately adapting content to engage men, older adults, and underperforming geographies.