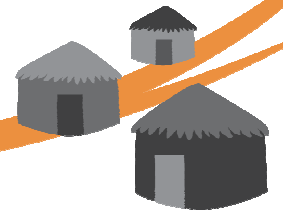
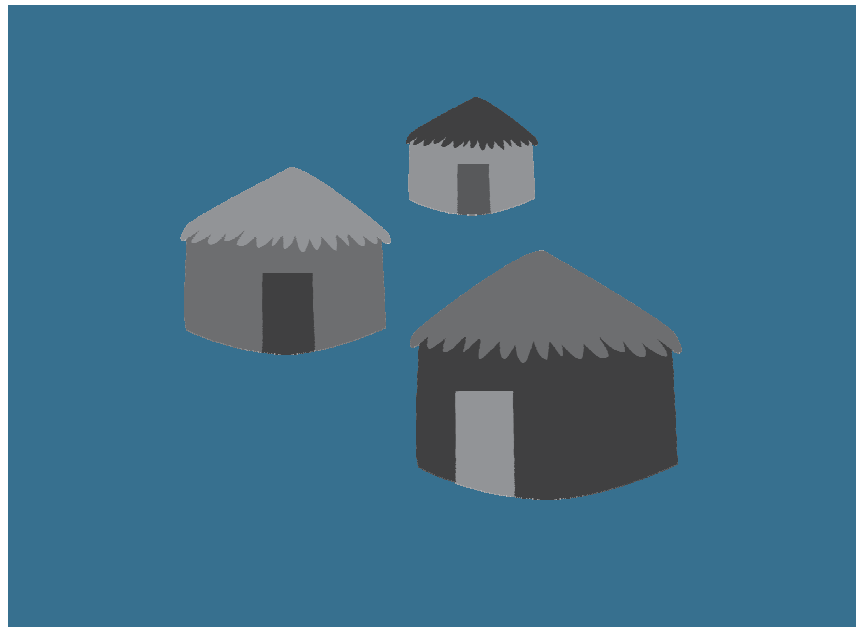


Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa



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THEATRE
FOR A **CHANGE**



Interactive Radio Drama in Malawi

Ryan Borcharding



Focus of this Presentation

1. How do participatory approaches like interactive theatre and radio facilitate social and behavioral change?
2. How do participatory approaches lead to greater access for marginalized groups and communities to local and national health systems?

What is Interactive Radio Drama?

- Radio serial drama where the main character faces a series of challenges related to SRH
- Audience calls in to station to change storylines on air
- Broadcasts create 'safe space' for communities to rehearse behavioral changes they want to make in real life
- Promotes understanding that access to health services is a right for everyone





Step 1

Teachers and female sex workers create interactive dramas based on their own experiences related to SRH



Step 2

They perform these dramas live on air, and then invite the audience to call in and take on the role of the main character



Step 3

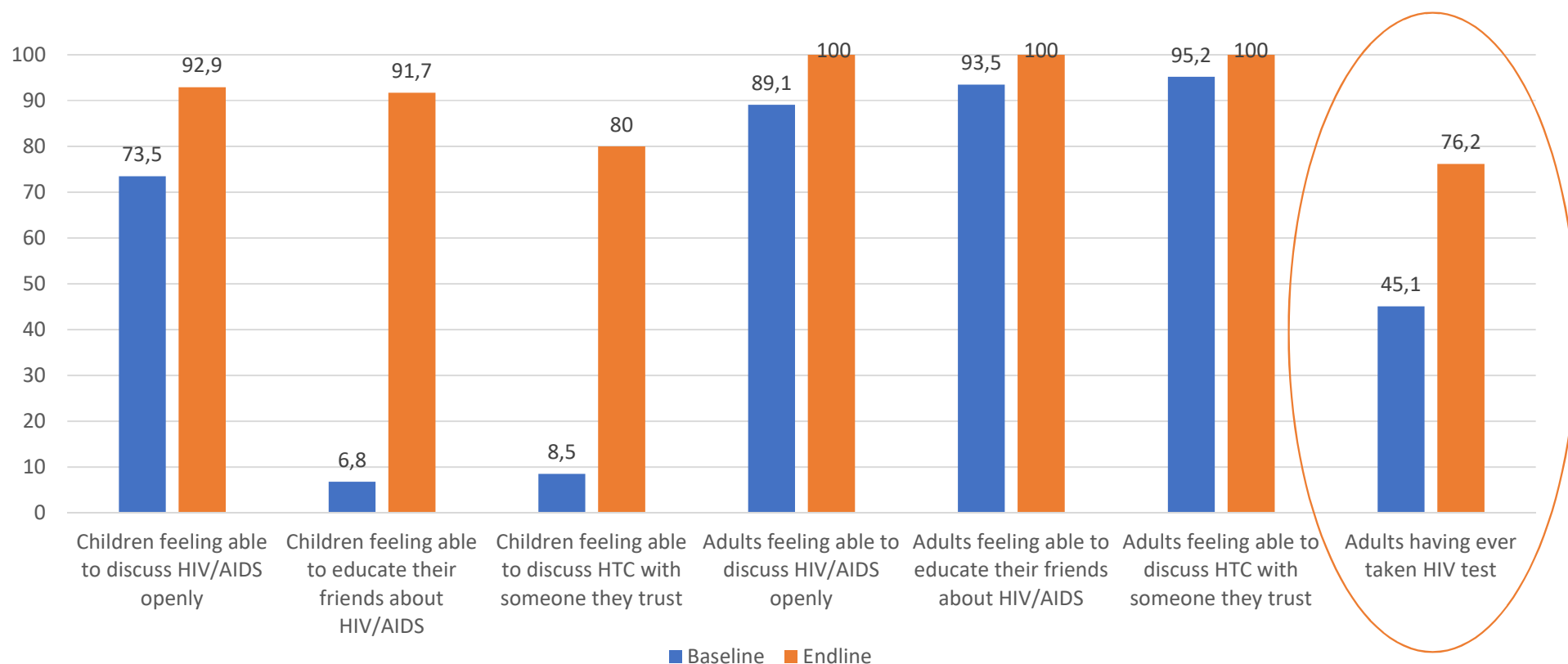
The audience improvises with the actors to explore how new attitudes and behaviors can bring about dramatic change, bridging the gap between 'theory' and 'practice'

Addressing Health Service Demand and Supply

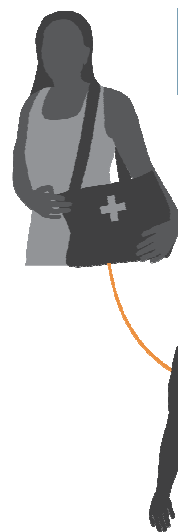
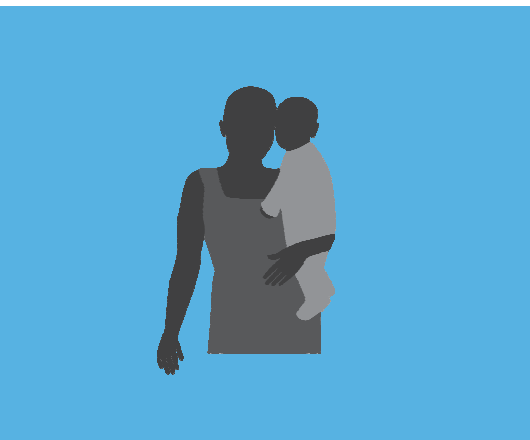
- Broadcasts and live performances designed to increase demand for SRH services
- Synchronized with onsite access to SRH services through partner service providers or Theatre for a Change's Mobile Health Clinic
- Designed to overcome barriers to accessing SRH services that marginalized groups face
- Patients referred to local clinics and hospitals for further care
- MoU with Malawi Ministry of Health



What are the results?



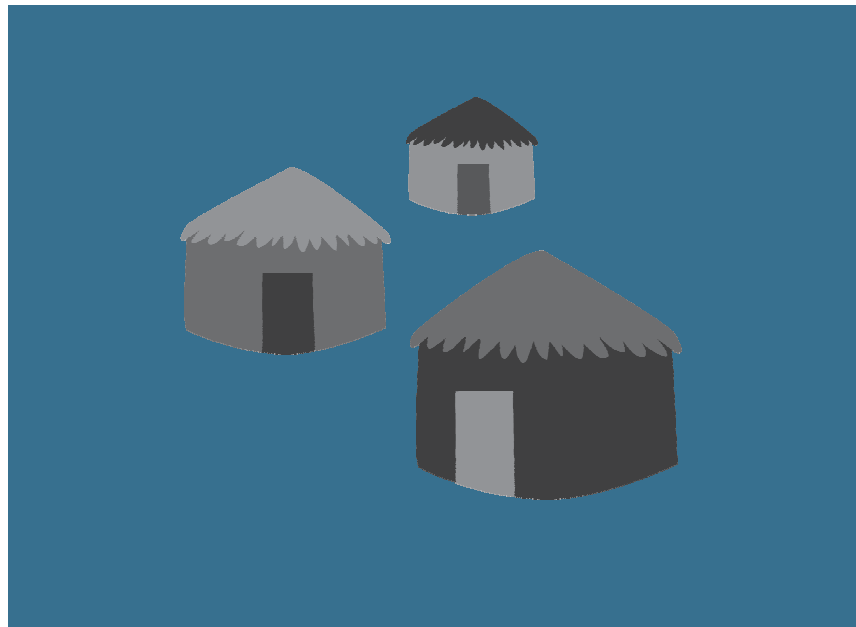
Source: Nkhoma, S. and Sheehy, C. *Tisinthe* Endline. Malawi: Theatre for a Change/UNICEF, 2011.



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