

First Voice International aired a **radio serial drama** produced by Population Media Center entitled *Cesiri Tono* (“All the Rewards of Courage and Hard Work” in **West Africa’s** Bambara language) in 2004-2005 on FVI’s *Africa Learning Channel*. Throughout Mali, Burkina Faso, and Côte d’Ivoire, **150 community radio stations** tuned their provided satellite receivers to the ALC three times weekly to rebroadcast the program to their communities via FM radio.

*“First Voice International’s expertise allowed us to dramatically build the capacity of the community radio networks we work with. With the FVI capability we reached 110 stations in Mali that were spread out across 1.24 million square kilometers. To distribute our programs via tapes or CD would have been impossible.”*

- Kriss Barker, Vice President for International Programs, PMC

*Cesiri Tono* addressed the practice of **trafficking and exploitation of children**, pervasive throughout West Africa. A post-broadcast survey was conducted in the three countries to determine what effect listening to the drama had on the audience’s **knowledge, attitudes, and behavior** with regard to children’s rights, child trafficking and exploitation, and related health and social problems. A total of 6,642 women and men participated in the survey, which showed the following results:



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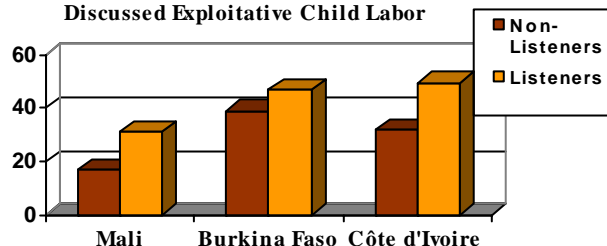
### **Listenership**

- 22% of respondents in Mali had listened to the drama, while in Côte d’Ivoire 10% of respondents had listened and in Burkina Faso 5% of respondents had listened to the drama. This equates to over **5.5 million listeners** if these percentages are reflective of national trends.

### **Exploitative Child Labor**

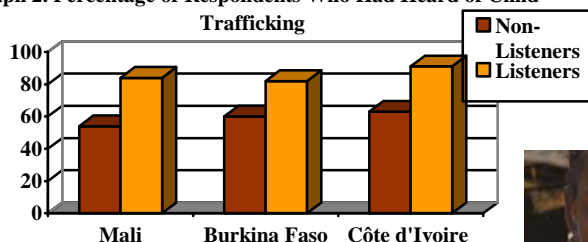
- Listeners in Mali were over **5 times as likely** as non-listeners to have **heard of exploitative child labor**, and listeners in Côte d’Ivoire were over **3 times as likely** as non-listeners, after controlling for level of education, sex, urban/rural residence, and age of respondents.
- In Burkina Faso, more than twice as many listeners as non-listeners reported having **taken action against exploitative child labor**.

Graph 1. Percentage of Respondents Who Had Discussed Exploitative Child Labor



### **Child Trafficking**

Graph 2. Percentage of Respondents Who Had Heard of Child Trafficking



- Listeners in Mali were **more than 2 1/2 times as likely** to have **heard of child trafficking** as non-listeners, after controlling for level of education, sex, urban/rural residence, and age of respondents.
- In **Burkina Faso**, **23% of listeners** had taken action against trafficking versus **7% of non-listeners**. In **Mali**, **10% of listeners** had taken action compared to **4% of non-listeners**.



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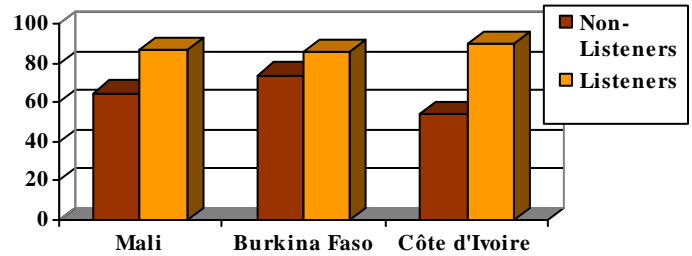
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## Knowledge of Risk Factors for Trafficking and Exploitation



Photo by Vidar Boe

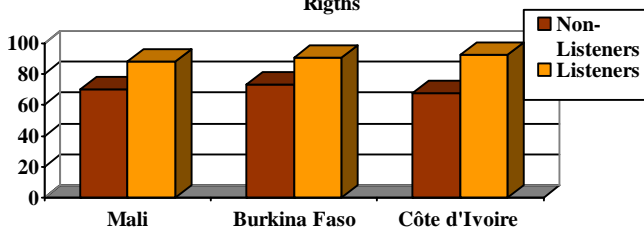
Graph 3. Percentage of Respondents Who Knew At Least One Factor Leading to Exploitative Child Labor



- In **Côte d'Ivoire**, more listeners than non-listeners recognized that there is a **relationship between high fertility/large families and the problem of exploitative child labor** (58.5% of listeners vs. 43.5% of non-listeners).

## Children's Rights

Graph 4. Percentage of Respondents Who Were Aware of Children's Rights



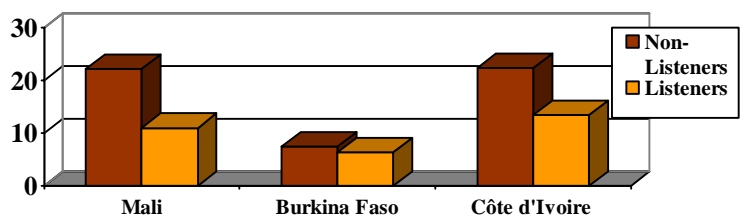
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- Listeners in the three countries were also more likely to have **discussed children's rights** in the last 12 months than non-listeners (**Burkina Faso: 50% of listeners vs. 33.8% of non-listeners; Côte d'Ivoire: 43.6% of listeners vs. 24.9% of non-listeners; Mali: 31% of listeners vs. 20% of non-listeners**).

## Gender Equality

- Malian **listeners were less likely than non-listeners to support early marriage for females**. 58% of non-listeners said that ideal age of marriage for females is less than 18 years, while only 40% of listeners identified less than 18 years as the ideal age.

Graph 5. Percentage of Respondents Who Prioritize Educating Boys Over Girls



*"As a woman, I know how important children are. Others... they come into the villages, into the campgrounds – and they ask you if they can 'take care of' your child.' From now on, I am going to bring my child into the city to stay with me. When you give them a child, they come. They give the children to other women – as servants. These people mistreat them."*

- A dedicated listener from Côte d'Ivoire