

## Radio Programs Reinforce Abstinence, Behavior Change Messages for Young People in Kenya

When Twinning Center partners at DePaul University and the Kenya Episcopal Conference-Catholic Secretariat launched their school-based abstinence and behavior change for youth (ABY) program in 2006, they began airing complementary messages on Catholic Church-owned Radio Waumini.

“We started with short public service announcements to familiarize the public,” says Nicholas Waigwa, a production technician and broadcast journalist at Radio Waumini.

“In the second phase, we covered content from the ABY manual and featured public health specialists and experts from the Ministry of Education with a strong background in Catholicism,” Waigwa notes.

“Now, in addition to these experts, we also feature role plays done by students who have participated in ABY classes at their schools,” he continues, explaining that a program targeting parents will soon be piloted as well.

Currently, the 15-minute shows air Thursday and Saturday evenings and draw an average of 500,000 listeners.



Partners plan to expand the content of the ABY radio broadcasts in the coming months and increase the level of student participation. They will also produce CDs that can be distributed to schools that do not have access to the radio broadcasts.