

# TWUBAKANE

## A RADIO DRAMA CHANGING LIVES IN RWANDA

Here's how a 6-episode radio drama is sparking change in Rwandan homes by building stronger families & preventing Intimate Partner Violence (IPV).

### WHAT IS TWUBAKANE?



[Listen on YouTube](#)

[Read the synopsis in English](#)

- A six-episode fictional and educational radio drama inspired by real-life stories
- Promotes Shared Decision-Making - *Men shouldn't make household decisions alone*
- Encourages Seeking Help for IPV - *Speaking up can help find mediation pathways*

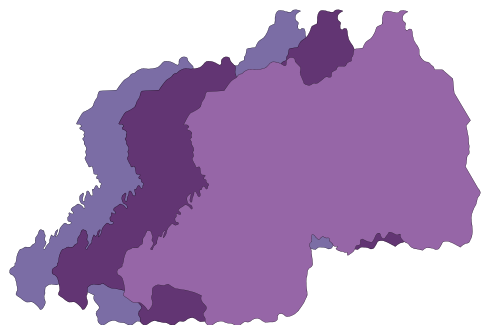
“

*This drama was made for our community.*

### WHO TOOK PART?

51 Study participants

A mix of couples, married individuals, and community leaders - to ensure a diverse array of experiences and perspectives.



### HOW DID WE DO IT?

8

Focus groups

11

Listening sessions with observation

20

Interviews - one week after listening



### KEY FINDINGS: WHAT CHANGED?

1

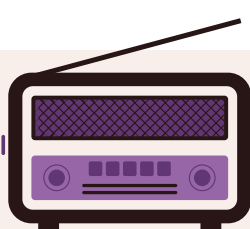
The target audience found the drama relatable & engaging

9.3

Was the average rating out of 10 from participants, meaning they resonated with the format and content.

80%

Of participants said they discussed it with others, demonstrating that this show is effectively working to start dialogue



## 2 | Powers shifted, improving shared decision-making among couples

“

*I used to think that if a man made a financial decision, that was final. Now I understand it's a form of control that can be harmful.*

**50%**

Changed their mind  
on the importance of  
sharing decisions

**2 out of 3**

Male participants reportedly  
started sharing decision-  
making at home

## 3 | Women were more open to breaking the silence

“

*Before, I thought talking about domestic violence would lead to mockery*

**50%**

Participants were more  
confident seeking help  
themselves

**25%**

Participants more actively  
intervened in community  
conflicts within the next 2 weeks

## 4 | Better communications leading to improved relationships

“

*This drama is like medicine for Rwandan families.*

**90%**

Of couples reported improved  
relationships, especially those  
who listened together

**85%**

Of couples reported better  
communication such as less conflict  
and more meaningful discussions



**SUCCESSFULLY AIRED**

**7%**

Active  
listenership\*

**27,000**

Active  
listeners\*

**39%**

Of married listeners reported  
significant improvement in  
their relationships\*

(\*) According to a 500-people quantitative survey conducted post-airing



## ETHICAL CONSIDERATIONS

- No major risks identified
- Some discomfort during sensitive scenes
- Some women had adverse reflections on the importance of being patient, highlighting the need for early content testing

## REAL IMPACT: A STORY FROM GAKENKE DISTRICT

Anatole & Alice, 27 & 25 years old, listened to the drama together. Here's what happened.

### Before

- Household decisions were one-sided
- Conflicts lasted for days



“

*We would go to work without speaking.*



### After

- Now openly discuss finances & household plans
- Apologies come quickly & issues are resolved

“

*Now, my wife is happy to see me when I come home.*

## SCALING FOR IMPACT: WHAT'S NEXT?

Twubakane is working. Now, we need to reach more families.



### Actions we'll take

- Expand content & reach to a larger listener base
- Run a quantitative study to measure long-term impact on listeners

## Support the next phase of Twubakane!

Interested to know more about our evaluation? [Read our impact report.](#)

[Here you can read more](#) about our future plans and how to support us. For more information, email to [ivy@novah.ngo](mailto:ivy@novah.ngo).

Want to keep up to date on our progress? [Sign up for our newsletter.](#)

