NOVAH
NO VIOLENCE AT HOME

TESTING JOURNEY OF CHANGE
THROUGH 3 STANDALONE STORIES

What key lessons, emotions, or events should be shared to empower listeners to reduce intimate partner violence (IPV)?

HYPOTHESES (JOURNEYS OF CHANGE)



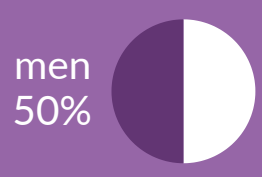
Story 1: Promoting gender equality in decision-making & Increasing help-seeking behavior
Bikora makes the financial decisions at home, which leads to constant conflict with Mukesha and poor outcomes. Bikora reflects on his behavior after advice from a trusted friend and begins to change and cooperate more.

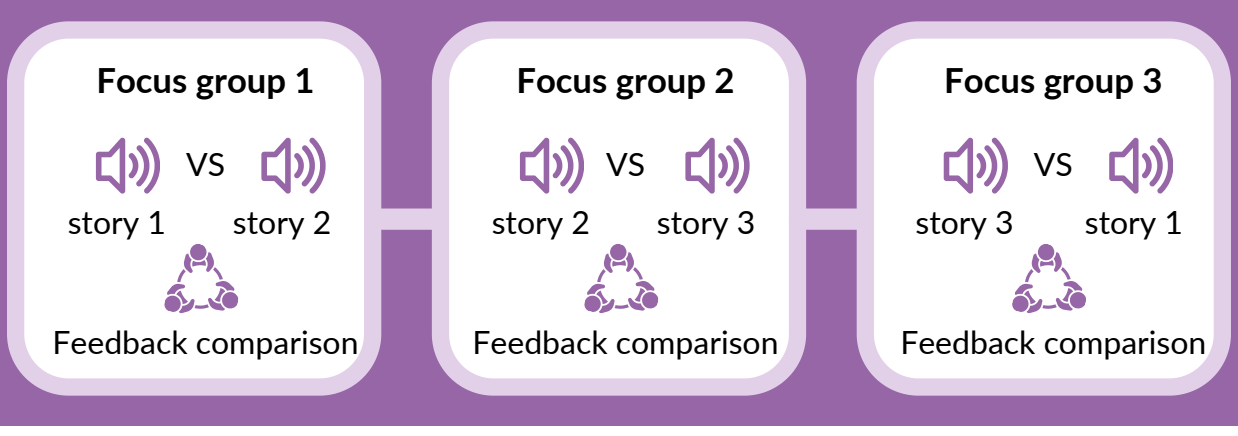
Story 2: Decreasing alcohol consumption
Mukamana and Batista struggle with financial pressure and conflicts mostly due to Batista's drinking. After guidance from a former alcoholic, Batista begins to change his behavior and repair his relationship.

Story 3: Alternatives to violence in conflict situations
Kagoyire is very prone to anger and has poor communication skills leading to conflicts with his wife Ngarukiye and other community members. He reflects on advice from a trusted friend, understanding importance and skills for good communication, and works to resolve their challenges.

METHODOLOGY

Participants: 6 focus groups
Location: Rural district of Gakenke, Rwanda Northern province
Criteria: Married young people (<35), average socio-economic status, no prior participation in intensive gender transformative programs





ANALYSIS FRAMEWORK

High quality content
Overall appreciation, meeting key requirements (relatable, understandable, entertaining)

Engaging storylines
- Emotional journey
- Identification with characters
- Trust in role models/advisors

No backlash or harm
- No adverse interpretations or harmful reinforcement
- No re-traumatization or anger among listeners

Educational impact
Clear, relatable and memorable messages

EDUCATIONAL IMPACT

Story 1
- Listeners agreed that shared decision-making improves family outcomes.
- Help-seeking leads to positive outcomes for women.

"I have realized why things are not working; they don't sit down to discuss finances as a family." – Man

Success

Story 2
- Men saw a link between drinking and wasting money but not with violence
- Men found that the portrayal of only drunk men was unrealistic or too one-sided.
- Women related to the story but felt the advice to drink less wouldn't work due to peer pressure.

Good but imperfect

Story 3
- Men appreciated advice on communication, yet it was considered too abstract.
- Women focused on debt and the importance of women's independence.

"It teaches how a family should communicate and share ideas to make decisions." – Man

Good but imperfect

KEY TAKEAWAYS FOR THE FINAL 6-EPISODE DRAMA

1. Stories should **include women actively seeking support to address abuse**, because otherwise it reinforces patience as a virtue for enduring violence.
2. **Transitional characters need to be more nuanced and relatable,** especially for male listeners.
3. **Role models and advisors in the stories should have visible authority,** such as economic success or a legal or community leadership role, to enhance their credibility.
4. **Reducing alcohol use to decrease violence is a long-term challenge and hard to address in a short drama.** Men often see drinking less as a way to save money, not reduce aggression, and social stigma can make change harder.
5. **The message of shared financial decision-making resonated with both men and women as achievable and impactful, with clear benefits for household economic stability.**