

PMC/TDS: Media-based Support to Social Norms

	Implementing partner(s)	Population Media Center, Inc (PMC) + Talking Drum Studio (TDS)
	Location	Nationwide
	Agreement period	July 2022 – December 2025
	Budget total (Sweden)	19 500 000 SEK

Overview and objectives

Liberia faces the challenges of a growing youth population, with strong aspirations for the future that can be leveraged for positive change. Their full contribution is limited, however, by social norms, gender bias, misconceptions, and cultural expectations that perpetuate high adolescent birth rates, high maternal mortality, harmful traditional practices, and high rates of child marriage. These norms are exacerbated by women's limited participation in political and decision-making processes, as well as persistent inequality and conflict. High rates of sexual and gender-based violence (SGBV), child marriage, and female genital mutilation (FGM) mean that opportunities for half of the population - women and girls - are limited and often suppressed



Figure 1: PMC Logo

This Social and Behavioural Change Communication (SBCC) intervention is the first of its kind that has been undertaken by the Embassy of Sweden. It targets social norms in four priority areas: i) Sexual & Reproductive Health & Rights (SRHR), ii) Sexual and Gender-based Violence (SGBV), iii) Social Cohesion & Conflict Resolution and iv) Gender Equity; as well as addressing social norms relating to sustainable management and use of natural resources and aims primarily to promote positive social behavioural change through several components: serial radio dramas, nationally broadcast talk shows, and participatory theatre.

The overall objectives of the program are to:

- To contribute to the long-term sustainability of effective pro-social programming in Liberia, and
- To promote a peaceful and inclusive society in Liberia which will uphold human rights, democracy, the rule of law, and gender equality.

Activities

The program aims to conduct the following activities:

- Serial radio dramas to be produced and broadcast through 32 community radio stations and the Liberia Broadcasting System (LBS)
- Nationally broadcast Talk shows
- Participatory theatre
- Capacity building for community radio stations on hosting interactive talk shows, and conflict and gender-sensitivity in reporting