

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*

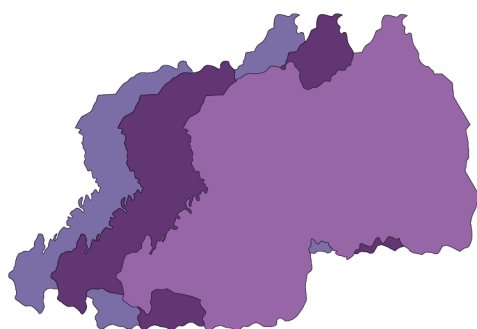
“

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.

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

