Girl Effect's Ethiopian Youth Brand

Yegna encourages positive behaviour change for girls in Ethiopia, by tackling real-life challenges through stories and music.

While Ethiopia is a country on the rise, girls still face serious challenges – from educational access to early marriage and violence. Yegna tackles these issues through its radio drama and talk show, TV special, digital activity and music. It inspires behaviour change for girls, boys, their families and communities, by encouraging them to rethink what it means to be a girl in Ethiopia today.

Who is Yegna for?

Primary:

- Girls and boys
  - 10-19

Secondary:

- Men and Women
  - 20+

What does Yegna do?

- music and videos
- film
- radio drama
- radio talk show

REACH

Yegna quantitative tracker 2017

Moving into its 5th year Yegna is a well established brand, now reaching its largest ever audience in Addis and Amhara.

8.9 million

people are aware of Yegna
(48% of the population)

3.6 million

people have consumed* Yegna
(19% of the 10+ population)

1.0 million

regularly consume** Yegna
(5% of the 10+ population)

YEGNA PRODUCTS (in the last 12 months)

Each of Yegna’s products plays a distinct role in reaching and engaging audiences.

2.7m

have listened to Yegna’s music
and know it is from Yegna

1.8m

have watched the Yegna film

2.3m

have listened to Yegna’s
radio drama in 2017

790k

have listened to Yegna’s radio talk show, Yegna Sa’at, in 2017

"An episode [of Yegna radio] on gender based violence motivated me to be open with my friends to help me avoid other violence"

Girl, 13-18

Data sources: Ethiopia quantitative tracker survey 2017

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Yegna encourages positive behaviour change for girls in Ethiopia, by tackling real-life challenges through stories and music.
Yegna has a positive influence on how comfortable girls feel about discussing sexual and reproductive health. Girls especially recognise the positive influence it has on their lives.

**72%** of people aware of Yegna agree it stands for:

- **courage**
- **friendship**
- **self-worth**

**66%** of girls aware of Yegna agree that:

- “Yegna has made me think of how to best achieve my future goals”

**65%** of girls aware of Yegna agree that:

- “Yegna has made me feel more confident”

**YEGNA IMPACT**

Since 2015, Yegna’s radio programmes have focused on menstruation, sexual and reproductive health and relationships. Yegna is creating change for girls in all of these aspects of their lives.

**Yegna has a positive influence on how comfortable girls feel about discussing sexual and reproductive health**

**Yegna increases young people’s knowledge of menstruation and is shifting negative attitudes**

**Yegna is shifting girls’ and boys’ attitudes towards having a sugar daddy to provide for her financially**

Compared to girls unaware of Yegna girls who consume Yegna products are:

- **2x** more likely to feel comfortable discussing sexual and reproductive health
- **2.8x** more likely to know what menstruation is
- **1.5x** more likely to know where they can get information on sexual and reproductive health
- **1.6x** more likely to think girls should not be ashamed of menstruation
- **2.2x** more likely to disagree a girl should have a sugar daddy

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**Next steps**

Building on its largest audience to date, the next step for Yegna is to explore new media channels to encourage greater behaviour change among girls in Ethiopia.

*consumers have listened to the Yegna radio drama or talk show, watched the Yegna film in the last 12 months (it does not include people who have only heard Yegna songs)

**regular consumers listen to Yegna radio drama or talk show at least once every fortnight.

Data sources: Ethiopia quantitative tracker survey 2017