Search For Common Ground collaborated with the Education Development Center (EDC) in October 2010 through the Livelihood Skills Development Project to support the development of livelihood opportunities for Rwandan youth. With support from USAID, the project aimed to “provide youth with the fundamental skills and knowledge necessary to become healthy, productive workers and participants in civic and community affairs.” SFCG produced 18 radio drama skits for youth livelihood opportunities and integrated them into the weekly *Kura Wikorera* radio program.

To assess the radio program’s content and achievements in influencing change in the target audience, the SFCG evaluation used Focus Group Discussions (FGD). The discussions focused on the content of the program in order to find opportunities to apply what listeners are hearing in their own life. The FGD were organized in two target areas: Butare and Kigali. There were six FGD held in total:

- 1 FGD with young women trained by EDC,
- 1 FGD with young men trained by EDC;
- 1 FGD with young women not trained by EDC,
- 1 FGD with young men not trained by EDC.

Due to the radio drama incorporating key concepts from the EDC *Akazi Kanoze* training modules, some participants were familiar with the radio story and others who did not participate in the training were not. To make up for the participants who had not listened to the radio programs, FGD facilitators played four sample episodes before the discussions began. Ultimately, the evaluation report highlights a positive impact of the radio drama program on Rwandan youth.
IMPORTANT LESSONS LEARNED

All the youth who participated in the SFCG Focus Group Discussions were able to reveal new things they learned, such as managing money, mitigating conflict, and customer care while doing business. For the youth participants who were in the EDC training modules, it was an effective opportunity to deepen their understanding of what they were learning in the training. As for the participants who were hearing the radio program for the first time, they indicated new lessons learned. There were no major disparities between the EDC trained participants and those who did not benefit from the training or any differences in response between men and women during the discussions.

“\textit{I think for us it is important because it reminds us what we learned but is very important for people who were not trained in Akazi kanoze because it tells them the new things that they did not know}” (male participant from Kimironko FG)

RADIO DRAMA CLEARITY AND INTEREST

Participants from all groups noted that the radio drama story was clear, interesting, and easy to follow. All the groups said that “\textit{the radio drama was interesting and appropriate to their interests}.” Indeed, participants were able to retell the main elements of the radio story, even though many of them were listening to the radio program for the first time. This emphasized the clarity and interest produced by the radio drama.

Furthermore, the interest generated by the radio drama demonstrated a strong relevance to the youth participants. Participants found the programs interesting because it described the challenges that youth face in their daily lives. All the groups agreed that the story and the experiences that the characters faced adequately reflected the challenges that they or their friends saw in their own life. Many of the participants saw linkages between what they heard in the drama and their own challenges, giving examples of a friend who misbehaved by excessively drinking beer or those who did not deliver good services in their job.

“I have a friend (a girl) who got a job in Kigali as a customer care representative. After getting a lot of money she used to go out with her friends and she failed to perform at her job and finally she was sacked” (Female participant from Rwabuye)
RECOMMENDATIONS

The following are key recommendations for follow-ups:

1. An 18 episode drama series is too short to attract regular listenership and change knowledge, attitudes and behaviors. The drama series needs to run for a more extended period of time to reach its full potential. This observation was supported by the discussions from the youth who cited listening to other dramas like *Musekewaya* and *Isano* but not *Akazi Kanoze*.

2. Youth clubs can serve as listening clubs to reinforce the audience. This is particularly true for a new radio program, as it is trying to attract a loyal listenership. They can also offer channels for discussion, peer exchange, and further learning.

3. Contests and other incentives launched by the program can also increase listenership.

Source: This document is a summary of and taken directly from the report “Strengthening Youth Livelihood Opportunities in Rwanda.” A copy can be acquired at [http://www.sfcg.org/sfcg/evaluations/rwanda.html](http://www.sfcg.org/sfcg/evaluations/rwanda.html) or by contacting Nick Oatley, Director of Institutional Learning at Search for Common Ground: noatley@sfcg.org.

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