



AHIP EDUTAINMENT AND DRAMA SERIES



Young People (male and female) are enlisted and developed as artists who participate in the edutainment project. The enlisted young people are interested in developing their skills as drama artists. They are encouraged to develop their life skills, competencies in the drama vocation they have chosen and how to use their new knowledge to design and implement their drama project. An annual reorientation of the drama team conducted with a special focus on issues that need to change in communities with special interest on Gender-Based Violence and related issues. Participants were encouraged to brainstorm on future themes for the drama series in these annual orientations. Different local stories get suggested, and issues that got listed were around goal setting; self-esteem; decision making; and lack of communication in the family. Others issue is around harmful effects of substance misuse; gender; STIs, HIV/AIDS and reproductive health; family health; societal and personal values; violence against women; women empowerment; Nutrition, and male involvement. These are meant to enrich subsequent writing of scripts for the drama.

Renowned artists are also invited to serve as models and mentor to the young people as they work together.

The current drama series is Sakaci Ko Barna (the name signifies a caution not to be Careless which could lead to Destruction)

The AHIP edutainment has produced drama series to be aired on seven state television stations that covers fifteen northern states. They are listed below:

	Television Stations	States Covered
1	• CTV/ARTV KANO	Kano; Jigawa
2	• NTA KADUNA	Kaduna; Katsina; Zamfara
3	• NTA MAIDUGURI	Maiduguri; Yobe;
4	• NTA SOKOTO	Sokoto; Zamfara;
5	• NTA KANO	Kano; Katsina; Jigawa
6	• NTA JOS	Plateau; Benue; Bauchi; Nassarawa
7	• NTA MINNA	Niger; Kogi; Abuja
8	• DSTV Hausa Station	Africa

Each television station is estimated to reach at least 2,000,000 viewers each week but, AHIP has decided to calculate 25% of the total reach for this program. Taking into consideration power failure and availability of other programs that may interest some of the viewers. DSTV will be reaching 500,000 viewers weekly. AHIP is then reaching 4,000,000 viewers weekly.

Success stories in Social Change
 AHIP drama (Sakaci ko Barna) is changing lives both individuals' and communities. AHIP does not just employ young people to act drama but also mentor them to develop themselves. Many of the young people AHIP started the drama project with were either dropouts from school or had never been to school. On an individual level, we have been able to motivate them to develop a means of livelihood for themselves.

Individual: Sabitu Kakengi started with the original crew, and he is now one of our foremost actors. He was a dropout with no available skills but displayed a lot of perceived potentials. He struggled in mainstream Hausa interpretation of ideas until he discovered he could engage in comedy. The Media director encouraged him to learn a trade and go back to school. Meanwhile, he grew in popularity. He used to be known as Sabitu Kolo until his village head from Kakengi in Kaduna State invited him, and urged him to bear his village name-Kakengi. He then enrolled with an electrical firm and learned electrical work. Now he has been formally made a crew member as Gaffer-Electrician. He went a step further to enroll in the College of Education for an NCE certificate. He now works as a technician in WHO field office in Kano is helping clients on a cell phone project.

Community Leader: The Hakimi of Zakirai has been an ally for a long time, and he allows the crew to Act scenes in his palace that have to do with traditional leadership. He watches some of the actions when he is available. Luckily he was present on one of the acting and recordings that had to do with rape issues meanwhile; the traditional Prime Minister had earlier misjudged a rape case by acquitting the perpetrator and blaming the victim. The Hakimi then recalled the case for retrial in the Palace. It was done in the presence of the drama crew; the perpetrator was found guilty and, sentenced immediately.

Religious Scholars: The media director and crew initiated the debate on whether a woman could be divorced through the use of a telephone. This was dramatized on the programme and, aired. After that, it ensured a big debate among the Ulamas (Islamic Scholars).

Blessing George had a child before she was 20 and had issues at home. She was brought to the media director, she was accepted, and she trained as an actress. She was later made a continuity Crew Member and, now is a Makeup Artiste. She has become proficient and has married a young man. They both have a son.

Mohammed Ado Garko has three wives and 26 children in real life. He was cast in the role of a man with three wives and 25 children without the Director knowing his real family life. After 6, seasons he confessed that the scenes were acting out his family situation. He is now using the knowledge from the drama to solve issues at home. Meanwhile, he is discouraging marriage to many wives and bearing many children. He is also encouraging young women to go to school and have professions. Just like in the drama, he has encouraged one of his sons to go to acquire a degree from a higher institution and get into politics. The young man is now aspiring to contest as Local Government Chairman.



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