



Yamaan

Mossed and Mosseda urging their massive audience in Yemen for a happy life, decision making through adapting a reproductive health / family planning healthy and happy life style.



“The best thing in Mossad and Mosada that they used Yemeni style and dialogues” that’s attracting the common people”

Mohammed Alezzi

“In simple words: before, I didn’t like the health programs as they’re boring and difficult to understand, however Mossed and Mosseda changed my mind of some mindset ideas about family planning.”

Woman from Sana’a

October 2010

Yamaan Foundation for Health and Social Development

Behavior Change Communication Department

info@yamaan.org

Funded through



In current era people appreciate and like to see such sort of activities, materials that make them happy’ relax, have a fun, laugh and do not require a major effort of attention.

There are a number of radio programs that have been able to attract a large audience because of its simplicity, Comic style and contained the good messages. Our programs Mossed and Moseda have a distinctive character gained wide number of audience acceptability and specifically famed for various segments of society which makes it one of the most important programs in the world of radio. Yamaan foundation noticed the significance of such program and what would be the effects of using it as a channel to disseminate family planning messages especially in hard and remote areas.

The cassette duration is half-hour contains 9 dialogues that covered a number of important issues such as mother health, family planning, early marriage, economic effects of the large population on the community and the family levels and the Islamic view about the family planning. The significance of this material is its unique collection of humor, traditional proverbs besides that it could be heard at times that is preferred to the target audience.

Yamaan is supporting the production of this material followed the communicative strategic approach of quality through pre-testing that’s helps to ensure all message are comprehensive and to observe audience reaction toward some of the topics discussed

