

JOINT PROGRAMME DOCUMENT (2011)

Country: **UZBEKISTAN**

Title: **Increasing population awareness on reproductive and sexual health, HIV-prevention, AIDS-related stigma and discrimination and other human rights issues, especially in relation to most-at-risk populations, including gender, STI issues through storytelling**

UNDAF Outcome: By 2015, access to and utilization of HIV/STI / drug use prevention, treatment, care and support services increased

Expected Outcome(s): Increased population awareness and knowledge about sexual and reproductive health, HIV and STI prevention, gender issues and reduced AIDS related stigma and discrimination

Expected Output(s): Increased access of population to information on sexual and reproductive health, HIV and STI prevention, gender issues and reducing AIDS related stigma and discrimination

(Sub-) National partner(s): “Terra Group” Ltd.

| <b>Executive Summary</b>                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Programme Title: <u>Non-formal education through storytelling</u></p> <p>Programme Duration<br/>(start/end dates): 10.05.11-31.12.11</p> <p>Fund management Option(s): <u>parallel</u><br/>(Parallel, pooled, pass-through, combination)</p> | <p>Estimated budget: \$ <u>31,344 USD</u></p> <p>Allocated resources:</p> <ul style="list-style-type: none"> <li>• Government</li> <li>• Regular/other Resources</li> <li>• UNFPA \$ <u>16,994</u></li> <li>• UNESCO \$ <u>14,350</u></li> </ul> <p>Unfunded budget: _____</p> |

## **Background and Analysis**

Since 1999 Silk-Road Radio project under UNESCO's aegis has been successfully raising – and dealing with – pertinent social issues in Uzbekistan through its soap operas and storyline reports. Silk-Road Radio project produces the Silk-Road Soap entitled “Har Dardning Davosi Bor” transmitted on National Radio channels and the City Soap Opera entitled “Shahar bekatlari” transmitted on independent FM stations. The City Soap Opera is produced since 2003.

The fiction is reinforced by factual programming known as “storyline reporting” dealing with the themes raised in the soap opera from more factual angle. The power of storytelling has always been that it has been able to raise culturally sensitive and also important issues of society in an effective and entertaining manner. Issues and personalities are mentioned in an oblique manner, ensuring that no particular section of society takes offence, thus making them more favorably disposed to picking up and acting on the educational messages of the soap opera storylines.

Over the years of operation the Silk-Road Radio project showed the steady growth of its web site [www.silkroadradio.uz](http://www.silkroadradio.uz), which is being developed into a showcase for the unique brand of Silk-Road Radio project “enter-education”. The summaries of the soap opera synopses are updated on the web site on weekly bases. Besides reading the soap opera development, the web site visitors can also listen to the episodes of the City Soap Opera in an audio format.

The both soap operas were supported by UNESCO and UNFPA during certain periods of their implementation. At the end of 2005 UNESCO has approached UNFPA to support production of City Soap Opera by the end of 2005. From October to December 2006 UNFPA funded production of 3 cycles of the City soap opera. In 2006 both, UNFPA and UNESCO agreed to join efforts on production of City Soap Opera through the joint project. In the framework of the JP activity 2006, between UNESCO and UNFPA, 8 episodes of the soap opera were produced and transmitted on Radio Zamin FM 105.8.

While running soap operas and publishing the soap opera summaries on the web site, UNESCO and UNFPA also make efforts to depict radio soap opera storylines in written, printed form. In 2006-7, UNESCO and UNFPA published a storybook entitled “Umidsiz Umida” (Hopeless Umida) carrying a storyline of the Silk-Road Soap Opera on reproductive health, right of a girl-child, domestic rights and income generation of women. Also, the storybook “Umidsiz Umida” was published on the pages of “Darakchi” newspaper, which have about 500, 000 readers.

In 2008 UNFPA and UNESCO produced and aired 48 episodes of “Shahar Bekatlari” (City Stops) educational radio soap in Uzbek and 24 storyline reports focused on sexual and reproductive health, STI, HIV/AIDS prevention, gender issues and prevention of drug use.

In 2009 and 2010 respectively, 64 episodes of the City Stops and 32 storyline reports were produced annually and aired on the Radio Zamin FM 105.8 within UNFPA and UNESCO JP activity.

### **Joint project's goal and objectives:**

In the frame of this particular Joint Project the UNFPA and UNESCO agreed to jointly fund production of 56 episodes of the soap opera and 28 storyline reports in Uzbek, and Zamin FM radio, subdivision of “Terra Group” Ltd., has agreed to transmit the episodes on its airwaves.

The overall goal of this project is to raise awareness of the population and civil society on the issues of reproductive health and rights, access to reproductive health services, youth and adolescent health, including family planning, HIV/AIDS and other sexually-transmitted infections, AIDS-related stigma and discrimination, as well as education through the storylines of the City Soap Opera on the airwaves of Radio Zamin FM.

Particular attention will be given to the following key topics in the City Soap Opera storylines:

- access to reproductive health services and information, including information on HIV/AIDS and other sexually-transmitted infections, ways of transmission, AIDS-related stigma and discrimination;
- in particular, reproductive and maternal health: improving maternal and child health, birth spacing, healthy nutrition, breastfeeding, prevention of consanguineous marriages and issues of infertility;
- youth and adolescent health: healthy lifestyle, family planning and contraceptive use, issues of substance abuse, education;
- climate change and possible ways of its prevention through the storylines of the soap operas.
- promotion of cultural diversity, tolerance and freedom of self-expression;

It is envisaged that in 2011 UNFPA and UNESCO will conduct an evaluation of this joint product to assess:

- Quality of soap opera content, its comprehensibility to target audience;
- Coverage of audience with soap opera series, its popularity among radio listeners;
- Impact: increased level of awareness about above-mentioned issues among the soap opera listeners.

The evaluation will be conducted by independent third-party institution: hired consultants or social research company. Methods of evaluation will be identified later and can include focus group analysis, mini-surveys, and desk review of the soap opera content.

#### **Expected outputs of the project:**

- To produce 56 episodes of the City Soap Opera and 28 storyline reports in Uzbek;
- To transmit the soap opera episodes on the air-waves of Zamin FM radio station, a subdivision of “Terra Group” Ltd.;
- To evaluate the impact of the soap opera on population awareness and knowledge and prepare recommendations for further reinforcement of the educational content of the soap opera storylines.

#### **Management and Coordination Arrangements**

UNESCO and UNFPA will implement the project in partnership with “Terra Group” Ltd.. All partners will closely cooperate on and agree implementation of all activities under this project.

Under the parallel fund management option UNESCO and UNFPA will be working closely together and with the national partner, “Terra Group” Ltd.. The partners coordinate the interventions in support of results, which will lead to the achievement of the above mentioned UNDAF and CP outcomes. Each organization will manage agreed-upon parts of the project within the common work plan and the related budget.

#### **Management of the project:**

A working group consisting of representatives of UNESCO, UNFPA and “Terra Group” Ltd. appointed by respective heads of organization will coordinate the project. The working group will meet monthly to review work plans and monitor progress of implementation and results. The project will be reviewed at regular storyline and playback meetings. Additional meetings will be held if necessary during project implementation. The key messages to be communicated through the storylines of the soap opera will be agreed by all members of the working group.

The production and creative teams will be coordinated by the project coordinator based at UNESCO Tashkent office. The project coordinator will follow up on decisions made by the working group and will be responsible for implementation of the project before all partners under this project.

UNFPA will engage an independent consultant who will work in close collaboration with entire team to ensure that messages being communicated through soap opera series are relevant to UNFPA mandate and ICPD goals. The consultant on content will be engaged on a monthly basis, for his/her assignment period to coincide with work of creative team on content development (writing of storylines, synopses and scripts of soap opera)

Any changes in the joint project document and work plan shall be agreed by heads of participating organizations and formalized through agreed upon amendments to the document.

UNESCO will arrange the meetings; send the storylines, synopses and final scripts of the soap opera for consultations to the working group representatives.

**Fund management option:**

The project will be funded by the partners through parallel funding modality.

**Funding arrangement:**

Funding arrangements will follow each individual agency's regulations and rules for individual programming and project processes.

**Accounting and reporting arrangements:**

Each individual agency will fund the respective components of the joint project. Financial operations will be performed according to each individual agency's regulations and rules.

**Monitoring and Evaluation:**

The project will be subject to monitoring by each participating agency in accordance with its respective monitoring and evaluation procedures. Both UNESCO and UNFPA will prepare narrative and financial reports in accordance with its policies and procedures, and operational policy guidance.

UNFPA in cooperation with UNESCO and relevant national partners will conduct a qualitative and quantitative evaluation research to assess impact of the soap opera and storyline reporting on population awareness and knowledge as to the topics addressed in the episodes broadcast in 2009-2010. The evaluation will be carried out by independent consultant or institution. All working group members prior to conducting the assessment will agree on design and instruments for this assessment.

**Communication:**

All communications regarding activities implemented under the joint project will reflect the participation of the sub-national partner "Terra Group" Ltd. and all other organizations involved. In cases where an individual organization would publicize the joint programme, any reference to activities carried out by the individual organizations should mention the activities in the context of the joint programme.

**Role of each Partner:**

The Partners agree on providing the following inputs to this project:

UNESCO will provide an office premises and technical equipment for implementation of the project.

UNESCO will allocate funds to cover:

1. 56 episodes of project coordinator salary;
2. 56 episodes of studio utilization and production (implemented by "Terra Group" Ltd.);
3. 56 episodes of actor's fees;
4. 56 episodes of the producer's assistant fee;
5. Office running costs for production of 56 episodes;

UNFPA will fund:

1. 56 episodes of script editor and scriptwriter fees;
2. 56 episodes of producer and sound operator fees;
3. Storyline reporter fees for production of 28 storyline reports;
4. Fees of consultant on content;
5. Cost of Evaluation process: consultants fees and other costs as required;

"Terra Group" Ltd. will provide air-time for broadcasting the soap opera episodes and storyline reports on the airwaves of its division Zamin FM radio as "in-kind" contribution to the project.

The detailed funding obligations of partners are as following:

| Description           | Unit<br>(per one<br>episode) | 1 (one) cycle<br>(8 episodes) | Number of<br>cycles | Budget        | Source |
|-----------------------|------------------------------|-------------------------------|---------------------|---------------|--------|
| Script Editor         | 68,75                        | 550                           | 7                   | 3,850         | UNFPA  |
| Scriptwriter          | 50                           | 400                           | 7                   | 2,800         | UNFPA  |
| Producer              | 50                           | 400                           | 7                   | 2,800         | UNFPA  |
| Sound operator        | 50                           | 400                           | 7                   | 2,800         | UNFPA  |
| Storyline reporter    | 37,5                         | 300                           | 7                   | 2,100         | UNFPA  |
| Consultant on content | 11,5                         | 92                            | 7                   | 644           | UNFPA  |
| Evaluation cost       | n/a                          | n/a                           | 7                   | 2,000         | UNFPA  |
| <b>Sub total</b>      | <b>267,75</b>                | <b>2,142</b>                  | <b>7</b>            | <b>16,994</b> |        |
| Project Coordinator   | 50                           | 400                           | 7                   | 2,800         | UNESCO |
| Studio utilization    | 62,5                         | 500                           | 7                   | 3,500         | UNESCO |
| Assistant to Producer | 18,75                        | 150                           | 7                   | 1,050         | UNESCO |
| Actors                | 100                          | 800                           | 7                   | 5,600         | UNESCO |
| Office running cost   | 25                           | 200                           | 7                   | 1,400         | UNESCO |
| <b>Sub total</b>      | <b>256,25</b>                | <b>2050</b>                   | <b>7</b>            | <b>14,350</b> |        |
|                       |                              | <b>Total</b>                  | <b>7</b>            | <b>31,344</b> |        |

**Project work plan      Year 2011**

| Expected outputs <sup>1</sup> and Monitoring activities <sup>2</sup>                                                                                                    | Key Activities/Annual Output targets<br><i>List all the activities to be undertaken during the year towards stated output</i> | TIMEFRAME  |           |           |     | Responsible Party                   | Planned budget                              |                                                                                                                                                                               |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------|-----------|-----------|-----|-------------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|                                                                                                                                                                         |                                                                                                                               | April -May | June -Aug | Sept- Nov | Dec |                                     | Source of Funds                             | Budget Description                                                                                                                                                            | Amount        |
| <u>Increased access of population to information on sexual and reproductive health, including STI and HIV/AIDS prevention, gender issues and prevention of drug use</u> | Storyline development and synopsis generation (1-18 episodes)                                                                 | X          |           |           |     | "Terra Group" Ltd. UNESCO and UNFPA | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content, scriptwriter, consultation technical personnel and storyline reporting, office running cost ,fees for episodes 1-18.  |               |
|                                                                                                                                                                         | Script writing                                                                                                                | X          |           |           |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content scriptwriter, Technical script consultancy of episodes 1-18.                                                           |               |
|                                                                                                                                                                         | Recording                                                                                                                     | X          |           |           |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, studio utilization, producer, sound operator, actors' fees                                                                                                  |               |
|                                                                                                                                                                         | Transmission                                                                                                                  | X          | X         |           |     | "Terra Group" Ltd.                  | "in-kind" contribution by OOO "Terra Group" | Transmission charges of the soap opera                                                                                                                                        | \$ 9,432      |
| <u>Awarenees on climate change issue rised; Cultural diversity, tolerance and freedom of self-expression promoted; Education and upbringing of youth;</u>               | Storyline development and synopsis generation (19-37 episodes)                                                                |            | X         |           |     | "Terra Group" Ltd. UNESCO and UNFPA | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content, scriptwriter, consultation technical personnel and storyline reporting, office running cost ,fees for episodes 19-37. |               |
|                                                                                                                                                                         | Script writing                                                                                                                |            | X         |           |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content, scriptwriter, Technical script consultancy of episodes 19-37                                                          |               |
|                                                                                                                                                                         | Recording                                                                                                                     |            | X         |           |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, studio utilization, producer, sound operator, actors' fees                                                                                                  |               |
|                                                                                                                                                                         | Transmission                                                                                                                  |            | X         | X         |     | "Terra Group" Ltd.                  | "in-kind" contribution by OOO "Terra Group" | Transmission charges of the soap opera                                                                                                                                        | \$ 9,956      |
|                                                                                                                                                                         | Storyline development and synopsis generation (38-56 episodes)                                                                |            |           | X         |     | "Terra Group" Ltd. UNESCO and UNFPA | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content, scriptwriter, consultation technical personnel and storyline reporting, office running cost ,fees for episodes 38-56  |               |
|                                                                                                                                                                         | Script writing                                                                                                                |            |           | X         |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, script editor, consultant on content, scriptwriter, Technical script consultancy of episodes 38-56                                                          |               |
|                                                                                                                                                                         | Recording                                                                                                                     |            |           | X         |     | UNESCO                              | UNFPA, UNESCO                               | Proj.coordinator, studio utilization, producer, sound operator, actors' fees                                                                                                  |               |
|                                                                                                                                                                         | Transmission                                                                                                                  |            |           |           | X   | "Terra Group" Ltd.                  | "in-kind" contribution by OOO "Terra Group" | Transmission charges of the soap opera                                                                                                                                        | \$ 9,956      |
|                                                                                                                                                                         | Evaluation                                                                                                                    |            | X         | X         |     | UNFPA, UNESCO                       | UNFPA                                       | Cost of evaluation: consultant fees and other related costs                                                                                                                   | \$ 2,000      |
| <b>TOTAL</b>                                                                                                                                                            |                                                                                                                               |            |           |           |     |                                     |                                             |                                                                                                                                                                               | <b>31,344</b> |

<sup>1</sup> State the outputs that the programme is expected to achieve/contribute to. Include relevant indicators/benchmarks

<sup>2</sup> List monitoring activities such as Field Monitoring Visits, Technical backstopping missions, Evaluations, Annual Programme Reports.

---

Karl Kulesa,  
UNFPA Representative

DATE:

---

Jorge Espinal,  
UNESCO Representative

DATE:

**Tashkent 2011**