

WORKSHEET #9: DAY IN THE LIFE

Zambe Example

This example is based on what a "day in the life" would look like for Awa, who is introduced in Part 1 of the I-Kit. Additional insights are provided in the text bubbles.

Intended Audience: *Urban women, 10 to 19, out of school*

Name: *Awa*

Time of Day	Activities	Locations for Each Activity	Potential Ways to Deliver Messages
Early Morning	<ul style="list-style-type: none"> • 5:00 a.m., wakes up and turns on Capital Radio 95.5 FM. • Prepares breakfast for herself and her mother. • Walks from her neighborhood into the city. Her mother usually walks with her to pick up things she needs. • Walks to Central Market and sets up clothes in stall. 	<ul style="list-style-type: none"> • Home • Neighborhood streets • Main city roadside to market • Central Market 	<ul style="list-style-type: none"> • Capital Radio 95.5 FM through a PSA or a talk-show dedicated to SRH • Wall signs on small shops along the road • Billboards on the main road • Parent outreach
Mid-morning	<ul style="list-style-type: none"> • Has a tea break with her friends, near her stall. 	<ul style="list-style-type: none"> • At her friend's stall 	<ul style="list-style-type: none"> • IPC with peer educators • Drama performance during a less busy time in the market
Midday	<ul style="list-style-type: none"> • Very busy with customers. 	<ul style="list-style-type: none"> • Market stall at Central Market 	<ul style="list-style-type: none"> • Not a good time
Early Afternoon	<ul style="list-style-type: none"> • Listens to the radio in her stall and changes from news to music to dramas, depending on the station. • Has a tea break with her friends, near her stall. • She sends SMS messages to her friends. 	<ul style="list-style-type: none"> • Market stall at Central Market 	<ul style="list-style-type: none"> • IPC with peer educators • Drama performance during a less busy time in the market • Radio PSA, talk-show, call-in show or serial drama • SMS via mobile phone
Late Afternoon	<ul style="list-style-type: none"> • Listens to the radio in her stall and changes from news to music to dramas, depending on the station. • She chats with customers. • She sends SMS messages to her friends. 	<ul style="list-style-type: none"> • Market stall at Central Market 	<ul style="list-style-type: none"> • IPC with peer educators • Drama performance during a less busy time in the market • Radio PSA, talk-show, call-in show or serial drama • SMS via mobile phone

WORKSHEET #9: DAY IN THE LIFE (CONTINUED)

Zambe Example

Early Evening	<ul style="list-style-type: none"> Packs up her stall for the night. 	<ul style="list-style-type: none"> Market stall at Central Market 	<ul style="list-style-type: none"> Wall signs or billboards near market
Dinner	<ul style="list-style-type: none"> Eats dinner with her friends outside of her home if sales have been good for the day. 	<ul style="list-style-type: none"> Night market, side of road, or cafe 	<ul style="list-style-type: none"> Wall signs or billboards near cafe
Late Evening	<ul style="list-style-type: none"> Usually hangs out with her friends. 	<ul style="list-style-type: none"> Home of friends, the night market, or cafes 	<ul style="list-style-type: none"> Wall signs or billboards near cafe
Special Events (List day, week or month)	<ul style="list-style-type: none"> On Sunday morning, she goes to church. 	<ul style="list-style-type: none"> All Saints Cathedral 	<ul style="list-style-type: none"> Church: message in sermon, classes
Seasonal Opportunities (Harvest time, holidays, rainy/dry or cold/hot seasons, etc.)	<ul style="list-style-type: none"> During the dry season, the market has fewer shoppers, so she works shorter days. 		<ul style="list-style-type: none"> IPC outreach during dry season Community engagement during dry season (participatory theater, large-group IPC)

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

- There are so many media opportunities for reaching Awa at different times of the day.
- Some of the channels are very public, so might not be appropriate depending on the message.
- It would be fun to see if Capital Radio was interested in having a serial drama.