


# DIDIER

## PLAYBOOK



**USAID**  
FROM THE AMERICAN PEOPLE

**transform**  
PHARE



Promoting Health- Adjusting the Reproductive Environment (Transform/ PHARE) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). This work is made possible by the generous support of the American people through the United States Agency for International Development (USAID). This deliverable was prepared by PSI and IDEO.org for USAID, Contract Number AID-OAA-TO-15-00037. The contents are the sole responsibility of PSI and IDEO.org, and do not necessarily reflect the views of USAID or the United States Government.

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# What is live prototyping?

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**Live Prototyping** is all about learning what works, and evolving what doesn't, in order to arrive at a solution that is best adapted to the needs of young men working in the informal sector.

The following pages provide step by step directions for the PSI CI team to setup, run, and gather feedback on Didier.

Before launching, Didier needs to be further explored. During live prototyping, ideas are woven together systemically, so that their effects on individuals and the whole community become clear. Remember, we're not piloting just yet; we're still learning, refining, assessing and solving for viability and feasibility, in order to ultimately reduce risk during the program launch.

For this live prototype, we envision a 3-month tiered launch, during which the PSI CI team will start with the digital, lower-touch Messaging and Facebook, and later introduce the higher-touch Live Shows into the program.

While the live prototyping is running, the PSI CI team should feel free to iterate and change things as they go based on what they learn.

# Tracking progress

The behavior change that will lead to impact won't happen in a couple of months. During live prototyping, the PSI CI team should capture feedback and indicators that will point to the potential for impact, as well as the potential for program viability.

Equally important is to ensure the experience is desirable and executed in the way it was designed. For this reason, during live prototyping we also collect qualitative data to help us understand not only what is working or not, but also how we can we evolve it to make this program a success.

Outputs			Outcomes		
REACH		ENGAGEMENT	INTERMEDIATE OUTCOME 1	INTERMEDIATE OUTCOME 2	FINAL OUTCOME
Messaging	Audience size	Responses to SMS prompts	Polling results on attitude towards gender equality	Polling results on attitude towards contraception	Increase in contraception uptake
Facebook Page	Page fans	Active Facebook users		Increase in contraception knowledge	
	Unique ad views	Comments and likes per type of content  Complete responses to polls  New Facebook likes from friends of current fans (word of mouth)			
Live Shows	Number of attendees	Facebook likes at event’s time/place  Condoms sold			

**YVES**  
THE BOSSY  
BOSS

**ANNA**  
THE CONFIDENT  
GIRL

**DIDIER**  
THE HERO

**GRACE**  
THE SWEET  
NEIGHBOR

**JOEL**  
THE GOOD  
HUSBAND



## The Didier Story

The Didier story is the heart of the program.

Didier's story tagline is "What will he do next?".

We created the plot and crafted the characters, as well as an excerpt of the story to demonstrate the right tone to capture young men's attention.

The PSI CI team should work together with local writers with experience developing content for youth in order to continue developing the story. The plot may be iterated as the story progresses to resonate with the audience's opinions captured in polls, while always keeping a gender positive narrative.

### MAIN CHARACTERS

#### Didier—the hero.

- 18 y.o. apprentice living in Abidjan, working hard, exploring relationships, and dreaming with a happy family and a stable job in the future.

#### Grace—the sweet neighbor

- 16 y.o. Student living with her family. She wants to abstain until she's in college - a baby now would kill her dream of becoming a lawyer.

#### Anna—the experienced girl

- 19 y.o. Yve's ex-girlfriend. She left school two years ago to support her sick mother. She works in a store during the day and in a maquis at night.

#### Yves—the bossy boss

- 25 y.o. Bus driver, Didier's boss, whom he looks up to for dating advice. He likes to pick up girls who want free rides and not always use condoms.

#### Joel—the good husband

- 30 y.o. Used to be a bad boy in his teens, but now is a serious father and runs a successful phone booth. He's married to Emma and just had their first baby, Ange.

## SECONDARY CHARACTERS

### Emma—Joel's wife

- Beautiful and smart, she is a secretary for a successful business. She just had their first baby, Amy.

### Ange—Joel's baby

### Didier's roommates

- Paul, 19, works in Joel's phone booth
- Jean, 20, works as a carpenter apprentice

## STORY PLOT

Didier is a 17 year-old apprentis living in Abobo, Abidjan. He left his home town in Gbêkê two years ago looking for his father who came to the city and never returned. Didier's dream is to make a living in the big city. His sweetheart, Grace, is a hardworking student. She wants to abstain until she finishes school and achieves her dream of becoming a lawyer. Didier respects his big brother Joel, who knew his father, is happily married and recently started a family. Joel advises Didier to support Grace and not pressure her. Joel met Didier's father in Abidjan and was one of the last people to see him around before he disappeared.

Didier is influenced by his boss Yves, a bus driver famous for his sexual conquests. Sometimes they go out to the club together after work. Didier recently met Anna, a confident woman who is comfortable with her sexuality. She is known for enlightening men about women's sexual desires and making them drop at her feet. Didier loves Grace, and wants to wait for her, but he is intrigued by Anna and not sure what to do. If only Didier knew Anna is Yves' ex-girlfriend, whom he still loves

## STORY EXCERPT



Didier can't resist to Anna's seductive and smart looks. After a night out at the bar, he invites her to come to his place.

Didier and Anna start kissing and caressing, Didier makes his move, then Anna stops him. She is not ready! Anna wants Didier to do more, she directs him.

Then, Anna asks, “where’s the condom?” Didier realizes he doesn’t have a condom with him! Anna laughs - “what a beginner! How can a young man invite a lady to his room without a condom?”

Didier thinks to himself “Who needs a condom, I always try to convince the ladies to go without a condom, that’s what Yves always says! I mean sex without condoms feels better”

Anna pulls a condom from her bag. He’s never seen one like that before! And why does she know more about condoms than him? Is she a prostitute?! She can’t be. Everyone respects her.

She tells Didier that this condom is thinner and feels very natural, and without a condom, there won’t be sex. He tries it out. She was right, the condom feels really comfortable... Didier can’t believe how good it feels. Was Yves lying about condoms feeling natural?

Anna is giving Didier directions, she knows what she likes and soon she’s moaning with pleasure. Didier is confused, why was she so loud, why was she so demanding, he’d never seen a woman enjoy sex so much. He feels the fireworks, but she stops him and makes him hold: she is not ready. Didier is confused, nervous, and manages to hold off for another five minutes.

Anna is starting to feel the fireworks, her body started to shake. Didier can’t hold it anymore, smiles at Anna, exhaling in disbelief. She looks with love in her eyes and tells him: “We came together! That’s so special!”.

Didier’s heart is thumping as Anna rests on his chest. He never felt so good in his life, nor he ever knew he could make a woman feel that good, especially a woman like Anna!

As they fall asleep in an embrace, he remembers Yves telling him no woman likes sex, and the only way to convince a girl to sleep with you is by giving her gifts. He smiles thinking that if Yves knew how to bring that joy to a woman, he’d probably have saved enough to buy his own bus!

In the morning, Didier accompanies Anna to the door as she leaves the house, saying goodbye with a sweet kiss. Grace is at the porch, reading, and sees everything.

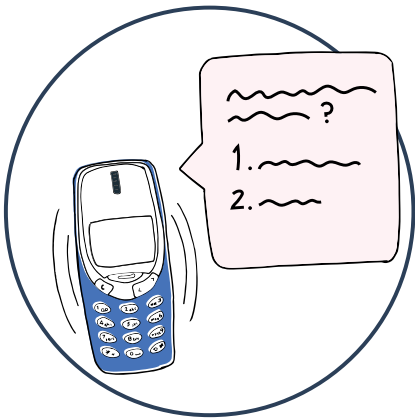
#### **POLL—WHAT SHOULD GRACE DO NEXT:**

- Pretend nothing happened (she is abstaining after all, and Didier needs to get his needs satisfied somewhere)
- Confront Didier about what she saw.

## MEASURING PROGRESS

Questions to ask	How to get answers
What part of the plot gets the audience more involved?	Numbers of poll replies in each story milestone. Numbers of comments.
Which characters does the audience like the most and the least? How can they be improved?	Facebook page comments on posts relating to characters. Audience feedback on Events skits.
Are men becoming more supportive towards contraception?	Change in attitude towards contraception as shown by polling results through time
Are man becoming more gender aware?	Change in attitude towards gender equality as shown by polling results through time.

# The Touchpoints



## 1. MESSAGING

A juicy piece of the story is delivered in 160 characters every day via whatsapp or SMS, creating suspense and drawing in readers.



## 2. FACEBOOK

A fun space to chat, ask questions, and learn from positive role models through Didier-themed content.



## 3. LIVE SHOW

Young men can meet Didier's characters and chat with positive role models about sex and relationships.

# 1. Messaging

Mobile phones are ubiquitous among the young men working in the informal sector we met during research. So the simplest way to deliver Didier content is by delivering the story daily through messaging. The two suggested mobile phone delivery channels are Whatsapp and SMS.

Exchanging Whatsapp messages is generally cheaper than SMS. However, Whatsapp requires a smartphone and 3G connection, which not everyone has.

In order to simplify the structures in place needed for live prototyping, we will focus on the most common denominator among young men: SMS.

## TYPES OF MESSAGES

We will send out four types of messages to the SMS audience. The different types of messages are on different frequency schedules.

1. Didier's story
2. Polls
3. Offers and Invites
4. Survey

### DIDIER'S STORY (DAILY)

A daily chapter of the story. Users may also have the option to request a digest of the past week to catch up on missed chapters.

Each chapter of the story should be sent in one to three SMSs. Below, we borrow examples from Twitter, which uses the same text length as in SMS, to exemplify how a good, concise message looks like.

1. A single text should grab the audience's attention. In this Twitter example (similar length to an SMS), the main character has a clear scenario and gives you a small window into their personality.

*Example #1*



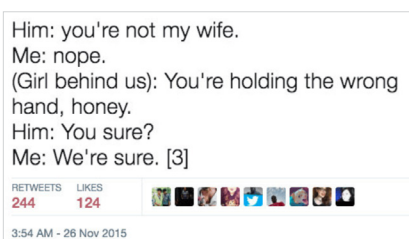
2. Three texts is the minimum amount needed to hook an audience for the entire adventure. Working off our first example, below is the rest of the twitter exchange.

- The second tweet has an unexpected hook, setting up the audience
- The third tweet plays off the unexpected hook and now has the audience's attention for the rest of the story

*Example #2a*



*Example #2b*



*Note how the author uses numbers in brackets (e.g. [1] for page 1, [2] for page 2) to show sequence in the story thread.*

## POLLS (4 PER MONTH)

1. At critical moments of the story, the audience will be invited to vote on how it should progress.
  2. Audience should reply free of charge. If that is not possible, add full disclaimers for data and messaging rates that could apply.
- Make the question as simple as possible.
  - Use boolean questions only:
    - E.g. Should Grace have sex with Didier? Reply 1 for YES or 2 for NO
    - E.g. Should Didier stay with Grace or Anna? Reply 1 for GRACE and 2 for ANNA.
  - Do not use scales (e.g. 0-10, or 1-5) or open-ended questions. Scales are often too abstract for illiterate users and open-ended questions are hard to type in a phone without keyboard.

## OFFERS AND INVITES (1 PER MONTH MAXIMUM)

### Invitations to Sign up to the story

In order to grow the audience, we will send invitations to phone numbers within our target to sign up for the story. For those who signed up to the daily story, we will deliver eventual offers to join the Facebook page and Live Shows, as well as health information. Refer to the local regulations on SMS marketing, and ensure the phone numbers in the list of your SMS provider had consented to be contacted by third parties.

1. **Be fun and feel like a character is offering the invitation.**
  - E.g. “Hey guys, Didier here! This Thursday in the Abobo Community Center on St. Pierre St. the whole group will be there from 4-6PM. Thursday 14th at 4pm! See you then! It’s right next to the big bus station!”
2. **Have clear instructions**
  - Give the date and time.
    - E.g. This Thursday...Thursday 14th
    - E.g. At 4-6pm...Thursday 14th at 4pm!
  - Give clear locations, including names of locations, neighborhoods, and landmarks.
    - E.g. “Abobo Community Center....” “Mosque in Abobo close to....”
    - Use simple language and have a call to action.
  - E.g. “Curious about contraception like Grace is? Text [Yes] for more information!”

## SURVEY (IN FIRST AND LAST MONTH OF LIVE PROTOTYPING)

A survey to measure gender awareness, knowledge and attitude toward contraception, applied in the beginning and at the end of the intervention.

1. Use true or false questions that require little typing to reply.
2. Offer an incentive to participants who completed the survey (e.g. airtime)

## GUIDELINES TO SENDING MESSAGES

### CONTENT

- SMS in most countries is limited 160 characters.
- Our audience has low literacy. Always use concise language, emojis, and colloquial language.
- While MMS is an option, it requires data which limits reach. In our conversations with young men, data was scarce and was not used lightly. We'd highly recommend against MMS.

### HOURS

Only send texts before or end of young men's working hours. We can assume between 7-8am and 7-9pm, when informal sector workers are leaving or commuting to work. Would you appreciate a text at 3 a.m. or pay attention to a text while working on a busy market? Neither would our users.

### FREQUENCY

Follow the frequency suggested to each type of message.  
Government regulations may require you to state the frequency of text messages upfront.

### CONSENT

- If users are opting in by texting a keyword for subscribing, they have already consented to receive messages.
- If you're importing contacts manually (numbers collected by mobilizers), you must first have express consent, either spoken or written.
- Always allow users to opt out at any time to establish trust and credibility. The first message, non-story messages, and advertisements (in person or digitally) should announce users ability to opt out.
- Always refer to the Ivorian regulations for specific rules on messaging consent.

### WHAT TO DO IF SOMEONE REPLIES

Have a general message sent back to participant inviting them to continue the conversation through Facebook.

## MEASURING PROGRESS

Questions to ask	How to get answers
How many people were reached?	# of sign ups # of opt outs from SMS blasts # of opt ins from SMS blasts # of total subscribers
How many people were engaged?	# of complete responses to polls # of replies to survey # of subscribers opting out
What is the best time of the day to send messages?	Polling results

## 2. Facebook

The Facebook page is our opportunity to deepen the conversation with young men: a space to practice having conversations about relationships and sex health, and ask questions to positive role models.

The success of the page depends on it maintaining a highly reputable and safe space among young men.

### TYPES OF FACEBOOK PAGE POSTS

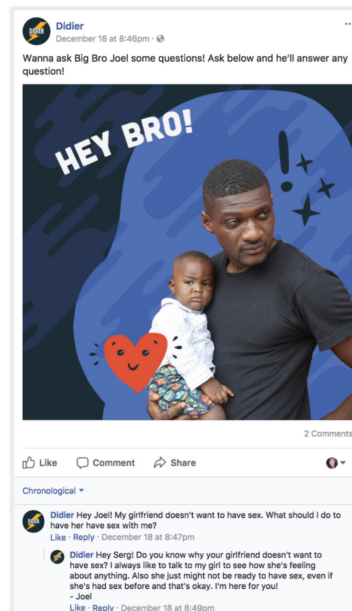
Young men want to see different types of content. Keep them engaged by adding variety to the types of posts you make!

#### FANPAGE ADS

1. Fanpage ads
2. “Authored” advice posts
3. Weekly Digests
4. Pollings related to the Didier story
5. Invitations for Didier Live Shows

#### FANPAGE ADS

They appear in the target audience’s walls, inviting them to “like” Didier’s page or sign up for the SMS story. Facebook offers comprehensive analytics tools that allow



#### “AUTHORED” ADVICE POSTS

Posts by Didier characters, big brothers, and healthcare providers on relationship tips and sex health.

#### WEEKLY DIGESTS

Digests of the week’s story chapters, as well as photos of activities and Didier Live Shows, with a brief description of what’s happening.

## POLLINGS RELATED TO THE DIDIER STORY

Polls related to what is happening in the Didier SMS story that week. You can use Facebook's voting tool, and open the comments section to let young men express themselves and keep the conversation flowing.

## INVITATIONS FOR DIDIER EVENTS

Create an event for Didier Live Shows and advertise among your current and potential audience to maximize reach.

# GUIDELINES FOR POSTING ON FACEBOOK

## WHAT TO POST

All posts must contain:

1. **A call to action.** Use words like: Like, Comment, Invite, Register, Go to, Come to.
2. **A photo** related to the content. We don't recommend video, as videos are too heavy for our audience's limited Internet availability. Light gifs (50 maximum) may be a good alternative to video.
3. **#hashtags** identify key behaviors and actions. Hashtags also help us track conversations about our Live Shows and stories across facebook.
4. **@mentions** to involve our community. If someone comments, reply by @ mentioning them in order to create a feeling of two-way conversation.
5. **The** Didier **logo** and tagline ("What will he do next?" when appropriate).

## WHEN TO UPDATE CONTENT

Publish 2-4 posts per week, after young men's working hours, 7-9pm. Facebook allows you to schedule postings.

Change the cover page every month. As the story evolves, it should be reflected in the cover page.

## RULES FOR POSTING

1. **Add a personal touch.** Young men want to know that there is a person behind the content. Posts that have a personal touch, receive on average 120% more views
2. **Be gender aware.** Invite all opinions and beliefs in the comments, but make sure that our posts are always elevate women.
3. **Avoid negative language.** Make sure the tone is always positive and celebratory.
4. **Don't teach, converse.** A classroom is out of tone with the story. Be conversational and keep it informal, even when the content comes from an older person (such as a big brother) or high status professional (such as a healthcare provider).

## MONITORING CONVERSATIONS

Monitor audience's replies to posts daily.

Delete:

- Pornographic content

- Violent, prejudicial, or gender-blind comments
- Moral or religious-biased judgements
- Images or videos that you do not have the rights to publish

#### Don't delete

- Poorly written posts (e.g grammar errors or non-offensive slangs)
- Negative comments written in a respectful and reflected manner. The page should be a space for youth to express their opinions, even if it's different from the post author.

**Celebrate Women's contributions.** This will be an open page, and women may connect, too! Didier's content is always gender-positive, so that will naturally attract women to the page. If the page starts to appeal to more women than men, it's time to stop and calibrate the tone and content to men. But a healthy balance between men and women contributions is good and should be celebrated. After all, our goal is to equip men to have those conversations with their partners.

**Respond to all interactions in less than 24 hours.** Interactions on Facebook are comments on posts, as well as private messages sent to the page. When you respond, remember to mention their name so they know the response was personal to them.

#### ITERATING CONTENT

**Revise the Facebook statistics every week.** Facebook generates stats on who visits the page, when, from where, and which types of posts attract the most attention. Try to create hypothesis to the reason why some posts are more successful than others. Involve the field coordinators and other project contributors to discuss how to improve the posts in order to increase audience engagement in the following week.

## MEASURING PROGRESS

Questions to ask	How to get answers
How many people were reached?	Number of page fans. Number of unique ad views.
How many people were engaged?	Number of active users. Number of comments and likes per type of content. Number of complete responses to polls. Number of new likes from friends of current fans (word of mouth, referrals, links)
Which "voice" do users want to get advice from? Does the right voice change depending on content?	Reactions (likes, comments) to authored posts on different advice topics.

# 3. Didier Live Show

## WHAT YOU WILL NEED

- A location: choose a maquis or other locations where young men already convene after work. Remember: the event must be scheduled outside working hours
- A young MC with experience animating parties to host the event and keep it on schedule
- The actors to run the Didier skits and improvs
- Big brothers: 30-45 y.o. men respected in the community and with young engagement experience
- A condom seller
- A sound system
- Refreshments
- A Wi Fi router to provide internet for the audience at the end of the show
- Awalé or similar popular board games
- Topic Cards for Big Brother conversations

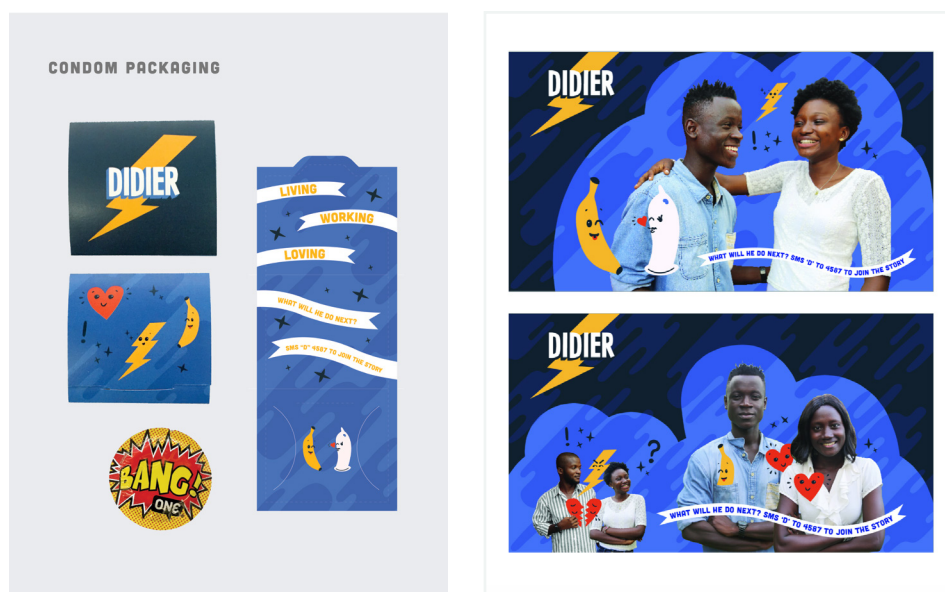
## HOW TO RUN THE LIVE SHOW

### BEFORE THE EVENT (PREPARATION )

#### Canvassing

One day before the event, and in the evening of the event, have a condom seller mobilizing young men in the informal sector in the neighborhood. The condom seller must:

- Start by offering the premium condoms with the Didier added packaging
- Talk to young men about the event. Let them know it's only for 15-24 y.o. men
- Hand them the Didier flyer on how to sign up for the SMS story, Write down details about the event in the back.
- Invite young men to bring their male friends between 15 and 24 y.o.



## M.C. animation

Get the MC outside the event calling young men to come over and participate.

Here are examples of what to say:

- Free Didier show with the real Didier characters!
- Come meet the Didier characters in person!
- Come connect with successful big brothers!
- Get dating advice from big brothers who now have a happy family!

### Examples of what not to say:

- Come to this event offered to you by PSI, an NGO that... and IDEO.org, an American non-profit... funded by USAID....
- ...family planning
- Come learn about sex health
- They are here to teach you about...

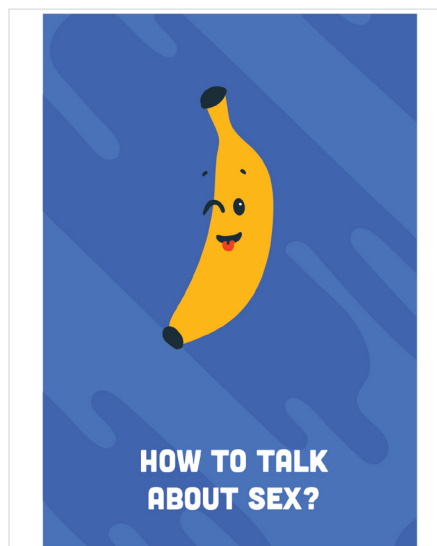
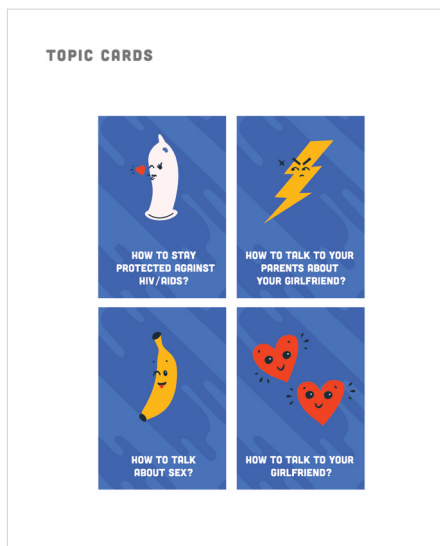
## DURING THE EVENT

### Dude Zone (1 hour)

While young men trickle in to the event, they'll be invited to sit on tables of 5-10 people with other young men. An older brother is available in each table to greet and chat with them. Older brothers ask questions about young men's lives, and slowly progresses to chatting about relationship and sex.

To break the ice, leave board games, such as Awalé, on the table, as well as the "Topic Cards" to help young men start difficult conversations and feel entitled to ask questions.

The tone is informal, conversational, and intimate.



### Skits and Improv (1-2 hours)

The show starts as the event fills in, roughly an hour into the Dude Zone talks. The show is a combination of skits from the SMS Stories, as well as improvisations that allow the audience to participate.

The tone is acting, rehearsed, theatrical.

Examples of skits and improv scripts are provided below.

## Networking (1 hour)

After the show, Big Brothers' regain the conversation on the tables, and actors (both male and female) rotate in each table to interact with the young men. Actors and Big Brothers' are there to listen, guide conversation, and network.

At this moment, the WiFi is turned on and young men are given a password to connect. They are invited to like Didier's Facebook page right there for a chance to win the Didier T-Shirt (or other merchandise). Young men should also be encouraged to post pictures of the event on their Facebook walls.

Big Brothers direct young men to the Facebook page, emphasizing they will be there, as well as others like them, commenting on posts and available to answer to private messages.

Actors also direct young men to the Facebook page, emphasizing that this is the best way to stay in touch, as they are constantly there.

The condom seller returns to the venue and is available if anyone decides to buy condoms with the custom Didier sleeves.

The tone is informal, conversational, and intimate.

## MEASURING PROGRESS

Questions to ask	How to get answers
How many people were reached?	Number of attendees
How many people were engaged in the Didier story and content by the end of the event?	Number of FB likes at event's time/place. Number of SMS sign-ups at event's time/place. Number of condoms sold during Networking.

## EXAMPLES OF SKITS AND IMPROV SCRIPTS

Below are examples of skits and improvisation scripts to guide the production of Live Shows.

These examples are not exhaustive - we recommend the PSI CI team to explore other parts of the story during as well to reflect what is being shared through SMS in the week prior to the event. We also recommend adapting the script to reflect the tone and conversational language of Ivorian youth.

### Skit 1—Intro to story + Anna and Didier flirt and talk

**Characters from the SMS Stories will come in and are introduced by the MC. A simple introduction would be their name, their age, and what they do**

- E.g. “My name is Didier and I’m 19 years old, I work as an apprentice here in Abobo”

**Didier and Anna then take over from the MC, introducing the audience to the SMS Stories in a playful way.**

- **Didier**—“Hey Anna, last week we got into some really hot stuff together”
- **Anna**—“Oh you mean that time you didn’t have a condom with you and the hot stuff almost didn’t happen?...”
- **Didier**—“Hey at least you had one with you!”
- **Anna**—“Well boys, did any of you read yesterday’s SMS? We already talked about this in our story”
- **Didier**—“Maybe we explain what happened... (Anna leaves the stage)



**Didier monologue + story**

- **Didier**—“So a little bit about me, I’m just another guy in Abidjan. I’m not from here though, I’m from Gbêkê. I left there two years ago, I came looking for my dad, but I haven’t seen him since he left Gbêkê. But it’s okay, I got two big bro’s that help me out. First my boss Yves, he lives the life, women and drinking every night! But, I don’t really wanna be like him when I’m older, I wanna have a family. My other big bro is Joel, he has a wife and a baby. He’s always telling me to be sweet with my lady and work hard, and one day I’ll have a wife and baby too. Then there’s Anna, she’s a little older and has taught me a lot. She’s kinda bossy, but it’s also kinda cool that she’s bossy. I like her. Then there’s my neighbor Grace, I love her. She goes to school though, so she only wants a serious boyfriend. But I can be her serious boyfriend.”

**Anna and the MC return to the stage. Anna stay on the background with Didier, pretending to flirt, while the MC takes over the mic and asks the audience questions such as:**

- What do you think about Didier?
- What do you think of Anna + Didier’s relationship?
- Anna didn’t want to have sex without a condom. Does that happen with you often? How do you deal with it?
- Anna carried a condom with her. What do you think about that?
- Is it okay for Didier to love Grace and to mess around with Anna? Why?
- What would the Big Brothers in the audience do? Ask for their opinions after young men expressed theirs.

**Improv Skit—Yves and Joel**

**Didier come to the stage and talks to the audience about an issue he’s having.**

**Didier (talking to audience)**—“Hey guys, I’m having a problem. There’s this girl named Grace, and well I really like her. I want to take her on a special date. I have two friends, Yves and Joel, and they are telling me different things on what to do about that” Didier walks off stage, Yves and Joel walk on.

**Yves and Joel represent both types of role models boys have, here let’s have them improv with different audience members to see how boys will react to the different scenarios thrown.**

- **Joel**—A date is a nice thing you do with your girlfriend or wife, invite her to do something she loves.
- **Yves**—And take her home after! She owes it to you afterwards right?
- **Joel**—Ah Yves, if she wants to then sure. But, she doesn’t owe you anything. You do like her right?

- **Yves**—I like myself! I don't know, let's ask one of these boys!  
Both act out the rest of the scenario with young men, but put Joel at a constant advantage.
- **Joel**—You know, maybe you think that way because you're actually afraid.
- **Yves**—Afraid of what?! I'm not afraid of anything.
- **Joel**—I think you're afraid of commitment, remember that girl Anna? You really loved her, but your actions cost you that relationship.
- **Yves**—I've told you not to talk about Anna!
- **Joel**—I've never seen you so happy, you even waited to have sex for her.
- **Yves**—Biggest mistake of my life!
- **Joel**—To be honest Yves, if you change your ways, I think you can get back with her. You're not getting any younger, I believe in you. Look at me and Emma, we have our baby now and are as happy as we can be!
- **Yves**—Can we go back to talking about chicken...and dates...
- **Joel**—If you want...
- **Yves**—Maybe I'm worried... Hey guys (speaks to audience), do you think I should follow my heart and talk to Anna?
- **Joel (to the audience)**—which Big Bro is right: me or him?
- **Yves (to the audience)**—what do the other Big Brothers in the audience think?  
Ask for their opinions after young men expressed theirs.



## Skit 2—Didier loves Grace

### Didier and Anna come back to the stage.

- **Anna**—“So Didier, you live pretty close by right?”
- **Didier**—“Yeah I live here in Abobo, two blocks away from the health clinic.
- **Anna**—“So what's it like?”
- **Didier**—“It's fine, I have my two friends Paul and Jean with whom I live... and there's my neighbor, Grace... She goes to school, she's so smart, she wants to be a lawyer. Imagine me, an apprentice with a lawyer...”
- **Anna**—“What do you mean you with a lawyer, do you like her?”
- **Didier**—“What?! I mean I like you...”
- **Anna**—“Stop, I knew you were like other boys! (looks and points at the audience) But, hey let me give you some advice. You should go to the girl you love and support her”
- **Didier**—“It's not what you think, plus I already buy her what she asks for”.
- **Anna**—“That's not what I mean by support! It's not about just buying her stuff! You have to be there for her!”

### Anna leaves, but Grace comes in to talk to Didier

- **Grace**—“Hey what's wrong Didier?”
- **Didier**—“Nothing. Just had a small argument with someone I know. Hey, have you thought about what I told you about last night?”
- **Grace**—“Umm you know I'm not that type of girl, I want to finish school and go to University!”
- **Didier**—“I know, but I love you and I want to express it to you.”
- **Grace**—“You know a baby is something I want, but it's something I want after I finish University.”

### Didier and Grace goes to the background, and pretend to continue the conversation. The MC comes back to the stage:

- **MC**: “What should Didier and Grace do? Should Didier try to convince Grace to have sex?”. The Big Brothers in the audience help moderate the discussion to a gender positive tone. The MC leaves.
- **Didier**—“Well is there anything we can do? What if I use a condom?”
- **Grace**—“I don't know, I mean condoms are great because they work. But, I heard

there are other ways... Like the pill or an implant.”

- **Didier quickly interrupting Grace**—“No way! I’ve heard bad stuff about this pill, heard it makes women promiscuous and infertile.”
- **Grace**—“I talked to a nurse and she said those were lies! I knew you were like the other boys! If you really cared about me, you’d support me in not getting pregnant!” Grace leaves the stage.

#### Didier has a monologue

- “This is the second time in an hour I’ve been called “another boy”. What does that mean? I’m just trying to be a good guy...Hey fellas what do you think? Should I be more supportive of Grace? I really love her...”
  - Should I wait to have sex until Grace is ready?
  - Should I support Grace in getting this pill or this implant thing?
  - What if she asks me to go to the clinic with her? Should I go?
- Big Brothers help moderate the conversation to a gender positive tone.

#### Anna comes to the stage:

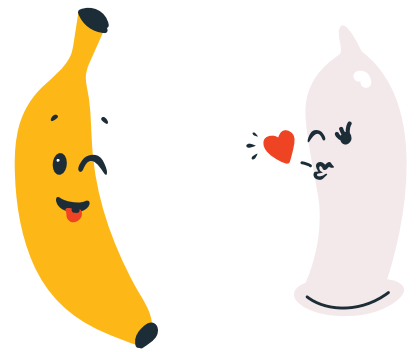
- **Looking at Didier and the audience:** You guys don’t know much, do you?! Well, let me tell you the truth: all these stories about women becoming infertile and promiscuous after using contraception are made up by ignorant people. Smart men know they truth: contraception protects us, girls, and also you guys! Imagine a baby in your life now. Would that be the right time?
- Let me tell you about modern contraception. Sometimes people call it “family planning”, but it’s not only for families. It’s for everyone who’s having sex. Apart from the condom that you guys use, there are all these other methods available to women... (*explain each contraceptive method available in the local clinics*). And you can get them for your girl for a very low cost - much lower than buying her the day-after pill all the time.

#### Didier:

- Ok... I am convinced contraception is a good thing for both of us. Plus, my big bro Joel told me once that supporting wasn’t just buying chickens and phones, but to really make the woman feel like I can be there for her”.

#### Grace comes back to the stage.

- **Didier**—“ You know, you’re right. If you want to use the pill or the implant, then maybe I can go with you to a nurse. I really want to be your boyfriend.”
- **Grace**—“If you want to be my boyfriend, I wanna make sure we can talk. I wanna be a team.”
- **Didier**—“I think we can do that, I have a big bro named Joel who can help me learn.”



# Brand assets

## EVENT POSTERS



## EVENT FLYER



## T-SHIRT



## CONDOM PACKAGING



# Brand assets

## PLAYBOOK



## TOPIC CARDS



## FACEBOOK PAGE



## EXAMPLE POSTS



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