

# O2O MINI- SERIES

APPENDICES



LONDON  
SCHOOL of  
HYGIENE  
& TROPICAL  
MEDICINE



This video series was co-created by London School of Hygiene and Tropical Medicine, KhangaRue Media Ltd and the Busara Center for Behaviour Economics in 2020/2021.

For more information about this project visit

<https://www.lshtm.ac.uk/research/centres-projects-groups/gender-violence-health-centre>

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# Series Description

The series is about two young women living in Nairobi's informal settlements/low income neighbourhoods, Nelima and Gathoni. Nelima, who is married with a young child, navigates the social norms in her community surrounding family planning with Gathoni, who has a boyfriend and is a social media influencer. The series begins when Nelima thinks she's pregnant and takes a pregnancy test at the salon where she and Gathoni work. Nelima hides this pregnancy test in Gathoni's purse from Nelson which causes Gathoni's family to become worried about her having an early pregnancy. Gathoni supports Nelima to access information on family planning and posts a video online encouraging women to take control of their lives and seek family planning, causing her boyfriend, Matthew, to break up with her. When Nelima expresses wanting to access family planning, her husband, Nelson is at first not supportive, saying that he believes women should not publicly speak about their family planning or seek it because it might make them barren or adulterous. Despite this, Nelima visits a family planning clinic with Gathoni for information and are seen leaving the clinic by a neighbour, Sally. Nelima anticipates a poor reaction from her mother-in-law, who soon after brings the church Apostle to visits Nelima and Nelson, to urge them not to seek family planning. Nelson defends Nelima's decision to go to access family planning information and even agrees to visit the clinic with her so they can make this decisions together. Later, the couple's house is robbed, causing Nelima to lose all the savings she had to open a new salon. However, Gathoni is able to win an entrepreneurship challenge by posting Nelima's story on Instagram and the two women open their own salon. The series ends with Nelson and Nelima attending the family planning clinic together and Gathoni finding a supportive partner.

# Episode Descriptions

## Episode 1 Synopsis

The story begins in an informal settlement in Nairobi, where Nelima, a 24 year old woman, leaves her young child with her mother-in-law to go to the salon, where she and her friend Gathoni work. Nelima is worried that she is pregnant and approaches Gathoni, who is an outspoken advocate for family planning, for advice. Nelima feels that she is unable to speak to her husband, Nelson, since she doesn't want to be pregnant and doesn't want to use hormonal methods because she believes they will lead to infertility. Nelima shares that she doesn't feel able to talk to Nelson about family planning because he does not approve of it. Gathoni encourages Nelima to start family planning and challenges various worries and fears that Nelima has about family planning. Nelima anticipates disapproval she would face from her mother-in-law for using family planning to space her children. Nelima is tense as the episode ends with the results being ready from a pregnancy test.

## Episode 2 Synopsis

Gathoni reads out the result from the pregnancy test Nelima took, when Nelson visits the salon causing Nelima to panic and hide the pregnancy test in Gathoni's purse. At home, Nelima puts her earnings from the day in her hidden savings box since she is saving up for her own hair salon. Meanwhile Gathoni, who is inspired by the conversation with Nelima about family planning, posts an empowering message about family planning on Instagram, encouraging everyone to take control and use family planning and to include men in the discussion about family planning. Nelson and Nelima watch Gathoni's video together. Nelson disapproves of Gathoni publicly sharing her opinions regarding family planning, saying that women shouldn't publicly discuss family planning as it will ruin their marriage prospects and reputation. Nelson doesn't like the influence that Gathoni might have on Nelima, who defends her friend's video, although she is not ready to share her own beliefs about family planning with Nelson.

## Episode 3 Synopsis

Gathoni wakes to her family planning video going viral and is excited to share the news with her mother, but her mother is angry about the pregnancy test Gathoni's father found in Gathoni's purse. Her mother shares her disapproval about early pregnancy and shares her experiences as a young mother and the challenges she faced as she advised Gathoni about family planning. Gathoni reassures her that she is not pregnant and watches her

Instagram post with her mother. Gathoni's mother disapproves of Gathoni talking about family planning publicly, but is supportive of Gathoni posting positive and informative messages for women. Gathoni goes to meet her boyfriend, Matthew, who is angry about the video. Matthew disapproves of Gathoni's instagram post, suggesting that Gathoni is acting like a street girl and that her post could lead women to use family planning and cheat on their husbands. Gathoni counters Matthew's negative attitudes about family planning and explains her intentions behind the post, but Matthew is not swayed and ends the relationship. On the bus home, Gathoni scrolls through the positive comments on her Instagram post and saves a post about an entrepreneurship challenge.

## Episode 4 Synopsis

Nelima texts Gathoni for support before she decides to talk to Nelson about starting family planning together. Nelima's neighbor, Sally, jokes that there will be lots of babies next year because everyone is at home during COVID-19. Nelson is affectionate with Nelima, but she stops him to share her worries about becoming pregnant during COVID-19 because she is concerned about their current state of finances and wants to live in a safer neighbourhood. Nelson gets angry, interpreting Nelima's worries as complaints that he is not providing for the family and Nelima tries to keep the conversation quiet to prevent the neighbors from hearing their argument. Nelima says she wants to go to the clinic to get information about family planning after doing some research on the internet. Nelson disapproves of Nelima using family planning, saying that it makes women crazy, barren, and likely to be adulterous. Nelson accuses Nelima of hiding an affair, which hurts Nelima's feelings. The couple goes to bed, but soon after hear a shout about a thief nearby and Nelima comforts their child. Nelson apologises for his negative reaction that led to their argument.

## Episode 5 Synopsis

Nelima and Gathoni arrive at the family planning clinic. Nelima is still unsure about the visit and expresses regret at coming, but Gathoni comforts Nelima with jokes and a reminder about why she is there. When they meet with the healthcare worker, Gathoni explains that Nelima is looking for contraceptives. Nelima becomes defensive, denying that she wants family planning. Just then, Nelima sees a woman in the waiting room who is distressed about using traditional methods of contraception, resulting in health complications and infertility. The healthcare worker reassures Nelima that family planning is safe, dispelling many myths around side effects, and emphasizing that ideally family planning would be a couple's choice. Outside the clinic, Nelima and Gathoni encounter Sally, Nelima's neighbour, who grabs the family planning pamphlet from Nelima's hand. Sally disapproves of women using family planning since she thinks it is for women who seek attention, rather than respectable wives. Sally insinuates that she

will tell Nelima's mother-in-law about Nelima visiting the clinic for family planning, which causes Nelima to anticipate her mother-in-law's negative reaction.

## Episode 6 Synopsis

The next day, Apostle Paul and Nelima's mother-in-law visit Nelima and Nelson, after Nelima's mother-in-law heard about Nelima and Gathoni going to the clinic for family planning. They remind Nelson and Nelima of the church's values against family planning and describe the belief that God has a plan that shouldn't be interfered with by artificial means. Nelima is shamed by both her mother-in-law and Apostle Paul about receiving counselling and information pamphlets on family planning, however Nelima stands up for herself and explains that she is doing what is best for the family. Nelson sides with Nelima, defending her visiting the clinic since it was his idea that she should get more information on family planning and that their decision is a private family matter. Apostle Paul and Nelson's mother are shocked and are asked to leave by Nelson. In private, Nelson expresses his support for Nelima and listens to her reasoning. He agrees that there is no rush to have children during COVID-19 and offers to come with Nelima to the clinic for more information.

## Episode 7 Synopsis

At work, Nelima recounts the visit from Apostle Paul and her mother-in-law to Gathoni, who expresses relief that Nelson supported Nelima. Gathoni's Auntie enters the salon, and Gathoni anticipates that her Auntie will scold her about the pregnancy test. To Gathoni's surprise, her Auntie expresses pride about Gathoni's Instagram post and shares her positive views and acceptance of family planning. She shares about her own experiences when she was younger and describes that stigma towards women who use family planning to delay pregnancies has not changed since she was young. Auntie gives advice to Nelima and Gathoni about advocating for themselves and complains that there is a double standard for men, who are allowed to have sex as they please and run away from pregnancy scares. At the end of the episode, Nelima receives an unexpected text that her house has been burgled.

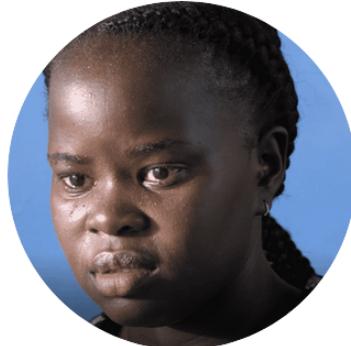
## Episode 8 Synopsis

Nelima rushes home after finding out her house has been burgled. While no one was hurt, many of their belongings were stolen, including Nelima's savings for the salon. Gathoni comforts Nelima. Later, Gathoni scrolls through Instagram and comes across the entrepreneur's challenge with a funded prize that she had saved earlier. This gives her an

idea. The next day, Gathoni messages Nelima to check Instagram. Nelima purchases a data bundle, cutting back on purchasing food, to view Gathoni's video. Gathoni's Instagram post is about Nelima's story to save up to buy a salon and move to a better neighborhood. Gathoni messages Nelima again and shares the good news that she had submitted to the entrepreneurship competition and had won. Gathoni proposes to split the money and open their own salon: G & N salon as equal partners. In the end, Nelson goes to the family planning clinic with Nelima and is surprised to see other men in the waiting room. He learns a great deal about family planning and the couple is happy that they made this decision together. Gathoni finds a partner who is supportive of her decisions on family planning.

# Mini-Series Characters

Nelima



Nelima is 24 years old, works as a hairdresser who aspires to have her own salon and is currently married to and lives with Nelson. She is one of the central characters who, following a pregnancy scare, starts thinking about family planning. She is initially hesitant to use it because of her fear of side effects. She experiences stigma and sanctions after being seen accessing family planning information at a clinic, but becomes more confident to discuss starting family planning with Nelson. By the end, she and Nelson stand up to their family and community, who pressured them to avoid family planning, and happily visit a family planning clinic together.

Gathoni



Gathoni is 21 years old and a social media influencer with 25k followers on Instagram. She is Nelima's close friend who also works at the salon and is an outspoken and public advocate for family planning. Gathoni faces negative reactions from her mother and partner when she publicly speaks about family planning online, resulting in discussions with her mother about stigma around early pregnancy and leading to the end of her relationship with her partner Matthew. Gathoni receives positive encouragement online in the comments about her social media post. Throughout the series, Gathoni is supportive of Nelima's decision to pursue family planning. She is inspired by Nelima's story and, using her social media platform, wins a competition to find funding for her and Nelima's dream to start their own salon.

Nelson



Nelson is Nelima's husband, is 26 years old and lives with Nelima. Nelson initially disapproves of family planning because he is concerned about the side effects on a woman's body and fears that family planning leads to adultery. He adheres to the belief that women should be private about their sexual behavior and family planning use. However, as the series progresses, Nelson becomes supportive of Nelima as she expresses her desires about spacing children and planning their future. In the end, Nelson understands some pressures that Nelima is facing in this decision and decides to visit a family planning clinic together.

### Matthew



Matthew is 23 years old and begins the series by dating Gathoni. After she posts a viral video about family planning, he is angry with her about publicly talking about her own family planning use and advocating for women to start family planning themselves. Matthew fears that women using family planning will break homes by allowing women to get family planning without their men knowing or lead to adultery. He is not receptive to listening to Gathoni's perspective when she tries to explain the benefits of family planning or describes the positive messages online about her video. Matthew breaks up with Gathoni and is blocked by Gathoni online after he begins dating someone else.

### Apostle Paul



Apostle Paul is a middle aged man who is a religious leader at the church where Nelima, Nelson and Nelson's family attends. He visits Nelson and Nelima with Nelson's mother-in-law after hearing that Nelima visited a family planning clinic and received information on family planning. He disapproves of family planning, because of his religious beliefs and explains to Nelima and Nelson that God has a plan and artificial means should not interfere with this plan.

### Sally



Sally is a 35 year old woman, who is Nelima's neighbor. Sally is first seen when she makes a comment that there will be many babies born the following year after COVID-19 since so many couples are at home during lockdown together. Sally spreads gossip that Nelima had gotten information pamphlets on family planning after she sees Nelima and Gathoni leaving the family planning clinic. She expresses disapproval about family planning, believing that women use family planning for attention and that married women should not use it.

## Nelson's Mother

(Nelima's  
Mother-in-Law)



Nelson's mom lives near Nelima and Nelson and sometimes cares for their child while they go to work during the day. She expresses wanting more grandchildren to Nelima and does not approve of family planning use. She attends the same church as Nelson and Nelima and one day brings Apostle Paul with her to their house to confront them about Nelima going to the family planning clinic. During this conversation, she expresses disapproval for social media and family planning use and says Nelima has brought shame to the family by going to this clinic.

## Gathoni's Mother



Gathoni's mom is supportive of Gathoni's efforts to share accurate information and advice about family planning, however she has reservations about her social media use to talk about family planning publicly. Gathoni's mother confronts Gathoni about the pregnancy test in her bag, where she describes her own experience having kids when she was too young. She explains this to Gathoni since she doesn't want her to face similar stigmas.

## Gathoni's Auntie



Gathoni's Auntie is close with Gathoni and the rest of her family. Gathoni's Auntie goes to the salon where Gathoni works to express her support for her social media posts on family planning and expresses positive attitudes about family planning. She provides advice and offers insight into gender norms surrounding family planning and female empowerment. She provides support and advice to Nelima as well.

# Credits

## Crew

Creative Director	Pat Olvera
Story	Zuhura Sengenge & Pat Olvera
Screenplay Writer	Serah Mwihaki
Producer	Rita Wachera
Director	June Ndinya
D.O.P	Ayaz Rajput
Production Coordinator	Cindy Kariuki
Production Assistant	Tony Bogonko
2nd Camera Operator	Jerusha Munyuthe
Camera Assistant	Brian Musembi
Continuity	Anne Mungari Kangethe
DIT	Jabez Ojiambo
Editor	Mia Ken Mutahi
Sound Operator	Lawrence Ouma
Gaffer	Victor Kamonde
Grip	Paul Atoni
Locations Manager	Amina Ramadhan
Set Runner #1	Belita China
Set Runner #2	Majonni Wandanya
Art Director	Indiego Arigi
Props Master	Abdullahi Ibrahim
Set Dresser	Stanley Ouwor
Wardrobe Mistress	Anita Muthoni
Make-up & Hair Artist	John Mungai

## Cast

Nelima	Beauty Ayoma Lydia
Gathoni	Auudi Rowa
Nelson	Michael Okall
Mama Nelson	Joan Arigi
Apostle Paul	John Onyango
Sally	Clara Wamaitha
Aunty	Anne Mungari Kangethe

Matthew  
Clinical Officer  
Watchman  
Gathoni's New Bea

Howard Lumumba  
Amina Wanjiku  
Benard Ndubi  
Brian Abajah