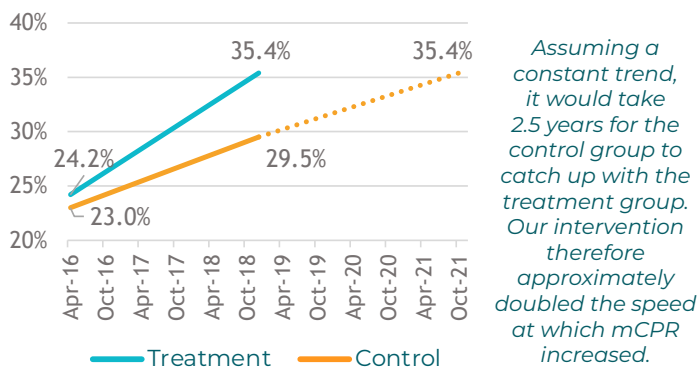


Development Media International (DMI) runs evidence-based radio, TV and mobile campaigns to change behaviours and improve lives. It is a non-profit organisation headquartered in London with offices in Sub-Saharan Africa.

UNPARALLELED EVIDENCE BASE

DMI is the only organisation to have demonstrated to the highest scientific standards - with a randomised controlled trial (RCT) - that mass media interventions can change family planning behaviours. DMI's 2.5 year radio campaign in Burkina Faso led to a **5.9 percentage point increase in modern contraceptive prevalence rate (mCPR)** in intervention zones compared to controls, corresponding to a 20.0% relative increase ($p=0.046$).

DOUBLING THE SPEED OF mCPR INCREASE



A HIGHLY COST-EFFECTIVE CAMPAIGN

The Guttmacher Institute estimates that all other national family planning investments over the 2.5 year campaign period cost approximately \$45 million. Our intervention at national scale costs just \$3.4 million for 2.5 years, indicating that it is a highly cost-effective add-on.

\$7.7 Cost per additional woman

240,000 Additional women using contraception

NEXT STEPS

DMI is seeking funding to expand its family planning campaigns in Sub-Saharan Africa.

SCALABLE MODEL

Following the success of the family planning RCT, DMI has scaled the intervention with the following projects:

WEST AFRICA (2017-2019)

Project: The Sahel Women's Empowerment and Demographic Dividend (SWEDD) Project
Countries: Burkina Faso, Chad, Côte d'Ivoire, Mali, Mauritania and Niger
Funder: UNFPA
Intervention: Technical assistance

BURKINA FASO, NATIONAL SCALE (2019-2022)

Project: Zaka
Country: Burkina Faso
Funder: Individual philanthropist
Intervention: National scale radio campaign

EAST AFRICA (2019-2021)

Project: The Women's Integrated Sexual Health (WISH) programme (as part of Lot 2, a consortium managed by IPPF)
Countries: Ethiopia, Madagascar, Malawi, Mozambique, Tanzania, Uganda and Zambia
Funder: DFID
Intervention: Radio, TV and mobile video campaigns

