



**dmi** <sup>((•))</sup>  
**IMPACT STRATEGY**  
**2020-2025**

## VISION

A world where people have the knowledge they need to improve their health and that of their families.

## MISSION

DMI creates evidence-based behaviour change campaigns to improve health and save lives. We deliver our campaigns at scale to maximise impact and cost-effectiveness.

## IMPACT

Mass media reaches millions of people and can stimulate significant shifts in behaviour when the right messages reach the right people.

This Impact Strategy sets out how we plan to increase the impact DMI can have over the next 5 years, using our create, test and scale approach.

Our strategy for achieving impact:  
We **Create, Test** and **Scale**.

## CREATE

*Harness the power of science, stories and saturation.*

Creativity is at the heart of everything DMI does. Whether we are writing a radio script or designing an intervention, creativity keeps us innovating and optimising at every stage.

To create our campaigns, we conduct in-depth research in communities to understand the barriers to change. We craft engaging stories in local languages that reflect the experiences of our audiences and embed the key messages at the moment of greatest drama, so that people remember them as the most powerful takeaway.

To ensure our messages are heard and seen, we partner with stations with the greatest audience reach and broadcast up to 10 times a day, 365 days a year.

## TEST

*Rigorously test the impact of our interventions.*

DMI is committed to understanding the difference our interventions have made, and how we have achieved impact.

We are the first organisation to have produced evidence to the highest scientific standard – a randomised controlled trial (RCT) – that mass media can change behaviours.

We test our content, distribution and research strategies, making iterative improvements across our campaigns. And we use the most rigorous methods available to evaluate their impact.

## SCALE

*Deliver high-impact interventions at scale.*

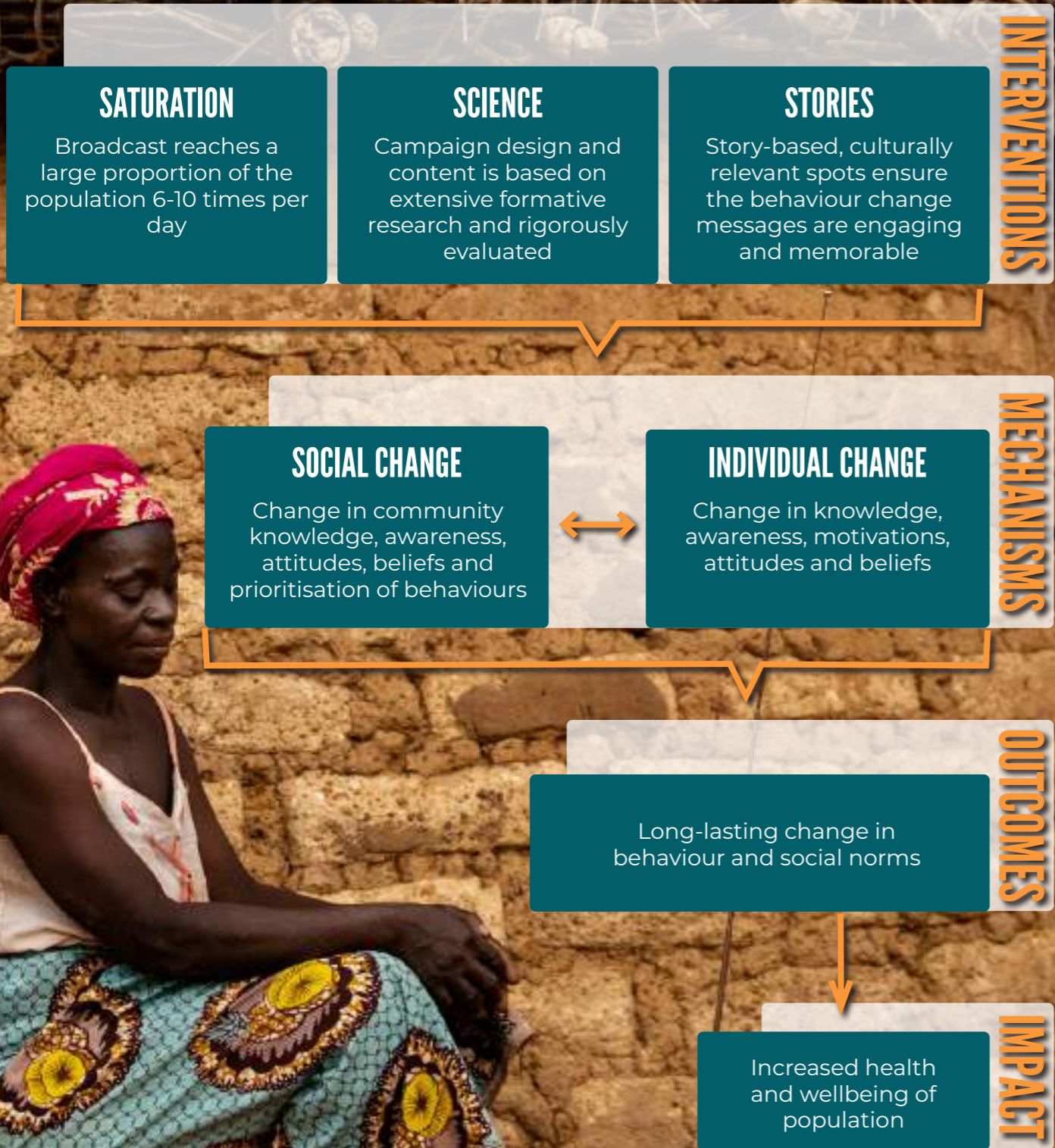
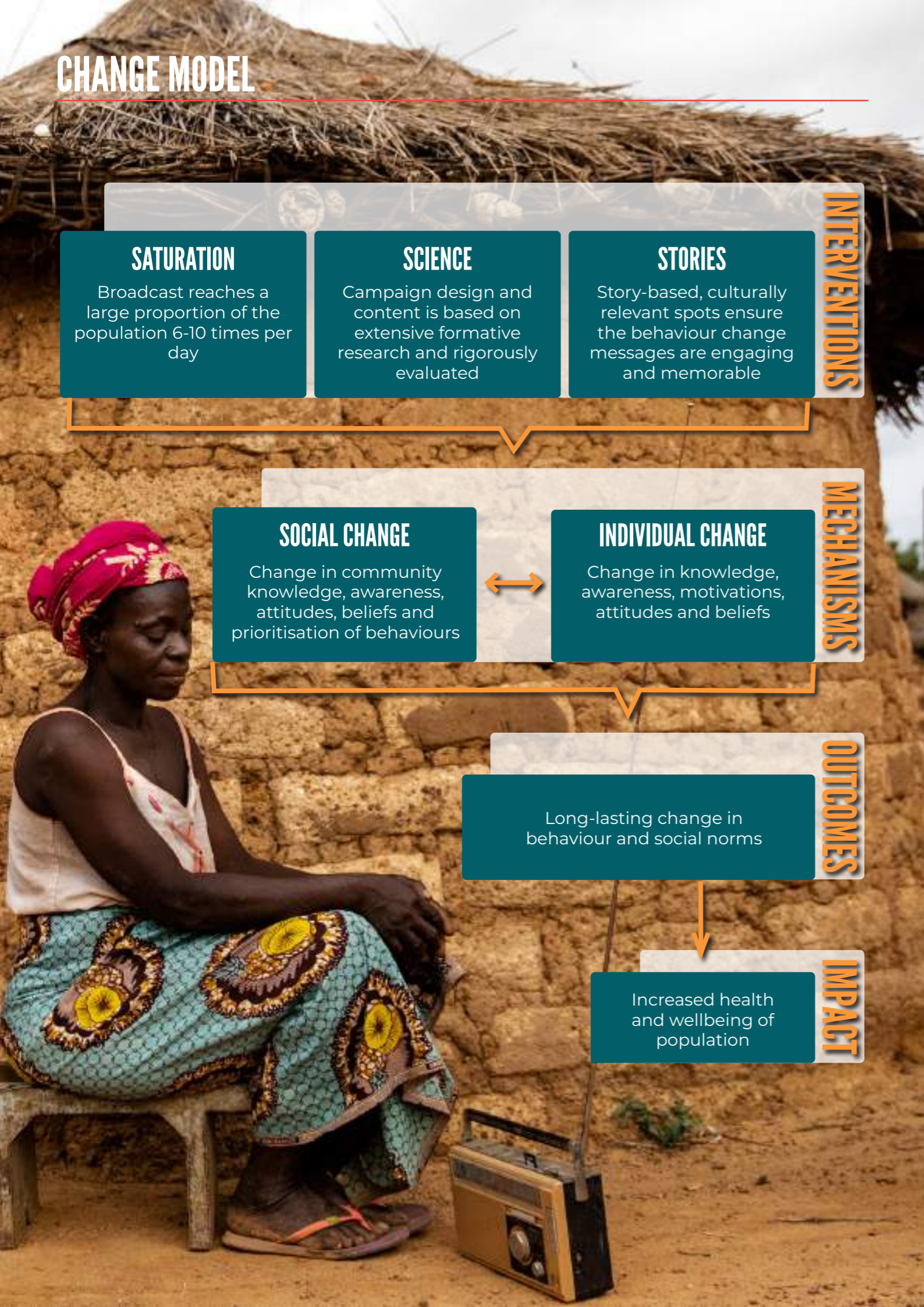
We scale up our most effective campaigns to maximise impact and cost-effectiveness.

The cost of increasing airtime to cover greater geographic areas is small in proportion to the overall budget of a high-quality campaign.

National and multi-national campaigns on radio, TV and social media can reach many millions of people, shifting behaviours and improving health on a large scale.



# CHANGE MODEL



# OUR FOCUS AREAS FOR 2020-2025



**Family Planning**  
Use of modern contraception and birth-spacing prevent pregnancy-related health risks for women, reduce infant mortality, expand education opportunities and promote economic development.

Our family planning campaigns increase the uptake of modern contraceptive methods and promote sexual and reproductive health and rights.

**Child survival**  
Around 70% of child deaths worldwide are due to conditions like malaria, diarrhoea and pneumonia that can be prevented or treated with access to simple, affordable interventions.

Our child survival campaigns reduce preventable child deaths by enabling caregivers to support their children's health and seek appropriate treatment when their children are ill.



**Early Childhood Development**  
Approximately 250 million children under five years old do not reach their developmental potential, the vast majority of them living in low-income countries.

Our early childhood development campaigns encourage caregivers to engage in effective stimulation and nutrition practices during this period to promote children's cognitive health.



We also conduct campaigns on nutrition; sanitation and hygiene; and emerging, infectious and neglected diseases. DMI's approach can be applied to a wide range of issues, provided they are relevant to the majority of the population reached, the behaviour change is feasible and, if required, there is adequate supply side provision.

Our campaigns aim to shift underlying social norms - particularly those relating to gender and inclusivity - in order to bring about sustainable impact.

# OUR 2025 STRATEGIC AMBITIONS

CREATE

## PROGRESS SO FAR

We have designed and delivered over 40 behaviour change campaigns. We have produced thousands of locally informed, entertaining media outputs and developed a pioneering methodology, *Saturation+*, to maximise their impact. We have successfully pivoted our work to respond to the COVID-19 pandemic.

TEST

We generated the first randomised controlled trial (RCT) evidence that mass media can change behaviours. Our first RCT showed that a *Saturation+* campaign can dramatically increase care-seeking behaviours that reduce child mortality by up to 10%. Our second RCT showed that our campaign increased modern contraceptive uptake by 20%.

SCALE

In 2013, DMI had one project in one country.

In 2020, DMI is broadcasting in 9 countries and reaching 60 million people. Having tested and scaled our interventions in Burkina Faso, we have expanded to deliver a child survival campaign in Mozambique and family planning campaigns in Ethiopia, Madagascar, Malawi, Mozambique, Tanzania, Uganda and Zambia.

## IMMEDIATE AMBITIONS

We will continue to push the boundaries of what is possible with mass media. We will develop new methods that extend the reach of our campaigns, allowing us to deliver campaigns with greater agility and lower cost.

By 2025 we will have applied our creative approach to new formats and channels. We will test the impact of social media in our campaigns and further develop our digital distribution strategy.

From 2020-2025, we are running an early childhood development RCT, to test the impact of a mass media campaign on the cognitive development of 0-3 year-olds. The campaign will encourage parents to play, praise and talk to their children to boost their cognitive development.

In the next 5 years, DMI will build on our presence in Sub-Saharan Africa, expanding into new countries where we can make the most difference, based on analyses of media landscapes, health indicators, and partnership opportunities.

We will scale up our high-impact family planning and child survival campaigns where the need is greatest. We have identified 3 countries in West Africa where our family planning campaigns could have a dramatic impact on the uptake of modern contraception. We also plan to deliver a national scale child survival campaign in Tanzania.

## BY 2025

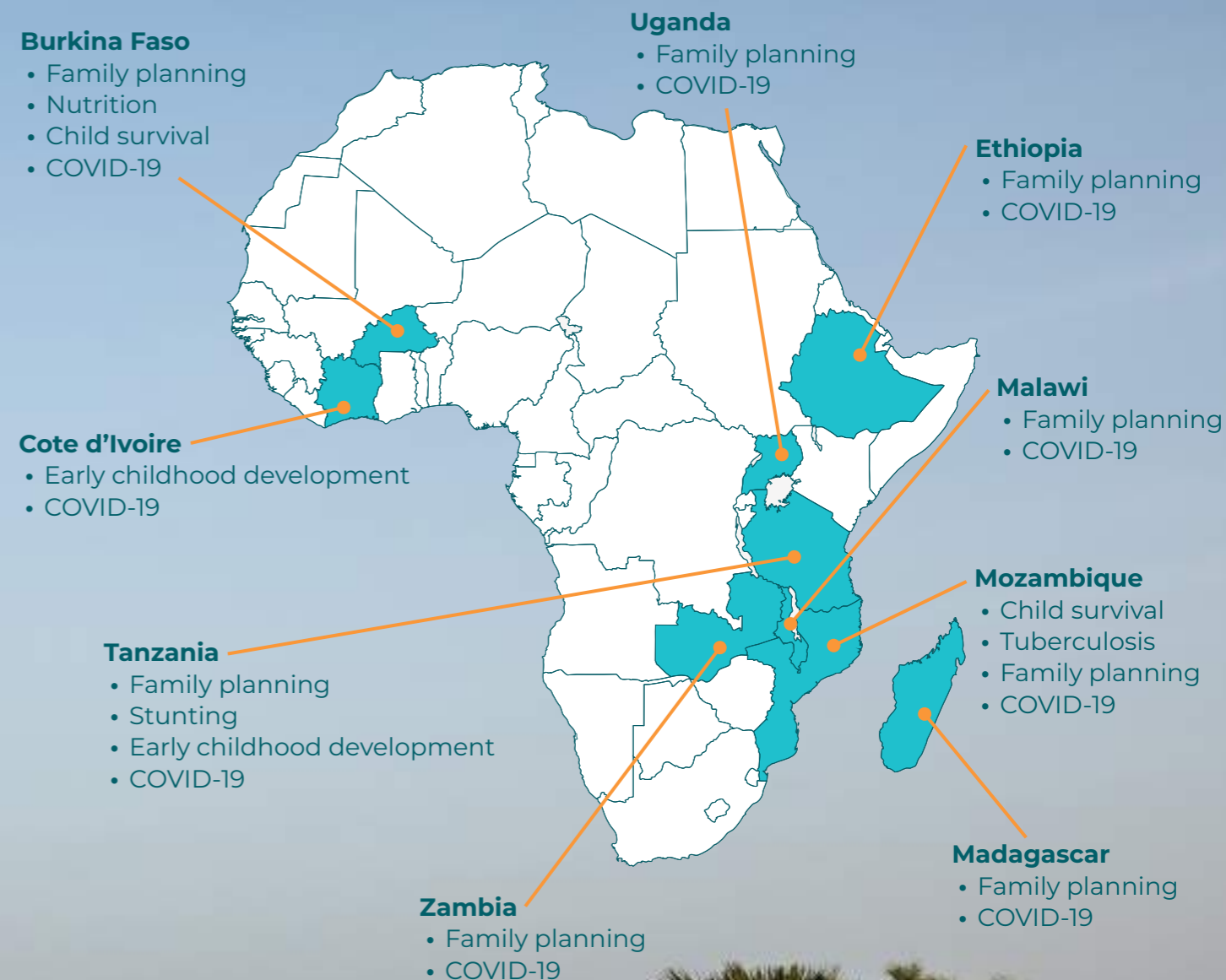
We aim to reach **100 million** people in **10 or more** countries with tested, **high impact** campaigns.



We accelerate impact through working with partners.

Our ambition over the next 5 years is to:

- Maintain strong relationships with **governments** in the countries where we work
- Build on our reputation as the most rigorous evaluator of mass media campaigns, working with **leading academics and research organisations**
- Strengthen our network of leading **African producers, directors and writers**
- Expand and deepen our relationships with **leading media broadcasters**
- Form new partnerships with **highly effective NGOs** on projects where DMI can use its methodology to accelerate impact
- Increase **multilateral and bilateral donor funding** while maintaining a diverse and resilient funder portfolio



## THANK YOU

We would not be able to achieve this without the partners, funders and advocates who support and challenge us. Thank you to everyone who has helped us get this far. We look forward to continuing this journey.



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