

dmi ((•))
IMPACT STRATEGY
2025-2030



VISION

A world where people have the knowledge and confidence to improve their health, that of their families, and their communities.

MISSION

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

IMPACT

Broadcast media reaches millions of people and can stimulate shifts in beliefs and behaviour that meaningfully improve health and wellbeing.

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.



CREATE

Harness the power of science, stories, and saturation.

Creativity is at the heart of everything DMI does. Whether designing a high impact intervention or developing radio and TV scripts, creative thinking keeps us innovating and optimising at every stage.

Effective storytelling builds on in-depth research that allows us to identify the barriers to change. Local writers craft engaging stories that reflect the experiences of our audiences. We embed the key messages at the moment of greatest drama, so that people reflect and act upon them.

TEST

Rigorous design and impact evaluations.

DMI is committed to understanding the impact our campaigns have had, and how we have achieved these changes.

We are the first organisation to demonstrate to the highest scientific standard - a randomised controlled trial (RCT) - that broadcast media can change health behaviours.

At every stage of project design we use rigorous research methodologies to optimise impact. This includes analysing and measuring barriers and facilitators to behaviour change, in order to identify priority messages.

SCALE

Deliver high-impact interventions at scale.

We use data and modelling to calculate how we can have the most cost-effective impact.

This analysis allows us to design targeted distribution strategies that maximise reach, exposure, and engagement.

National campaigns using radio, TV, mobile, social media, and community outreach can reach millions of people, shifting behaviours and improving health on a large scale.

DMI's holistic approach empowers individuals and families at key stages of life to adopt positive behaviours, fostering healthier communities.

Maternal health

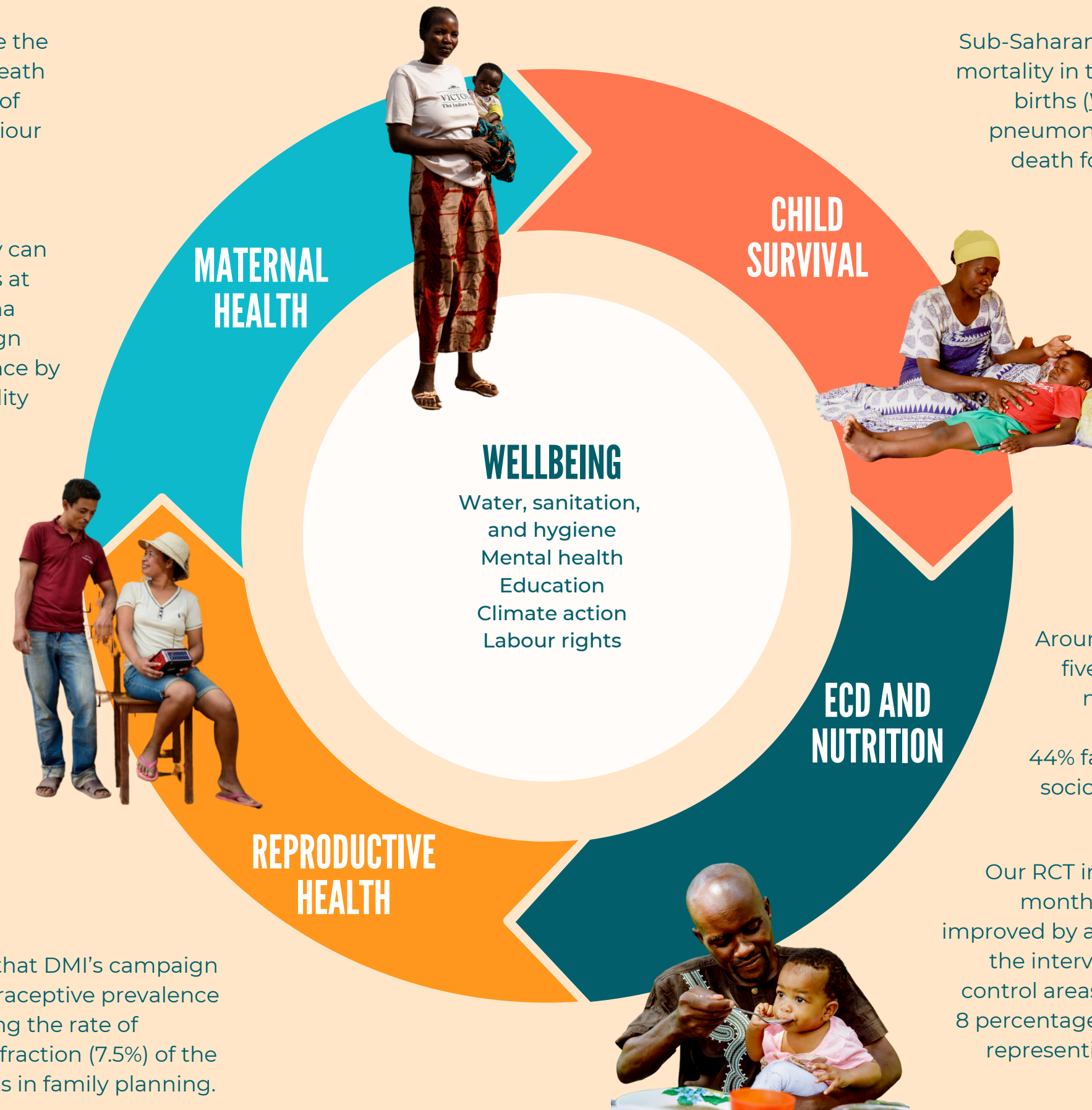
Women in sub-Saharan Africa face the highest lifetime risk of maternal death at 1 in 41 ([UNICEF, 2023](#)), with lack of appropriate health-seeking behaviour linked to the causes of maternal mortality ([WHO, 2019](#)).

We know that DMI's methodology can impact maternal health outcomes at scale. An RCT conducted in Burkina Faso found that our radio campaign increased antenatal care attendance by up to 9% ($p=0.026$) and health facility deliveries increased by up to 9% ($p=0.001$).

Family planning

It is estimated that by 2030, over 50% of the world's young women with unmet need for family planning will be in sub-Saharan Africa ([UN, 2020](#)). Addressing this requires both increasing demand for contraception and tackling deep-rooted social norms that hinder access and use.

Our family planning RCT showed that DMI's campaign led to an increase in modern contraceptive prevalence rate of 20%, approximately doubling the rate of contraceptive increase for a small fraction (7.5%) of the costs of other national investments in family planning.



Child survival

Sub-Saharan Africa has the highest rate of child mortality in the world, at 74 deaths per 1000 live births ([WHO, 2022](#)). Malaria, diarrhoea, and pneumonia are among the leading causes of death for children under five in the region.

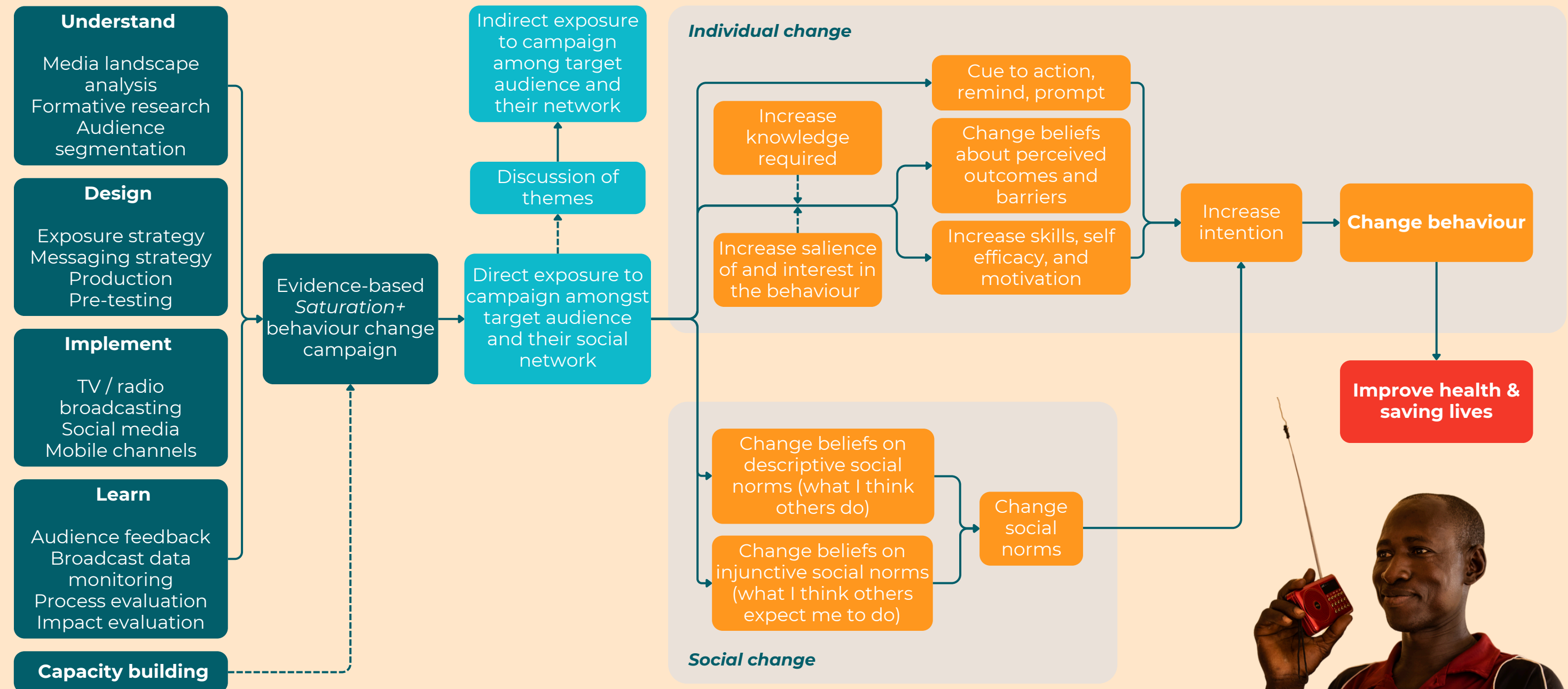
We conducted a landmark RCT which concluded that DMI's child survival radio campaign in Burkina Faso led to an increase in treatment seeking for malaria, diarrhoea and pneumonia of 56%, 73% and 39% respectively (all $p<0.001$).

Early childhood development and nutrition

Around 66% of children under the age of five in sub-Saharan Africa are at risk of not developing to their full potential ([Black et al., 2016](#)). 44% fall behind in meeting cognitive and socio-emotional milestones by 3-4 years of age ([McCoy et al., 2016](#)).

Our RCT in Côte d'Ivoire showed that in just 6 months, five key nurturing care outcomes improved by an average 15% among caregivers in the intervention group compared to those in control areas. Physical punishment reduced by 8 percentage points in intervention households, representing a 13% decrease from the control mean (63%).

Grounded in behavioural science, DMI's theory of change outlines how we expect to achieve impact. It depicts the causal pathway of how planned activities are expected to produce short, medium, and long-term outcomes that contribute to achieving impact.



Assumptions:

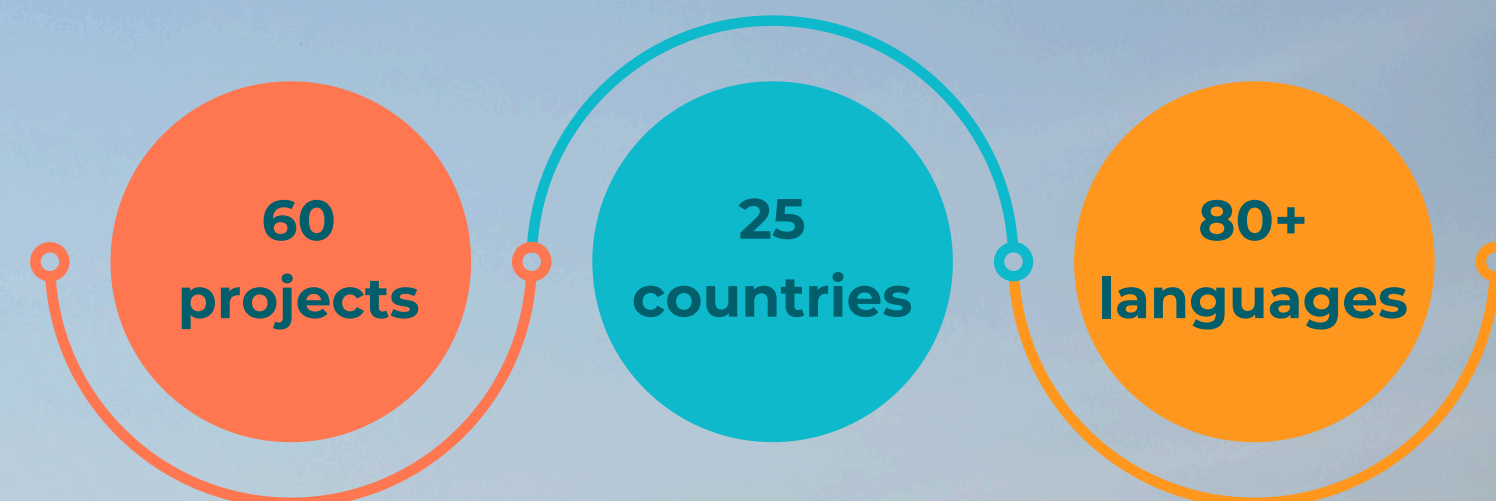
1. Environmental or structural barriers are not insurmountable
2. Sufficient quantity and quality of service provision



SCALE

We aim to spend 80% of our resources and efforts on scaling our most effective work on core themes of child survival, maternal health, ECD, and family planning. The remaining 20% will be spent on testing new themes and approaches.

Since DMI's first project in 2006, we have delivered



2020-2025 ACHIEVEMENTS

- We have delivered over 40 projects across 11 countries, reaching an average of **90 million people** on a daily basis.
- We have scaled our maternal and child health campaigns to 5 countries. These campaigns **saved over 20,000 lives**.
- We have delivered family planning interventions in 11 countries, contributing to at least **3.1 million additional users of modern contraceptives***.
- We have delivered large-scale ECD projects in 4 countries, **improving parenting practices by 10-15%**.
- We have established offices in 7 additional African countries.

2025-2030 AMBITIONS

We aim to reach **100 million people** per day and save over **25,000 lives**

- We will launch maternal and child health campaigns in **4 new countries** where our modelling indicates they will be most impactful.
- We will continue to deliver **maternal and child health** campaigns in 5 countries, which will reach over 50 million people.
- We will scale successful **family planning and ECD** campaigns where the need and potential for impact are high.

*9 of the 11 countries were part of the FCDO funded WISH2ACTION programme where DMI was part of a consortium including service delivery partners, so effects were achieved as a result of all programme activities. The 3.1 million figure covers 2019-2023.

INNOVATION

DMI continuously tests new ideas to make us more impactful, cheaper, and sustainable.

2020-2025 ACHIEVEMENTS

- We have completed our third **large-scale RCT**, testing the impact of a radio campaign on developmental outcomes for children in Burkina Faso.
- We have developed **new media interventions** including video cards, peer to peer sharing of video via mobiles, social media, and a WhatsApp chatbot.
- We have piloted a **mental health** radio intervention in Zambia, which showed positive effects on depression and anxiety.
- We have worked with governments to deploy **rapid response campaigns** for outbreaks including COVID, Ebola, and cholera.
- We have developed our **capacity strengthening** offer and trained radio stations and government staff in designing and delivering social behaviour change campaigns.

2025-2030 AMBITIONS

- We will trial innovative operational models designed to **reduce our costs**, making campaigns more affordable, more cost-effective, and more likely to be sustained by **government partners**.
- We will harness **new technologies** to develop **innovative distribution methods** to ensure our campaigns reach as many people as possible.
- We will use an RCT to **test the frequency of broadcasting** needed to generate impact. We will also evaluate the additional impact of **interactive** radio shows.
- We will implement new **quantitative methodology** that analyses and ranks the most important drivers of behaviour change.
- We will measure the **sustainability of impact** after the end of campaigns.

LOCALISATION



DMI is committed to increasing local ownership at all levels. All of our projects and programmes are designed to contribute to national and regional social development priorities.

Over the next 5 years, we will continue to transfer programme design and management responsibilities to national teams.

STRATEGY

Our newly formed Africa Leadership Group will bring together country leads to shape DMI's strategy and promote knowledge-sharing and collaboration.

RESEARCH

We will shift more responsibility for campaign research tasks to national teams and improve their technical capability for evaluation activities.

CREATIVE

We will prioritise working with creative talent from the countries where DMI operates and increasing the creative capability of each national team.

STAFF DEVELOPMENT

DMI will develop the skills of our existing national staff in project management, programme design, and implementation. We will continue to support national staff to contribute to DMI's mission beyond delivering projects in the country where they are based.

Communities are at the heart of what we do. Over the next 5 years, we will continue to:

- Develop stories in collaboration with local communities, from **script testing** with representative audiences to discussing post-broadcast **feedback** that informs future campaigns.
- Invest in long-term relationships with **community radio stations**, fostering local ownership of our campaigns.
- Ensure our messages are delivered by **community voices**, using local actors and mother-tongue languages to build authenticity and trust.
- Work closely with **community health workers**, developing tools that support their outreach work.



We accelerate impact through working with partners. Our ambition over the next 5 years is to:

- **Support governments** in the countries where we work to deliver saturation-based health campaigns.
- Expand and deepen our network of **broadcast partners**.
- Form new partnerships with **highly effective NGOs**.
- Continue to work with **leading academics and research organisations** to rigorously evaluate and improve DMI interventions.
- Strengthen our network of leading **African producers, directors, and writers**.
- Grow our **diverse and resilient** funder portfolio.





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