

dmi 

ANNUAL REPORT

APRIL 2020 - MARCH 2021





CONTENTS

A letter from our CEO	4
Our vision	6
Our methodology	7
2020-2021 projects	8-9
Test	10-19
SUNRISE	10-13
Enfance	14-15
Family Planning RCT	16-7
ASTUTE	18-19
Scale	20-32
WISH2ACTION	20-23
COVID-19	24-25
Linda Afya	26
Jitazame Afya	27
Saving Lives Burkina Faso	28-29
Scaling Up Lives Saved in Mozambique	30-31
Zaka	32
Partnerships	33-35
EGPAF	33
TB Reach	34-35
This year by numbers	36-37
Reach	36
Finance	37

A LETTER FROM OUR CEO

April 2021

Dear colleagues and partners,

When I introduced our last report in April 2020, the impact of the COVID-19 pandemic was just beginning to unfold. Although we had no idea how bad things would get in Africa, we did know that some of the last institutions to collapse in a crisis are radio and television stations. Though our own movements were severely restricted in most countries, technology allowed us to keep feeding material to our partner stations, and every one of them kept broadcasting. A survey we commissioned in Burkina Faso showed an extraordinary 81% of women cited radio as their primary source of information about COVID-19 (followed by friends at 6% and health facility staff at 3%). Our role was clear: to get on air quickly in the nine countries where we were already active. We are hugely grateful to those funders who helped us to create a Rapid Response Fund, allowing resources to flow wherever the need was greatest.

We were conscious that during the Ebola epidemic of 2014-16 in West Africa, more children died from the under-use of health services than from Ebola itself. So the second phase of our response aimed to help people maintain their health despite the barriers created by the pandemic. It focused on familiar subjects: encouraging parents to seek treatment when their children showed signs of serious illness, promoting family planning, advising on nutrition and early childhood development. As I write we're in a third phase, promoting vaccine uptake in countries where – even though supply remains limited – rumours and conspiracies are rife.

Despite COVID-19, this was the most operationally intense year in DMI's history. We ran 26 simultaneous campaigns across nine countries. We launched the results of our second cluster randomised trial and began work on a third. And we took advantage of the expansion of new media across Africa to supplement our radio and TV broadcasts with new ways of reaching people.

Of all our achievements, I am most proud of the way our staff have stepped up to the challenge and adapted to new working conditions. They, like our partners and funders, have remained committed to our mission - to deliver high impact, cost effective behaviour change campaigns that improve health and save lives. Thank you all.

Roy



Vision: A world where people have the knowledge and motivation to lead healthier lives.

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.

Approach: We use storytelling to motivate change. We use science to test the impact of our interventions, scaling up those with the greatest impact. We partner with governments, broadcasters, creative producers, academics, and highly effective NGOs to multiply and leverage the impact of our work.

SATURATION

Intensity is key to any commercial advertising strategy, but it has been an underrated element of public health campaigning. Our evidence indicates there is a strong correlation between broadcast frequency, campaign duration and the impact of the messages. For each radio campaign, we broadcast our 60-second spots 6-10 times a day, each in multiple languages and broadcasting up to 365 days per year. We also ensure that we are using stations with the greatest possible audience reach.

SCIENCE

We rely on scientific research to ensure we target the most important behaviours. We conduct in-depth formative research to understand the barriers to behaviour change amongst our target audience. We use modelling to estimate the impact of messages, allocating airtime accordingly. We test messages before and after broadcast to iterate and improve them. We evaluate the impact of our campaigns as robustly as possible, using randomised controlled trials or quasi-experimental designs where possible.

STORIES

The human brain responds to emotion more strongly than it responds to simple information. Drama utilises emotion to influence behaviours and decisions. We broadcast stories that reflect the lives of our audiences. We embed key messages at the moment of greatest emotional drama, so that audiences remember these messages as the most powerful takeaway. All of our content is performed in local languages, by local actors and pre-tested with our target groups, ensuring that our messages resonate.

2020-2021 PROJECTS

Women's Integrated Sexual Health (Lot) 2 Access, Choice, Together, Innovation and Ownership, Now (WISH2ACTION)

Ethiopia, Madagascar, Malawi, Mozambique, Tanzania, Uganda and Zambia

Family planning TV, radio and mobile video campaign conducted by DMI as part of the WISH2ACTION consortium, led by the International Planned Parenthood Federation (IPPF) and funded by FCDO

COVID-19 Rapid Response Fund

Burkina Faso, Côte d'Ivoire, Ethiopia, Madagascar, Malawi, Mozambique, Tanzania, Uganda and Zambia

A response to the need for coordinated and effective information and behaviour change messaging on COVID-19 with funding from various donors

Addressing Stunting in Tanzania Early (ASTUTE)

Tanzania

Maternal and child nutrition and early childhood development (ECD) TV and radio campaign funded by FCDO, with DMI acting as part of a consortium led by IMA World Health

Enfance

Côte d'Ivoire

ECD radio and mobile video campaign funded by Grand Challenges Canada (GCC), the Saul Foundation and funders of the Transforming Education in Cocoa Communities (TRECC) initiative (the Jacobs Foundation, the UBS Optimus Foundation and the Bernard Van Leer Foundation)

Intensaúde

Mozambique

Child health radio campaign funded by Unorthodox Philanthropy, the Swiss Development Cooperation, Fondation Botnar, GiveWell, Founders Pledge and the Mulago Foundation

Scaling Up Lives Saved in Mozambique

Mozambique

An extension of the Intensaúde child health radio campaign funded by The Light Foundation.

Linda Afya

Tanzania

Staying healthy in the time of COVID-19 radio campaign funded by UNICEF

Jitazame Afya

Tanzania

COVID-19, ECD and child health radio and TV campaign in partnership with the Elizabeth Glazer Pediatric Aids Foundation (EGPAF), funded by the Hilton Foundation

Malezi II

Tanzania

ECD radio and mobile video campaign in partnership with the Elizabeth Glazer Pediatric Aids Foundation (EGPAF), funded by the Hilton Foundation

Saving Lives Burkina Faso

Burkina Faso

Child health radio campaign funded by The Light Foundation

Shield

Burkina Faso

COVID-19 national radio campaign, funded by The Skoll Foundation and extended by an individual philanthropist

Scaling Up Nurturing care, a Radio Intervention to Stimulate Early childhood development (SUNRISE)

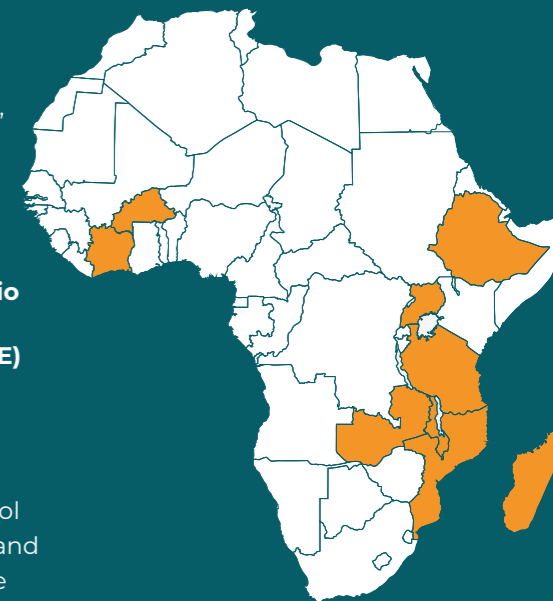
Burkina Faso

A trial testing the impact of mass media on ECD outcomes in partnership with the London School of Hygiene and Tropical Medicine and funded by Wellcome Trust and The Light Foundation

TB Reach

Mozambique

Tuberculosis radio campaign funded by Stop TB Partnership



Zaka

Burkina Faso

Family planning radio campaign funded by an individual philanthropist

IS MASS MEDIA THE ANSWER TO IMPROVING EARLY CHILDHOOD DEVELOPMENT AT SCALE?

AN EARLY CHILDHOOD DEVELOPMENT RCT

DMI is conducting the first ever randomised controlled trial (RCT) on the effects of mass media on early childhood development (ECD), in partnership with the London School of Hygiene and Tropical Medicine (LSHTM) and University College London (UCL). The five-year Scaling Up Nurturing care, a Radio Intervention to Stimulate Early child development (SUNRISE) trial takes place in Burkina Faso and is funded by Wellcome and The Light Foundation.



A still from our ECD series in Tanzania

THE IMPORTANCE OF 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 and middle-income countries. Children who perform poorly in school often have low incomes as adults, marry early and have a large number of children. They may be less able to provide health care, nutrition, and stimulation for their own children, which can create a cycle of disadvantage ([Unicef](#)).

Intervening in the first three years of life is the most cost-effective way to help children develop to their full potential. Effective stimulation during this period e.g. playing, talking, singing, and positive discipline, encourages cognitive and social development, in keeping with Sustainable Development Goal 4.2 which states that by 2030 countries should 'ensure that all girls and boys have access to quality ECD'.

COLLABORATING WITH EXPERTS

WHY MASS MEDIA?

Despite the positive impact of early stimulation, there are few tested models for taking early childhood interventions to scale ([Lancet, 2015](#)). Most proof-of-principle trials have tested labour-intensive, face-to-face interventions that are challenging to deliver at national level. Mass media is a promising approach for nurturing care interventions and can have a cost-effective impact, as demonstrated by DMI's RCT of a radio campaign targeting child survival in rural Burkina Faso. Unlike face-to-face interventions, mass media can deliver accurate and appropriate messages directly to millions of people, several times a day. Radio campaigns can reach a variety of caregivers and stakeholders in the community and so have the potential to shift social norms and create an enabling environment for behaviour change.



SUNRISE

The five year trial, which began in January 2021, is informed by the evidence and lessons learned from three previous studies that have been conducted by DMI and our partners on this project:

1. DMI's Wellcome-funded radio campaign trial in Burkina Faso, which had a dramatic impact on parental behaviours ([Murray et al., 2018](#))
2. A Dubai Cares-funded study conducted by DMI in Burkina Faso ([Hollowell et al., 2019](#)). The study generated invaluable insights into patterns of childcare and parenting practices and beliefs in Burkina Faso that DMI will use to develop powerful, culturally appropriate messages in Burkina Faso.
3. The SPRING trials in India and Pakistan testing delivery at scale of the home visits approach to promoting nurturing care (publication pending, also funded by Wellcome).

The campaign will promote nurturing care behaviours in the first three years of life, particularly responsive parenting and providing opportunities for early learning. 70 radio spots and 100 long format shows will be written from message briefs on five themes: Communication & Language; Play; Love & Affection; Encouragement & Discipline; Core Behaviours.

SUNRISE



STUDY DESIGN

15 clusters each centred around a local FM radio station will be included in the study. A baseline survey will measure levels of radio listenership, parenting practices and ECD outcomes in each cluster. Eight clusters will then be randomly allocated to the intervention group where DMI's radio campaign will be broadcast, and seven clusters to the control group which will not receive the campaign. We will assess parenting practices and the development of 125 newborns recruited in each cluster, throughout the three-year campaign. The primary outcome measure of ECD will be assessed using the Global Scale for Early Development (GSED).

The 36-month radio campaign will reach approximately 3.5 million people during the trial (around 18.3% of the 19.1 million population) and can be expanded throughout Burkina Faso if the results are positive.



REACHING OUT FOR CHILD DEVELOPMENT

In 2020, we launched an innovative early childhood development (ECD) campaign using mass media and mobile technology. The campaign, Enfance (*childhood*), aimed to improve parenting behaviours in the cocoa-growing regions of Côte d'Ivoire where many cocoa farming families live in work camps. In these isolated areas, children lack access to childcare and early learning opportunities, with adverse consequences for their development.

The majority of our target population (caregivers of children aged 0-24 months) do not have access to television and the internet, but radio listenership is high, so we broadcast on the most popular community radio stations. To reach people who may not have access to radios, we tested our 'mobile video' approach, which we pioneered in Burkina Faso. We worked with local midwives to distribute [short videos](#) to caregivers, which could then easily be shared with peers via Bluetooth.

RESULTS

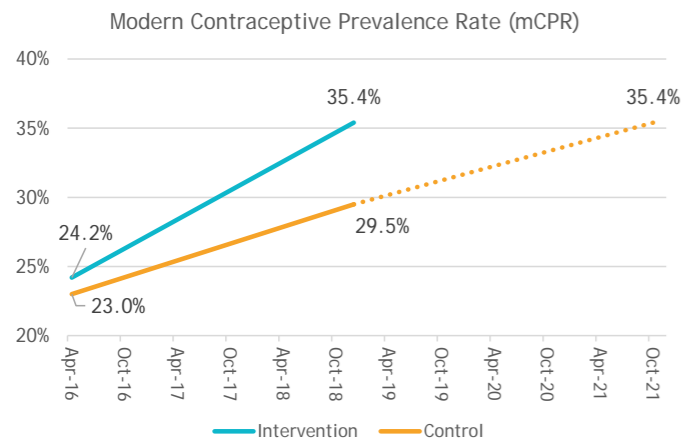
The Enfance radio campaign reached an estimated 1,963,185 people. A qualitative evaluation of the radio campaign was conducted to understand how the target audience were exposed to the campaign messages, and whether exposure to these messages influenced their knowledge, intentions, attitudes, and behaviours related to exclusive breastfeeding and complementary feeding. A total of 67 semi-structured interviews and 30 focus groups were conducted. As expected, the radio messages had reached a large proportion of the people surveyed. Interestingly, we found that community members such as village chiefs, religious leaders and community health workers, also played a vital role in further diffusion and amplification of the campaign messages.

We are evaluating the mobile video intervention using a randomised controlled trial (RCT) conducted by Innovations for Poverty Action (IPA) and the Paris School of Economics. From December 2020 to January 2021, 91 midwives trained by DMI distributed 1,000 SD cards to households within the 100 treatment group villages. Preliminary results from this trial are impressive and we are looking forward to finalising and publishing them in the coming months.

TEST: FAMILY PLANNING RCT

Increase in
mCPR in
intervention
zones of
20%

The rate
of mCPR
increase
approximately
DOUBLED



OUR SECOND GROUND-BREAKING TRIAL

In 2015 DMI launched a second randomised controlled trial in Burkina Faso, in partnership with J-PAL and IPA, to test whether mass media could increase the uptake of modern contraceptives. Throughout the campaign we broadcast radio spots, in line with our Saturation+ methodology, and interactive radio programmes which encouraged listeners to engage with health experts live on the radio.

This year, results from the trial were [published](#) showing that our radio campaign doubled the modern contraceptive prevalence rate (mCPR), while impacting knowledge and attitudes surrounding family planning. We estimate the nationwide campaign scale-up led to 225,000 additional women using modern contraception, at a cost of only US\$7.7 per additional user.



A Burkinabé woman showing the contraceptive implant in her arm



STUNTING AND ECD IN TANZANIA

In 2020 we finished our radio and TV campaign on stunting in Tanzania. The intervention, part of FCDO's Addressing Stunting in Tanzania Early (ASTUTE) project, encouraged caregivers to engage in early childhood development (ECD) behaviours with a focus on nutrition.

We surveyed over 21,000 men and women with children under two years old at three points throughout the campaign and found that 60% of women and 70% of men had been exposed to our messaging. Of those who were exposed to the campaign, we found significant improvements across multiple behavioural indicators, including breastfeeding, maternal nutrition, and ECD.

TEST: ASTUTE

RESULTS

Indicators measured	Impact	p-value
Child exclusively breastfed	Increase from 79% to 92% (13 percentage points)	<0.001
Mother ate more types of food during last pregnancy	Increase from 7% to 20% (13 percentage points)	<0.001
Partner helped with chores frequently during pregnancy	Increase from 41% to 50% (9 percentage points)	<0.001
Mother's engagement with young child's learning	Increase from 62% to 79% (17 percentage points)	<0.001

“What made me start helping my wife is because of the information I heard from the radio. [The] children I had before I had this information were not in good health, but when I started to help I also saw the health of my children getting better. It is because in the past I did not have this information.”

A father, Tanzania

“In the past I would sell all the eggs so that I could have money to buy salt, but now even if I sell, I leave some for my children. I learnt that from a radio spot, I thank God my child's weight has at last increased.”

A mother, Tanzania

IMPROVING SEXUAL HEALTH IN SEVEN COUNTRIES

Since 2018, DMI has been part of the FCDO's £200 million family planning programme, spanning 27 countries – Women's Integrated Sexual Health (WISH). The programme's integrated and holistic sexual health care provision empowers women and girls to make crucial life decisions with confidence.

We have been working in a consortium led by the International Planned Parenthood Federation, alongside Marie Stopes International, Options, Humanity and Inclusion, and the International Rescue Committee. Our engaging multimedia campaigns have reached approximately 114 million women, men, and youth through multi-layered distribution channels, directing them to appropriate sexual and reproductive health (SRH) services in Ethiopia, Madagascar, Malawi, Mozambique, Tanzania, Uganda, and Zambia.

OUTPUTS

114 M

people reached

1,213

radio spots produced

344

videos produced

100

radio stations broadcast

3,750

audio cards created and shared

1,000

video cards created and shared

PRODUCTION

Our in depth desk research, combined with the our consortium partners' knowledge of the local context of family planning, helped us to identify key campaign messages about:

- Birth spacing
- Delayed first pregnancy
- Myths around contraceptive methods
- Stigma around young people accessing SRH services
- The role of men

We have built these messages into radio spots and partnered with award-winning animation and production studios across Africa, to develop a popular 10-part animation drama series, [Temzu Town](#), which follows the lives of a teenage couple as they navigate myths and stigmas surrounding SRH; an innovative six-episode live action series, [Kinyozi](#), which focuses on the often-overlooked role of men in family planning; and [two animated series](#) explaining different contraceptive methods.

A still from our family planning animated series, Temzu Town

SCALE: WISH2ACTION

DISTRIBUTION

For the WISH2ACTION programme, we complemented our radio and TV with social media campaigning and in-person communication to reach new audiences.

SOCIAL MEDIA REACHING LARGER AUDIENCES

Facebook has allowed us to increase the reach of our videos in a cost-effective way. In Q1 2021, our films were watched almost 7 million times. The instant feedback we receive from social media allows us to identify trends and deepen our knowledge on attitudes and myths, to inform future programme design.

'POVERTY PIVOT TOOLS' REACHING HOUSEHOLDS IN EXTREME POVERTY

To reach individuals living in extreme poverty in Uganda and Zambia, we produced audio and video cards in local languages which were distributed amongst community health workers and volunteers to support their work in engaging people when discussing SRH options.

MEMORY CARDS TO REACH THOSE WITHOUT INTERNET ACCESS

Distributing material via memory cards to youth clubs and community health workers allowed greater reach to those without internet access. Both health workers and youth club members commented that the distribution of the cards was effective in ensuring that the youth, men and women in the communities get accurate SRH information and know where they can access these services.

“I am disabled and everybody thinks that as I am, I can't have sex. I don't see why people should think I don't have feelings. When I watched the videos, as much as they were educating people that we equally need contraceptives, they also made me think that I don't really have to care about what people think. Just like the nurse in the video, there are still some good people who can understand us and help as accordingly without judging us. And that's what exactly happened. I went to the hospital and was kindly assisted. I even exchanged numbers with the nurse, now I ask him any question I have”

Litnet Damiano,
a user of DMI's WISH2ACTION
memory cards in Malawi



SCALE: WISH2ACTION

COVID-19

The coronavirus outbreak has threatened to significantly disrupt critical health services such as women's access to quality SRH care. In the seven WISH2ACTION countries, DMI was quick to adapt and address this disruption by broadcasting essential messaging across an increased number of radio stations, and producing material to compliment COVID-19 guidelines.

9 COUNTRIES
52 LANGUAGES
40M PEOPLE REACHED

COVID-19 RAPID RESPONSE FUND (RRF)

In April 2020 we invited funders to contribute to a Rapid Response Fund, to provide flexible financial backing for us to quickly design campaign content and distribution plans that responded to the emerging needs and contexts of each country. With this fund, we produced 53 radio spots, [two animations and two live action films](#) containing locally relevant information about COVID-19. We continue to broadcast these messages which promote good hygiene practices, mask wearing and physical distancing across 9 countries.

SHIELD: COVID-19 RESPONSE IN BURKINA FASO

Burkina Faso was [the first African country to record a COVID-19 death](#) following the virus outbreak in sub-Saharan Africa in early 2020. DMI set out to support the government's pandemic response by launching a national mass media campaign, sharing information about the virus and promoting key COVID-19 related behaviours. We were able to get on air across the country very quickly due to our strong relationships with the Burkinabé Government and our large network of media broadcasters.

RESEARCH

We worked with Innovations for Poverty Action (IPA) in Burkina Faso to conduct a mobile phone survey with previous survey participants of our family planning RCT to evaluate the impact of our radio messaging on knowledge, attitudes and practices around COVID-19 and its effect on people's lives. Preliminary results of this survey found that 81% of women cited radio as their primary source of information about COVID-19, followed by friends or acquaintances at 6% and health facility staff at just 3%.

OUTPUTS

Our [physical distancing animation](#) was positively received and viewed over 6 million times on the Burkina Faso Ministry of Health's Facebook page (by July 2020). We conducted a thematic analysis of 1,577 Facebook comments left on the animation to gain further insight into people's perceptions of the virus and attitudes to social distancing in Burkina Faso.



A still from our physical distancing animation

SCALE: LINDA AFYA

COVID-19 IN TANZANIA

The indirect impact of the COVID-19 pandemic on routine primary healthcare poses a high threat to people living in resource-poor settings such as rural Tanzania. Fear of exposure to the virus, miscommunication about service accessibility and misconceptions about COVID-19 has steered many away from seeking treatment for other health related issues.

TREATMENT SEEKING IN A PANDEMIC CONTEXT

We are working with UNICEF to deliver an 11-month nationwide radio campaign in Tanzania with messaging aimed at improving people's general health and wellbeing during the COVID-19 pandemic. Linda Afya (Protect Health) will include messaging about treatment-seeking for essential services, gender-based violence, child protection, psychosocial support and vaccinations.

In line with DMI's Saturation+ methodology, these radio spots will broadcast 6-10 times per day on 37 stations. We will also produce a radio call-in programme which will be aired twice a week for three weeks.



SCALE: JITAZAME AFYA

CHILD HEALTH AND DEVELOPMENT DURING COVID-19

In Tabora and the Lake Zone regions of Tanzania, EGPAF has provided funding to deliver a mass media campaign on early childhood development and maternal and child nutrition and health within the context of the COVID-19 pandemic.

For Jitazame Afya (Take Care of Yourself), we will not only produce new audio outputs with messaging about postnatal child health visits, vaccinations, blood donations, and family hygiene measures during COVID-19, but we are also reviewing radio and TV spots from our archives, and revising scripts for the COVID-19 context.

SCALE: SAVING LIVES BURKINA FASO

TREATMENT SEEKING IN BURKINA FASO

From 2011-2015, we conducted a randomised controlled trial (RCT) which demonstrated that mass media campaigns can increase life-saving treatment-seeking behaviours for children with symptoms of malaria, pneumonia or diarrhoea. In the first year of our campaign, we witnessed impressive increases across all target behaviours in the intervention zones compared to controls.

Modelling suggested that a national scale-up of the tested radio campaign would save an estimated 3,700 lives and would be highly cost-effective, with each life saved costing \$523.

Saving Lives Burkina Faso is a two year campaign funded by GiveWell, The Light Foundation and individual donors. We are broadcasting radio spots in the 10 most widely spoken languages in Burkina Faso while also working with our radio station partners to create and broadcast interactive phone-in shows two hours per night, six nights per month.

We are conducting large-scale baseline and endline surveys to gather data on people's knowledge, attitudes and behaviours related to child survival and maternal health. Results will be published in 2022.

2011-2015 CHILD SURVIVAL RCT RESULTS

During the first year of our child survival RCT we saw the following increases in intervention zones compared to controls:

56%
increase in
malaria
consultations
($p < 0.001$)

39%
increase in
pneumonia
consultations
($p < 0.001$)

73%
increase in
diarrhoea
consultations
($p < 0.001$)

3,000
Lives saved over
3-year campaign

SCALE: SAVING LIVES BURKINA FASO

MYTH BUSTING MESSAGES

Komondi Bandiba visited one of our radio station partners to tell the story of how hearing our child survival campaign helped to improve the lives of himself and his family.

After losing her child during pregnancy, Komondi's wife became unwell. Komondi believed bad spells had been cast on him and his family and so he visited several witch doctors and traditional healers to help heal his family, but to no avail. Then one day, Komondi heard DMI's phone-in show where the hosts were discussing maternal and child health and particularly the warning signs of malaria. Komondi recognised the symptoms and encouraged his wife to seek treatment.

Komondi attributes the now thriving health of his family to having heard our messaging on the radio.



SCALE: SCALING UP LIVES SAVED IN MOZAMBIQUE

A CHILD SURVIVAL RADIO CAMPAIGN

Mozambique has one of the highest child mortality rates in the world, with the UN estimating that over 80,000 children died before their fifth birthday in 2019. Malaria, pneumonia, and diarrhoea are responsible for over half of these deaths, with 42% attributed to malaria, 6% to pneumonia and 6% to diarrhoeal disease ([Sitoe et al., 2018](#)).

Modelling from our child survival randomised controlled trial (RCT) indicated that a national scale up of our child survival radio campaign in Mozambique could save thousands of lives of children under-5 by encouraging their parents to recognise the symptoms of malaria, pneumonia, and diarrhoea and to seek treatment at a health facility. Intensaúde, our preceding child survival campaign in Mozambique set out to achieve just that. Scaling Up Lives Saved in Mozambique is a two year extension of that campaign, integrating key learnings from Intensaúde to ensure greater reach and impact.

In an endline survey carried out for the Intensaúde campaign, we found that overall exposure to the campaign was high with 72.7% of radio listeners having heard Intensaúde spots. The data showed that those who were exposed to the campaign were 12.1 percentage points more likely to seek treatment for a child with fever within 24 hours than those who did not hear our spots. Overall, using the Lives Saved Tool (LiST), we estimate that 4,000 under-5 lives were saved as a direct result of the campaign.

INTENSAÚDE RESULTS

72.8%

of radio listeners heard Intensaúde spots

12.1 pp

People exposed to the campaign were 12.1 percentage points more likely to seek treatment within 24 hrs than those not exposed

4,000

Lives saved over 2-year campaign



“I didn’t use mosquito nets, but because of the radio I now know that I should to prevent malaria.”

Madalena Lucas, Mozambique

Madalena Lucas was given a mosquito net at her first ante-natal consultation, but without understanding the importance of the net, she stored it away. After hearing an Intensaúde spot on the radio addressing the importance of mosquito nets for pregnant women, Madalena hung up her net. Now 18 years old, Madalena feels a responsible and grateful mother, as her baby has never been diagnosed with malaria.

SCALE: ZAKA

FAMILY PLANNING IN BURKINA FASO

From 2015-2018, we conducted a randomised controlled trial (RCT) to demonstrate that mass media campaigns can change family planning behaviours and increase modern contraceptive uptake. Modelling suggests that a national family planning radio campaign in Burkina Faso would lead to an additional 225,000 women using modern contraception – at a cost of \$7.70 USD per woman. This is what we set out to achieve.

Zaka, which means ‘family’ or ‘home’ is a national family planning radio campaign, designed to cost-effectively increase modern contraceptive uptake and improve family planning outcomes in Burkina Faso. This campaign will help the Burkinabé government meet ambitious family planning targets and accelerate modern contraceptive uptake by encouraging an estimated additional 225,000 women to start using modern contraception.



A health worker demonstrating modern contraceptives to women in Burkina Faso

PARTNERSHIPS: EGPAF

MALEZI II

The Malezi II project in partnership with the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) ended in December 2020 having reached an estimated 1.2 million people. EGPAF is an internationally recognized leader in the fight against paediatric AIDS, advocating globally to bring change to the lives of children, women, and families. The project, a mixed media campaign using radio and mobile videos, focused on improving early childhood development (ECD) in the Tabora region of Tanzania.

We produced 37 radio spots which were broadcast on two stations and Radio Free Africa, a national station. These were complemented by five short films which were preloaded on 10” tablets and 1,500 memory cards, and given to 307 community health workers (CHWs) to use and to distribute during community visits and at home. CHWs were trained on how to conduct ECD video counselling and sharing techniques.

Feedback focus groups showed that around 66% of participants had heard the spots from the campaign and participants said the videos had motivated them to play with their children. Feedback suggested the videos increased viewers’ awareness on how to interact with children by seeing it in action. The videos motivated caregivers, especially fathers, to set aside time to play with their children and make toys using home materials as shown in the videos.

PARTNERSHIPS: TB REACH

FIGHTING TUBERCULOSIS IN ZAMBEZIA

We are currently conducting the first ever mass media project funded by the Stop TB Partnership. Stop TB Partnership (Stop TB) awards grants to grass-roots innovators who intend to transform TB case finding, diagnostics, and care. The project is being delivered in Mozambique, a country where 22,000 people die of tuberculosis (TB) each year due to delays in getting tested and receiving treatment. Our radio campaign aims to improve awareness of symptoms, encourage testing, promote treatment adherence, and address myths and stigma surrounding the disease.

The campaign consists of 12 x 60 second radio spots in three languages, which went on air on Radio Mozambique's regional antenna as well as several community radio stations in the province of Zambezia in September 2020. The spots will be on air until June 2021 and will reach an estimated 2.5 million people.

The research agency, CEPISA (Centro de Pesquisa em Populacao e Saude), conducted a process evaluation of the campaign. The study found that the radio campaign was known to many people who were accessing TB services and had contributed to increasing their knowledge of TB and motivation to seek testing and treatment. Many participants had also shared the campaign's messages among their family and social circles. An external review will be published after the project finishes.

"THROUGH THE MESSAGES ON THE RADIO, I GAINED COURAGE"

Henriques Alfonso lives in Gile, Zambezia, with his wife and seven children. In 2020, Henriques fell ill with tuberculosis.

"I started listening to radio messages which talked about exactly what I was going through. I still do not forget the message that they transmitted: 'Tuberculosis is curable, if you have a cough for more than two weeks go to the hospital'.

I confess that I was afraid at the time because I saw many suffering from the disease, and because I did not believe in the efficiency of hospital treatment. But through the messages broadcast on the radio, I gained courage."



"The radio enhanced my knowledge in order to face the disease as something that can be solved. I was afraid of tuberculosis, but the radio messages gave me courage. Today I feel better and nobody knows that I have ever been sick."
Henriques Alfonso, Zambezia

THIS YEAR BY NUMBERS: REACH

81

LANGUAGES ACROSS
9 COUNTRIES

789

RADIO AND TV
SPOTS BROADCAST

141M

PEOPLE REACHED



11,728

DMI VIDEO, AUDIO
AND MEMORY CARDS
DISTRIBUTED

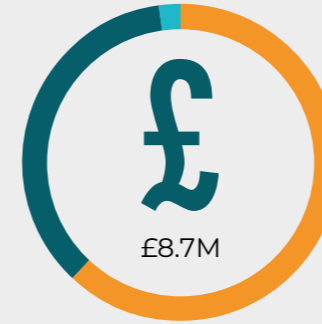
15M

VIDEO VIEWS ON
SOCIAL MEDIA

412

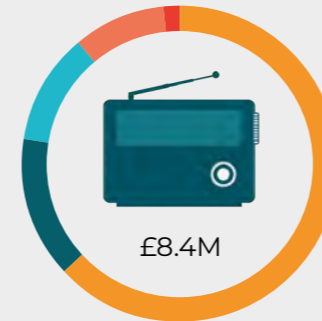
RADIO STATIONS
BROADCASTING DMI
MATERIAL

INCOME BY FUNDER TYPE



- Governments/bilaterals (62%)
- Trusts & foundations (36%)
- Philanthropic individuals (2%)

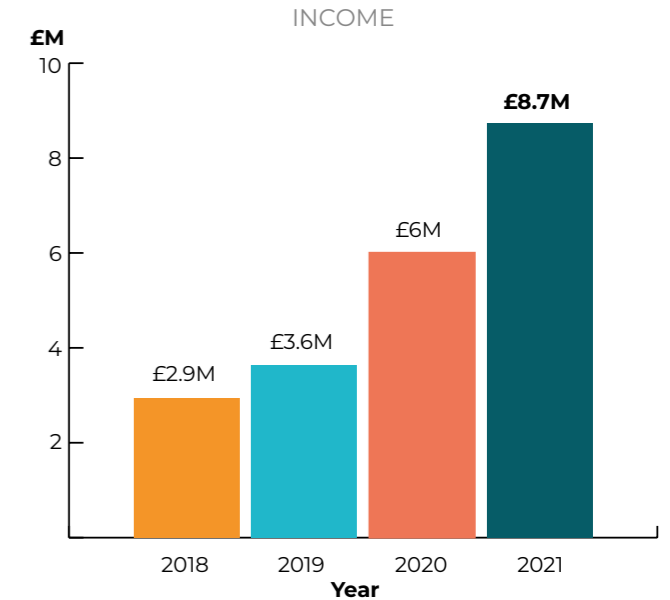
EXPENDITURE BY PROJECT THEME



- Family planning (£5.3M)
- Child survival (£1.2M)
- COVID-19 (£0.95M)
- Early childhood development (£0.8M)
- Tuberculosis (£0.13M)

THIS YEAR BY NUMBERS: FINANCE

April 2020 to March 2021 was our busiest financial year on record: we ran 26 simultaneous *Saturation+* campaigns in nine countries across sub-Saharan Africa, working on radio in all of them and television and social media in six, resulting in our highest income to date.



All financial figures for financial year April 2020 - March 2021 are draft as the accounts have not been finalised.

THANK YOU TO ALL THE FUNDERS OF OUR 2020-2021 CAMPAIGNS



Development Media International, Unit R, Reliance Wharf, Hertford Road, London, N1 5EW, UK
 Development Media International Associates CIC, Community Interest Company no. 6069322

KEEP IN TOUCH



@followdmi



DMI YouTube



DMI LinkedIn



+44 20 3058 1630



www.developmentmedia.net



info@developmentmedia.net