

CHANGING PERCEPTION

ONE SHOW AT A TIME - WORLDWIDE



Even as climate change, ecological degradation, and other civilizational challenges gain momentum, standard United Nation projections show human population increasing to 9.7 billion by 2050 — and nearly 11 billion by 2100. But if we prioritize strong action now, the world's population could peak at less than 9 billion by the mid-2050s. Actions taken today will help determine what tomorrow looks like.



GOOD NEWS WE ALREADY KNOW WHAT WILL CREATE SUCCESS.

- Increasing female education
- Spreading information about the safety and efficacy of family planning
- Challenging social norms around contraception, ideal family size, and a woman's place in society

But these are extremely sensitive topics — everywhere.



USING ENTERTAINMENT TO SLOW POPULATION GROWTH

Population Media Center (PMC) shows are specifically designed to **share transformational information** and challenge entrenched social norms **on sensitive topics**.

WE MEET PEOPLE WHERE THEY ARE

- Establish highly qualified in-country creative teams
- Create fictional landscapes similar to the real world of the audience
- Incorporate challenges, issues, and characters audiences identify with

EMPLOY ROLE MODELS

- Harness behavior theory (Social Learning, Social Cognitive, Stages of Change) to offer listeners a pathway to change
- Use multiple character types (transitional, positive, and negative) to illustrate the likely positive and negative impacts of individual choices

REACH LARGE AUDIENCES AND CREATE CHANGE

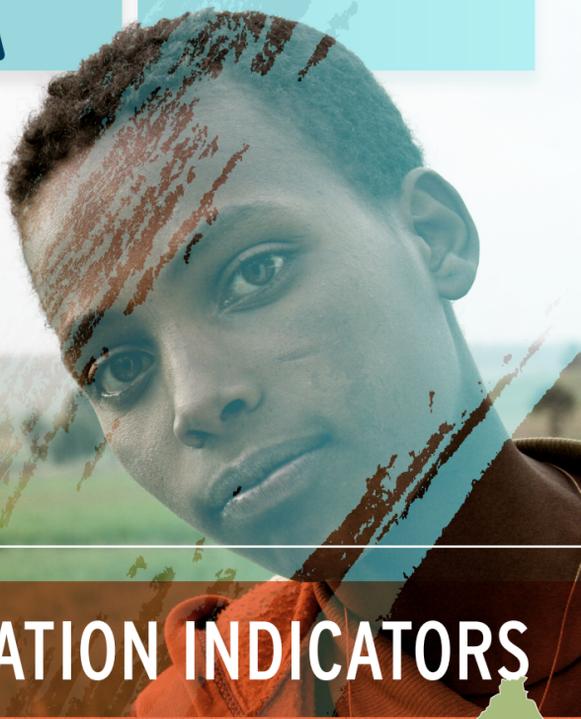
- Broadcast in the local language on the most popular entertainment medium
- Keep people coming back with cliffhangers, plot twists, and interwoven storylines
- Create an entertainment universe that fosters passionate digital and in-person discussion with peers, and ongoing immersion in the possibilities of positive behavior change



Human population may increase to

9.7 billion

by 2050 and nearly 11 billion by 2100



IMPACTING KEY POPULATION INDICATORS

Umurage Urukwiye ("Rwanda's Brighter Future"): Rwanda

IDEAL FAMILY SIZE

Listeners were 1.5 times more likely than non-listeners to desire **three or fewer children**, as opposed to four or more

CONTRACEPTIVE USE

Listeners were 2 times more likely than non-listeners to say that they **use condoms always or sometimes** as opposed to never



\$0.94

Program cost of \$0.94 to reach each loyal listener



Pambazuko ("New Dawn"): Democratic Republic of the Congo

IDEAL FAMILY SIZE

Listeners were 1.8 times more likely than non-listeners to say that their ideal family size is **three children or fewer**

FAMILY PLANNING

Listeners were 2.4 times more likely than non-listeners to say that they generally **approve of family planning**

PMC's entertaining shows help create positive behavior change around the world. Our characters illustrate the benefits of smaller families, including improved health outcomes for mothers and children and improved ecological well-being for the planet.

