

# 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

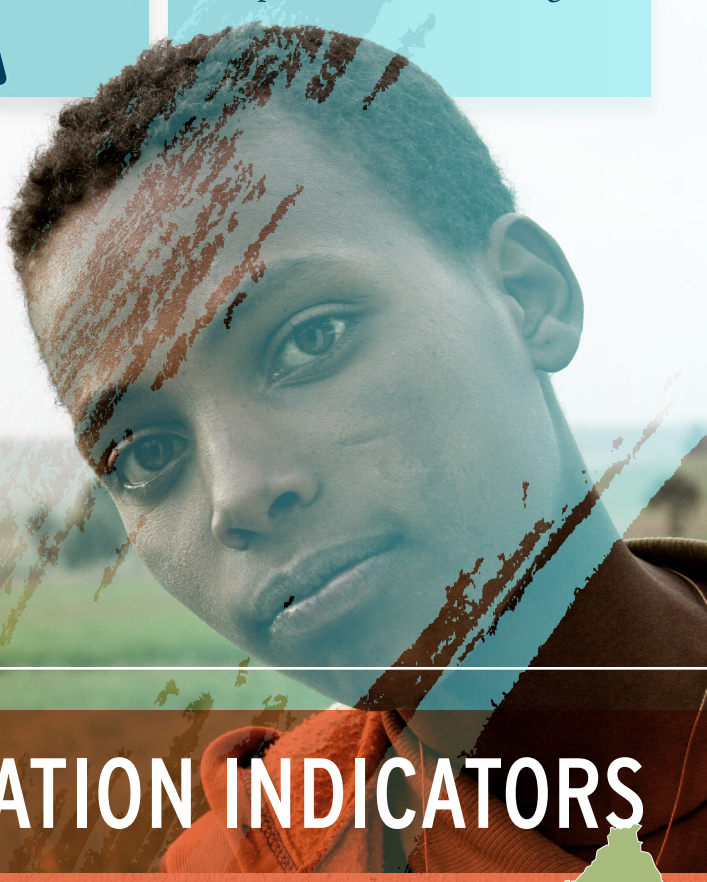
- ◉ Broadcast in the local language on the most popular entertainment medium
- ◉ Keep people coming back with cliffhangers, plot twists, and interwoven storylines
- ◉ Create an entertainment universe that fosters passionate digital and in-person discussion with peers, and ongoing immersion in the possibilities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



# \$2.86

Program cost of \$2.86 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.

