

COMMUNICATION ON ENGAGEMENT

Period covered by this Communication on Engagement: January 2017-December 2018

I. STATEMENT OF CONTINUED SUPPORT

January 11, 2019

To our stakeholders,

I am pleased to present Population Media Center's Communication on Engagement with the United Nations Global Compact. By way of this letter, Population Media Center (PMC) also reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment, and Anti-Corruption.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its principles. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Best wishes,



William N. Ryerson
President

II. DESCRIPTION OF ACTIONS

Population Media Center (PMC) is a U.S. 501(c)(3) organization with 20 years of field experience in social behavior change communications (SBCC). We use entertainment-education and mass media to promote social and cultural change by addressing the interconnected issues of the full rights of women and girls, population, and the environment. We aim to empower people to live healthier and more prosperous lives and to stabilize global population at a level at which people can live sustainably with the world's renewable resources.

From January 2017-December 2018, our mass media dramas have delivered on multiple Principles of the UN Global Compact, including:

Principle 1

Every program that Population Media Center (PMC) implements is designed to support and respect the protection of human rights. Critical to our SBCC approach, which successfully motivates individuals to take actions to improve their life and achieve their goals, every PMC program supports the **right to self-determination**.

In line with PMC's mission, every PMC program also addresses the **right to health (specifically reproductive health/family planning)** and **equal rights for women and girls**. In the past two years, PMC aired programs addressing such rights in the following countries:

- *Agashi 2* in Burundi aired nationally on eight radio stations.
- *Vivra Verra*, *Elembo*, and *Pambazuko* in Democratic Republic of the Congo were rebroadcast on the state-run national radio station RTNC.
 - *Pambazuko* also addressed the **right to and value of education**. The original *Pambazuko* broadcast, across 14 radio stations in eastern Congo, concluded in August 2017.
 - *Elembo* also addressed **rights of protection for the child, specifically prevention of child marriage and domestic violence**, and the **right to and value of education**.
- *Umurage* in Rwanda aired nationally on eight radio stations
- *Jangala* aired on 26 radio stations across 16 states of southern Nigeria, and *A Dade Ana Yi* aired on 25 radio stations across 17 states of northern Nigeria.
 - Both shows also addressed **rights of protection for the child, specifically prevention of child marriage, female genital mutilation, and domestic violence, and the right to and value of education**.
- *Toma mi Mano* in Guatemala is currently airing on 51 radio stations across all 22 departments of Guatemala.

- *Mai Sari Sunakhari (MSS)* and *Hilkor* broadcast in Nepal. *MSS* broadcast on Radio Nepal, Kantipur FM, and 40 stations nationwide through Ujyaalo 90 Network. *Hilkor* broadcast within the Maithili-speaking region of the country.
 - Both shows also addressed ***rights of protection for the child, specifically prevention of child marriage, and gender-based and domestic violence, and the right to and value of education.***

Principle 5

PMC's *Pambazuko* drama in Democratic Republic of the Congo addressed the issue of child labour and trafficking in Eastern provinces of the country. Our drama *Umurage* also addressed issues of child labour and trafficking nationally in Rwanda.

Principle 8

The following PMC programs addressed greater environmental responsibility:

- In Democratic Republic of the Congo, *Pambazuko* also began a re-broadcast at the end of 2018, in partnership with the Jane Goodall Institute in support of its Conservation Action Plan. The drama addressed wildlife conservation, reduction of harmful human behaviors and habitat encroachment, and bushmeat consumption.
- *Jangala* in southern Nigeria and *A Dade Ana Yi* in Northern Nigeria both addressed the issue of reforestation, and role modeled the role of communities in protecting their environmental spaces.

Actions Delivering on Multiple Principles

PMC implemented a completely revised Employee Handbook in 2018 which includes a detailed Conduct & Behavior policy, outlining a firm stance against, and a formal complaint and investigation procedure for, all forms of harassment, bullying, exploitation, child abuse, or any other unethical behavior. We also included similar policies in our Handbook for Field Offices. Both the PMC Employee Handbook and the Handbook for Field Offices meet responsibilities in the area of Human Rights (Principles 1 & 2); Labour (Principle 6); and Anti-Corruption (Principle 10).

III. MEASUREMENT OF OUTCOMES

PMC programs and our principle-based approach to doing business have supported widespread, positive shifts in knowledge, attitudes, and behaviors of audiences around the world. Following are select indicators to measure the outcome of PMC activities implemented in support of the UN Global Compact:

Globally

- PMC's revised Employee Handbook shared with full headquarters staff.

- PMC's revised Handbook for Field Offices shared with international staff in 10 active country offices around the world.
- We have continued to foster collaborative partnerships among private, civil sector and public organizations in 10 active country offices and through exploration of new countries for possible program implementation.

Burundi

Qualitative phone surveys for *Agashi II* in Burundi revealed how the drama increased issue awareness tied to **human rights**. Listeners shared:

- "This soap opera teaches us about the importance of family planning, good nutrition and education of children, and the use of Youth Friendly Health centers for sexually transmitted diseases." (April 2017)
- "The soap opera is very useful. If we take, for example, the woman who had fistulas who her husband had wanted to abandon, but who subsequently reconciled with her after she had been treated, it gives us some knowledge about this disease and the behaviors to adopt in such situations." (February 2017)

Democratic Republic of the Congo (DRC)

Evaluative surveys following the original *Pambazuko* broadcast revealed that an estimated 680,000 Congolese heard of the show and an estimated 350,000 Congolese regularly listened to the show, making the cost per regular *Pambazuko* listener \$2.86 USD. The show motivated shifts in attitude, knowledge, and behavior around key issues. For example:

- With regard to **human rights**, listeners were...
 - 1.6x more likely than non-listeners to say that the ideal age of marriage for a girl is 18 years and older.
 - 1.9x more likely than non-listeners to say that they strongly agree with the statement "Girls should have equal opportunity in education as boys."
 - 1.3x more likely than non-listeners to state that they strongly disagree with the statement "If a woman does not show physical resistance when she is being forced to have sex, you cannot call it a rape."
- With regard to **environmental responsibility**, listeners were 2.9x more likely than non-listeners to say "Yes" when asked, "Have you been involved in protecting animal species such as gorillas and other species in danger of extermination during the past year?"

Nepal

Clinic monitoring for both *MSS* and *Hilkor* positive shifts in listener knowledge, attitudes, and behaviors tied to **human rights**. For example:

- 11% of clients said they were motivated by *MSS* to get FP/RH services, and 18% of clients said they were motivated by *Hilkor* to get FP/RH services.

- Clients who listened to *MSS* were statistically more likely to “disapprove/ strongly disapprove” of child marriage than those that said they did not listen.
- When responding to the question “Have you taken any action to discourage child marriage?” results found that, 27% of listeners to *MSS* were significantly more likely than non-listeners (11%) to indicate “yes,” and listeners to *Hilkor* (59%) were significantly more likely than non-listeners (39%) to indicate “yes.”

Nigeria

Our endline survey for *A Dade Ana Yi* demonstrated results in the area of the **environment**. For example:

- More than one out of two listeners (55%) vs. 25% of non-listeners reported that they or their family have been involved in protecting the forest in their community during the past year.
- Listeners were 3.9x more likely than non-listeners to report that they or their family have talked to their neighbors about climate change during the past year

Rwanda

In Rwanda, our drama *Umurage* resonated with audiences and demonstrated results in the areas of **human rights** and **labour**. Clinic monitoring for the drama revealed that, of all new and returning clients interviewed:

- 20% were motivated by *Umurage* to get services, with 71% responding “yes” when asked if they listen to the radio drama *Umurage*.
- 84% were aware of child protection services.