BBC MEDIA ACTION



Advancing gender equality through media and communication

A PRACTICE AND LEARNING BRIEFING

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Introduction

This practice and learning briefing outlines BBC Media Action's learning on advancing gender equality in low-income and fragile countries through media and communication. It draws on recent BBC Media Action programme experience and research from across Asia, Africa and Eastern Europe.[1] It presents case studies* reflecting BBC Media Action's impact areas, and highlights key insights to inform future media programming. It is structured around the following sections (click to read more):

SECTION 1
Media for development: gender-transformative programming in key impact areas

SECTION 2
Media development: supporting more gender-responsive media ecosystems

SECTION 3
Key insights and lessons learned

Although gender equality and empowering women and girls is one of the UN's 17 Sustainable Development Goals,[2] women and girls continue to experience widespread disadvantages and discrimination. Restrictive gender norms often mean they cannot enjoy their rights, such as access to education and health services, reproductive and sexual health choices, freedom from violence, fair employment, control of assets, and a say in the decisions that affect them.[3]

As well as limitations imposed by external power systems, many women and girls internalise beliefs that lead them to undervalue their voices and limit their agency. Deeply-rooted structural, cultural and social norms around traditional gender roles are passed down through families, peers, education and communities, perpetuating inequality. Intersectional factors linked to race, ethnicity, disability and socio-economic status further compound this marginalisation.

Gender inequality has profound effects for individuals and society, affecting health and economic development.[4] However, efforts to advance equality are often perceived as a challenge to cultural traditions and power dynamics. Men may feel threatened by women's changing roles, with young men in some regions displaying particularly regressive views on gender issues.[5] These challenges are intensified in fragile contexts where resources are scarce,[6] and where conflict, displacement, and economic, health and climate shocks can curtail or even reverse progress.

Media and communication can have a critical role as a catalyst for change. They can redefine what is possible for women by clarifying their rights, igniting discussion and addressing norms that sustain inequality. But media ecosystems often reflect the societies they serve, circulating, validating and perpetuating harmful gender norms. In 2025 gender equality provision in media policies, self-regulation and legislation around the world remains weak. Recent global political developments mean that many media organisations may abandon gender equity language and goals, potentially slowing or even reversing progress for women and girls.

[1] While space prevents this briefing from referencing specific partners and funders for every project featured here, BBC Media Action gratefully acknowledges all of the many project partners and funders that make its work possible, impactful and effective.

[2] United Nations Department of Economic and Social Affairs (2015) Transforming our world: the 2030 Agenda for Sustainable Development. UN Resolution.

[3] *Nature* (2020) 'Get the Sustainable Development Goals back on track'. Editorial.

[4] Bandiera, O and Natraj, A (2013) *Does Gender Inequality Hinder Development and Economic Growth? Evidence and Policy Implications*. World Bank.

[5] BBC Media Action (2024) *How do gender norms affect digital use amongst young women from small towns in India?* Research summary.

[6] Reeves, RV and Ventnor, J (2014) 'Women and Social Mobility: Six Key Facts'. Brookings.

* Research details for the case studies and project examples cited in this document are on pages 35-36.

About BBC Media Action

BBC Media Action is the BBC's international charity. In a world of disinformation, distrust and division, we share the BBC's values, skills and experience to bring people together, and foster greater understanding and trust.

With our partners, we reach more than 90 million people in need around the world last year in more than 30 countries and 50 languages.

We work to provide impartial, impactful and trustworthy media to people in need so that they can make informed choices to transform their lives.

Since 1999 we have developed evidence-based approaches to using media and communication to advance gender equality, working from individual to systems levels. We deliver gender-transformative[7] content at scale, relating to key impact areas. We work with media partners and other stakeholders to build more gender-responsive media ecosystems by supporting organisational change to develop more inclusive media organisations, and support policy development and advocacy.



[7] UN Populations Fund definitions characterise "gender-sensitive programming" as recognising the different needs of women, men, boys and girls and acknowledging gendered power dynamics but not necessarily trying to address them. "Gender-responsive programming" specifically tries to reduce gender inequalities, and "gender-transformative programming" aims to address the root causes of gender inequality.

Section 1

Media for development: gender-transformative programming

BBC Media Action aims to enable women and girls to reach their full potential. At a minimum, it takes a gender-sensitive approach to all content it produces, co-produces or commissions. It ensures that women and girls are seen and heard through balanced and meaningful representation, and aims to provide women and girls with equal access to accurate and trusted information.

This approach is driven by BBC Media Action's Equity, Diversity and Inclusion Strategy,[8] which commits the organisation to ensure that the needs, perspectives and experiences of diverse people, including groups that have been excluded, are at the heart of its work. Wherever possible, BBC Media Action works with local media organisations, including women-led media organisations, to co-produce content and develop their capacities to deliver gender-sensitive or -transformative content.

Beyond this, BBC Media Action's **gender-transformative programming reaches millions of people through legacy, social and digital media, and through outreach and interpersonal communication**. This programming creates space for women and girls to access their rights, demand answers from those in power, and express their views and concerns on public platforms, and for women and men to get together to discuss issues.

The examples in this briefing demonstrate that **exposure to, and engagement with, social and behaviour change communication can and does advance gender equality at scale.**

Strengthening women's and girls' sexual and reproductive health[9] and family planning

BBC Media Action's sexual and reproductive health and rights (SRHR) projects aim to support women, girls and their families to make informed and confident sexual and reproductive health (SRH) choices, dispel myths and misinformation, and role model positive behaviours and outcomes. These projects support women and girls in gaining greater control over their bodies and health, helping to reduce stigma and discrimination, and shifting harmful social norms that limit uptake of SRHR.

All of these projects are based on research to identify context-specific barriers and drivers for uptake among different demographics, and to tailor media content accordingly. Young people's SRHR can be a particularly controversial topic, requiring a culturally sensitive approach. Similarly, family planning projects require careful consideration of family dynamics, supporting couples to discuss issues and encouraging women's greater involvement in decision-making.

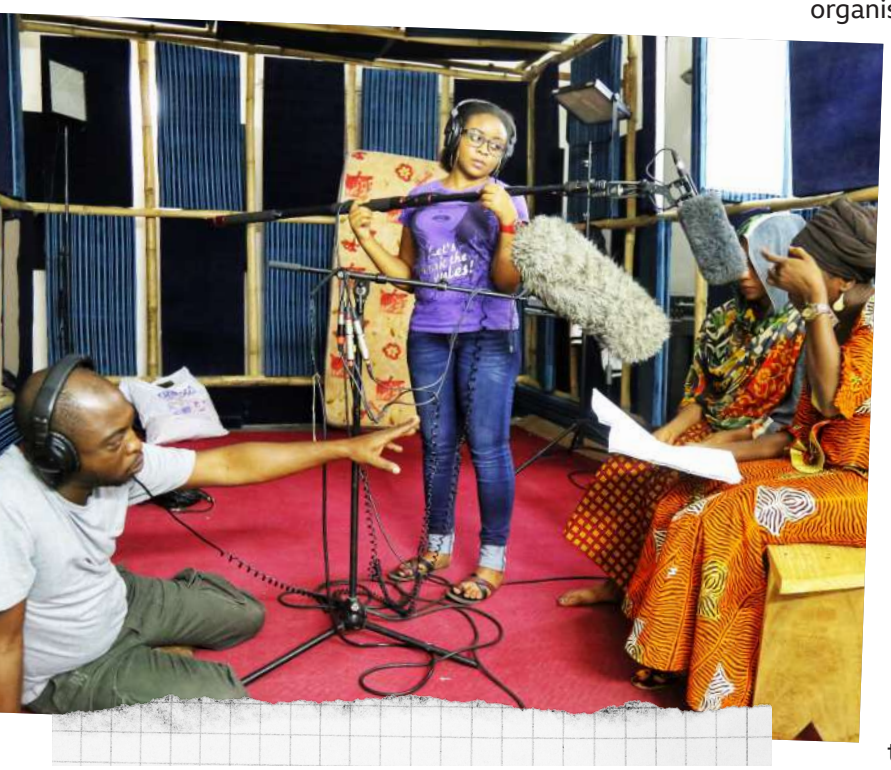
[8] BBC Media Action (2022) Equity, Diversity and Inclusion Approach and Strategy.

[9] Sexual and reproductive health (SRH) incorporates access to contraception, fertility and infertility care, maternal and perinatal health, prevention and treatment of sexually transmitted infections (STIs), education on safe and healthy relationships, and protection from all forms of sexual violence. Everyone has a right to access SRH services throughout their lives. This contributes to improved health outcomes, gender equality and wider development.

Using radio to communicate family planning information to vulnerable populations

BBC Media Action targets specific at-risk or excluded groups who are less able to access SRH information and services, such as women and girls with disabilities living in north Nigeria.

> **"First, I discuss it with my wife, then from there we started child spacing as a result of the programme. She became enlightened, my wife and I were enlightened. That is me and her."**
> *Married urban male aged 50–59, physically impaired, Kaduna, Nigeria*



Madubi (Mirror), Nigeria

Project: Challenged discrimination, stigma and negative attitudes towards people with disabilities accessing SRH services, implemented in 2022–2025 in a consortium led by Sightsavers.

Format/platform: Hausa-language radio drama and social media series, using context-specific cultural concepts such as "child spacing" rather than family planning. Included people with disabilities as part of the research, writing and acting team. Inclusive and relatable characters and storylines, informed by audience research and in-depth work with health experts and local organisations for people with disabilities.

Topics: The benefits of child spacing, and the importance of family discussions.

Reach: Approximately 3 million listeners across Borno, Jigawa, Kano, Kaduna and Yobe states in north Nigeria.

Impact: A midline evaluation found that regular audience members were more likely to practise family planning than non-listeners, even after controlling for other influencing factors including educational level, gender and degree of family and community support.[10] Respondents reported feeling "happy" when listening to *Madubi* and liking the characters in the drama who were people with and without disabilities, reflecting the reality of everyday life. On 11 June 2025 at the UK Mission to the UN during Conference of States Parties (CoSP) to the Convention on the Rights of Persons with Disabilities (CRPD) global disability advocates, governments, development agencies, and media partners discussed stigma and discrimination at the 'Let's Talk About Sex' event.

Find out more:

➔ ***Madubi***

➔ **Research underpinning *Madubi***

➔ **Findings launched at CoSP**

[10] Using regression analysis.



Using social media to engage young people

Ma Shet Ne (Don't be Shy!), Myanmar

Project: Social media initiative to enhance online and offline youth discussion and understanding of SRHR topics. A platform for SRHR service providers, policy-makers and youths to improve youth-friendly SRHR policies and services in two phases – in Yangon from 2019–2021 and since 2021 outside Yangon.

Format/platform: Facebook, YouTube, TikTok and Telegram content, a chatbot to answer SRH questions, and outreach activities on contraceptive use (for example, using female condoms).

"Discussion with doctors for sexual relationships and contraception among couples is useful for me. I may apply it later."
Young female Ma Shet Ne *audience member, Myanmar*

Topics: Addresses the shame that limits SRHR discussion, increases awareness and knowledge of SRHR issues and use of modern contraceptives.

Reach: Social media has reached 2.1 million unique users. The Facebook page has 1.3 million followers and 1 million fans (those who "like" the page), and receives a consistent average of 100 requests through chatbots every week.

Impact: An endline evaluation showed that young people regularly exposed to *Ma Shet Ne* content were more likely to feel confident seeking information on, and talking about, SRHR topics with others.[11] Site users also had higher levels of self-reported knowledge about contraception and SRH services than non-users.

Find out more:
➔ ***Ma Shet Ne***

Power of community screenings

Hello, I Am, Bangladesh

Project: An initiative to reduce child marriages, school dropouts and teenage pregnancies among adolescent girls in six *upazilas* (sub-districts).

"I liked the video of the female photo studio owner because she kept going without bothering about all the criticisms."
Semi-urban adolescent boy, Bangladesh

Format/platform: Edutainment shared via the Hello Check! radio and TV magazine programme, and through community outreach with NGO partners. Digital media (Hello Check! TV and Facebook page) to reach urban youth. And community screenings of content for adolescents and their parents, creating a more favourable environment for change.

Topics: Positive role models raised awareness of alternative behaviour and attitudes, and provided advice on making positive behaviour changes. For example, the programmes suggested that young people experiencing harassment or at risk of child marriage should talk to their parents, or seek support from trusted elders like school leaders or local administration officers.

Reach: The Hello Check! programmes reached approximately 7.24 million people approximately 4.2 million radio listeners. 36 community screenings of the TV programme reached nearly 4,500 people across the six upazilas in 2019.

Impact: A community screening impact evaluation found that participants' understanding of the risks involved in child marriage increased significantly,

[11] Regression modelling was used to explore the relationship between exposure to *Ma Shet Ne* and key outcomes while controlling for other key influential factors expected to contribute to outcomes, including age, gender, education, income, relationship status, religion and exposure to other sources of SRHR content.

from 19% to 85%.[12] All adolescent boys and 73% of adolescent girls strongly agreed that they would not want to marry before the legal age and would delay having their first child. Both young people and parents were evidently engaged with the issues featured and shared examples they had heard with others after the screenings. Key factors triggering this engagement included relevant content, stories of positive deviance, and offering solutions to problems such as early marriage and women and girls facing resistance to joining the workforce.

Findings suggest that community screenings can play an important role in engaging fathers, mothers, adolescent boys and girls together on these issues, creating a more favourable environment for change. Combining media outputs and community outreach activities allows deeper engagement while supporting these groups to come together. The current Hello Check! platform is now being utilised for several youth focussed projects including one addressing the digital gender divide in Bangladesh.

Find out more:

➔ **Hello I Am Impact**

➔ **Hello Check!**

Using TV to address regressive gender norms

AdhaFULL, (Half Full), India

Project: A youth-focused media project designed to help young people engage with the challenges of adolescence, particularly gender issues. From 2015-2018, this project focussed on boosting adolescent's self-efficacy and challenging harmful, and deeply-rooted, gendered expectations and norms.

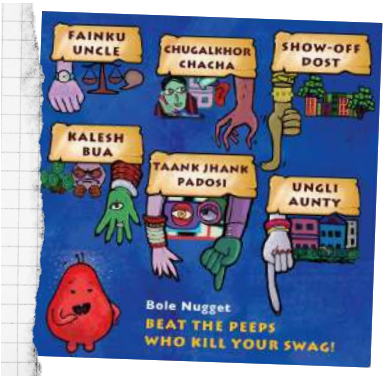
"'[Girls] should sit at home, be simple and calm'. Not all – but 70% – think this way."
Girl, Rewari district, India

Format/platform: 78-episode TV series *AdhaFULL*, radio series Full On Nikki, a smartphone game called Nugget, and a communication toolkit comprising graphic novels, games and video content from the TV series, designed for audiences without access to media.

Topics: Using a detective series dealing with issues including underage marriage, sex-selective abortion, stereotyping of women and girls, sexual health, financial dependence, education for girls, hygiene and sanitation, drug and alcohol abuse, mental health, and gender-based violence.

Reach: Shared nationwide.

Impact: A randomised controlled trial (RCT)[13] found that while young men who watched *AdhaFULL* were significantly more likely to reject traditional gender norms than those who watched a similar drama, girls struggled to see how they could really challenge gender expectations. Entrenched gender norms constrain parents who may support more egalitarian approaches in principle, as depicted in *AdhaFULL*, but also fear criticism if their daughters are seen in public behaving in non-traditional ways. This confirmed the need for long-term interventions focused on gender norms.



Find out more:

➔ ***AdhaFULL* impact**

➔ **ALIGN Platform on *AdhaFULL***

[12] Quantitative survey with 133 parents and adolescents in two communities before and after the screening.

[13] https://pmc.ncbi.nlm.nih.gov/articles/PMC6235704/

Working with partners on the ground

Tikambe! (Let's Talk!), Zambia

Project: A project run with Restless Development since 2014, to help young people improve their SRHR knowledge and their SRH, creating spaces for more informed discussions, and building youth confidence to access SRH services.

> **"*Tikambe!* helped me to understand that I also have sexual reproductive health rights as a woman and I can refrain from certain practices if I do not want to engage in them."**
> *Female focus group discussion participant, Lusaka, Zambia*



Format/platform: Radio programmes and social media content, including public service announcements (PSAs) and TV drama segments. Interpersonal communication with young volunteers engaged in peer-to-peer education, delivering youth-friendly services in health clinics and teaching comprehensive sexuality (CSE) education in schools.

Topics: Accurate, practical and relevant information about SRH issues such as safe sex, contraception, SRH services and decision-making in relationships, and youth-friendly SRHR services, including mental health support.

Reach: 35% of at-risk youth in four provinces, (approximately 600,000 people), plus approximately 700,000 unique Facebook users of content including *Tikambe!* media.

Impact: An endline quantitative evaluation found that the strongest results were among young people who were regularly exposed to both outreach and media interventions, confirming the importance of multiple interventions. Over half of the young people reached said they had changed their SRH behaviour after listening to the programme, notably using modern contraceptives and discussing the issue with others. Regular listeners aged 14–24 were 2.7 times more likely[14] to know about STIs than non-listeners and were significantly more likely to feel "very confident" in taking positive SRH actions. The programme also held schools accountable for contravening national policy by refusing to re-admit girls who had become mothers. *Tikambe!* used effective "norm shifting mechanisms mechanisms of change" identified by the Centre for Gender Equality and Health at UCSD as part of an evidence review of norm shifting media interventions.[15]

Find out more:
➔ ***Tikambe!* impact**

[14] Regression analysis established the association between accessing *Tikambe!* media content and levels of knowledge of and attitudes towards key SRH issues, and uptake and discussion of positive SRH behaviours. This controlled for social and demographic factors, such as gender, age, educational level, relationship status and province. Separate models were created for *Tikambe!* media alone and media plus interpersonal communication.

[15] UCSD-Report-Entertainment-Media-Module-3.pdf



Developing mHealth and mobile aids for health practitioners

While much of BBC Media Action's work focuses on mass media outputs to target populations at scale, it has also used mobile communication to support frontline health workers (FLHWs) in their community-based SRH work to strengthen service effectiveness and efficiency.

Kilkari (A Baby's Gurgle), India

Project: A partnership with the Government of Bihar to tackle high maternal and child mortality by sharing vital health information and normalising positive health behaviours to strengthen SRH.

Format/platform: A range of formats targeted different audiences. These included: an audio course to support FLHWs' skills development – Mobile Academy; a mobile phone-based service (*Kilkari*) using interactive voice responses (IVR) to help new and expectant mothers adopt healthy practices, reinforcing messages from FLHWs; and toolkits to help FLHWs communicate with mothers and their families, including audio content using a friendly Dr Anita character (*Mobile Kunji*/Mobile Guide), and community events and listening groups.

"Dr Anita told us about spacing between children. My husband and I listened to her and decided to consult the doctor at the primary healthcare centre. After our baby was born we started using contraception."
Pregnant woman and Kilkari *user, Chhattisgarh, India*

Phone toh Uthao! (Pick up the Phone!) created digital materials for peer change agents to play to women in structured learning sessions in existing self-help group meetings to prompt discussion, demonstrations and group practice.

Topics: Family planning, pregnancy, childbirth and childcare.

Reach: The Indian government scaled *Kilkari* nationally to enable pregnant women or mothers of a child under one year old registered with the public health system to access this content. It had over 10 million subscribers by the time BBC Media Action transitioned the service to the government in April 2019. Now managed by Arnman, it has over 68 million subscribers across 27 states in India. Mobile Academy reached over 235,000 FLHWs in India.

Impact: An independent RCT found that *Kilkari* significantly improved women's uptake of reversible family planning methods and modelling identified that it had saved nearly 14,000 lives. In February 2019, *Kilkari* won a Global Mobile (GLOMO) award for Best Mobile Innovation for Women in Emerging Markets. The judging panel said that *Kilkari* "has demonstrated proven impact".

Phone toh Uthao! increased women participants' confidence about learning new things, and their understanding of the value of using mobile phones. They reported discussing the usefulness of mobile phones with family members, which is crucial as men in India are often the gatekeepers to women's phone access.

Find out more:
→ ***Kilkari* overview**
→ ***Kilkari* impact**

Preventing and responding to gender-based violence

BBC Media Action's work to address gender-based violence (GBV) spans different cultures and contexts where GBV is normalised or widely accepted by women and men.

It produces diverse media and communication to:

- Build knowledge and understanding around GBV
- Signpost to available and trusted services
- Increase people's confidence to report violence
- Challenge underlying discriminatory norms, attitudes and practices
- Prompt discussions and reflections of masculinity in the community, particularly for men and boys
- Engage whole communities in dialogue around the acceptability of violence
- Support communities to hold leaders to account regarding GBV and raising GBV on the political agenda

Although long-term interventions are needed to transform harmful norms, media can enable incremental change even when GBV is deeply entrenched. For example, BBC Media Action's long-term *Tikambe!* project exposed GBV in Gwembe, leading to an arrest and trial.

The digital world is often a reflection or exaggeration of real-world power structures and inequalities. An estimated 85% of women have experienced technology-facilitated GBV (TFGBV).[16] BBC Media Action focus groups in Nepal found that that adolescent girls using social media platforms experience more risk than boys.

"I have experienced online sexual abuse. One time I was even asked to share a picture of my breasts. This incident made me feel uncomfortable."
Female focus group discussion participant, Kathmandu, Nepal

With continuing development and expansion of artificial intelligence (AI) technologies, these challenges are expected to multiply. BBC Media Action's work is expanding in this area, adapting its norms-changing approaches to develop interventions, including strengthening digital media literacy (DML).

Working with local partners on the ground

Natwampane (Coming Together), Zambia



Project: From 2019, this initiative and supported 15 radio stations to produce content to reduce the social acceptability of intimate partner violence (IPV) among young people aged 15–25, and increase their willingness to access services and support.

Format/platform: Localised magazine-style radio programmes. PSAs were broadcast multiple times to reinforce knowledge and shift attitudes. Building on the PSAs, trained Youth Ambassadors held small group discussions separately with young women and men around different forms of GBV.

Topics: Real-life experiences of women and their partners, and GBV survivors, complemented by interviews with experts and community discussions.

[16] The Economist Intelligence Unit (2020) *Measuring the prevalence of online violence against women.*

"The issues we faced in marriage were resolved after I joined a listening group and I started listening to what we were taught by Natwampane on how a person should be and how he/she can stop sexual and gender-based violence in the community. There was a time when we were talking about alcohol and substance abuse. That's where I realised that I do not treat my wife well when I abuse alcohol."
Listening group member, Lualpula province, Zambia

Reach: 84% of target communities in in Luapula and Northern provinces (approximately 1.07 million people).

Impact: Regular listeners showed greater knowledge of women's rights, were more likely to report GBV and were less likely to consider IPV justified. 91% of regular listeners of the radio programme stated they felt more confident in knowing how to help someone who is facing violence. The programmes helped to drive discussion, shift attitudes and increase people's confidence to address and report GBV.

Find out more:
➔ ***Natwampane* overview**
➔ ***Natwampane* impact (midline review)**

Focusing on harmful practices and working with faith leaders and community leaders

Tusmada Nolosha (Lifeline), Somalia



Project: Female Genital Mutilation/Cutting (FGM/C) is widely accepted by women and men, and it continues largely because of fear of sanctions for not practising it, such as girls not being able to marry. BBC Media Action adapted the *Tusmada Nolosha* radio show to focus on this issue in 2022.

Format/platform: Weekly radio show comprising a 10-minute discussion and 5-minute drama. The drama built empathy with characters based on real-life experiences, while the discussion segment featured interviews with religious leaders, doctors and community members. Plus social media content on a dedicated Facebook page.

Topics: The dangers of FGM/C.

"I listened [to] the programme with my uncle who believed that FGM is our culture and part of the religion. But, at the end of the programme, I could see in his eyes that the programme made him think about the facts he just heard from the experts."
Young man whose wife has undergone female genital mutilation/cutting (FGM/C), Garowe, Somalia

Reach: Broadcast across Somalia by seven local partner radio stations and the project Facebook page.

Impact: Men reported that the programme informed them about problems their wives experience as a result of FGM/C, for example pain when menstruating and giving birth. The programme built people's confidence to discuss the issue. The involvement of faith leaders and influencers in the project fostered discussions of FGM/C, helping audience members to reconsider the practice.

Find out more:

➔ ***Tusmada Nolosha* overview**

➔ ***Tusmada Nolosha* impact**

Reducing vulnerability to sex trafficking

Omosefe (Child is better than wealth), Edo state, Nigeria

Project: An initiative using media to combat the sex trafficking of women and girls in Edo state, based on inputs from survivors. The project runs until the end of 2025.

Format/platform: Co-produced radio documentaries, radio town hall meeting programmes and social media posts.

Topics: The risks and realities of sex trafficking, and support services available. Alternative options, opportunities and skills to build resilience to being trafficked (including financial literacy). The importance of talking with family members rather than relying on strangers.



"One woman came with a very big car to my shop and… asked my daughter if she was on WhatsApp so she can… help her go abroad. I immediately stopped her and told her that BBC Naija has opened my eyes, that my daughter is not going anywhere, she is not going abroad."

Urban mother, Edo state, Nigeria

Reach: Approximately 800,000.[17]

Impact: Midline audience research indicated that the project enhanced understanding of traffickers' tactics and supported trafficking prevention by clarifying the roles of parents and community leaders and prompting greater awareness-raising and skill building to reduce vulnerability. For example, mothers-initiated discussions on safe travel, and community leaders educated families on trafficking risks.

Supporting equal access to education

Gender inequality often hinders girls' access to, and completion of, education. This is compounded by poverty, insecurity and poor quality education.[18] But entrenched norms and practices can be gradually shifted through exposure to regular media programmes that encourage discussion. Such programmes can inspire support for girls' education among caregivers and influencers. They can also provide practical information about how to access and use local education services, helping people to understand the actions they can take to support girls' education.

"I now talk with my daughter. I tell her examples of successful women in the country. She is now performing well. Since the time schools closed [due to COVID-19], I have been encouraging her to keep reading and she is doing well. Thanks to GESS."

Female listener, Kuajok FM, Warrap State

[17] Calculated using approximate listenership figures.

[18] See, for example: UNESCO (2023, 2025) 'Key data on girls and women's right to education'; GIRLRISING (n.d.) '10 Ways Barriers to Girls' Education Have Changed in the Last 10 Years'; World Bank (n.d.) 'Girls' Education'.

Reaching vulnerable communities through radio and community mobilisation

Our School, South Sudan



Project: A long-term initiative started in 2014 funded by the UK Foreign, Commonwealth & Development Office (FCDO). As part of a consortium, BBC Media Action aimed to reduce barriers to education for girls and children with disabilities, and promote equal access to education.

Format/platform: A 15-minute factual radio programme produced in seven local languages, broadcast via 26 partner radio stations. Community mobilisation used stories to engage people in media-dark areas to become local change agents.

Topics: Tailored episodes in local languages featured real-life stories to highlight the benefits of girls staying in school, and to present positive role models. The programmes focused on practices or attitudes that hinder girls' education, such as difficulties returning to school after dropping out, and early marriage.

> **"Immediately after the radio discussion, I was really tempted when a wealthy man… wanted to marry my elder brother's daughter who was still in primary school… My wife [said] to give the young girl a chance to finish school… I did accept her advice."**
> *Male community mobilisation GESS participant, northern Rumbek, South Sudan*

Reach: 46% of the population aged 15+ (approximately 2.8 million people).

Impact: A recent endline evaluation found that understanding of the benefits of girls' education increased. Regular listeners were more likely than non-listeners to discuss education with their daughters, and to have taken supportive action such as saving money or selling something to pay their daughters' school fees. Despite this progress boys' education is still prioritised when resources are scarce.

Find out more:
→ Our School overview

Amplifying girls' voices in media so parents/caregivers hear them

Every Adolescent Girl Empowered and Resilient (EAGER), Sierra Leone

Project: A 2019–2023 initiative to empower girls aged 13–17 who had never been to school or had dropped out of school. It specifically engaged parents/caregivers who have the most influence on girls' lives, as well as girls themselves.

Format/platform: Weekly factual radio show, *Wae Gyal Pikin Tinap* (When the Girl Child Stands), drama-discussion radio show, *Kotuku Barray* (Open Secret), plus social media content and listening groups. The programmes were girl-centred, showcasing girls who



"In the past… our parents wouldn't allow us to give our own opinion during family meetings or… discussion. But since we started listening to Wae Gyal Pikin Tinap, parents have begun listening and… understanding… that everyone, especially girls, have the right to make their own decision."

Adolescent girl, Wae Gyal Pikin Tinap *listener, Koinadugu, Sierra Leone*

had overcome challenges and guest contributors who shared their experiences and views. Many episodes featured an adolescent girl co-presenter.

Topics: Ranging from sports and hopes for the future to more sensitive issues such as relationships.

Reach: Broadcast nationally in Krio language. Some 31% of the population listened to either *Wae Gyal Pikin Tinap* or *Kotuku Barray* (approximately 1.7 million people).

Impact: Regular exposure to the programmes was linked with significantly more discussion and positive attitudes among caregivers towards girls' education and skills development. Among regular listeners, 61% said they had enrolled their daughter/girl back in school.

Find out more:

➔ **EAGER overview**

➔ **EAGER impact**

Supporting economic empowerment for women and girls

Although the 2025 Global Gap Index shows a persistent economic gender gap across all countries, women's workforce participation continued to rise, reaching 41.2% in 2024.[19] However, domestic and care work remains undervalued, and female-dominated types of work are often less secure, more informal or unpaid.

Media and communication interventions can support women's economic participation by increasing their awareness of tools, resources and opportunities available to them, providing access to support networks and inspirational role models, and shifting harmful social norms that prevent women's economic participation. Media and communication can also provide platforms for women to hold employers and decision-makers accountable for their economic rights.

[19] World Economic Forum (2025) *Global Gender Gap Report 2025*.



"[The programme] made me encourage my sister to start her own business and I support her. I told my friends to assist their sisters."
Male SWEET project participant, Somalia

Challenging attitudes that limit women's economic participation

Somali Women Towards Economic Empowerment and Transformation (SWEET), Somalia

Project: This 2018–2023 initiative aimed to help overcome women's and girls' barriers to participating in economic activities, including access to work, rights at work, formal decision-making and asset ownership. It was designed to support women entrepreneurs in the informal and formal business sectors, and inspire key male influencers to support businesswomen practically, financially and emotionally.

Format/platform: *Mawjaddaha Baraarugga* (Making Waves), a national radio magazine programme incorporating a 15-minute drama segment, plus social media content and training women in business skills.

Topics: Women pursuing business and work opportunities, business skills and financial literacy.

Reach: Five partner radio stations produced local versions of the programme, and 400 Somali women attended face-to-face business development and financial skills training with the non-profit organisation Shaqodoon. Reached 24% of the adult population (approximately 1.76 million people).

Impact: Helped women develop the knowledge, confidence and skills to access financial opportunities. Some men said they supported and invested in their wives' businesses after exposure to the programme. Listeners also discussed programme topics with others – for example, some male listeners said they had changed other men's perceptions that a woman's role should be limited to the home.

An evaluation of the business training found that participants learned a range of basic financial skills, including financial record keeping.

Find out more:
➔ **SWEET impact**
➔ **SWEET Reach (COVID-19 study)**

Supporting women's and girls' civic engagement and leadership

Representing and championing both real-life and fictional stories around women in positions of leadership and civic life is integral to gender equality programming across BBC Media Action projects.

Media can empower both women and men to influence decision-making, set agendas, demand change and challenge those in power. Where women are marginalised in political representation, civic space and public debate, media and face-to-face communication can create more inclusive spaces and help to normalise seeing women in leadership roles. This might involve ensuring that female candidates receive equal and fair coverage during election campaigns, with the opportunity to speak on multiple issues, not just "women's issues".

Advancing gender equality in civic engagement

Klahan9 (Brave 9) Stimulating Participation and Civic Engagement (SPACE), Cambodia

Project: A four-year multimedia initiative to increase youth participation in civic life (ended in 2024).

Format/platform: TV and online drama, a digital travel show hosted on social media, short videos, podcasts and community outreach activities.

Topics: Shifting perceptions among both elders and young women and men, and increasing young people's levels of civic knowledge and discussion about community matters to support their involvement in community decision-making.

Reach: 2.5 million Cambodians aged 15–55.

"After attending the sessions, I became braver. I can now open up about what I've been hiding for so long. Many people now know about me and accept me. I even spoke in front of my entire community to gather support for my [library] project."

17-year-old non-binary individual from Oddar Meanchey province, Cambodia

Impact: A multi-method evaluation, including a nationally representative survey and an RCT,[20] found that exposure to *Klahan9* SPACE increased civic knowledge and discussions. Highly exposed youth were more likely to attend community meetings, express views online and engage in decision-making. Approximately 88% of highly exposed elders self-reported youth participation, compared with 55% of their unexposed peers.

Importantly, Klahan9 SPACE promoted inclusion, empowering young women, non-binary individuals and marginalised groups to take active community roles. The project demonstrated that combining media storytelling with grassroots outreach can create lasting civic change at scale.

Find out more:

→ ***Klahan9* SPACE impact**

Advancing accountability and creating leadership opportunities



Niambie (Tell me), Tanzania

Project: An ongoing and long-running initiative supporting youth with information about important issues affecting their lives. Incorporated media content and capacity-strengthening of partner radio station staff to develop content to support women's and girls' rights.

Format/platform: Weekly interactive radio magazine shows – *Niambie* and *Tuyajenge* (Let's Build It) – and related social media platforms.

Topics: Women's and girls' rights and gender equality. Signposted audiences to local resources and services that support women's and girls' rights and accountability.

[20] https://www.bbc.co.uk/mediaaction/documents/final-version-k9-space-4-year-evaluation-briefing-08july2025.pdf.

> **"Asking questions doesn't come naturally to many people, but I learned that I need to question people in authority if I need something. Because if you ask questions, they know that people are following up on what they say, so they might change."**
> *Female* Niambie *listener, Dar es Salaam, Tanzania*

Reach: Broadcast nationally, reaching approximately 3.9 million listeners in 2025.

Impact: Listeners said the programme made them more confident to question leaders and access important information. Regular listeners demonstrated supportive attitudes towards women's political participation and women in leadership roles. Regression analysis shows a positive significant association between regular exposure to *Niambie* radio programme and ability to voice supportive views on gender equality.

Find out more:

➔ ***Niambie* formative research**

➔ ***Niambie* overview**

Role modelling women in leadership

Life in Lulu, South Sudan



> **"Life in Lulu made people learn to resolve conflict through dialogue involving the conflicting people, e.g. if in a household, between husband and wife they discuss it by involving close family members, if this fails they involve relatives to the wife and the final stage is to involve the local chief"**
> *FGD Participant, Juba, South Sudan*

Project: Long-running initiative since 2011 to challenge traditional gender power dynamics, and normalise and encourage women's participation in decision-making processes and civic leadership.

Format/platform: Weekly radio drama and call-in show following life in the fictional village of Lulu, broadcast in Nuer, Dinka, local Arabic, Murle, Toposa and Didinga.

Topics: Role modelling the importance of involving women in decision-making processes. Showcasing women's and girls' leadership in youth associations and conflict resolution, representing female leadership as both possible and desirable. One long-running drama storyline told the story and challenges of a woman leader, enabling audiences to empathise with the barriers she faced.

Reach: 38% of the population aged 15+ (approximately 1.4 million people).

Impact: A 2023 impact evaluation found that Life in Lulu listeners took action to support the women's and girls' SRHR. Some 34% of listeners said they stopped using violence at home, and 26% said they took action to encourage women in leadership. Men mentioned the importance of resisting 'negative influence' from peers which might lead them into participating in conflict.

Find out more:

➔ **Life in Lulu overview**

➔ **Life in Lulu impact**

Supporting women and girls in crises



BBC Media Action's humanitarian programming takes a gender-sensitive approach to consider how shocks such as conflict and displacement can increase gender inequality and women's and girls' vulnerability to discrimination, exclusion, exploitation and violence. The situation is often compounded by mis-and disinformation circulating in response to these shocks.

Addressing GBV and women's mental health in conflict-affected communities

Aa'rar Kissa (Our Story), Bangladesh

Project: To address normalised and deeply-rooted IPV and mental health issues that women in Rohingya camps face (project ended in 2024).

Format/platform: Four seasons of an audio drama across, and listening groups.

Impact: Men who listened to *Aa'rar Kissa* reported being more motivated to care for their wives and support them when they were struggling. As a result of listening to the drama the participants said they knew what mental health is and possible symptoms of mental health struggles.[21]

Find out more:

→ ***Aa'rar Kissa* formative research**

→ ***Aa'rar Kissa* impact**

"We discuss mental health issues with our neighbours. Previously, we used to rely on traditional healers but now we tell our neighbours that there is no need to go to them. We tell them that we attend listening groups to learn about mental unrest, how to behave with children, and how to maintain relationships with husbands. [My neighbour] said, 'You are benefiting from listening to [Aa'rar Kissa]'."

Female Aa'rar Kissa *listener, feedback monitoring session, season four*

Tackling gender vulnerabilities during the COVID-19 pandemic

Hibreteseb Tena (Community health), Ethiopia

Infodemik – Kita Bahas Sekarang (Infodemic, Let's Discuss Now), Ethiopia

Cerita di Balik Jarak (The Story behind the Distance), Indonesia

"From the radio program, I remember stories about domestic violence. There should be many women who dare to talk about the domestic violence they experience and seek support from those around them. Few people dare to reveal domestic violence. I agree that they need support to report such incidents."

Female, East Java, Indonesia

Project: Lifeline communication to tackle the COVID-19 infodemic in Ethiopia and Indonesia.

Format/platform: TV, radio, PSAs, and social media campaigns in both countries.

Topics: In Ethiopia, this project highlighted the importance of pregnancy health visits and shared household responsibilities between women and men. In Indonesia, it focused on economic hardships for women-owned businesses, domestic violence and online harassment.

Impact: In Ethiopia, an endline evaluation picked up the importance of continuing health care checks and accessing sexual and reproductive health

[21] Pre- and post-project assessment.

services safely, which was noted by 39% in relation to a learning from the TV program and 28% as a learning from the radio. In Indonesia research participants expressed an increased appreciation of the need to support others who may be suffering from a range of other challenges, be it domestic violence or mental health issues resulting from the pandemic. This psychological resilience was also evident in the 25% who said they now believe that society can overcome the pandemic together.

Reframing gender norms during armed conflict

Yes, I am a Woman, Ukraine



Project: Supporting long-term partner Suspilne (Ukraine's public broadcaster) to help overcome increased levels of GBV and retrenched gender perceptions experienced by women because of the war with Russia. Programming was based on quantitative and qualitative research, and analysis of 200 Ukrainian websites to identify perspectives on gender roles.

Format/platform: A gender-focused training project, with the National Democratic Institute and a series of short films focussed on women's contributions to the war effort amid fears of a return to traditional gender roles. And Visible, a film project showcasing women's and the lesbian, gay, bisexual, transgender, questioning or queer, intersex and other (LGBTQI+) communities in wartime, tackling deeply held stigma and stereotypes. The films were disseminated via Suspilne on TV.

"Who can do it better in some area, he or she does it. For example, I have an example of my brother's family. He's more feminine, if to listen to the girls. He medically treats his children, is involved in their upbringing. As for my husband and me, the one who can do it better does it; who has a higher position, then he or she earns more money. There were different situations – I happened to earn more, and my husband happened to earn more. This is a partnership."
Woman, Lviv, Ukraine

Topics: Challenging stereotypes, gendered expectations and encouraging inclusivity. Showcased women's and LGBTQI+ people's contributions, championing role models and amplifying women's competence and skills during crises.

Reach: The first five films were watched 180,000 times on YouTube and reached nearly 1.8 million people via Facebook.

Impact: A qualitative evaluation found the films encouraged audiences to reconsider traditional gender norms and roles within families and society. Stories of women serving in the military or taking on leadership roles challenged deeply rooted stereotypes and sparked conversations about equality and resilience. The content highlighted that gender roles can adapt to circumstances, reinforcing the importance of mutual support within families during crises. Overall, the films fostered empathy, broadened understanding of women's diverse contributions, and promoted dialogue on gender equality.

Find out more:

→ **Yes, I am a Woman overview**

Women's involvement in tackling climate change

Women particularly feel the impacts of extreme weather events on their and their family's health, giving them valuable insights and strong motivation to act. This means it is important to highlight how climate-adaptive actions benefit their and their family's health and well-being.

Formative research (2025) conducted by BBC Media Action for an ongoing multi-country project across Bangladesh, Kenya and Nepal to improve climate and weather information services revealed the importance of a gender-sensitive approach to developing information around extreme weather preparedness and adaptation, considering women's specific concerns and vulnerabilities.[22]

> **"The programme encouraged me to do things differently. I took actions within my own home and family to prepare ahead of any harm that can be caused by changes in the climate."**
> *Female pastoralist and* Himilo *audience member, Kismayo, Somaliland*

Himilo (Hope), Somalia and Somaliland

Project: An initiative to promote gender equity and women's involvement in climate change adaptation and conflict prevention. This project used women's prominence in climate adaptation to enhance their involvement in other areas of life, notably peacebuilding.

Format/platform: Weekly 10-minute radio magazine programmes co-produced with local radio stations in six focal states.

Topics: Practical responses to climate impacts, peaceful conflict resolution and women's roles in society. The programmes shared stories of women peacebuilders to highlight their contributions and showcase role models.



Reach: 47% of the population in the focal states (approximately 340,000 people), with 92% regularly listening.

Impact: A 2025 evaluation found that radio, when designed with communities' needs in mind and delivered consistently, can support communities to adapt to climate change and resolve conflict peacefully. Locally produced programming can contribute to raising awareness, boosting confidence and promoting positive actions. Programming reinforced support for women's roles in conflict resolution, with regular listeners more likely than non-listeners to say that women should be involved in resolving clan conflict, and attribute women a leadership role or equal responsibility alongside men.

Find out more:
➔ **Impact in Somalia**

> **''Elders usually manage conflicts and even youth are not given their chance, let alone women. The programme encouraged the community to give women their roles [addressing] the impact of climate change or clan conflicts.''**
> *Male community leader, Beledweyne, Somaliland*

[22] BBC Media Action (2025) *Enhancing climate communication for communities in Bangladesh, Kenya and Nepal Understanding how people experience climate and use weather information*. Research briefing.

Section 2

Building gender-responsive media ecosystems

Media ecosystems often reflect societal inequities and can reinforce restrictive gender norms. To address this, **BBC Media Action projects combine producing gender-transformative media content and building more gender-responsive media ecosystems.**

Globally, the media sector is still predominantly owned, controlled and produced by men.[23] Exclusion based on gender identity and other characteristics is entrenched in both media workplaces and in the sector's governance, management and editorial decision-making.

In turn, this influences media content – only 25% of individuals featured in newspapers, TV and radio coverage in 2015–2020 were women, and women and girls are severely under-represented as subjects and sources in stories relating to GBV.[24] Overall, "news stories are as (un)likely to clearly challenge gender stereotypes today as they were 15 years ago".[25] In entertainment media, women continue to be under-represented and largely feature in traditional roles, which can serve to reinforce specific norms and beliefs as men were more likely to have an occupation and women were more likely to wear revealing clothing.[26] The Geena Davis Institute's 2025 study of children's television popular in the United States found that in 2024 male characters outnumbered female characters by around 22 percentage points overall; while this is not a global dataset, the reach of US media means it may reflect wider trends.

Many media organisations do not have workplace protocols that empower and support women's safety and parity. Women working in media tend to receive lower wages, lack support, and face prejudice, abuse and even violence from colleagues, sources and interviewees. Some 40% of women and gender non-conforming individuals working in media face verbal or physical sexual harassment at work, compared with under 10% of men.[27] In addition to causing harm, this can limit women's ability to work and advance their career.

As AI technologies rapidly advance, gender equity can become a deeper problem if biases in data and development processes are not addressed. Because many AI systems learn from historical data that already reflects unequal gender roles or discriminatory patterns, they can unintentionally reproduce or even amplify those inequalities in areas like hiring and online safety.

Additionally, women and gender-diverse people remain under-represented in technology and AI development, so their perspectives may be missing when systems are designed and tested. There are also specific risks for women and girls online, particularly those linked to gendered disinformation and TFGBV. Without deliberate efforts to include diverse voices and correct biased datasets, AI could reinforce existing power imbalances instead of helping to reduce them.

[23] Byerly, C (2011) *Global Report on the status of Women in the News Media.* International Women's Media Foundation.

[24] Global Media Monitoring Project (2020) *Sixth Global Media Monitoring Project Highlights of Findings.*

[25] Ibid.

[26] Geena Davis Institute (2025) *GDI's 2025 Children's TV Report.*

[27] Women in News (n.d.) *'Data trends from 20 countries across 5 continents paint a concerning picture on the prevalence of sexual harassment in the media industry.'*

Building the capacity of media organisations

BBC Media Action's approach is built upon enduring, meaningful and collaborative partnerships with local actors to strengthen their capacity and ensure lasting, positive change in organisations, their outputs and sectoral bodies that support them. Most of these partnerships are with media organisations and practitioners, but they also include civil society organisations, higher education institutions, government offices, organisational networks, other groups and key individuals. BBC Media Action also leverages the BBC's global brand and presence to strengthen media coalitions and networks, advocating for gender equality and safety for media practitioners.

BBC Media Action provides training, mentoring and co-production support for media partners, often at the same time as its gender-transformative programming. This involves:

- Supporting partners to better understand their audiences (see the next section)
- Combining production training with tailored technical and editorial training on gender-sensitive journalism and content creation
- Focusing on strengthening the knowledge and skills of women journalists and other under-represented groups in media, including building their capacity to produce content and take on leadership roles
- Working with media managers and owners to support gender-responsive policies, such as on recruiting women
- Providing grants to support women-led media organisations

This approach not only improves the quality of programming but also develops the skills, values and aspirations of leading journalists and content creators, leaving a lasting legacy on the media ecosystem.

This work with media outlets aims to improve their ability and commitment to manage their organisations, operate safely, develop viable and sustainable operating models, and deliver public interest journalism in gender equitable ways.

BBC Media Action's long-term partnerships have increased media partners' resilience, women's representation in the media and the mainstreaming of gender equality in programming and management. In Ethiopia, for example, the proportion of women employees at BBC Media Action partner ARTS TV increased to 32%, with improved gender diversity in management roles. However, progress is ongoing and lasting change is often context-dependent. Countries like Afghanistan and Bangladesh, where women's mobility and ability to work outside the home is restricted, present greater challenges for women in media organisations.

Building more gender-responsive media ecosystems is a component of BBC Media Action's wider strategy to enhance the viability and resilience of public interest media, particularly in low-income or fragile contexts.[28] The organisation is in a unique position to support healthier media ecosystems due to its extensive experience, strong brand and wide geographic footprint.

For example, **Protecting Independent Media for Effective Development (PRIMED)** was a three-year programme that ran from late 2020 to support media viability in Bangladesh, Ethiopia and Sierra Leone. As part of this programme, BBC Media Action trained and mentored public interest media organisations to improve gender representation in both the organisation and the content they produced, to ensure meaningful inclusion of



[28] BBC Media Action (2021), *Our Approach: Supporting Healthier Media Ecosystems*.

women's voices, ideas and experiences and reach a more gender-equal audience. BBC Media Action encouraged project media partners to adopt the BBC 50:50 project, a voluntary monitoring system designed to ensure diversity and equal gender representation in media content.

BBC Media Action also supports women journalists and women-led media organisations to navigate complex media ecosystems and works with media partners to develop safeguarding policies to help protect women. The organisation currently leads two global consortia working to strengthen media ecosystems and address gendered issues that affect public interest media across 22 countries.

BBC Media Action supports women journalists and women-led media organisations to navigate complex media ecosystems and works with media partners to develop safeguarding policies to help protect women.

The three-year **Brave Media** project, co-funded by the European Commission, is providing financial support to 40 independent media outlets. Twelve of these are women-led, including several in Afghanistan where women's and girls' freedom and representation is reliant on media content for education and information.

As part of the FCDO-funded **Public Interest Media and Healthy Information Environments (PIMHIE)** programme, BBC Media Action is working to increase information on the prevalence of, and responses to, sexual harassment in media workplaces across more than 20 Asian and African countries. It is also supporting one of the largest global surveys on sexual harassment in media workplaces. End 2025 survey data gathered from 2,800 employees globally revealed that workplace sexual harassment is a persistent challenge in the media, affecting approximately 26% of respondents surveyed globally.

Find out more:

➔ **PRIMED impact**

➔ **PRIMED research summary**

Helping media partners to understand their audiences

BBC Media Action's projects take a research-based approach before, during and after interventions. The organisation conducts regular qualitative and quantitative research to understand people's understanding of, and levels of trust in, media, as well as media reach and consumption patterns.

Among other key issues, this research focuses on how underlying gender issues and levels of media access affect women's and girls' media engagement, which informs BBC Media Action strategies and programming. The organisation makes this data accessible to its media partners, strengthening their capacity to serve their audiences.

BBC Media Action also helps media partners to conduct their own research to better understand the needs of the communities they serve, and test content with them to ensure it is engaging, relevant and inclusive, and to inform strategic decisions. This includes a range of research methods tailored to media partners' needs, including focus groups, surveys, in-depth interviews, social media listening, online polls, collating feedback from phone-in programmes, and analysing available reach and engagement data.

Supporting women-owned and women-led media organisations

Until 2021 when the Taliban returned to power, BBC Media Action worked in Afghanistan, supporting local FM radio stations to improve their workplace gender equality, and to produce programmes in which women told their own stories. The organisation also created online and offline safe spaces for women journalists to discuss story ideas relating to female empowerment. Since then, many women media workers have left Afghanistan.



Media – notably TV, Facebook and YouTube – is a crucial role source of information, entertainment and learning for women and girls in Afghanistan.

BBC Media Action continues this work. It conducted research among citizens and female media practitioners in 10 Afghan provinces to understand women's and girls' media needs and challenges. This found that media – notably TV, Facebook and YouTube – is a crucial source of information, entertainment and learning for women and girls in Afghanistan. These findings have informed recommendations to support Afghan women working in the media, and media content for women and girls in the country.

Women in Afghanistan are allowed to work in the media and in healthcare – albeit with restrictions. BBC Media Action supports The Women's Voice radio show at Radio TV Oboor, which is led by women for women, through training and sharing information to create programmes about real-life health problems and challenges that women experience in the remote regions where the show is broadcast.

Find out more:
➔ **Afghanistan media support overview**

Inspiring new journalists and content creators

BBC Media Action is providing training and mentoring for *Niambie* Young Professionals – a group of aspiring journalists, radio producers, reporters and presenters from across Tanzania. Young Professionals contribute to programme planning sessions, suggesting topics and brainstorming ideas for interviews and features. They also record and edit radio and social media content, building the skills they need to forge careers in media.

In 2019 as part of the Disability Inclusive Development project led by Sightsavers, two Young Professionals with disabilities – Miriam, who is blind, and Malick, who has limited mobility – were recruited to ensure that BBC Media Action shows reflect the issues young people with disabilities face in Tanzania.

Find out more:
➔ ***Niambie* overview**

Long-term mentoring and policy development

The 2020–2023 PRIMED project led to Sierra Leone adopting a policy of equal gender representation, and many partner radio stations introducing Gender Champions to track their progress in this area. As a result, listeners have noticed an increase in women presenters, female voices and coverage of women's topics. Some believe that this encourages women to call into discussion programmes, creating a virtuous cycle of gender inclusion.

In Somalia, the managers and producers of *Mawjaddaha Baraarugga* reported that BBC Media Action's mentoring helped them to cover ways to adapt a struggling business, financial investment skills and ways that women can protect their businesses against different forms of thefts. It also included more women and expert contributors, and the voices of different groups of women.

Over 10 years in South Sudan, BBC Media Action has worked with media partners to implement policies to ensure a more gender-balanced workforce. This includes encouraging women to apply for roles and advertising some vacancies as women-only. Some media partners now give women employers time off to care for sick children or breastfeed, helping women staff to feel valued and remain in work.

Tackling information disorder

Information disorder erodes trust in media and communication. It can also reinforce discriminatory gender stereotypes, undermine the participation of women and other excluded groups in public life, fuel online and offline harassment, and catalyse resistance to the concept of gender equality. BBC Media Action takes several approaches to counteract these threats. It:



- Strives to ensure access to accurate, trusted and engaging media
- Supports journalists to identify, verify and counter false and misleading information
- Delivers digital and media literacy programmes and media training to help audiences recognise and resist false or misleading information and narratives

Women and girls in low- and middle-income countries tend to have lower digital literacy skills than men and boys, making them more vulnerable to harmful mis- and disinformation. BBC Media Action is leading research into how information disorder disproportionately affects women and girls. Developed in partnership with BBC Monitoring, the Integrity Initiative aims to counter the spread of mis- and disinformation and its impact on audiences, through more robust and consistent data gathering, evidence sharing and understanding of disinformation landscapes. It also encourages better co-ordinated and optimised responses to information disorder from donors, the media sector, civil society and local populations.

Understanding gendered mis- and disinformation

Somalia's fragmented media landscape, low literacy rates, weak media policies and poor journalism standards, exacerbated by long-standing mistrust and conflict, make the country particularly vulnerable to mis- and disinformation. BBC Media Action's Somali research team examined information disorder trends to establish where and how different people in Somalia interact with information, what drives trust in information sources, and the broader attitudes,

emotions, motivations and norms that enable mis- and disinformation to spread.

This research revealed that **women are particularly vulnerable to, and targeted by, mis-and disinformation,** including through defamatory images and stories that are designed to blackmail or harass them. Some women reported having limited or no understanding of the risks and harms of mis- and disinformation. And some were unaware ways to verify information, making them vulnerable to online scams and fraud. These findings are informing further advocacy and projects to increase people's awareness of their own vulnerability to information disorder, while also shaping beliefs, attitudes and norms about safe and responsible information consumption, production and sharing.

Find out more:

➔ **Somalia tackling misinformation overview**

Protecting audiences from information disorder

BBC Media Action has also partnered with Cambridge and the United Nations Development Programme to counter disinformation by producing digital content that helped audience members to recognise manipulation techniques like emotional language and scapegoating. In Libya, RCTs showed that a BBC Media Action project improved people's ability to spot emotionally manipulative language and show greater discernment before deciding to share content that utilises scapegoating as a mis-/disinformation technique.

Based on research to understand social media users' experiences of, and reactions to, mis- and disinformation in North Africa, BBC Media Action is **helping audiences to recognise common manipulation techniques,** like emotional language, false dichotomies, personal attacks and scapegoating. Using media monitoring to map local disinformation trends and identify the most pervasive manipulation techniques, emotional language and scapegoating emerged as the top concerns.

Initial findings were presented at the 2025 Cambridge Disinformation Summit, contributing to knowledge about how to tackle information disorder in low-trust, low-resource contexts. The digital content was shared via BBC Media Action's *El Kul* digital platform, which reaches over 1 million weekly users in Libya.

A 2021 evaluation of *El Kul*'s platform found that many followers – especially women – reported more positive attitudes and actions in relation to norms and advocacy around women's roles and rights. This project shows that sustained investment in local research, content design and scaled dissemination can help audience members to build resilience to harmful mis- and disinformation and slow its spread.

Find out more:

➔ **Mis- and disinformation approach overview**

Enhancing digital media literacy

The ability to recognise when information is distorted, manipulated or biased is another key aspect of media literacy, especially DML. In a rapidly digitising world, supporting DML is a key component of BBC Media Action's approaches to supporting healthier media ecosystems and tackling information disorder. But DML has relevance across all BBC Media Action work, as it supports people to access and critically assess information, which appear to be crucial for civic participation and informed decision-making.[29]

With growing risks around TFGBV (particularly with increasing access to, and advancements in, AI technology), DML for all communities is vital for people to protect themselves and others.

DML has relevance across all BBC Media Action work, as it supports people to access and critically assess information, which appear to be crucial for civic participation and informed decision-making.

[29] Jeong, S-H, Cho, H and Hwang, Y (2012) 'Media Literacy Interventions: A Meta-Analytic Review'. *Journal of Communication*, 62(3), pp454–472; and Bulger, M and Davison, P (2018) 'The Promises, Challenges, and Futures of Media Literacy'. Journal of Media Literacy Education 10(1).

This can include raising awareness of laws and regulations, the risks of sharing specific personal details or images online, and spotting and reporting deepfake images.

BBC Media Action has delivered a range of DML initiatives across diverse contexts. Under the Afghanistan Support Project, it provided training and mentoring on DML and digital safety to nearly 300 journalists, including women and those in remote areas. In Bangladesh, as part of efforts to mitigate conflict linked to the Rohingya crisis, youth from host communities were engaged in co-designed training on online safety and identifying mis- and disinformation. Participants reinforced learning by producing and sharing news bulletins within their communities.

In Myanmar, through the Believing in Girls project, BBC Media Action trained over 1,200 girls and young women to recognise and respond to online hate speech, disinformation and incitement to violence, in partnership with local schools. Other projects have focused on innovative content and resilience-building strategies. For example, a podcast series and Facebook videos in Ethiopia featuring "Betty," a superhero mobile phone character, countered harmful hate speech narratives, informed by formative research and pre-testing.

Advocating for positive and systemic change

BBC Media Action leverages the trusted global BBC brand to bring together local and national media networks, civil society organisations, development agencies and governments to **develop and advocate for policies that foreground gender equality in media and information ecosystems.**

The organisation works at local, regional and global policy levels, encouraging more effective responses from governments, media development funders, intergovernmental agencies and technology companies to tackle the urgent challenges facing public interest media outlets in low- and middle-income countries. This work aims to ensure that these organisations' challenges, voices and solutions are represented and heard at different policy-making levels.

Convening stakeholders

As Libya struggles with conflict and instability, gender inequality leaves women at particular risk. At the same time, harmful stereotypes remain about women's participation in society and their ability to contribute to sustainable peace efforts. Through the Empowerment and Equality project, funded by the Dutch Ministry of Foreign Affairs, BBC Media Action brought media and gender experts together for constructive discussions about gender equality in the country.

On-site and online training equipped nine Libyan journalists with the skills to create gender-sensitive media content. It also enhanced the media and communication understanding of 11 representatives of Libyan feminist civil society organisations, to help them communicate with media outlets more effectively.

Find out more:

➔ **Women's rights amid conflict and instability in Libya**

Section 3
Key insights

Address restrictive gender norms

Shifting harmful norms are a key strategy in a gender transformation approach.[30] Media, particularly entertainment media, is a key tool to achieve this at scale. BBC Media Action research and practice over many years and across numerous contexts has identified three fundamental areas of work for gender social norms programming through both legacy and digital media:

- Embedding identifying norms in researching gender programmes
- Targeting engagement beyond women and girls
- Expanding definitions of masculinity and femininity

Find out more:

➔ **Using media and communication to support social norms change: Flip the script**

Embed identification of gender norms using research

Across its projects, BBC Media Action conducts research to identify how norms affect behaviour, and which harmful norms it needs to shift, and for whom, to reach a desired outcome.

Deep-seated gender norms are hard to shift, so identifying or more visible norms can support progress. BBC Media Action achieves this by conducting participatory research with target audiences and their influencers or key reference groups – who often enforce norms. It then trains and mentors local media partners to address relevant norms to produce fit-for-purpose media formats and content. This includes developing brands that challenge restrictive norms, using humour to normalise taboo topics and employing storytelling to flip norms. Other approaches include role modelling positive behavioural and norm changes, engaging trusted voices such as faith champions challenging what is considered "normal", presenting alternative perspectives, reframing norms using cultural concepts.

Target engagement beyond women and girls

The barriers that women and girls face, including restrictive gender norms, do not rely solely on the woman or girl – they often rely on wider community attitudes, behaviours and actions. To address the root causes of gender inequality, gender-transformative programming cannot just focus on engaging women and girls, it must target the wider community, influencers and gatekeepers, including religious and local leaders, parents, caregivers, peers and other stakeholders. Men and boys need particular consideration and focus in this area.

BBC Media Action's programming reflects this knowledge. For example, both partners' involvement is key in family planning programming. And for girls' education, working with their parents is vital.

Expand definitions of masculinity and femininity

Media can play a huge role in shaping people's aspirations, identity and beliefs about what is the "norm" for them.

According to research by the Geena Davis Institute, media can reinforce gender stereotypes through:

- Under-representation: girls and women are often outnumbered or sidelined

[30] As noted by the UNWOMEN RESPECT Framework.

- Narrow role-casting: boys and girls are frequently shown in stereotyped activities or occupations
- Imbalance in voice and leadership: male characters are more likely to lead stories, speak first or solve problems

Providing alternative options of what it means to be a woman, man, girl or boy can expand opportunities for both genders. This may mean supporting men to be more engaged in caring for their family or to talk about mental health and enabling women to make more decisions and participate in economic work.

BBC Media Action projects actively involve men and boys as women's and girls' allies but also consider their concerns and challenges that drive their behaviour. Its research explores how cycles of violence, rigid masculinity and social conditioning drive harmful behaviour. In turn, its media outputs seek to address the societal pressures that limit men's participation in care work and the pressures of being an economic provider via drama and factual formats, and through relatable storytelling, information-sharing and dialogue. This is particularly important to prevent men and boys feeling threatened by women and girls adopting progressive roles.

Examples of what works:

- Providing opportunities for men to discuss masculinity, the challenges they face and how these affect them
- Offering alternative but attainable versions of masculinity and their benefits
- Offering both separate and shared spaces for men and women to discuss issues
- Using opportunities to reframe norms, such as extending men's role as family protectors into caring and emotional realms
- Provide accessible solutions for men who want to act and advocate for women that feel lower risk – such as possible phrases to use when peers exhibit challenging behaviour
- Opening up discussion on forms of GBV other than physical violence, including financial and emotional abuse, neglect, harassment and forced or early marriage
- Framing GBV and other gender-focused challenges as something that is bad for everyone, and involving men and boys as part of the solution



Understand target audiences to achieve impact

The evidence outlined in Section 1 shows that **media programming is most impactful when there is a strong understanding of the audience**, their barriers and drivers, and the norms that inhibit or facilitate their behaviour. This enables development of a strong theory of change and clarity about the target and secondary audiences that programmes need to address to meet their objectives.

This is particularly important when addressing a sensitive issue or targeting a traditionally marginalised group. For example, research with people living with different types of disability was important to ensure the relevance of *Madubi* storylines in Nigeria. In Rohingya camps, speaking to women about their experiences revealed that with interpersonal violence was very normalised. This shifted the focus of media content to increasing awareness of the issue in the community.

Understanding people's access to media allows BBC Media Action to meet audiences where they are, to optimise audience reach, engagement, and the impact of media and communication. Its research also highlights whether people's access to media reflects underlying gender inequalities, as women's and men's access to media and devices often differs. For example, radio is often the most common way that women in low-income contexts access media, as they are less likely to read newspapers or have easy access to a phone or computer than some men, and male "gatekeepers" sometimes limit women's and girls' access to trusted and independent information.

BBC Media Action uses survey data to segment audiences by their attitudes and behaviour, in order to identify groups who have different communication needs. This enables the organisation to tailor media outputs to reach and engage specific audience segments, based on

precise communication objectives and content strategies to achieve specific change pathways or theories of change. For example, in Ethiopia, detailed audience profiles helped programme-makers to develop appropriate programming for different youth audiences.

It is also important to track whether a programme is achieving its intended impact, by determining whether it is reaching its target audiences, is engaging them, prompting discussion and achieving the intended outcomes such as self-efficacy or changes in behaviour. BBC Media Action collects audience data and feedback, analyses it and shares it with production teams and media partners to develop and refine programme strategy, concepts, formats and scripts. This monitoring can also be used to track rumours and mis- and disinformation to enable media content to directly address them.

Find out more:

➔ **BBC Media Action insight and impact**
➔ ***Madubi* inclusive drama characters in Nigeria**
➔ **Formative research among Ethiopian youth**



Deliver programming through brands

Advancing gender equality, empowering women and girls and changing gender norms is a complex process. Short-term interventions can be effective in raising awareness and providing information about gender issues, encouraging debate and highlighting harmful practices but deep-seated gender norms take time to change.

Long-running media formats and brands (such as Life in Lulu, *Tikambe!*, *Klahan9* and *Niambie*) allow audiences to follow characters who change over time, demonstrating the consequences of their choices and actions. At the same time, characters role model alternative attitudes and behaviours, showing how changes – including new gender norms – can be possible and beneficial while still respecting cultural and religious values.

Over time, long-term programming can normalise things that are rare or absent in audience members' lives. Long-term project funding also enables BBC Media Action to deliver sustained capacity strengthening to its media partners, helping to achieve sustainable and cost-effective impact.



Create a content ecosystem

Use a multipronged approach

Multiple BBC Media Action projects have shown that regular exposure to new ideas via trusted and credible media outlets and space for constructive discussion has contributed to advancing gender equality at scale. Depending on the programme, this involves working locally, regionally and even nationally, across different media platforms and formats to reach a mass audience – including the target audience, their reference groups and broader influencers.

Some media formats are more effective at providing information or discussion platforms, while others are better at representing and role modelling change. Once the target audiences and secondary audiences are defined and their platform and content preferences are known, BBC Media Action chooses media formats to best engage them to address their communication needs.

It is also important to reach people through multiple touchpoints. A multi-pronged and mutually reinforcing approach amplifies audience reach and project impact. For example, audience engagement might start on the radio, be repeated online, be discussed in community mobilisation activities and be reinforced locally as seen in GESS, South Sudan.

BBC Media Action projects use the most appropriate platforms to meet audience needs. For example, the Love9 project in Cambodia was created to help young people talk about sex in a country where the topic is often taboo. It had radio, TV and social media presence, and combined drama, comedy and factual discussion to encourage young people to learn from their peers. It received over 2.5 million YouTube views and reached some 1.7 million young people in Cambodia – around 53% of the country's 15–24-year-olds.



Use drama to challenge norms

BBC Media Action uses drama to inform and challenge gender norms and attitudes by creating emotional journeys that show both positive and negative consequences of choices over time. These dramas combine entertainment, comedy and suspense while rooting storylines in audiences' lived experiences, making them both relatable and aspirational. They normalise positive deviations from gender norms, such as men taking sharing chores and supporting women's rights, and role model conversations that audiences can replicate.

By showing alternatives as beneficial and possible, dramas encourage change. They work best when linked with other formats like call-in shows or factual programmes to deepen audience engagement and discussion. BBC Media Action dramas often exist as recognisable and relatable brands, including the South Sudanese drama Life in Lulu.

Use factual content to inform and engage

Factual formats – such as discussion programmes, call-in shows and magazine-style segments – provide accurate, accessible and practical information in non-judgemental ways, backed by trusted experts, influencers and community leaders.

These formats create safe spaces for people to address taboo subjects, reduce shame and stigma, and refute myths and misinformation. They amplify the voices of women, girls and excluded groups, share inspirational real-life stories of change, and link audiences to local services such as clinics and helplines. By inviting participation and connecting audiences with experts and influencers, factual content builds people's confidence to have off-air conversations, and complements drama formats to reinforce learning. Some, such as the magazine format *Niambie* (see Section 1) shift attitudes towards women in employment and in leadership.

Use discussion formats to increase accountability and stimulate debate

Discussion and debate formats transform audiences from passive recipients of content into active agents of change by participating in wider family, community and national conversations. BBC Media Action uses interactive tools like call-in shows, online polls, quizzes and listening clubs to encourage dialogue, and help audience members to monitor political promises and demand accountability from leaders. These carefully moderated spaces feature trusted experts, leaders and influencers to navigate sensitive topics and endorse new attitudes.

BBC Media Action discussion programmes involve men, boys, and youth alongside women and girls, ensuring diverse representation and fostering collective support for change. This format has been used in many contexts. For example, *Sajha Sawal* was a national TV political debate programme in Nepal, which aimed to increase women's and girls' participation in political debate. The programme was presented by a woman and each episode featured a female panellist or expert, and at least 40% of its live audience was female. All episodes analysed and encouraged reflection on how issues affect women and men differently.

Integrate outreach activities to deepen impact

Research has shown that BBC Media Action's outreach work helps to transform audience members into change agents. Community mobilisation and outreach activities, including listening clubs and town hall meetings using media

outputs to stimulate household and community discussions to reinforce programme objectives and help audience members discover and adopt new attitudes and behaviours.

BBC Media Action often delivers these activities in partnership with NGOs and civil society organisations or through local networks, which helps projects to connect target audiences to relevant services and support. Outreach opportunities also create spaces for facilitated discussions about social and gender norms, involving trusted figures such as community leaders.

Support the media ecosystem

Supporting healthier media ecosystems is central to BBC Media Action's work with funders, partners and stakeholders to drive commitments to support more gender-responsive media ecosystems. For example, the PRIMED project encouraged and facilitated more gender-inclusive workplace practices, including human resources management, talent diversification schemes, gender champions, gender-sensitive editorial guidelines, content monitoring. The project also improved audience understanding and engagement around gender issues. Such media development projects confirm that a holistic approach – media organisations and media networks working simultaneously to improve gender representation in their workplaces, content and audiences – significantly improving their chances of progress, with different interventions often reinforcing each other.



Collaboration can enhance reach and sustainability

Partnership with trusted media practitioners, NGOs, service providers and community leaders helps to extend project reach, foster trust and connect audiences to local services. These collaborations enable the production of locally tailored content and strengthen partners' technical capacity. BBC Media Action project partnerships leverage local expertise, expand outreach, improve co-ordination, reduce duplication, strengthen networks and skills, and ensure sustainability beyond project timeframes.

For example, in the Amplifying Women's Voices – South Sudan initiative BBC Media Action partnered with 26 radio stations and trained peer researchers via the UK's Market Research Society to build local research skills and empower women and girls to discuss SRHR.

Through the factual programme *Kelina Wonusu an Nufusna* (Let's Talk About Us) and drama series Life in Lulu, the organisation tackled issues around family planning, early pregnancy, STIs, menstrual hygiene, child marriage and GBV, broadcasting in local Arabic, Dinka and Azande to ensure cultural relevance. Solar radios reached media-dark communities.

Mainstream safeguarding and do no harm

Gender equality can be extremely personal and touch on sensitive issues that are rooted in ingrained beliefs and norms. As such, challenging them can cause frictions and risks. A "do no harm" approach helps to ensure that audience members and contributors, particularly women, are safeguarded, and that any incidents that arise are reported and handled effectively. This approach needs to be integrated into all media ecosystem work.

Conclusion



The deep-rooted belief that women and girls do not deserve equal treatment is used to deny their rights, such as access to quality education, health and reproductive and sexual rights; freedom from violence; decent work; control of assets such as land and property ownership; and a say in the decisions that affect their lives. Intersectional factors such as race, ethnicity and socio-economic status further compound these disadvantages.

This marginalisation is not only imposed externally; it is also internalised, as societal norms and conditioning lead many women and girls to undervalue their own voices, potential and limit their own agency. Structural, cultural and social factors, and deeply-held beliefs and expectations about traditional gender roles, are passed down through families, peers, education and the wider community, perpetuating gender inequalities.

The fight for gender equality unfolds daily – in villages and cities, boardrooms and kitchens, through quiet defiance and collective action. Despite progress, women and girls often remain unheard, unseen and underestimated. Men may feel threatened by women adopting more progressive roles, and young men in some regions are displaying more regressive views on gender issues. These challenges are exacerbated in contexts where resources are scarce. And progress can be rapidly curtailed and even reversed in reaction to conflict, displacement, and economic, health-related and climate shocks.

When harnessed creatively and sensitively, media helps to rewrite this narrative – clarifying rights, igniting discussion and addressing norms that sustain inequality. It provides not just visibility but also possibility. A girl hearing her struggles echoed in a radio drama, a father rethinking his daughter's future after a listening group or social media debate, a community shifting its stance on gender roles as they engage in TV discussion shows – media has the power to both reflect the world and help to reshape it.

Join us in shifting the narrative

Since 1999, BBC Media Action has supported media to drive greater gender equality, reaching over 90 million people annually. With gender equality and inclusion at its core, BBC Media Action's 2024–2027 strategy strengthens efforts to combat misinformation, support democratic participation and promote social cohesion – ensuring that media not only informs but also helps to transform communities.

A more equal world benefits us all. Media is not passive – it shapes how societies see themselves and how they understand their world. Change happens not just in the telling, but in who is empowered to tell.

At scale, media has the power to shift attitudes at every level – individual, household, community – to foster collective visions of what's possible, help address social norms and support stronger societies.

Let's change the story together.

Appendix

Research details for the case studies and project examples cited in this document.

Page	Name of project	Research stage	Methods used and sample
6	***Madubi* (Nigeria)**	Midline (qualitative and quantitative) evaluation 2024	Qualitative: 12 semi-structured interviews and 10 FGDs were conducted with married and unmarried adolescent boys and girls, men and women, 8 IDIs with relevant stakeholders (healthcare workers, organisations of persons with disability, community and religious leaders). Quantitative: 1,706 male and female adults with and without disabilities aged 15 years & above surveyed across five focal states (Borno, Jigawa, Kaduna, Kano, and Yobe)
7	***Ma Shet Ne* (Myanmar)**	Social media analytics 2025, Endline evaluation 2021	Social media analytics for reach. Quantitative: 675 Yangon youths (18-24 yrs) took part with an equal split of men and women (approx. 1/3 natural audiences; 1/3 exposed through experiment only and 1/3 not exposed).
7	**Hello, I Am (Bangladesh)**	Mixed method evaluation 2019	Quantitative: survey with 133 parents and adolescents in two intervention communities before and after the screening, followed by IDIs with 33 participants.
8	***AdhaFULL* (India)**	Mixed method evaluation 2019	Quantitative evaluation by UNICEF consisted of 4,000 interviews with adolescent boys and girls, and 1,000 interviews with parents conducted in five states (Haryana, Rajasthan, Uttar Pradesh, Madhya Pradesh and Chhattisgarh). RCT with 958 participants aged 15 to 19, half of whom watched two AdhaFULL episodes, while the control group watched Lapataganj, a show with a similar storyline but without the social messaging.
9	***Tikambe!* (Zambia)**	Endline evaluation 2024	Quantitative evaluation in 16 districts across the four focal provinces (Central, Copperbelt, Lusaka and Northern) with a sample of 1,411 young men and women aged 14–24 years old and 311 interviews with purposively selected young men and women across schools in Kabwe and Kasama districts to evaluate the interpersonal initiatives from Restless Development.
10	***Kilkari* (India)**	Endline evaluation 2018- 2020	Independent evaluation design using an RCT – Evaluating mobile health initiatives in India | Oxford Policy Management
11	***Natwampane* (Zambia)**	Midline evaluation 2022	Quantitative: 1,003 face-to-face interviews with 15- 49-year-old men and women randomly selected from Northern and Luapula provinces. Qualitative: Stories of change collected from listening groups.
12	***Tusmada Nolosha* (Somalia)**	Endline evaluation 2023	Qualitative: FGDs, IDIs with key stakeholders.
13	***Omosefe* (Nigeria)**	Midline evaluation 2024	Qualitative: FGDs with girls and parents and IDIs with survivors in Edo state, social media analytics, programme diaries.
14	**Our School (South Sudan)**	Mixed method endline evaluation 2023	Quantitative: cross sectional survey of 15 + adults across 6 states Central and Eastern Equatoria, Jonglie, Upper Nile, Western Bahr el Ghazal, Lakes with a sample of 3245 (including a booster of 600 Community mobilisation participants listeners). Qualitative: FGDs and IDIs in 3 locations.
14	**EAGER (Sierra Leone)**	Mixed method endline evaluation 2023	Quantitative: 3,048 respondents aged over 15 in all 16 districts of Sierra Leone and 555 adolescent girls aged between 13 and 19 years who participated in the EAGER project in the 10 implementation districts. Qualitative: FGDs and IDIs with key target audiences and their influencers in six out of 10 districts of project implementation.
16	**SWEET (Somalia)**	Endline evaluation 2021	Qualitative: FGDs, IDIs. Quantitative Reach survey: Nationally representative quantitative survey of 2,000 Somalis aged 18+ conducted in 17 out of 18 regions across Somaliland, South Central Somalia and Puntland.
17	***Klahan9* SPACE (Cambodia)**	Mixed method endline evaluation 2024	Quantitative: A face-to-face nationally representative survey of 912 people aged 15–55; Qualitative: FGDs, IDIs follow up to understand why change has happened and documenting audience's stories of change; Digital evaluation using social media metrics to analyse online discussions; RCT of 873 young people to assess the impact of media outputs; A panel study with 102 parents of young people aged 15–30 years.

Page	Name of project	Research stage	Methods used and sample
17	***Niambie* (Tanzania)**	Quantitative evaluation 2025	Quantitative: a nationally representative survey with 2000 respondents.
18	**Life in Lulu (South Sudan)**	Mixed method evaluation 2023	Quantitative: a representative sample of 3,192 respondents in 6 states: Central Equatoria, Western Equatoria, Lakes, Upper Nile, Jonglei, Warrap, and Wau town; Qualitative: conducted with listeners; comments from listeners calling into radio stations; Mixed methods capacity building endline evaluation.
19	***Aa'rar Kissa* (Bangladesh)**	Longitudinal qualitative study 2023	Research participants consisted of two male and two female listening groups, with 70 listeners, aged 18 years and above. Local partner organisations, Aid Comilla and Prottyashi ran listening groups in Rohingya camps. Included a pre assessment, monitoring and observations and a post assessment.
19	**Lifeline Covid 19 (Ethiopia, Indonesia)**	Endline assesments 2021	Pre and post training assessment of capacity building of media partners tools; Digital analysis of key metrics; In Ethiopia, community screenings for pre-recruited respondents exposed to all the content in full. (300 respondents) and 20 qualitative IDIs. In Indonesia, due to higher Covid-19 case load content was shared with respondents electronically and 309 interviews by video call followed by 4 online FGDs.
20	**Yes, I am a Woman (Ukraine)**	Endline evalution 2023	Qualitative research through ten online focus group discussions with participants from 17 locations across Ukraine.
21	***Himilo* (Somalia)**	Mixed methods endline evaluation 2025	Quantitative: survey of 1,162 adults was conducted across three locations; Kismayo, Baidoa, and Hargeisa. Qualitative: 12 FGDs, 5 IDIs both in urban and rural areas with regular listeners of the programmes and community influencers.
23	**PRIMED (Multi country)**	Mixed methods study 2020-2023	Ongoing audience measurement through baseline/midline/endline using structured surveys (typically 40–70 interviews per media partner at baseline) plus in depth qualitative interviews with a subset of survey participants, disaggregated by gender/locality/language. Ad hoc audience insight from bespoke primary data collection, desk research, partner workshops, and analysis of digital/social analytics to test concepts or specific content. Practitioner research to evaluate support – Immediate post training feedback survey, a ~3 month follow up structured survey (scaled items + open ends), qualitative in depth interviews with a smaller, pre selected group of practitioners, and periodic interviews with senior managers.
27	**El Kul (Libya)**	Mixed methods 2021, 2024 Two separate studies using RCT	Tracking a cohort of 698 El Kul followers online, age 18-34 years. 12 IDIs with individuals from the cohort. Participants were randomly assigned to treatment or control, with a final sample size of 1,083 and 790 for the scapegoating and emotional language study.



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