IAS

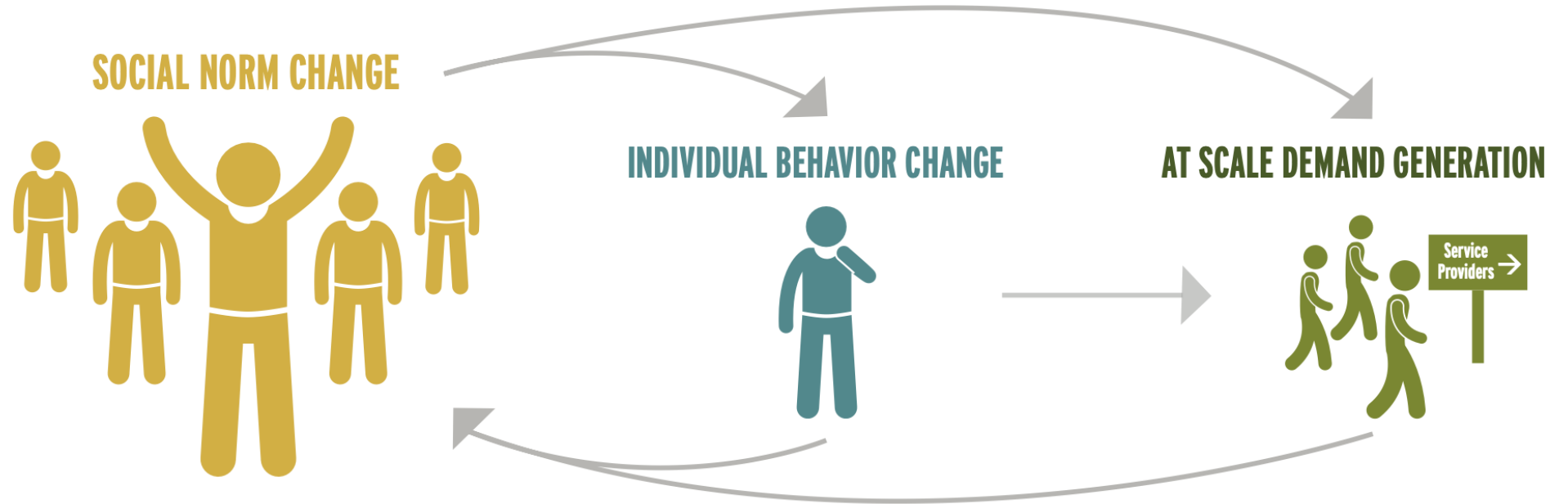# *The 'whole-society' approach*

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POPULATION
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PMC TV and radio shows seek to:

SOCIAL NORM CHANGE

INDIVIDUAL BEHAVIOR CHANGE

AT SCALE DEMAND GENERATION

Service Providers →

POPULATION MEDIA CENTER

Social norms are a core barrier or driver of behavior for all members of a community. PMC's large audience sizes allow communities to reach "tipping points" where enough people change their opinions and actions to create a new social norm — positive peer pressure.

Individual change involves many steps. PMC entertainment motivates people to want to change, increases knowledge and self-efficacy to enable change, and provides tools and strategies to be resilient against challenges in pursuit and maintenance of change.

At scale demand generation requires reaching large audiences with nuanced information. PMC entertainment role models use of products and services, defining expectations, correcting misinformation, and easing doubt or fear.

PMC STORIES MEET PEOPLE WHERE THEY ARE

All people are immersed in, and contribute to, the dominant social norms of their community. PMC works on deep-seated, harmful norms and behaviors. We specialize in catalyzing change with long-running entertainment, effecting change where isolated service provision or direct messaging cannot.

THE CORE PMC DYNAMIC – ROLE MODELS

For each issue addressed in PMC's shows, writers develop three character types: positive, negative, and transitional. Behavior theory guides fictional interplay between these three (Social Learning Theory, Social Cognitive Theory, and Stages of Change, etc).

REACH HUGE AUDIENCES & CREATE CHANGE

Promoted heavily and delivered via popular broadcast media, PMC shows reach entire communities — cutting across socio-economic, gender, educational, and other cultural strata — catalyzing individual and communal change.

THE RESULTS: CHANGED SOCIAL NORMS & INDIVIDUAL BEHAVIOR

A critical mass of empowered individuals in PMC's audience catchment zones are motivated to adopt and implement positive behaviors, resulting in a cumulative effect of lasting and widespread normative change.

PMC's role on the communications spectrum
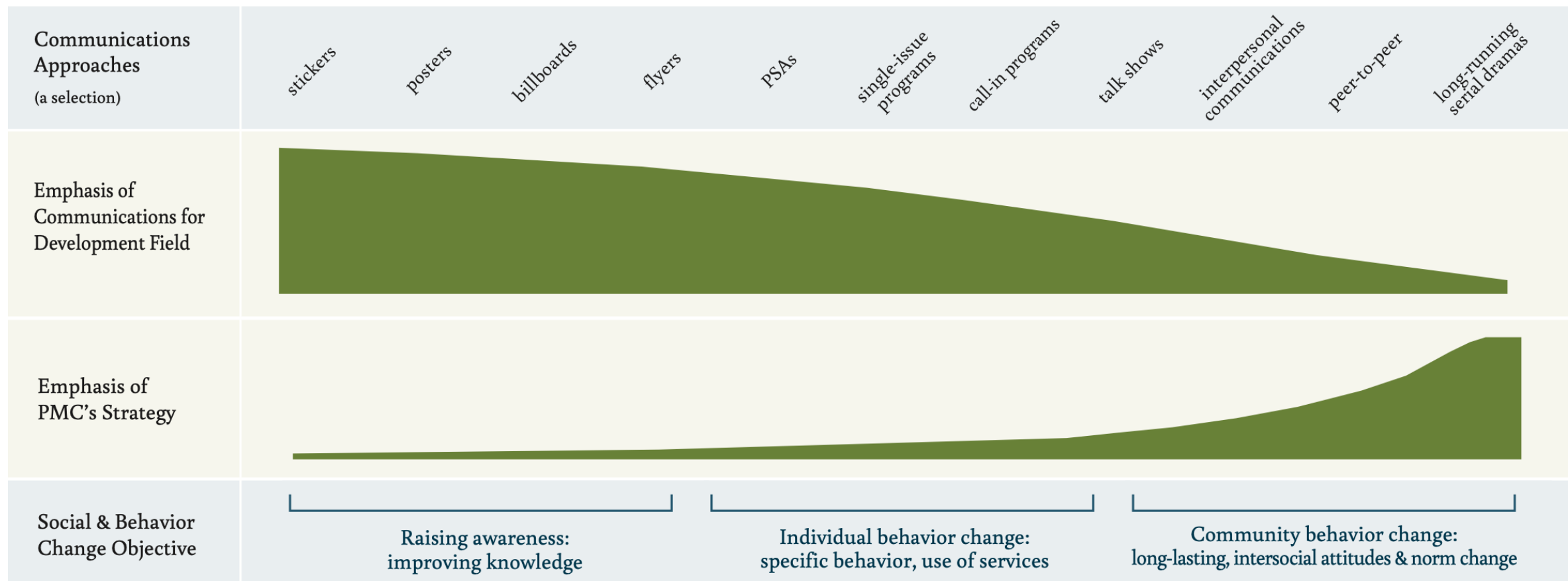
Real Results: Disease Prevention

In Senegal, male listeners *Ngelawu Nawet* ("Winds of Hope") **were 63% less likely to believe that** "tuberculosis can be transmitted through sharing of utensils" **than non-listeners, demonstrating an increased understanding in how the disease spreads.**

In Sierra Leone, *Saliwansai* ("Puppet on a String") listeners were 4.7 times more likely than non-listeners to say they had obtained a mosquito net for their household within the last 24 months.

Real Results: Health Services

PMC's radio dramas have empowered listeners around the world to seek health services from clinics, hospitals, and other health care providers.

In the Philippines, *Sa Pagsikat Ng Araw* ("The Hope After the Dawn") **contributed to a 70% increase in the number** of patients seeking health services during the broadcast period.

In Nigeria, **67% of new clients at clinics named** *Ruwan Dare* **as the direct or indirect source influencing** them to seek family planning or reproductive health services for the first time.

CREATING THE FERTILE GROUNDS FOR ADHERENCE

Ingredients for promoting improved health seeking behaviours & informed choice

- **Convening** communities
  - Treatment education of recipients of care, communities and healthcare workers to bridge knowledge & care
  - Community engagement, social dialogues, & listener groups
  - Community feedback mechanisms

- **Choice-centred /informed action**
  - Availability, accessibility, affordability, appropriateness and quality (AAAQ) framework is upheld
  - Community-led monitoring – ***OneImpact CLM Framework (STP & ITPC) – 3 tools***
    - an app for people affected by TB - the app provides people affected by TB with information on TB, their rights, and TB care and support services, with spaces to connect virtually and opportunities to report challenges they face.
    - a first responder dashboard - the dashboard allows first responders to track and coordinate local responses to the challenges reported.
    - an accountability dashboard - a platform for community advocates and other stakeholders, including National TB Programs to monitor CLM indicators for advocacy, action and change.

- **Convenience**
  - Differentiated care and service delivery

PROVEN IMPACT. PROVEN ACCOUNTABILITY.

Partner with PMC to create stories that change lives.

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New website launching later this week:
WWW.POPULATIONMEDIA.ORG