

Mass Media

What Is It?

Communication channels that can reach large audiences, such as radio, TV, newspapers, the Internet and billboards. When used effectively, mass media campaigns can generate considerable demand for family planning.

[Studies have documented](#) a strong relationship between exposure to family planning messages in the media and contraceptive use. Such exposure can increase people's knowledge about contraceptive methods and dispel myths and misconceptions. See, for example, how [Kenya's Jongo Love radio program](#) helped urban communities overcome family planning myths.

Multiple mass media platforms can be used, depending on local knowledge, attitudes and practices and evidence shows that using a mix of channels works best. Before developing a mass media campaign, it is important to understand the local family planning environment so messages can be tailored to address specific issues of your intended audience



2012 Akintunde Akinleye/NURHI, Courtesy of Photoshare

What Are the Benefits?

- Engages the audience through multiple media channels
- Significantly increases exposure to family planning messages
- Has the potential to reach large audiences
- Can help address myths and misconceptions about family planning by providing factual information
- Can be highly creative
- Starts a conversation about family planning at the household and community levels
- Can be instrumental in generating demand for family planning services

How to Implement?

Step 1: Assess the community's family planning environment

- This can be accomplished using focus groups, household surveys, social mapping and other methods. See an example of a [mass media campaign implementation process](#) from the Nigerian Urban Reproductive Health Initiative (NURHI), which used a number of assessment methods.

Step 2: Design a demand generation strategy

- For an example of a comprehensive strategy, see the [NURHI demand creation strategy](#).

Step 3: Create, test and produce mass media materials and programs

- NURHI has documented [how it implemented its radio program](#) from start to finish, with specific details on how to design and write a radio serial drama.

Step 4: Implement and monitor the mass media campaign

- Throughout implementation of the 'Get it Together' campaign, NURHI launched television and radio ads and placed promotional posters in markets, clinics and airports. Additionally, the project had social mobilizers facilitate weekly radio listening groups to discuss each episode, lead key life events and refer clients to family planning services. [See more information on NURHI social mobilizers and their activities.](#)

Step 5: Review, evaluate and redesign subsequent mass media programs

- Evaluate the reach and effects of each mass media program to see which ones successfully reached your target audience(s). Adjust future programs based on the evidence of impact evaluation for specific media forms and messaging.

What Is the Evidence?

- Exposure to mass media programs increases contraceptive method use. As one example, recent [media exposure to NURHI family planning messages was found to predict use of modern methods](#) after controlling for relevant factors.
- [MLE's midterm survey](#) found that women in Kenya who were exposed to a mass media/communication activity were 18% more likely to adopt a modern contraceptive method than women not exposed.
- More than 57% of women in NURHI project cities with knowledge of family planning had received family planning messages through radio. Read more about [NURHI's radio drama success story](#).
- Radio programs in Nigeria helped reduce religious and social barriers as well as myths and misconceptions. For example, the percentage of women who approved of religious leaders speaking publicly about family planning increased from 56.8% to 71.5%, and the percentage who received peer support for family planning rose from 22.8% to 42.1% between baseline (2010) and endline (2015).
- In Senegal, [magazine and journal articles](#) about family planning had a significant impact on men's approval of modern contraception methods.

Helpful Tips

- Different media platforms work in different contexts, so it is important to conduct an analysis in your community to ensure you reach your intended audiences with the right channel(s).
- Messaging should be tailored to each audience type.
- You should brand any materials and programs that you produce in order to track service delivery results.
- Involving religious and/or community leaders in family planning discussions and campaigns can help communities accept family planning and change social norms.

⚠ Challenges

- Requires both technical and creative skills
- Can be costly

Tools Related to This Approach

- [Demand Generation Strategy](#)

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