

DMI

WHO WHAT WHY
We Are We Do We Do It

Our partners and funders



We work in close partnership with the leading health organisations focused on developing countries. We are funded by some of the world's most prestigious scientific organisations, development agencies and philanthropic foundations.

Partners



The [London School of Hygiene and Tropical Medicine \(LSHTM\)](#) is a world-leading centre for research and postgraduate education in public and global health. LSHTM has carried out the quantitative evaluations for a number of DMI media campaigns, and is currently supervising the externally run baseline, midline and endline surveys for our [randomised controlled trial](#) in Burkina Faso.



The [World Health Organisation \(WHO\)](#) is the directing and coordinating authority for health within the United Nations system. We work closely with WHO's global headquarters in Geneva, regional office for Africa in Brazzaville, and country teams to ensure that our strategic focus and detailed campaign design is aligned with their policy priorities and technical objectives. Our partnership is formalised by a Memorandum of Understanding, which endorses DMI's methodologies. WHO has also previously funded a DMI campaign on maternal and child health in [India](#).



The [Partnership for Maternal, Newborn & Child Health \(PMNCH\)](#) joins the reproductive, maternal, newborn and child health (RMNCH) communities into an alliance of more than 500 members to ensure that all women, infants and children not only remain healthy, but thrive. DMI works closely with PMNCH to co-ordinate its activities with partners across the public, non-profit and private sectors working on RMNCH issues. In addition, PMNCH funded DMI to produce a TV advert for [Deliver Now](#) in 2009.



Launched by UN Secretary-General Ban Ki-moon in 2010, [Every Woman Every Child](#) aims to save the lives of 16 million women and children by 2015. It is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. DMI's [RCT in Burkina Faso](#) is one of the many global commitments made to EWEC.

Current funders

The [Wellcome Trust](#) is a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health. It supports the brightest

Why we do it



We are currently focusing on improving maternal and child survival in sub-Saharan Africa by creating demand for healthy behaviours through radio and TV campaigns.

Who we are



We are the first organisation to use scientific modelling combined with mass media campaigns in order to save the greatest number of lives in the most cost-effective way.

What we do



We design and deliver radio and TV campaigns that save lives in developing countries by encouraging people to adopt healthier behaviours for themselves and their families.



minds in biomedical research and the medical humanities. Its breadth of support includes public engagement, education and the application of research to improve health. The trust is funding the research component of DMI's [RCT in Burkina Faso](#).



The [Planet Wheeler Foundation](#), a prescribed ancillary fund, was established in 2008 by Maureen and Tony Wheeler, founders of Lonely Planet Publications. Planet Wheeler is based in Melbourne, Australia and currently funds over 60 projects in 30 countries in the developing world. Their purpose is to support practical and effective projects which make a difference in the alleviation of poverty. The foundation is funding the media component of DMI's [RCT in Burkina Faso](#).



The [Mulago Foundation](#) is a private foundation based in California that was founded carry on the life work of Rainer Arnhold. Mulago looks for the best solutions to the biggest problems in the poorest countries. It is particularly focused on impact: measuring it, funding it, and scaling it up. Mulago is providing unrestricted funding to DMI to help with the launch of the [Media Million Lives](#) initiative.



The [Bill & Melinda Gates Foundation](#), founded in 2000, is one of the largest private foundations in the world. In developing countries it works to enhance healthcare and reduce extreme poverty. The foundation runs the [Grand Challenges in Global Health](#) initiative, which fosters scientific and technological innovation to solve key health problems in the developing world. DMI has recently been selected for a [seed grant through this scheme](#) to pilot an [innovative approach](#) to promoting maternal and child health using short entertaining films that can be watched on mobile phones.



The [Taiwan International Cooperation and Development Fund](#) (TaiwanICDF) is the bilateral aid agency of the Government of Taiwan, and is dedicated to boosting socio-economic development, enhancing human resources and promoting economic relations in a range of developing partner countries, including Burkina Faso. TaiwanICDF is providing additional funding in support of our ongoing activities in Burkina Faso.

Previous funders



The [United States Agency for International Development](#) (USAID) is the US bilateral aid agency supporting international development. It funds health communications projects across the world and has previously funded a DMI campaign on tuberculosis in [Brazil](#).



The [Department for International Development](#) (DFID) is the UK's bilateral aid agency. It works directly in 28 countries in Africa, Asia and the Middle East. DFID has previously funded DMI campaigns in [Mozambique](#) and [Kenya](#).



The [Joseph Rowntree Charitable Trust](#) (JRCT) is an independent, progressive organisation committed to funding radical change towards a better world. For their centenary in 2004, they searched for 'visionaries' with a big idea to make the world - or part of it - more just and more peaceful. DMI's CEO, Roy Head, was awarded a ['Visionaries'](#) grant to conduct research on new campaign methodologies.



The [David & Elaine Potter Foundation](#) is a charitable family foundation established in 1999 to encourage a stronger, fairer civil society. It seeks to achieve an impact through grants that promote reason, education, and human rights, in the hope of improving mutual understanding, reinforcing good governance, and encouraging the growth and maintenance of a robust civil society, particularly in less developed countries. It provided crucial core funding to DMI during its early years.

Find out more or get involved



Read about our [Media Million Lives](#) initiative



Download a [PDF summary](#) of DMI



Watch [short videos](#) about our approach



Register to receive [email updates](#)



Contact our [London office](#) for a chat

where we are

Unit 2, First Floor, White Horse Yard, 78 Liverpool Road, London N1 0QD, United Kingdom

email

[Email](#)

phone

+44 (0)20 3058 1630

social

[Privacy](#) | [Terms](#)

© 2014 Development Media International Associates CIC
 Designed and Built by [Initiative Web Design](#)