

DMI

WHO We Are WHAT We Do WHY We Do It

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.

Our approach to changing behaviours using mass media

Our campaigns are carefully designed to [achieve impact](#), using our *Saturation+* approach:

- *Saturation*: broadcasting at high intensity, on popular stations, in local languages.
- *Science*: using modelling to maximise our health impact, and measuring impact robustly.
- *Stories*: a creative process informed by research that develops entertaining, persuasive, targeted content.

We have developed an increasingly robust approach to measuring the impacts of [previous campaigns](#). We have developed a particular expertise in being able to [measure the health impacts](#) of our media campaigns, in addition to the behaviour change outcomes. We have worked with the London School of Hygiene & Tropical Medicine to develop a mathematical model, based on wide-ranging and robust evidence, which predicts that we can save one million lives by running campaigns in 10 countries over several years.

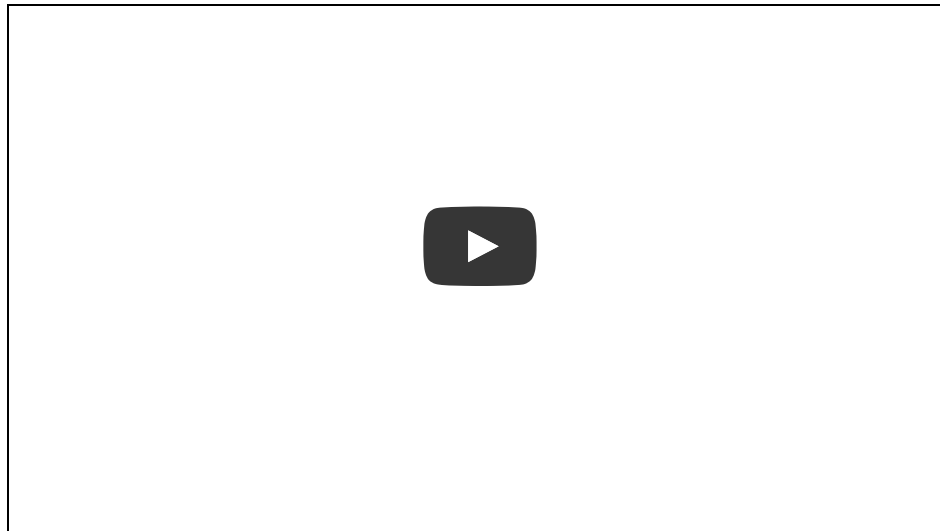
We are running a cluster-randomised controlled trial in Burkina Faso to [prove that we can save lives](#) to the extent predicted by our model. If we are able to demonstrate this, our analysis suggests that mass media campaigns are among the most [cost-effective ways of saving lives](#) currently available.

We are currently designing health behaviour change campaigns in a range of African countries, and are looking for partners and funders for these projects through our [Media Million Lives](#) initiative.

"A scientist who is also a human being cannot rest while knowledge which might reduce suffering rests on the shelf." Albert Sabin

Film: Changing behaviours

Everything that DMI does is based on changing behaviours. To do this, we combine field research (to understand how people think) with creative techniques (to manipulate their emotions). This film shows that process at work in Burkina Faso.



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.

Burkina Faso RCT: midline results



The midline results for our Burkina Faso RCT provide an indication of the extent to which we have changed our target behaviours after 18 months of broadcasting.

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



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