

BBC
MEDIA
ACTION



OUR IMPACT
AROUND THE
WORLD

ABOUT US

Who we are

BBC Media Action is the BBC's international charity, registered in the UK and working in international development. We use media and communication to help deliver stronger democracies, a safer, more habitable planet and inclusive societies. We bring together a unique blend of journalistic, creative, research and international development expertise; deep local knowledge of our audiences in the places we work; our strong networks of local partners; and our invaluable link to the BBC and everything it stands for.

What we do



Research



Media development



Media policy



Media content

Who we serve

We exist to serve people who are most vulnerable to information disorder (including mis- and disinformation and information poverty), division, and distrust, with a focus on people underserved by public interest media, and at the frontline of global challenges, risks and crises. We have a particular affinity for and track record of working with young people as agents of change; they will continue to be a central focus.

Our purpose

We work with partners around the world to provide impartial, impactful, trustworthy media to people in need so that they can make informed choices to transform their lives.

Our values

We are proud to be part of the BBC, and we share their values of **AUDIENCES, CREATIVITY, TRUST, RESPECT, ACCOUNTABLE** and **ONE BBC**.

Where we work

We currently work in nearly 30 countries across Africa, Asia and the Pacific, Eastern and Central Europe, and Central America and the Caribbean.

Our funding

As an independent charity, we are not funded by the UK TV Licence Fee. Our work is made possible thanks to the support of our generous donors – governments, foundations, corporations and individuals. Institutional funders remain our largest source of support. In 2023–24, our main donors included the UK FCDO, USAID and Sida, among many others. Out of every pound, we spend just over 10p on organisational costs and less than 1p on fundraising. Nearly 90p goes to our projects and programme.

You can donate to us on **JustGiving** – www.justgiving.com/bbcmciaction or through **PayPal Giving** – <https://www.paypal.com/GB/fundraiser/charity/3153979> .

Select BBC Media Action from the list of charities (no 3153979) for a one-time, regular or add-to-purchase donate options.

We can also accept **bank transfers** and standing orders:

Account name: BBC Media Action Fundraising
Name of bank: Barclays Bank PLC
Address: 27 Soho Square, London, W1D 3QR
Sort code: 20-78-98
Account number: 53309452
IBAN: GB73BARC20789853309452
SWIFT: BARCGB22

We are so grateful to all our donors who make our work possible.



Soksan Family (Happy Family) TV drama crews in Cambodia – part of BBC Media Action's Klahan9 SPACE project – support young people to get involved in public life



IMPACT REPORT

p.5

Highlights from
our year

p.8

Eastern Europe
and the Caucasus

p.9

Africa

North Africa

10 Tunisia, Algeria, Libya

Southern Africa

11 Zambia

East Africa

12 Ethiopia

13 Kenya

14 Somalia

15 South Sudan

16 Tanzania

West Africa

17 Nigeria

18 Sierra Leone

p.19

Asia and the Pacific

20 Afghanistan

21 Bangladesh

22 Cambodia

23 India

24 Indonesia

25 Myanmar

26 Nepal

27 Solomon Islands

25 YEARS OF MEASURING IMPACT

(1999-2024)



Worked in
60
countries

total income raised and
used to deliver impact

£651 MILLION

over 25 years

average annual reach (since 2013):

100 – 200 MILLION

(including contributing 16-23m people per week to the BBC's global audience)

“ Its ability to carve out a space for challenging programming stands in some contrast to the general decline in media freedom worldwide. **”**

| DFID (now FCDO)

In 2023-2024, BBC Media Action reached more than 100 million people around the world, working in 24 countries

In 2023-2024, BBC Media Action co-produced content in more than 50 languages

BBC Media Action is uniquely placed to deliver measurable impact through our work, which is rooted in audience metrics and advanced impact metric tools. We measure the impact of our programmes on people, communities and media ecosystems and prioritise understanding of **what brings about change, how and why**.

HIGHLIGHTS FROM OUR YEAR

We reached 100 million people around the world, working in more than 50 languages and 24 countries – and increasing into nearly 30 in the next financial year!

Photo by BBC Media Action Ethiopia



We were thrilled to win an **Averted Disaster Award** special recognition, for our lifesaving work with local radio stations on climate change in Kenya. We connect climate scientists and journalists so that media outlets can produce clear, accurate and trustworthy information that listeners can easily understand and apply.

Photo by BBC Media Action Kenya

We continued to support local media partners on the frontlines of the war in **Ukraine**, helping local broadcasters **to report more safely and effectively on the conflict, and deliver vital trustworthy information** to audiences.

Photo courtesy of Suspilne



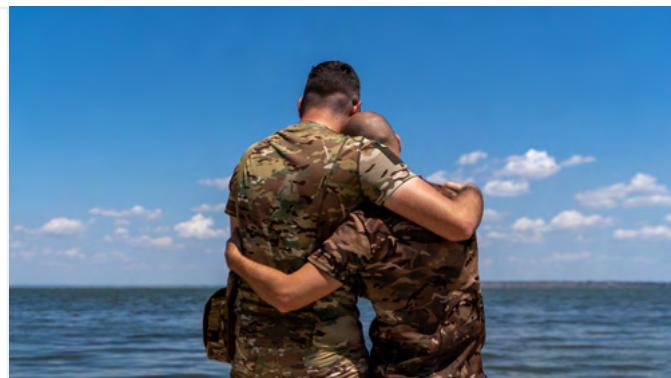


We began production on **Gaza Lifeline programming** for children and their carers, amid war and a serious humanitarian crisis. The three-month series includes critical information about physical and psychological health and child protection for carers, and songs and stories as respite for the children.

Graphic for Zaza and Zuzu courtesy of BBC Media Action North Africa

We worked with Ukraine's national broadcaster Suspilne to produce **Visible, a landmark series of films dispelling LGBTQI+ stigma in Ukraine** and showcasing the wartime contributions of these communities.

Photo courtesy of Suspilne



In **Afghanistan** our team continued to work tirelessly to support local radio broadcasters – including several **women-led, women-focused radio stations** – to deliver critical health and humanitarian information to communities amid severe restrictions.

Photo by BBC Media Action Afghanistan

In **Nepal**, we worked with influencers and high-profile individuals on a 16 Days of Action series **focused on gender-based violence** and online harassment, reaching 2.6 million people.

Photo by BBC Media Action Nepal





Following **devastating flooding in Libya**, we launched **Lifeline programming** on our digital current affairs platform *El Kul* (For Everyone), helping audiences understand how to access safe water and shelter, sharing up-to-date information on the flood response, and dispelling rumours and misinformation. Our team received a BBC News Award nomination for their efforts.

Photo by BBC Media Action

We contributed to voices for climate action at **COP28** with a high-level event moderated by BBC Climate Editor Justin Rowlatt and launched a powerful series with the **Global Center on Adaptation**, showcasing stories of local adaptation produced by local journalists and content-creators following training by our Bangladesh team.

Photo by BBC Media Action



We joined the **Concordia Summit**, alongside the UN General Assembly, speaking to the pressing need to **combat mis- and disinformation as a major threat to democracy and development**.

Photo courtesy of Concordia Summit

EASTERN EUROPE AND THE CAUCASUS

“ Due to the challenging situation regarding freedom of speech and access to information in Donbas, we make a lot of effort to provide... people with quality informational alternatives and strengthen their resilience to propaganda.

Our team is proud of the fact that, despite sometimes very challenging working conditions and overall instability, we continue to work for our audience and adhere to the principles of conflict-sensitive journalism and professional standards.

When working on the issues of mine safety, it is essential for us not only to demonstrate the scale of the problem but also to underline the correct way for people to behave with explosive objects.”

Yuliia Didenko, Editor-in-Chief, News of Donbas Video.
We support News of Donbas, which serves communities in occupied areas and near the conflict frontlines in Ukraine.

Photo courtesy of Yuliia Didenko



BBC Media Action has worked in Eastern Europe for more than a decade, supporting and strengthening local public service media. We strive to ensure that audiences have access to trustworthy information at a time when disinformation is widespread and driven by fast-advancing technology and AI.

This year we began work on a new Eastern Neighbourhood Combating Disinformation project funded by the UK Foreign, Commonwealth and Development Office (FCDO). This project supports local media partners in Ukraine, Moldova, Armenia and Georgia to produce trustworthy public interest content to help counter mis- and disinformation in the region. In Moldova this includes extensive work with the national broadcaster Tele-Radio Moldova, including an internship programme.

We supported the Ukraine public broadcaster Suspilne to produce *Visible*, a film project also supported by the National Democratic Institute with funding from the Swedish International Development Cooperation Agency (Sida). *Visible* examines the positive roles of LGBTQI+ (lesbian, gay, bisexual, transgender, questioning or queer and intersex) and gender diverse communities in wartime, including frontline roles. In telling their stories in relatable ways, this project tackles deeply held stigmas and stereotypes.

Our Humanitarian Communication Support project covers Ukraine, through which we support Suspilne's regional operations in Dnipropetrovsk and Zaporizhia oblasts in Eastern Ukraine. This support includes mentoring, training in producing Lifeline content and surviving in hostile environments, providing personal protective equipment and security consultations, and strengthened connections with humanitarian agencies.

This initiative helps to ensure that audiences near the frontline can access vital, potentially lifesaving, trusted information. In addition, our work funded by the United Nations Development Programme (UNDP) increases public awareness of unexploded ordnance in Ukraine, the most heavily mined country in the world.



| Photo by BBC Media Action

AFRICA

Our work in Africa spans the continent. We support media organisations ranging from national broadcasters to tiny community radio stations. In some remote locations – beyond the reach of radio and TV broadcasting and where mobile phones remain scarce – we provide radio access through solar-powered and wind-up radios preloaded with content that is shared with listening groups. We work with the power of media and communication to strengthen development and democracy, from highlighting the rights of women and girls, to improving reproductive rights and health for people living with disabilities, and ensuring that young people are heard by local decision-makers.

NORTH AFRICA

Tunisia, Algeria, Libya



Sara Alhouni and Barkawi Amaka after a BBC News award nomination for *El Kul*'s work during the Libya floods in September 2023. Photo by BBC Media Action.

Photo by BBC Media Action

“ *El Kul* was founded in 2015 as a training project for local journalists... We now have six staff based in Tunis, most of whom are Libyan, four freelance content producers, and... 15 reporters across Libya. The flood affected all Libyans. Even if you don't have someone in the region, we are all connected.”

| Barkawi Amaka, *El Kul* assistant editor

“ We put a spotlight on inspiring stories of individuals, including women, who volunteered their time to help in affected regions, to help inspire others and to show the solidarity of Libyan people.”

| Sara Alhouni, *El Kul* outreach officer

Our work in North Africa covers Algeria, Libya and Tunisia, with a base in Tunis.

Our major project for Libyan audiences is *El Kul* (For Everyone), a digital news and current affairs platform run by a small production team in Tunis and a network of freelancers across Libya. In addition to responding to the devastating flooding in Derna in September 2023, the team delivers content spanning a wide range of topics – sharing colourful insights into Libyan life and trends, while tackling gender inequality, stigma against migrants and other contemporary issues.

Following the flooding, *El Kul* countered fast-spreading online misinformation with trustworthy information about what was happening, where and how to seek help, how host communities could welcome refugees, and coverage of reconstruction and recovery efforts. In the three months after the crisis, *El Kul*'s 90 posts achieved a unique reach of 7.5 million, including approximately 60,000 per month in Derna, and 1.9 million likes, comments and shares. In April 2024, *El Kul* was nominated for a BBC News Award for their efforts.

We also delivered groundbreaking work to help build resilience to mis- and disinformation in Libya through a UNDP-funded project. Our evidence base of what works and what does not in using creative mass media to tackle information disorder will be tested in a peer-reviewed scientific approach.

Our North Africa team is also leading our plans to bring psychosocial support to children and their caregivers in Gaza. Through short programmes containing songs, stories and expert psychological advice that will air in shelters from June 2024, this initiative will aim to help children be children in the middle of a devastating war and its aftermath.

SOUTHERN AFRICA

Zambia

“ One of my stories on the *Moto* Project led to groundbreaking results: council retirees [received their pension] contributions, despite the local authority not making the contributions which had been deducted from employees' salaries.

A free press is like democracy, or freedom for journalists to report freely, considering that they are the eyes and ears of the public. Journalists must be able to report upon matters of public interest. A free and independent press helps connect the governed with the people in power so that they can access information they need to make informed decisions, and hold government to account.”

Angela Mtambo, BBC Media Action *Moto* (Fire) trainee and broadcaster with Radio Luswepo, awarded a Media Institute for Southern Africa Zambia award for her investigative work

Photo by BBC Media Action Zambia



We have worked with 30 media partners in Zambia, reaching over 5 million people across TV, radio and online in seven languages. An impressive nine mentees under our *Moto* training project went on to win awards for their reports, covering diverse topics including corruption, health, disability rights and the mining industry.

Our governance programmes reached one-third of adults in our eight focal provinces. Our *Tikambe!* (Let's Talk!) programme on radio, TV and Facebook, focused on sexual and reproductive health and rights, reached three in 10 young people aged 14–24 across four focal provinces.

Our Radio Waves project supported 15 media outlets, including the Zambia National Broadcasting Corporation, to produce stronger public interest content and live audience debates. Through our Citizens' Voice project we also worked with the National Parliament radio and TV stations to enhance transparency and public engagement through their programming.

During the year we wrapped up our sexual- and gender-based violence project, *Natwampane* (Coming Together). Working with 16 FM stations in remote Luapula and Northern provinces, we reached 84% of 15–49 year-olds (over 1 million people). Some 65% of women and 59% of men listening demonstrated positive attitudes towards women's rights and gender equality, compared to less than one-third of non-listeners.

We partnered with BBC Monitoring to conduct a study on mis- and disinformation originators and trends in Zambia, and trained and supported a network of 30 fact-checkers across the country to produce fact-checked content.

We also supported the Media Institute of Southern Africa to work on policy reform to improve media freedoms in Zambia, supporting more than 110 media houses to establish a media self-regulation council. We also produced media guidelines for reporting on gender-based violence, working with the Ministry of Gender, non-governmental organisations (NGOs) and media practitioners, and trained journalists across all 10 provinces.

EAST AFRICA

Ethiopia



“ In our country's context, the trust and comfort that we had on social media are no longer there. I think they have changed totally. **”**

Rehobot Ayalew, an Ethiopian fact-checker featured in *LeArada* (Cool), our podcast about staying safe online

Photo by BBC Media Action Ethiopia

In Ethiopia, we worked with more than 10 local media partners in three languages – Afaan Oromo, Amharic and Wolayta. We reached over 10 million people with our health and hygiene content alone.

Ethiopia is one of three countries in our flagship Protecting Independent Media for Effective Development (PRIMED) project, which ended in March 2024. We worked with three local media outlets in Ethiopia to improve their production and editorial processes and standards, supporting their expansion into digital and their financial sustainability.

We tackled health, hygiene and vaccine hesitancy through the Hygiene and Behaviour Change Coalition project, with radio, TV and social media content funded by Unilever and the FCDO. Our Engaging Young People Through Media project, funded by the David and Lucile Packard Foundation, covered issues ranging from young people's access to sexual and reproductive health services to improving their employment prospects.

We also produced the *LeArada* (Cool) podcast as part of a project on conflict-sensitive and inclusive media coverage, focused on digital media literacy for young people and capacity strengthening for three community radio stations. *LeArada* is available on 11 platforms, including Apple and Spotify; its 20 weekly episodes were released with accompanying social media content.

Kenya

“ I enjoy listening to West FM and particularly the TVET [technical and vocational education and training] programme because they talk about the importance of acquiring skills. I heard them say that there is no age limit to education.... Listening to the programme motivated me to want to go back to school.

It was a bit challenging to go back to school because I still had family responsibilities and I also had to pay transport from my house to school. I also had to deal with perceptions from some of my community members who felt that it was a waste of time for a parent to go back to school... Nevertheless, I pressed on and completed my course in tailoring and design. My business is expanding, and I have also started an apprenticeship programme to train others... I am grateful to West FM for educating me on TVET and request them to continue sharing this information with listeners so that more people can benefit.”

Antonina Khakuya, West FM listener in Bungoma

Photo by BBC Media Action Kenya



In Kenya we mentored more than 16 broadcast partners, supporting them to tackle issues including climate change and preparedness for extreme weather, the value of technical and vocational education, and employment rights – particularly for people with disabilities and women.

We were thrilled to win an Averted Disaster Award special recognition for our lifesaving work with local radio stations on climate change. We connect climate scientists and journalists so that media outlets can produce clear, accurate and trustworthy information that listeners can easily understand and apply.

We also expanded our work on climate impacts through a project with WWF, funded by FCDO, mentoring radio stations to make content about conservation and sustainable livelihoods in the Amboseli ecosystem.

Our new project with Sightsavers, also funded by FCDO, tackled disability rights. Our research showed that stigma, discrimination, inaccessible facilities, communication difficulties and inadequate knowledge of their rights hinder people living with disabilities from finding meaningful employment, while women are held back by gender norms. In response, we worked with radio stations to create content to challenge these barriers and share success stories from employers and employees.

Somalia



“

The programme taught me how to become confident. I learned many new things, including how to adapt using weather forecast information during heavy rains, to avoid water pooling that may affect electricity wires. Also, I learned health knowledge and I advised my friends and neighbours about health issues.”

Female *Badqab* (Safety) listener in Mogadishu, aged 20–45

File photo by BBC Media Action Somalia

People in Somalia are struggling to cope with droughts and flooding that disrupt livelihoods and food supply chains and are contributing to displacement and conflict over resources. Rising temperatures, extreme heat and water scarcity also contribute to illness and the loss of livestock.

We partnered with 11 radio stations across the country, working in two dialects – May and Maxa Tidhi. We provided Lifeline training and workshops, supporting local broadcasters to make longer-form content, and produced public service announcements broadcast on BBC Somali Service. Our research found that listeners were more aware of why flooding was happening and what they could do to safeguard their food supply, ensure they had access to clean water and sanitation, and adapt their livelihoods.

In Baidoa, we've connected journalists with humanitarian aid agencies, helping them to work together more effectively to ensure that crisis-affected people have the trustworthy information they need to make appropriate decisions. We supported women to play a more significant role in decision-making, including adapting to the impacts of climate change and protecting biodiversity.

We continue to work with media associations and local partner radio stations from across the country, to support young Somalis to build peace through their programming. We are also working to tackle mis- and disinformation in Somalia, researching why people share it, and mentoring radio stations and producing social media content to improve people's resilience to false and misleading information.

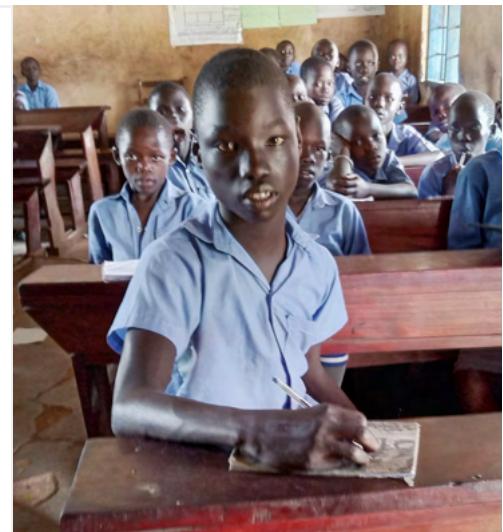
Along with Barbados and Cambodia, Somalia is one of three countries where we work with UN Disaster Risk Reduction, with funding from the United States Agency for International Development (USAID) Bureau for Humanitarian Assistance, to improve communication with people at risk of natural hazards. Together, we are improving early warning systems and ensuring crisis-affected people can take early action to protect themselves and their families.

South Sudan

“ After listening to the radio episode on disability inclusion, I was inspired to go to school... My grandmother was hesitant due to my physical impairment and the challenges to reach school. She later accepted and I was enrolled in... Primary 1.”

13-year-old student in South Sudan and a listener of 'Our School', our radio programme that aims to keep children - especially girls and those with disabilities - in school

Photo by BBC Media Action South Sudan



In South Sudan, we reached 4.6 million people during the year, working with 26 broadcast partners across the country and delivering content and training in nine languages to support broadcasters and their audiences as they cope with extreme weather linked to climate change, increased numbers of refugees from conflict in neighbouring Sudan, ongoing challenges around health, gender-based violence and the aftermath of a long civil war, and a planned election.

We were delighted to prepare for the return of *Life in Lulu* this year! Our beloved radio drama series, which has been running since 2012, went into production at the end of this financial year. The programme, which reaches 1.4 million people, focuses on engaging young people in civic life, while also addressing other issues including governance and gender-based violence. Research into *Life in Lulu*'s previous season found that a majority of listeners took action to resolve conflicts peacefully.

Through our factual radio magazine programme, we aim to increase young people's civic engagement – particularly among young women. And our programme *Sout Bitanina* (Our Voices) aims to prevent gender-based violence, partly by engaging leaders from all walks of life – including the government, military, religious and traditional leaders, women leaders and civil society representatives.

We launched a Facebook page to support this work – establishing more inclusive spaces and platforms for young people to share their hopes for better governance, and an end to gender-based violence.

To address other challenges in South Sudan, our factual radio show, Let's Talk About Us, facilitates conversations between service providers for mental, neurological and substance disorders and community members. And we continued to support the Girls Education South Sudan consortium by producing Our School, a radio programme to encourage parents and caregivers to keep their children in school. This project will close in 2024 and we look forward to sharing our learning and impact.

Tanzania

“ Nowadays there are a lot of single mothers and yet they are young, they don't get support from their partners, and they don't know what to do, so I realise this is a big challenge.

In the programme about gender desks (at police stations), they explain very clearly that a mother should not raise the child alone (without support) if the father of the child is alive and he is stable financially. They also explain other kinds of violence such as physical abuse that someone can report at the gender desk.

[Learning about] the gender desk is the information that I have heard from the programme and use to help my community. I used to believe [that the] gender desk at a police station is not a safe place to report a case and maybe you need money to be sorted.”

Gladys Kimario, a teacher in Dodoma, on what she learned from following *Niambie!* (Tell Me) on Instagram

Photo by BBC Media Action Tanzania



In Tanzania we worked with 20 broadcast partners and 15 rebroadcasting partners, and reached 3 million people with our Broadcasting for Change project.

Our work with local radio shows focused on including young people and women in civic spaces and decision-making that affects them. We included a strong climate focus in our A National Conversation project, producing an 18-episode podcast in addition to our work with local broadcasters.

Through Broadcasting for Change we produced the national radio shows *Niambie* (Tell Me) and *Tuyajenge* (Let's Build It) focused on women's and girls' rights. These programmes are reinforced by digital content on Instagram and Facebook, and support our partner broadcasters to ensure they are more inclusive and prioritise gender, and safeguarding in their work.

We also produced the *Safari ya Malezi* (A Parenting Journey) national radio show through our Responsible Parenting and Family Care project.

WEST AFRICA

Nigeria



“ The programme has increased my knowledge a lot, to the point of convincing me to agree to receive this [COVID-19] vaccine and also get tested (for HIV).”

Male participant, aged 26–30, in an outreach event in Katsina for our Unicef-funded project for young people

Outreach event file photo by BBC Media Action Nigeria

In Nigeria, we worked with 15 radio stations across six states and the Federal Capital Territory, working in five languages – Pidgin, Hausa, Igbo, Yoruba and Kanuri. This work covered diverse themes including health, climate and the environment, supporting displaced people and those at risk from human trafficking, and humanitarian response.

Our *Madubi* (Mirror) radio programme focused on family planning for people with disabilities as part of the Sightsavers-led Inclusive Futures project. This project also included formative research, capacity-strengthening for local media partners, and social media content.

Through outreach events, radio discussion on our programmes *Talk Your Own* and *Mu Tattauna* (Let's Talk) and accompanying social media, we enabled young Nigerians to make informed decisions about the COVID-19 vaccine and adopting measures to prevent HIV and HPV.

These programmes remain household names – 67% of Nigerians in Rivers state, and 63% in Ebonyi state, said they are aware of *Talk Your Own*. More than half (56%) of people surveyed in Katsina are aware of *Mu Tattauna* and 43% reported listening to it. Listeners reported better understanding of where and how to access health services, and were very likely to discuss health issues with others (78% of listeners surveyed in Rivers, 85% in Ebonyi and 66% in Katsina).

We also worked to improve how humanitarian organisations communicate with crisis-affected people, through Lifeline training and events. We supported displaced people in Adamawa State to become more self-reliant and integrated in local communities, by strengthening the capacity of local radio stations and co-producing radio programmes.

We continued using media and communication to reach women and girls, their families and community leaders, to combat sex trafficking in Edo State – through research, producing TV docu-dramas, and working with local radio stations.

Reflecting the risks to regional water and food supplies posed by climate change, we are working to strengthen integrated water resource management across the Niger basin, conducting research and identifying local media partners for future collaborations.

Sierra Leone

“ I feel good doing this job. It is not an easy task – I felt shy at the beginning. But now people see me as a woman working in radio, sharing information not only for men but also for other women and girls.... I think they feel good seeing me sharing these messages. They believe in the radio and they trust in me in the community. They see me as a role model.”

Sombo Angelina Fullah, presenter of *Docket en Lappa* (A small purse and woman's wrapper), Radio Wanjei, Sierra Leone

Photo by BBC Media Action Sierra Leone



Sierra Leone is one of three countries hosting our flagship PRIMED project, which closed in March 2024. Through PRIMED, we worked with the national Sierra Leone Broadcasting Corporation and local partners to deliver mentoring and training, improve business planning, and address gender inequalities in both newsrooms and media content. We were proud to continue supporting efforts to develop a national plan for media viability, which received one of the first grants from the International Fund for Public Interest Media – co-founded by BBC Media Action and now an independent entity.

Our radio programme *Docket en Lappa*, co-produced with local radio partners, encouraged women's participation in society, economics and politics.

We also continued working for improved health, nutrition and equality for people with disabilities, delivering short films and public service announcements on nutrition, and a powerful series on the life-changing power of prosthetics.

ASIA AND THE PACIFIC



In Asia and the Pacific our work stretches from small local broadcasters operating under constant threat in Afghanistan, to award-winning social media and reality TV shows for young urban audiences in Cambodia and Indonesia.

Climate is a major focus for our work in Asia and the Pacific, supporting communities in Bangladesh, Cambodia, Nepal and Solomon Islands with access to media content that helps them to adapt to and cope with the impacts of climate change, and hold leaders to account.

In the next financial year, our work in the Pacific will expand to Fiji, Tonga, Samoa, Vanuatu and Papua New Guinea under an FCDO-funded project to support trustworthy, public interest media in the region.

We supported the launch of *Voice Blo lu* (Your Voice), the Solomon Islands' first audience-led debate and discussion programme.

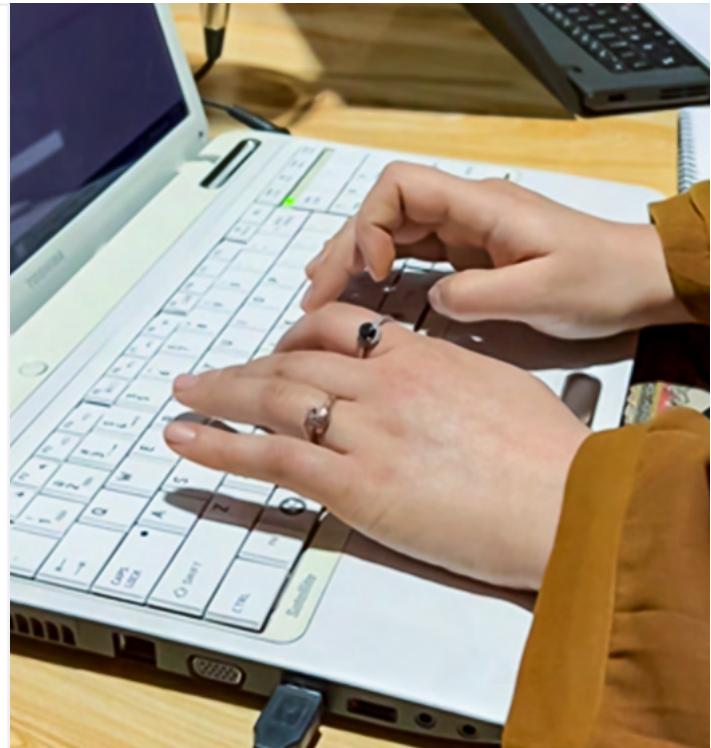
Photo by BBC Media Action Solomon Islands

Afghanistan

“ We run a lot of call-in programmes because the audience likes them and we get to hear their opinions and concerns... With the solar panels and batteries, our signal reaches across the province and even beyond. We get male and female callers from everywhere.”

Shahira (not her real name), a journalist who manages the Radio M station, despite increasing restrictions from the Taliban. With support from USAID's Afghan Support Project, local radio stations like Shahira's receive funds and equipment – including solar panels and batteries – and we provide training and mentoring.

Photo by BBC Media Action Afghanistan



During the year, we worked with 52 local radio partners in Afghanistan. We reach a regular audience of 3.5 million people with critical information through our weekly *Darman* (Healing) radio programme, which also airs on the BBC Afghan Service.

Our work in Afghanistan focuses on media development and programming about health, nutrition, water, sanitation and hygiene (WASH), and knowledge about unexploded ordnance. Our audio and video public service announcements were distributed at health centres, on buses and on Facebook, where the most popular reached 1.5 million users.

We're particularly proud of our national media survey, in which we interviewed over 2,600 people in all provinces to understand Afghans' access to, and preference for, different media content and platforms, their trust in media, and how they use and share mis- and disinformation. These findings inform all our work and help our broadcast partners understand audience trends and interests.

As our team has grown, we continue to support our female colleagues to work despite increasing restrictions on women's lives, supported by a small team of Afghan colleagues in London.

Bangladesh



“ I had no idea about climate adaptation by local people before participating in the [BBC Media Action] training. But now I am finding so many climate adaptation stories for making news around me, which is amazing. To feel the importance of local people's adaptations for their survival in the situation of climate change, I think as a journalist it is my responsibility to find adaptation stories for the news and I am trying my best to do so. **”**

Riktu Prasad, correspondent for Gaibandha district, DBC News, and BBC Media Action mentee

Photo by BBC Media Action Bangladesh

Our projects in Bangladesh span long-term development and critical humanitarian assistance, particularly in Cox's Bazar, which is home to more than 1 million Rohingya refugees. Bangladesh is also one of our focus countries for Protecting Independent Media for Effective Development (PRIMED), our flagship media development project closing in March 2024.

With support from the Global Centre on Adaptation, we trained 60 journalists and content-creators from areas most vulnerable to climate change to report on how communities are leading their own adaptations, resulting in a steady stream of stories on local broadcast stations and social media. This content reached millions of people across the country, and was showcased in an event at UN Climate Change Conference of the Parties (COP)28.

With funding from the UN Refugee Agency (UNHCR), we trained journalists in public interest and humanitarian journalism. This resulted in stories from displacement camps, like [this report](#) from a national news platform on the plight of Rohingya orphans.

We continue to lead YouthRISE, a four-year consortium programme funded by USAID to reduce conflict between Rohingya refugees and host communities. Together, we build people's practical skills to earn livelihoods and resolve conflict, while also encouraging community discussions and strengthening local justice mechanisms.

Under this project, we trained 57 young Bangladeshis in digital literacy, helping them to identify misinformation and online risks, and to respond responsibly to digital threats. After this training, participants reported having greater understanding and confidence in navigating the digital landscape safely.

We launched a related, moderated Facebook page to share content and facilitate discussion on building vocational skills and digital literacy. The page achieved an average monthly growth rate of 2.33% and reached over 2.3 million people. It attracted a 24% engagement rate, or 123,600 likes, comments and shares.

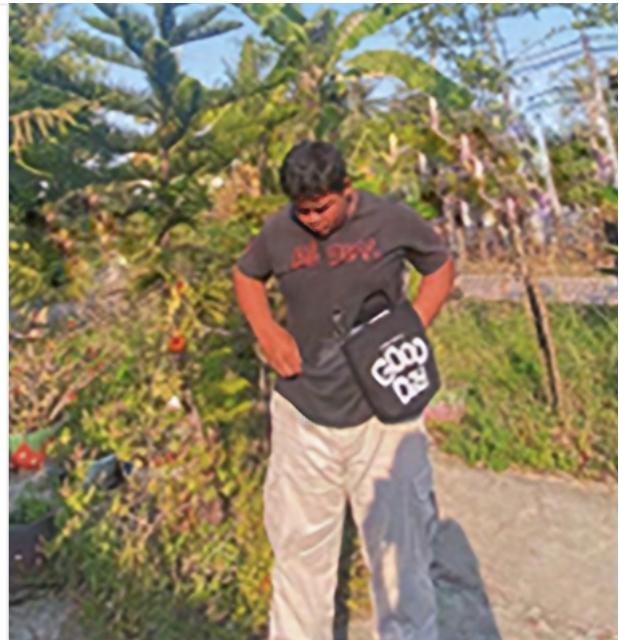
We also trained and mentored eight Rohingya young people in social and digital monitoring. They created five editions of a fact-checking bulletin that countered false rumours and misconceptions – including using coconut oil to treat dengue fever, and misinformation about food rations.

Cambodia

“ There are a variety of lessons that I have learned from *Klahan9*’s Roadshow but what I found most important is the topic around hate speech which is referring to using inappropriate words toward someone on social media. It is very necessary to be more thoughtful before throwing a comment. Commenting can be a dangerous weapon to somebody.”

Chan Vai, a secondary student who joined the *Klahan9* (Brave 9) Roadshow Academy. He is now sharing his learning with friends and classmates

Photo by BBC Media Action Cambodia



In Cambodia, our 2023–24 work focused on increasing civic engagement among young people. We did this by training young media workers, strengthening the capacity of the broader media sector, producing and broadcasting content about youth participation in public life, and conducting outreach work with our local partners.

We produced 20 new episodes of our *Soksan Family* reality TV series, and published 267 pieces of social media content as part of our *Klahan 9* (Brave 9) multimedia project, reaching more than 11 million people. Our research found that 90% of online youth surveyed believe our content has enhanced their soft skills and awareness of community issues, and 67% say they are inspired to engage more in volunteering activities, discuss issues with their peers and parents, and practise online safety as a result.

We organised roadshows to screen our content and train young people in digital and media literacy skills. We also worked with local partners to train more than 50 young media practitioners – including 25 young women, one LGBTQI+ person and one Indigenous young person – in effective media production, resulting in 167 pieces of online content from a youth perspective.

We started working on a Risk Communication for Early Action project to use media and communication to contribute to early warning and early action, focusing on hard-to-reach populations. In time, we hope that this will help to mitigate damage, loss of life and livelihoods from extreme weather and natural hazards.

India



“

In the past people used to look at us and move away from us ... Now the situation has changed. Today I'm invited to places and offered a seat, or some water or tea. There is definitely a shift in the way people see me, which makes me happy.”

Indira, a waste picker from Bengaluru, in an interview with the BBC's People Fixing the World Podcast who was part of Coffee with Recyclers, our four-part YouTube series to overcome prejudice against this group.

Photo by BBC Media Action India

Our 2023–24 work in India encompasses social inclusion, challenging gender norms, adolescent health and rights, and environmental sustainability. With support from the H&M Foundation, we continued to address attitudes towards waste pickers in Bengaluru, working to make their contributions more visible. We delivered two social media campaigns, including collaborations with influencers. Data showed that this content sparked meaningful conversations and inspired others to join the campaign. We co-created viral social media content and a long-format four-part YouTube series, Coffee with Recyclers. Overall we reached 10.6 million people through our campaign.. We were proud to have our work featured on the BBC's People Fixing the World podcast.

This year we completed a one-year planning project, funded by the Gates Foundation, looking at gender norms around the ownership and use of mobile phones among young women in suburban communities in India. This work will help support interventions that can overcome these norms, and support women's economic empowerment through digital. This work was presented at a Yale Inclusion Economics event on 'Women and the Digital Economy' and the abstract has been accepted for presentation at the University of Oxford during a Sustainable Development Workshop in the next financial year.

In partnership with Unicef, we continued our work with the *AadhaFULL* (Half-full) brand on adolescent health and rights, which used multi-media approaches to challenge gender stereotypes and discrimination against adolescent girls . We created six new graphic novels as part of this ongoing series, working local community groups.

Indonesia

“ Whenever my mother tells me to buy a motorcycle, I tell her that I don't want to buy it as it is going to add more pollution in our atmosphere.”

A young man in Jakarta, aged 18-23, in speaking with our researchers. Our TV drama, *#CeritaKita*, helped audiences understand environmental issues and built motivation to discuss them in public

Photo courtesy of BBC Media Action Indonesia's Aksi Kita Instagram



In Indonesia we continue to focus on climate and the environment. We reached 20 million people in Indonesia in 2023–24, mainly through social media.

Our For the People project aims to provide fairer access to natural resources for Indigenous communities. We created 40 episodes of audiovisual content, held more than 100 discussion clubs in 15 villages with our local partner KKI Warsi, and involved four Indigenous communities from Kalimantan and Sumatra. Participating communities have gained new skills and knowledge of digital media, an increased knowledge of community land rights, and have adopted agricultural, agroforestry, eco-tourism and handicraft suggestions from the videos.

Movingly, we supported the Orang Rimba Indigenous communities to speak publicly for the first time during community dialogues attended by government officials and private sector representatives, as well as speaking on TV, radio, and in seminars and workshops. Our discussion clubs also sparked changes among women's groups in the Dayak tribe – these women are now actively sustaining local handicraft traditions, with younger women eager to learn from their elders.

Our digital brand #AksiKitaIndonesia on Instagram continued to examine trends and topics around environmental sustainability that appeal to young people. In March 2024 alone, our content reached over 10 million people, with an impressive average engagement of 11%.

Myanmar



“ In the past, I felt shy to buy contraceptive pills. But now, I do not feel shy. I feel brave to buy it for my health and [pregnancy] prevention.”

A 23-year-old woman in Ayeyarwaddy Region who follows the *Ma Shet Ne* (Don't Be Shy) Facebook page

Graphic courtesy of BBC Media Action's Ma Shet Ne Facebook page

Amid a difficult and heavily restricted media environment, we continued working in Myanmar in the areas of health, nutrition and social inclusion, primarily through social media augmented by print-ready content.

Our sexual and reproductive health and rights project *Ma Shet Ne* (Don't Be Shy) earned 3 million social media followers in the calendar year 2023, targeting young people with quality digital media content to build their knowledge and understanding, and provide a platform for discussion.

Our *Yay Kyi Yar* (Towards Clearer Waters) project ended in 2023. The project covered the risks and opportunities of migrating within Myanmar and internationally, equipping potential migrants with knowledge about their rights, and enabling them to make informed decisions.

We also completed our *Tu Tu Pae* (We Are The Same) project, providing information on the rights and health of people with disabilities, and shifting public attitudes and behaviour towards them. We created fully accessible social media content, and delivered training in partnership with disability organisations. More than 50% of survey respondents said they share *Tu Tu Pae*'s information within their family.

We began a new project, *Mikhin Metta* (A Mother's Love), targeting pregnant women and mothers of children under two years old with information on nutrition and water, sanitation and hygiene practices. This aims to tackle poor local knowledge around nutrition, particularly around food taboos and restrictions during pregnancy and in the postpartum period, with digital content and interactive toolkits for health facilitators. In its first three months, the project's Facebook page attracted 30,000 followers and 27,000 likes.

Nepal

“ I can hear these messages myself if they are shared in the village. If there is heavy rain we will not sleep during the night. If the network is good, we receive information through mobile phones. We also watch news on TV when it works. Also, we can listen to the radio.”

Shreedevi BK, Annapurna, Nepal. The community has experienced devastating landslides during monsoon rains, made worse by increasing development. BBC Media Action is working with government, nongovernmental organisations and communities in Nepal on keeping media and communication at the heart of disaster planning.

Photo by BBC Media Action Nepal



In Nepal, we focus on gender, and more effective media and communication that help people and policy-makers better prepare for emergencies such as floods and landslides during the monsoons and earthquakes. We support local media partners to produce innovative programmes showcasing different ways to prepare for emergencies. And we have worked with national broadcaster Radio Nepal, the Association of Community Radio Broadcasters Nepal and the Broadcasters Association of Nepal, which cover more than 500 radio stations across the country, to develop plans to ensure that local radio networks can continue to broadcast when natural hazards strike.

Through our mentoring and capacity strengthening, local media partners are now producing innovative programmes that build resilience, enhance anticipatory action and combat mis- and disinformation – all helping safeguard people against climate change risks.

We produced short documentaries on the experiences of people affected by natural hazards, to demonstrate how they have rebuilt and adapted their lives, and to inspire others to do the same.

Through national consultations and meetings we also engaged with government representatives, donors, partner agencies and local media practitioners on disaster-risk reduction and management, and climate and early warning systems.

Our campaign on the 16 Days of Action was supported by work with government authorities, experts and celebrities to build awareness against cyberviolence reaching more than 2.6 million people in a month.

Solomon Islands



“ From the training I've learned a lot. This is going to be my first time to actually cover a joint election, it's a big one... I have a team of very young staff for Paoa FM, and it's going to be their first time to cover such an event. I've learned so many interesting things. I've learned what sort of questions you should ask the public and what sort of angle you should take.”

Lanieta, Paoa FM station manager, Solomon Islands, on the training she received before the April 2024 general election

Photo by BBC Media Action Solomon Islands

We continued our first project in Solomon Islands, which has provided training and mentoring to more than 100 journalists, programme producers and presenters of the Solomon Islands Broadcasting Corporation (SIBC) and the Media Association of Solomon Islands. This has strengthened their editorial and production techniques, as well as their ability to broadcast during emergencies, financial reporting, and coverage of the trafficking of women and girls. It also taught them how to cover elections freely and impartially, and provide platforms for respectful discussion and debate – essential before the April 2024 elections.

We supported the launch of *Voice Blo lu* (Your Voice), the islands' first audience-led debate and discussion programme, which allowed audience members to ask questions and voice concerns directly to election candidates. The programme aired on SIBC and streamed on its [Facebook platform](#).

We also published a [research briefing](#) based on our research study, comprising a national, mobile phone survey of more than 1,000 Solomon Islanders and 12 focus group discussions. The survey explored media access and use, key issues affecting people at a local and national level, and their information needs and barriers. This research underpins our targeted media sector growth and capacity building strategies, to ensure that underserved audiences get improved access to news and information in the future.



BBC MEDIA ACTION

Registered office: Broadcasting House, Portland Place,
London W1A 1AA, United Kingdom.

Registered charity no.
(England & Wales): 1076235

Company number: 3521587

Tel: +44 (0) 208 008 2026

Email: media.action@bbc.co.uk



[@bbcmediaaction](https://twitter.com/bbcmediaaction)

bbcmediaaction.org

© BBC Media Action 2024