# HUMAN HEALTH:
## A Healthier, More Equitable World

**POPULATION**
MEDIA CENTER

Population Media Center's award-winning TV and radio series, broadcast in the US and 50+ countries, have proven positively life-changing. Everyone deserves to understand, control, and nourish their body. Our proven approach to transformative storytelling has helped millions of people change their lives — especially women and girls — for the better. The power of popular entertainment gives more people more power to create a healthier world.

### REPRODUCTIVE HEALTH & RIGHTS
In Burundi, listeners were 3.3 times more likely than non-listeners to know it is important for a woman to give birth in a healthcare setting. In Papua New Guinea, listeners were 2.8 times more likely than non-listeners to seek family planning services.

### ADOLESCENT REPRODUCTIVE HEALTH & RIGHTS
In the United States, 27,000+ people checked if they needed to get tested for STDs, HIV, or pregnancy on our *East Los High* website. In Mexico, our show was among the top three most-watched programs for viewers ages 13-21, reaching 3.5 million viewers each night.

### FEMALE GENITAL MUTILATION
In Senegal, listeners were 74 percent less likely to agree that "the practice of female genital mutilation is a cultural requirement." In Mali, men who were frequent listeners were twice as likely to agree that "female circumcision is dangerous for the health of the girl or woman."

### ENABLING THE USE OF HEALTH SERVICES
In Nigeria, 67% of new clients at clinics named our show as the direct or indirect reason they sought reproductive health services for the first time. This is a life-saving statistic. Eight hundred women die every day from preventable deaths related to pregnancy and childbirth.

### HIV/AIDS
In Ethiopia, female listeners were 3 times more likely than non-listeners and male listeners were 4 times more likely than non-listeners to seek HIV/AIDS testing. In Rwanda, listeners were 2 times more likely than non-listeners to know about a medication to prevent HIV/AIDS transmission to a baby.