



POPULATION: A World of Solutions

In order for Earth to thrive, humans must thrive in balance with nature. PMC's transformative storytelling approach creates a chain of planet-positive impact that uplifts individuals, communities, and the environments we all share. Our work is proven to open eyes, minds, and dialogues, and guide communities to vital health and human rights resources.

We inspire people, especially women and girls, to rewrite their own life stories. All at a cost-per-impact of as little as \$0.30. By uplifting the most affected and most likely to drive cultural change, we inspire exponential community progress toward the one goal we all share: A thriving planet.

When women and girls have equal social status, education, and reproductive autonomy—they can choose if and when they have children. Population growth is caused by harmful social norms that deny women and girls control over their futures. PMC's award-winning TV and radio series, broadcast in the US and 50+ countries, address these fundamental threats to global sustainability where it matters most—in human hearts and minds. We inspire entire communities to choose a healthier, more equitable, and flourishing world for all.

Imagine what we can do in the decades to come.

Hearts and Minds

- ⦿ **In Rwanda**, listeners were 1.2 times more likely than non-listeners to say husbands and wives are equal partners in a relationship.
- ⦿ **In Nepal**, listeners were 2.7 times more likely than non-listeners to believe that women and men have equal leadership capabilities.
- ⦿ **In the Democratic Republic of the Congo**, listeners were 3.2 times more likely than non-listeners to say girls should be encouraged to pursue their education to a high level.
- ⦿ **In Burkina Faso**, listeners were 2.2 times more likely than non-listeners to believe a woman can use contraception and still be faithful to her partner.
- ⦿ **In Papua New Guinea**, listeners were 2.8 times more likely than non-listeners to seek family planning services.

