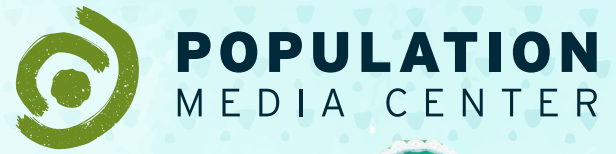


# RIGHTS OF WOMEN AND GIRLS: Our Future Depends On Hers



Population Media Center's work is proven to open eyes, minds, and dialogues – and guide communities to vital health and human rights resources. By uplifting the most affected and most likely to drive cultural change – especially women and girls – we inspire exponential community progress. PMC's award-winning, locally produced radio and video series—featuring relatable characters, familiar communities, and very real choices—have inspired audiences to rewrite their own life stories across 30+ languages and 50+ countries.



## WOMEN'S RIGHTS

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.



## REPRODUCTIVE HEALTH & RIGHTS

In Papua New Guinea, listeners were 2.8 times more likely than non-listeners to seek family planning services. 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.



## CHILD MARRIAGE

In Nigeria, listeners were 2 times more likely than non-listeners to say a girl should delay getting married until she is 19 or older. In Nepal, listeners were 3 times more likely than non-listeners to believe people in their community advocate to end child marriage.



## GIRLS' EDUCATION

In Cote d'Ivoire and Mali, listeners were half as likely as non-listeners to prioritize educating boys over girls. In Nigeria, listeners were 2.1 times more likely than non-listeners to agree that investing in a girl's education benefits the entire family.



## GENDER-BASED VIOLENCE

Our video game to end violence against women and girls, BREAKAWAY, has reached over 180 countries and has had youth camps in Guatemala, South Africa, and more. In Papua New Guinea, listeners were 1.4 times more likely than non-listeners to seek domestic violence services.