



BBC MEDIA ACTION

# Global Grant strengthens media's role in development

Funding is enabling BBC's international charity to reach 200 million people in 14 countries

For people to be at the heart of their own development they need information to help them make informed decisions and to know their rights. Yet many people in developing countries still lack access to useful, timely and reliable information.

Media and communication plays a powerful role in strengthening economic, social and political development. Recognising this, in November 2011 the UK Government's Department for International Development approved a five year 'global grant' to BBC Media Action, the BBC's international charity.

The grant will reach over 200 million people across 14 developing countries. To ensure the charity is not over-reliant on any single donor the grant will not exceed 40% of total annual income.

## The grant's four goals

### 1. Support democratic governance by encouraging political accountability

**Type and purpose of output:** Radio and TV debates and phone-ins and other programmes to encourage audience participation and for leaders to be held to account, and to help reduce the risk of conflict in 11 countries.

**Anticipated reach:** 104 million people.

**Impact measure:** A target of at least 40% of people reached believing that the programming is playing a key role in holding government to account.

**Countries:** Afghanistan, Angola, Bangladesh, Burma, Kenya, Nepal, Nigeria, Palestinian Territories, Pakistan, Sierra Leone and Tanzania.

### 2. Improve the health of people living in poverty, particularly reproductive, maternal, new born and child health

**Type and purpose of output:**

Radio and TV programmes including family dramas and magazine shows that challenge attitudes and combat misinformation.

**Anticipated reach:**

70 million people.

**Impact measure:** At least 15% of those targeted reporting that they have adopted healthy behaviours and/or supportive social norms.

**Countries:** Afghanistan, Bangladesh, Ethiopia, India and South Sudan.

*Above*

BBC Media Action presenter, Hassan Arouni, interviews two fishermen, Freetown, Sierra Leone.

**"The grant will help ordinary citizens have the ability to hold the authorities to account by taking part in programmes that engage with the powers that be."**

*Andrew Mitchell, Secretary of State for International Development*



**Above**  
Demanding equal opportunities in education for girls on radio and TV show *Sajha Sawal* in Kathmandu, Nepal.

### 3. Improve communities' resilience to humanitarian crises

**Type and purpose of output:** In six countries, networks of broadcasters are being brought together with humanitarian agencies to improve the delivery of life-saving information during emergencies. The largest ever evidence base on the experiences, knowledge and attitudes of those affected by climate change across Asia will inform new communication approaches developed for vulnerable communities in the region. Programming will be produced for farmers and vulnerable communities in at least three countries.

**Anticipated reach:** 27 million people.

**Impact measure:** A target of at least 15% of people reached reporting an improvement to their resilience to shocks and/or stresses in their environment.

**Countries:** Bangladesh, Kenya, Nepal, Nigeria, Pakistan, Somalia and Tanzania.

### 4. Strengthen the evidence base on the role of media and communication

**Type and purpose of output:** Research through every stage of project delivery to help analyse and share deeper understanding of the role of media in development. Monitoring and evaluation to ensure all outputs are responsive to audience needs, rooted in local context, and have measurable impact.

**Anticipated reach:** Across all countries covered by the global grant.

**Impact measures:** The synthesis of evaluation findings, across multiple country contexts, will provide a unique contribution to the global evidence base. Research findings, and where possible actual research data, will be made available in accessible formats.

**Countries:** All.

## Building blocks: BBC Media Action and DFID

BBC Media Action has a long history of working with media to bring about positive results. 62% of Bangladeshi audiences thought its programmes made politicians and officials more accountable. In Cambodia, uptake of antenatal check-ups increased from 49% to 68% after maternal and child health programming. The charity uses a wide range of media formats including dramas, TV and radio debates, phone-ins and magazine shows. Increasingly too, as markets open up with affordable and accessible new forms of communication, it is working with mobile technology and social media to connect people and ideas.

The £90m grant joins together £9m of existing funding from the Department for International Development (DFID) with up to £81m of new funds to scale up BBC Media Action's programmes and reach. The grant enables the charity to extend successful formats to new countries, develop the capacity of local broadcast partners, apply systematic evaluation procedures across countries, and contribute to the global evidence base on the role of media in development. Funding is performance-based using progress against annual milestones.

The BBC has editorial control over all broadcast outputs and much of the work is developed in local languages in partnership with the BBC World Service. The BBC's reach and reputation as a trusted international broadcaster extend both impact and credibility to BBC Media Action.

BBC Media Action is not funded by the licence fee and is an independent charity registered in England and Wales. Its board of trustees include a mix of BBC staff and senior development practitioners. Other significant donors include the Bill and Melinda Gates Foundation, the European Commission, the Foreign and Commonwealth Office and various UN agencies.

The grant is flexible and responsive to changing country contexts. The countries targeted are reviewed at six monthly intervals by BBC Media Action and the project oversight group co-ordinated through DFID's Politics, State and Society Team (PSST) in the Governance, Open Society and Anti-Corruption (GOSAC) Department in Policy Division.

To find out more about the work of BBC Media Action visit: [www.bbcmediaaction.org](http://www.bbcmediaaction.org)



BBC Media Action (the new name for BBC World Service Trust) is registered in England & Wales under Charity Commission number 1076235 and Company number 3521587.

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The Global Grant  
is funded by

