



2024

# ANNUAL REPORT



Family  
Empowerment  
Media

# A MESSAGE FROM OUR TEAM

**2024 was a year of learning and building.** Reaching ~6.3 million listeners through short and long campaigns, we laid the foundation for our most ambitious campaign yet while charting a path to scale our impact in the years ahead. We're excited to share our progress.

Many women face barriers that prevent them from making informed decisions about their family size. Since 2020, Family Empowerment Media (FEM) has worked to raise awareness and reduce misconceptions about family planning through radio. We envision a future where all women can make informed choices about their health and family. Over the next decade, we aim to expand to regions where our efforts can cost-effectively improve lives.

In 2024, we made significant progress toward 24-month campaigns in 10 Nigerian states, evaluated by a randomized controlled trial (RCT). This ambitious project brought some of our greatest challenges this year, particularly in preparation and installation of our innovative evaluation technology, which has taken longer than expected. 2024 brought us closer than ever to this milestone.

We expanded beyond Nigeria for the first time, conducting scoping projects in five countries and launching proof-of-concept (POC) campaigns in Niger and the DRC. High listener retention and resonance with these test campaigns reinforced our confidence in our ability to adapt our intervention to new contexts.

To our funding partners—your support is more than a contribution; it's a catalyst for change. You are investing in a world where women and families no longer face preventable tragedies or hardship from unintended pregnancies. Thank you for supporting our mission.

*the FEM team*





# What's Inside

# TABLE OF CONTENTS



## Lives Touched in 2024 | p. 3

We reached ~6.3 million listeners through short and long campaigns in Kano, the DRC, and Niger.



## Impactful Kano Campaign | p. 4

We completed a 32-week campaign, reusing content to deliver life-saving messages at the lowest cost to date.



## Randomised Controlled Trial | p. 5,6

We expanded content production fivefold for 24-month campaigns, and made key technical progress.



## Expansion to New Countries | p. 7,8

We completed scoping projects with promising partners in 5 countries and proofs of concept in the DRC and Niger.



## Behind the Impact | p. 9,10

FEM team members -- including our vital implementation and funding partners -- make every advance possible.



## FEM's Financial Overview | p. 11

In 2024, FEM raised 2,055,725 USD from foundations and individuals and spent 996,384 USD.



## Audience Base and Broadcasts

6.3 million reached with short and long campaigns

<b>Arewa Radio, Kano*</b>	<b>5,685,900 listeners</b>	<b>1,230 broadcasts</b>
<b>Radio Katanda, DRC</b>	<b>172,800 listeners</b>	<b>70 broadcasts</b>
<b>Radio Anfani, Niger</b>	<b>199,400 listeners</b>	<b>70 broadcasts</b>
<b>Radio Ikarawa, Niger</b>	<b>118,400 listeners</b>	<b>70 broadcasts</b>
<b>Radio Kitari, Niger</b>	<b>100,500 listeners</b>	<b>70 broadcasts</b>

\*In Kano, we sourced reach numbers from Media Planning Services (MPS), an external data company. We discounted MPS data by 20% to account for uncertainty. Outside Nigeria, we source reach numbers using a multi-step process including WorldPop, GIS and CloudFM. FEM rounds listenership numbers down to the nearest given significant figure.





32  
weeks

5.6m.  
listeners

2430  
impressions

Kano

## 2024 IN DEPTH: AREWA

**We completed a second extended campaign in Kano, on Arewa Radio.**

This 32-week Hausa-language campaign targeted married women and men who want to plan their families. Arewa Radio reaches listeners in urban, semi-urban and rural areas in Kano State.

Through this campaign, we expanded the impact of content previously produced for northern Nigeria, eliminating content production costs.

One-minute ads aired over 2,240 times and 20-min shows over 192 times.

In one testimonial ad, a mother of three shared how she and her husband chose injectable contraception, and encouraged others to explore family planning options that suit them best. A show co-hosted by a medical doctor discussed the pros and cons of different contraceptive method options.

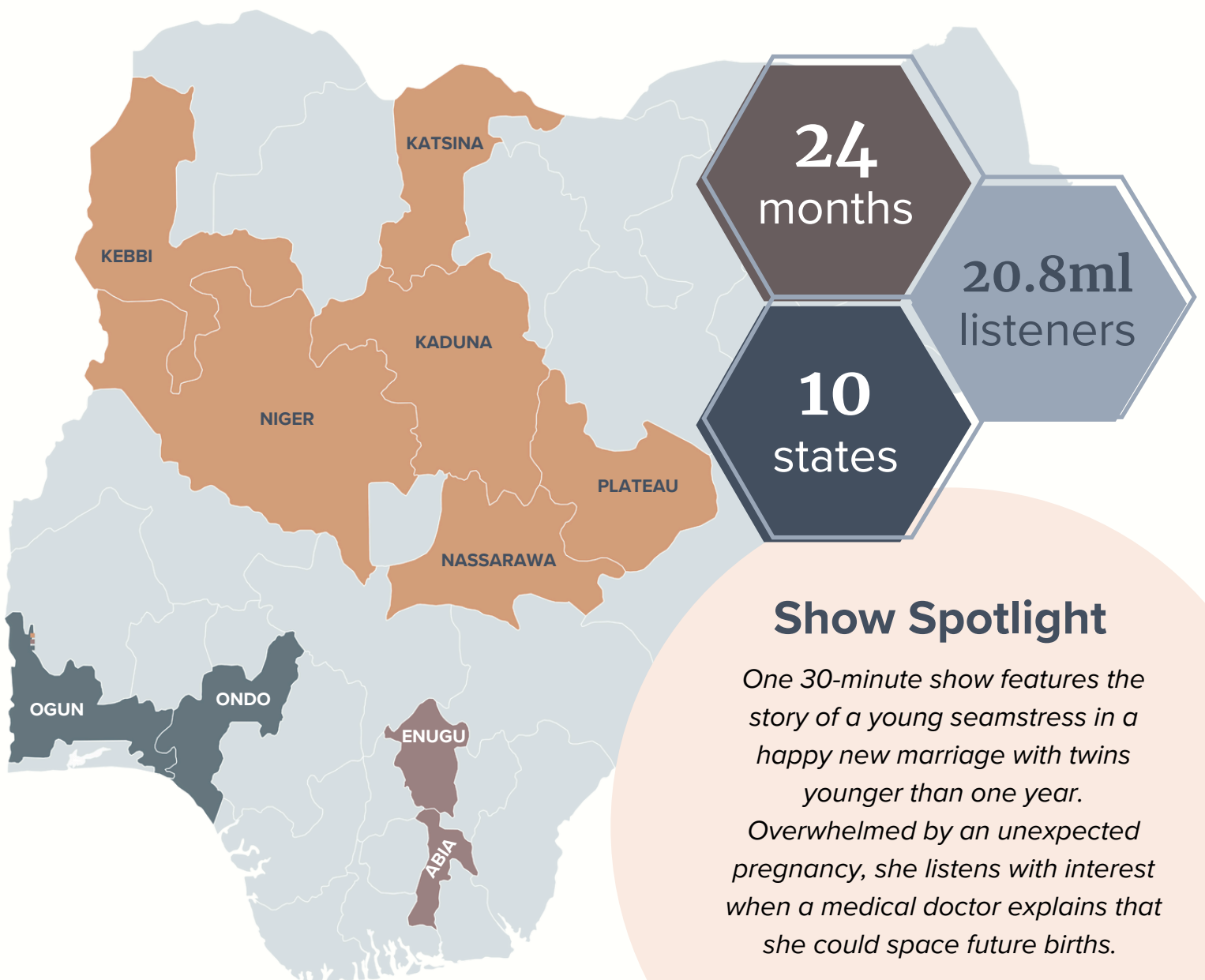
This campaign further extended access to vital health information in this high-impact region.

# 2024 IN DEPTH: RCT

**We made major strides toward launching 24-month campaigns in Nigeria, which will be evaluated by a randomised controlled trial (RCT).**

Campaigns will reach ~20.8 million women and men in 10 states multiple times daily and also generate robust evidence about FEM's impact. For these campaigns, we are developing content at a 5x larger scale than ever before.

We created plots and core messages based on research with ~1500 listeners. Main formats are drama and storytelling shows, real-life testimonials, and Q&A shows with experts. We sourced teams of local writers who developed fictional scripts in Igbo, Hausa, and Yoruba, which we shared with stakeholders at review meetings. We also sourced radio stations, production studios, and trusted health experts and religious leaders and celebrities to feature in our content.





# 2024 IN DEPTH: RCT

**The Tech:**  
Antennas, often mounted on poles (right) are wired to devices (below) which recognize and replace FEM's content with unrelated content, creating control groups.

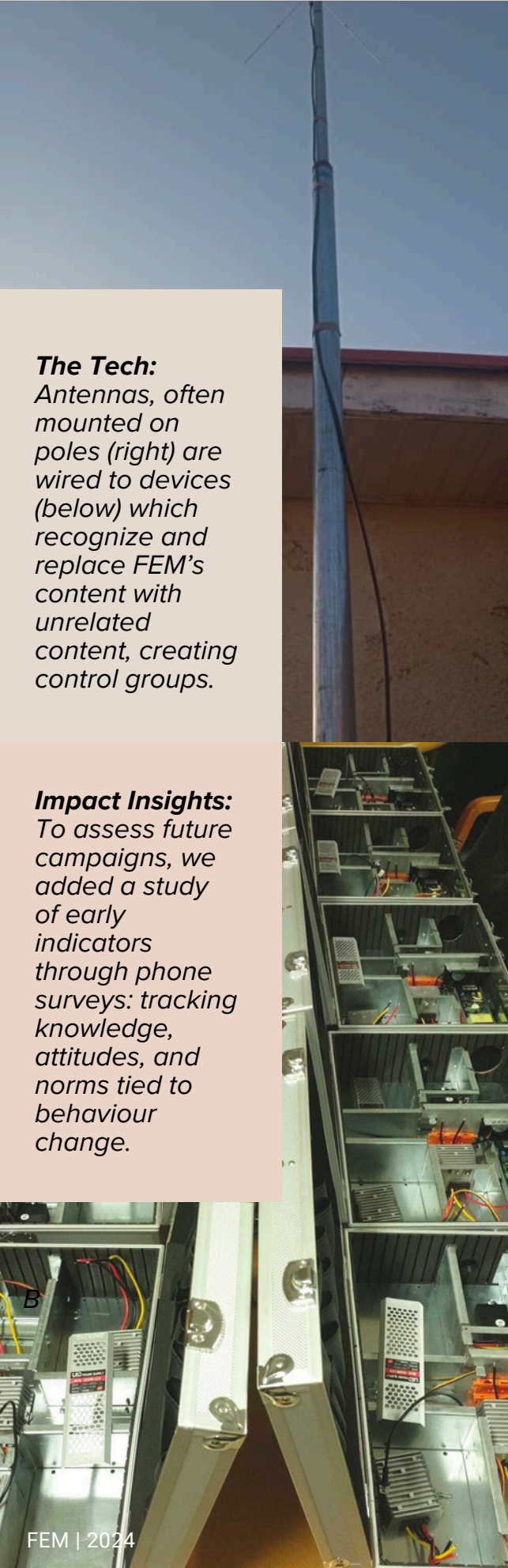
**Impact Insights:**  
To assess future campaigns, we added a study of early indicators through phone surveys: tracking knowledge, attitudes, and norms tied to behaviour change.



**To measure our impact on contraceptive uptake and maternal health,** we developed a technology which can identify when our content is on air and replace it with unrelated content in a 1-8 km radius, allowing the creation of control groups. In 2024, we trained a team of engineers who will install and maintain this equipment.

To ensure performance, we assess locations through a rigorous 5-stage process: 1) verifying that stations broadcast in stereo, 2) mapping coverage through in-person driving tests, 3) identifying health facilities, 4) assessing signal strength and reliability, and 5) deploying and testing the transmitters.

By the end of 2024, we were in the fourth stage of this process, overcoming challenges like unsuitable signal strength and limited accessibility.





# 2024 IN DEPTH: Expansion

In 2024, we completed scoping projects with potential partners in Uganda, Ethiopia, Niger, the DRC, and Chad. After analysing all learnings, we eliminated our concerns about reach and cost in Niger, two regions in the DRC, Uganda and Ethiopia, but not in Chad. We selected the Grand Kasai region in the DRC and the Zinder region in Niger as the most promising locations for proofs of concept (POCs).



## What's a proof of concept?

A POC is a small co-implementation project to validate that a location will be impactful.

We conduct listener conversations, draft ads, conduct a stakeholder workshop with ~40 stakeholders, and air a 1-2 week campaign on an impactful radio station.

POCs allow us to answer outstanding questions about a location before a larger investment of resources.

**For scoping and POCs in the next five years, our shortlist includes 11 regions in 9 countries** where maternal mortality ranges from 103-523 deaths per 100,000 live births. Countries include Burundi, Senegal, Togo, and Angola. FEM prioritizes regions where our impact on women's and children's health can be greatest, assessing factors like contraceptive supply, maternal mortality rates, and operational costs, especially airtime.



# 2024 IN DEPTH: Expansion

## Proofs of Concept, the DRC and Niger



The DRC



Niger

In the DRC, we broadcast for one week on Radio Katanda in Mbuji-Mayi. The project enabled FEM to access DHIS-2 data, through the connections of our local partner, Les Ailes du Coeur. Access verified the prevalence of contraceptive stockouts. We met with supply-side NGOs including Pathfinder and UNFPA to understand if we could align our demand generation activity with their supply, or support the supply chain. Unfortunately, our analysis determined that campaigning in the DRC is not cost-effective\* at this time.

“

*I have so much pain in my thoughts- I make the effort to stock up for two weeks before I give birth... if I don't do it, no one will do it for me.*

*-Mother of 8, age 27, the DRC (not pictured)*

”



% of 40 listeners who recalled 2 ads after hearing intro:

**84% and 91%**

**DRC Engagement**



% of 40 listeners who recalled 2 ads after hearing intro:

**64% and 74%**

**Niger Engagement**

We broadcast for one week on three stations in Niger, partnering with ACS/LUCPAMIC Consortium. During our POC, flooding-caused internet outages lowered communication. Successful completion demonstrated the strength of our partnership and program tools. Members from all branches of government attended our stakeholder workshop, where we shared both new, co-created ad scripts and ads originally produced for northern Nigeria. The Nigerian material's popularity with stakeholders showed this material can be reused in Niger, which would be highly cost-effective. **We plan to launch a full campaign in 2025, if the political situation permits.**

\*Our cost-effectiveness bar is 10x cash.



A potential listener speaks with an enumerator during our POC with the Consortium

## Implementation Partners

The success of our work is a result of our strong partnerships.



N Nigeria



SE Nigeria



SW Nigeria



Niger

## Institutional Partners

We're grateful to the funders and supporters who enable our impact.





## Financial Overview: Key Context

Three legally independent entities (in the US, the UK, and Nigeria) constitute the project 'Family Empowerment Media.' This aggregated financial snapshot depicts the project as a whole.

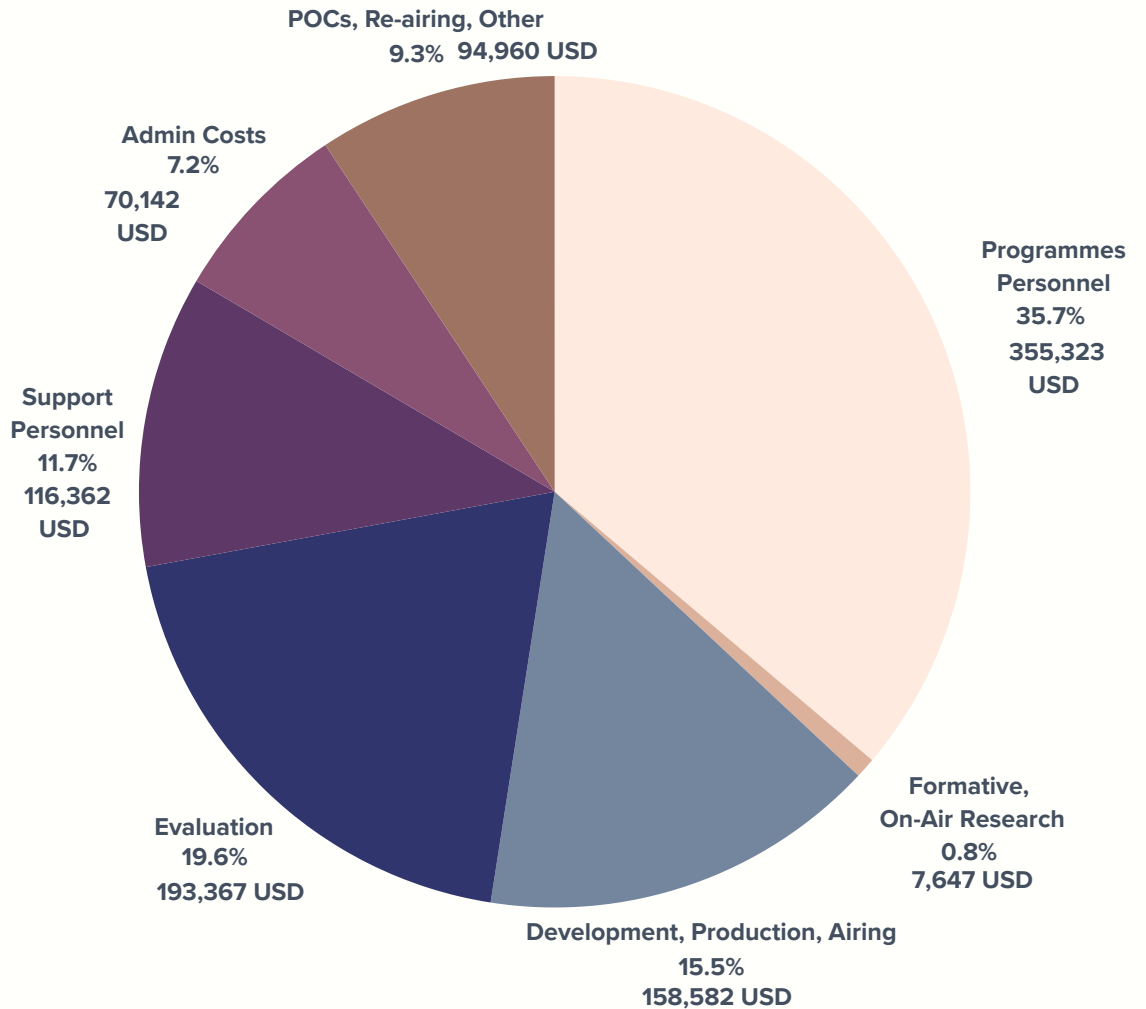
### Income | 2,055,725 USD



From Foundations: 72.7%  
1,482,494 USD

From Individuals: 27.3%  
557,036 USD

### Expenses | 996,384 USD





Family  
Empowerment  
Media



[www.familyempowermentmedia.org](http://www.familyempowermentmedia.org)