

# Registration of Interest

## Family Planning Radio Campaigns

We accept applications from the following countries: **Angola, Benin, Burundi, Cameroon, Ethiopia, The Gambia, India, Mali, Mauritania, Senegal, Rwanda, and Togo.**

Apply [here](#) by **February 7th, 2025.**

## Background

Health communication can save lives. Numerous studies show the positive effects that social and behavioural change radio campaigns can have in empowering women and men to make informed health decisions and improve their health outcomes.

Family Empowerment Media (FEM) is an evidence-driven non-profit that enables informed health decisions through clear, compelling, and accurate radio-based communication. We focus on sexual and reproductive health.

We are looking for long term partners interested in co-implementing social behaviour change campaigns. Our partner will provide deep insights into their local communities and implement our established system for proofs of concept in the specified countries. We'll bring the funding, a proven model, and research capabilities.

By partnering with FEM, you will gain:

- The opportunity to co-implement an impactful campaign reaching thousands of families, saving and improving lives
- Capacity sharing on qualitative and quantitative research, budgeting and planning, storytelling, and creative production of evidence-based, effective social behaviour change campaigns
- The potential for long term partnership in an impactful area

## Project Duration

Projects may start as early as April 2025 or as late as April 2026. We start with an initial proof of concept lasting about 8 weeks, including 1 week of airing.

**We are looking for a partner who is keen to grow with us.** If this project is successful, our plan is to launch a longer campaign. Our partners in Nigeria have kept working with FEM for years after the proof of concept project was completed.



## Scope of Work

Within the initial proof of concept, our new local partner will:

- Conduct focus group discussions and in-depth interviews
- Organise a stakeholder workshop
- Conduct health facility visits
- Identify audio production companies
- Develop two scripts and ads
- Negotiate contracts with 1-2 radio stations
- Pre-test adverts and adapt
- Distribute the final radio files to the radio station(s)
- Monitor broadcasts

## Selection Criteria

Our partners are inspired by our mission and demonstrate a commitment to our core values of ambitious altruism, evidence-based decision-making, cultural sensitivity, humility, and transparency. FEM is also seeking a partner with:

- A passionate leader who deeply understands the culture and stakeholder landscape where we'll air
- Interest in ongoing, longer projects with FEM
- Demonstrated ability to implement projects
- Ability to bring in competent partners and team members
- Capacity to adjust to schedule shifts
- Competitive pricing
- Official, current registration
- *Previous work in health communication a plus, not required*

## Submit a Proposal

**Express interest in partnering [here](#).** While we cannot guarantee progress in every country, we are committed to respecting the time and efforts of our partners. The first step of the application process should take about 30 minutes; we'll only ask for more time from organisations we think might be an excellent fit. FEM contributes to an internal database of organisations, which is shared with similar charities in our network for potential partnership opportunities. Organisations that are contacted for interviews and their referrers are eligible for inclusion.

## More about Us

[FEM's team](#) is ambitious and impact-driven. We want a world where all women and men can make informed childbirth spacing decisions and all families lead healthy, self-determined lives. We have expertise in global health, international development, social entrepreneurship, social behaviour change, and more.

In 2021, FEM launched our pilot: a 3-month family planning radio campaign. Our radio ads and shows played ~ 1000 times in Kano state in northern Nigeria, reaching ~5.6 million. Following, an independent survey showed that in 11 months, contraceptive use increased by ~75% among all women in the state. Since then, we have run multiple long term campaigns, and aired short campaigns across 8 Nigerian states, Niger and the DRC.

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*Together, we can transform people's lives for the better by increasing their access to life-changing information.*