



## **Responsible Parenting and Family Care project: an introduction to our work**

- We are the BBC's international development charity, launched in 1999. For more than 20 years, BBC Media Action has used media and communication to reduce poverty, empower people to understand and claim their rights and make informed decisions that improve their lives and those of their families.
- Our work is based on research insights, experience and a detailed understanding of how sustainable behaviour change happens and can benefit individuals, their families and those around them.



**The overall project outcome is:** By 2030, parents and primary caregivers have adopted responsible parenting practices from pregnancy and birth up to 18 years.

### **Top 3 behavioural outcomes of the radio series and discussion**

- *Outcome 1:* More fathers feel able to engage more in responsible parenting practices
- *Outcome 2:* More parents and caregivers are able to communicate more effectively with children
- *Outcome 3:* Parents and caregivers are more able to prevent violence against children

### **Capacity strengthening and partnerships**

We work with eight local radio stations in the MINSK (Mbeya, Iringa, Njombe, Songwe, Kigoma) regions and Zanzibar. Each one produces a local edition of Safari ya Malezi ('a parenting journey') that focuses on issues of importance to local audiences.

We have rebroadcasting agreements with an additional seven stations (broadcasting in the MINSK regions and Dar es Salaam) who air the national show every week.

1. Formative research to identify target audiences, their needs, knowledge gaps, influencers and inspiration

2. Theory of change workshop to explore barriers and motivators to parents & caregivers learning about responsible parenting practices through multimedia content

3. Develop formats for the Safari ya Malezi radio magazine show, comprising drama, discussion and 'real-life' testimonials

4. Content planning workshop to develop Safari ya Malezi topics, involving local radio partners and government officials

5. Produce and broadcast the national Safari ya Malezi show and support partners to produce local shows

6. Gather feedback and ideas for discussion and drama topics from listening groups and social media engagement

# The project's reach and impact

The project reached 2,494,771 parents and primary caregivers of children below the age of 18, who reported having listened to the Safari ya Malezi radio show at least once in the last 12 months.

1,180,027 parents and primary caregivers reported changing their behaviour and practicing positive parenting approaches as a result of exposure to Safari ya Malezi radio and digital content.

491,470 parents and primary caregivers reported increased knowledge on various issues related to responsible parenting, as a result of hearing the Safari ya Malezi radio show.

1,022,856 parents and primary caregivers self-reported feeling more able to engage in responsible parenting and family care practices.

858,201 parents and primary caregivers reported increased knowledge of mechanisms for reporting abuse as a result of listening to Safari ya Malezi.

Safari ya Malezi has built my confidence and helped me feel empowered. After hearing the show, I decided to reach out to Radio Joy FM to break the silence about early marriage and its impact on young people and speak about how it affected me when I married at the age of 15.



# Stories of change