



Fund for Innovation  
and Transformation

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## JOURNALISTS FOR HUMAN RIGHTS

# Promoting Access to Sexual and Reproductive Health in Mali through Media Development

### Context

In Mali, women and girls encounter many barriers when it comes to accessing education, health care, and decision-making power and political unrest for over a decade. This has resulted in widespread corruption, the weakening of public institutions, and the regression of human rights. Statistics gathered in 2018 indicated that 53% of women are married by the age of 18, while 73% of girls under 15 years old have undergone female genital mutilation (DHS 2018)

### The Innovative Solution

Supported by FIT, Journalists for Human Rights (JHR) and their local partner organizations Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale au Mali (La Coalition des OSC-PF) and Women in Law and Development in Africa/Femmes tested an approach to train, network and coordinate media, government officials and civil society organizations (CSOs) on sexual and reproductive health rights (SRHR), a subject that is not widely discussed or understood. The aim of the innovation was to make SRHR a priority item on the public agenda, raise awareness about services, provide direct SRH services to the public (through a mobile clinic), and increase government responsiveness to SRHR issues.

### Advancing Gender Equality

JHR leveraged a three-pronged approach toward advancing GE; raising awareness of SRHR, increasing government responsiveness to SRHR issues, and shifting the general public's attitudes toward SRHR for women and girls.



**COUNTRY**  
Mali

**AMOUNT**  
\$172,525

**TESTING PERIOD**  
15 months  
Ended December 2022



**GENDER RESPONSIVE (GE2)**  
**THEME: HEALTH & NUTRITION**

## Testing Framework

JHR conducted a pre and post-test to identify how the innovation changed the public's ability to access SRH services. This included the collection of quantitative and qualitative data from the media, CSOs, government representatives and the public.

## Results and Impact

JHR and local partners validated their hypothesis through awareness campaigns, mobilizing support, and increasing government responsiveness on SRHR. Some results included:

- Increased local media coverage of SRHR issues from 14% to 40%,
- Enabled 5 major policy and procedural actions by government and media,
- During the National Family Planning campaign JHR with its partners worked with (AMPPF) Mobile Clinic to provide SRH services to 3578 displaced persons, victims of violence and vulnerable women in five isolated neighborhoods of Bamako.

## Key Lessons

1. Leveraging local expertise was key to harnessing local knowledge and improving the project's efficiency, effectiveness, impact, and local buy-in.
2. Engagement of government led to greater impact since they have both the network and infrastructure to reach more people and to affect sustainable change.
3. Interactive radio shows were very effective in providing information on SRHR since listeners have the option to call in with their questions while remaining anonymous. Additionally, radio encourages public debates that help dispel misinformation about SRHR. Ramata Togola, a midwife of the AMPPF, shared that the number of her daily clients doubled after she appeared on a show hosted by Renouveau FM as part of the project.

“Thanks to the partnership with the FIT project, the government has taken ownership of the project and is proud to now have a network of journalists capable of giving visibility and producing articles on SRHR, and also of advocating for access to SRHR for vulnerable populations.”

- Sané N'Diaye, Representative of local partner Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale au Mali (La Coalition des OSC-PF)

### PARTNER ORGANIZATIONS

Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale au Mali (La Coalition des OSC-PF), Women in Law and Development in Africa/Femmes

### TARGET PARTICIPANTS

30 journalists (18 women and 12 men), 17 media managers (8 women and 9 men) and 22 CSO representatives (13 women and 9 men)

### FOR MORE INFORMATION

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### ABOUT FIT

The Fund for Innovation and Transformation supports Canadian small and medium-sized organizations (SMOs) testing innovative solutions that advance gender equality in the Global South.



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