WHAT IS IT?

- Inspirational and entertaining campaign across multiple platforms that leverages positive emotions and models cohesive family relationships and open and supportive communication.

- Jigisigi FP is part of a larger communication platform called “Jigisigi” - which means “hope” in Bambara - and places the woman at the center of the family supported by her husband and mother-in-law for the well-being of the whole family.

**IMPACT**

Among women interviewed at both baseline and midterm, use of a modern contraceptive method increased from 17.2% at baseline to 22% at midterm.

- Exposure to the Jigisigi family planning campaign is significantly associated with the use of a modern contraceptive method, even when controlling for baseline use of a modern contraceptive method.

- 28.4% of midterm respondents reported being exposed to the Jigisigi family planning campaign.

**Spots Broadcast**

- **5** TV & radio spots focusing on diverse audiences, including young people, husbands, wives, mothers-in-law, and service providers
- **24,084** times on radio
- **142** times on television
- **40** billboards installed

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**People Reached**

- **9,111,284** via radio
- **8,055,271** via television
- **3,928,202** via social media
RESULTS

**CORRECT KNOWLEDGE**

- 91% at midterm from 75% at baseline
  - significant increase in the percentage of women who reported knowing where to obtain a family planning method

**COUPLE’S COMMUNICATION**

- 36% at midterm from 31% at baseline
  - significant increase in the percentage of married women who reported talking with their spouse about family planning in the past 12 months

**ATTITUDES**

- 64% at midterm from 53% at baseline
  - significant increase in the percentage of women who reported that they themselves approve of the use of family planning for birth spacing

- 58% at midterm from 50% at baseline
  - significant increase in the percentage of men who reported that they themselves approve of the use of family planning for birth spacing

- 40% at midterm from 27% at baseline
  - significant increase in the percentage of women who reported that they themselves approve of the use of family planning for birth limiting

- 36% at midterm from 27% at baseline
  - significant increase in the percentage of men who reported that they themselves approve of the use of family planning for birth limiting