Year 4 was focused on the consolidation of various Keneya Jemu Kan (KJK) programs and activities that were implemented over the previous 3 years, while also ensuring that the local NGO JIGI and CNIECS develop adequate capacity to manage and conduct SBCC and social marketing programs. The figures below show the highlights and achievements made in Year 4.

**HIGHLIGHTS & ACHIEVEMENTS FROM YEAR 4**

Jigisigi baroni
- Community discussion groups for men, women, and mothers-in-law

Jigisigi jiri
- Radio programs featuring community dialogue

**PROJECT STRATEGY OVERVIEW**

- Jigisigi family planning
- Maternal, newborn & child health
- Water, sanitation & hygiene
- Malaria
- Nutrition
- HIV/AIDS
- Other mass media: website, Youtube, Facebook
- Phone-based activities: Interactive voice response and SMS systems, iKolosi App

**FAMILY PLANNING - COMMUNICATION**

JIGISIGI family planning used inspirational and entertaining campaign messaging across multiple platforms to leverage positive emotions and to model cohesive family relationships and open, supportive communication to increase positive social norms and social support for family planning among diverse audiences.

**11.9 million**
- People reached through 48k+ social media and radio broadcasts

JIGISIGI baroni hosted community discussion groups for men, women and mothers-in-law to reach 7,839 women and 1,933 men. Family planning related topics of discussion included:

- Couple’s communication
- Adherence to FP methods
- Social support of husband & mother-in-law

The Year 4 Couple Year Protection (CYP) consumption table reflects consumer purchases of contraceptive products each quarter.
### MNCH - COMMUNICATION

**Discussion topics**
- Jigisigi baroni & Jigisigi jiri

- Importance and effectiveness of early ANC visits
- Prevention of malaria during pregnancy
- Reduction of anemia
- Vaccinations
- Danger signs for pregnancy and newborns
- PMTCT

**People reached**
- 7 million + people reached through community discussion and radio broadcasts
- 718 jigisigi baroni groups about MNCH
- 465 jigisigi jiri broadcasts about MNCH
- 3,160,608 people reached
- 3,963,677 people reached

### MALARIA - COMMUNICATION

Through 213 JIGISIGI baroni community discussion groups and 48 JIGISIGI jiri radio broadcasts:

- 7 million + people heard messaging about:
  - Early care seeking at the first signs and symptoms of fever in children
  - Prevention of malaria during pregnancy with IPTp with SP
  - Importance, use, & care of long-lasting insecticide treated bednets (LLIN)

### WASH - COMMUNICATION

Community discussion groups and radio programming discussed the critical moments when caregivers should wash their hands to prevent life-threatening diarrheal diseases.

- 208 jigisigi baroni groups about WASH
- 324 jigisigi jiri broadcasts about WASH
- 5,536,525 people reached
- 6,040,875 people reached
OTHER MASS MEDIA STRATEGIES

Keneya Jemu Kan digital based strategies reached a total of 3.6 million people with life saving messages. Tools include a webpage, Facebook page, Integrated Cycle of Communication (ICCP) mobile phone-based activities and an app for the Android system.

3.6 million +
people reached through web and mobile-based strategies

The Integrated Cycle of Communication Programs (ICCP) is a multi-channel platform that features Interactive Voice Response (IVR) and SMS systems. These systems provide life-saving MNCH-related information throughout our project sites across Mali.

405,160
people reached through IVR and SMS

The KJK website offers news, information, and links to Youtube videos of KJK activities or other health information, such as using IPTp to prevent transmission of malaria during pregnancy (viewed 39,400 times).

The KJK Facebook page is designed to offer online family planning, MNCH, malaria, and water and sanitation related information and messages, share information about local health related contests and events, and promote family planning.

The iKolosi app provides clear and correct information about sexual and reproductive health for youth and young adults.

15,465
people use the app

14,891
pregnant women recruited to the IVR program

2,470
voicemail messages about malaria sent to pregnant women through IVR

»17,232 people follow the page
»19% of followers received malaria messages

»17% of followers received FP messages
»40% of followers received MNCH messages
»20% of followers received social marketing product messages

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