



Coping with a changing environment – the role that media can play

Media's Role



Understanding people's needs



Surviving: Mahmouda



Struggling: Sultan



Adapting: Rajiv



'Amrai Pari' We can Do it



HOW CAN MEDIA



Reaches people



Increases understanding



Increases confidence

***“I saw a person
building a potato
storage house. I
liked the
programme and
felt inspired to
build one too.”***



Enables action



How does media lead to change?



Tanzania: Similar results



“When I started this farming, people were looking down at me but as the days went on, they started coming one after the other to see my success.”

THEME

RESILIENCE

Do people feel that water is becoming less available? Do they feel that extreme weather events are increasing? Do they feel prepared for extreme weather? You can find answers from our resilience survey data from across Asia and in Tanzania.

[Learn more](#)

KEY INSIGHTS

85%

OF BANGLADESHIS SAID THEY WERE WORRIED ABOUT ENVIRONMENTAL ISSUES.

RELATED TOOLS

- > HOW TO USE DATA
- > EXAMPLES OF PROGRAMS
- > REPORTS
- > QUESTIONNAIRES
- > COMMS TOOLS
- > VISUALIZATION
- > METHODOLOGY




BANGLADESH (2012)

3600 RESPONDENTS




BANGLADESH (2016)

2820 RESPONDENTS




CHINA (2012)

5745 RESPONDENTS



INDIA (2012)

8779 RESPONDENTS



INDONESIA (2012)

4994 RESPONDENTS



MYANMAR (2015)

3000 RESPONDENTS



NEPAL (2012)

2400 RESPONDENTS



PAKISTAN (2012)

4495 RESPONDENTS



TANZANIA (2014)

2285 RESPONDENTS

<http://dataportal.bbcmediaaction.org/site>

