

Media's Role





Understanding people's needs





Surviving: Mahmouda





Struggling: Sultan





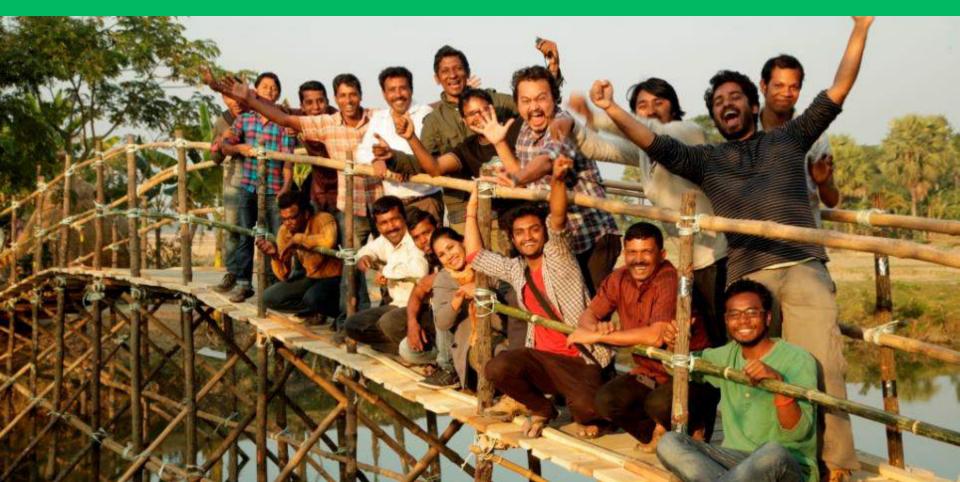
Adapting: Rajiv





'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."



MEDIA ACTION

RESILIENC

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 mon

KEY INSIGHTS

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)	BANGLADESH (2016)	CHINA (2012)
3600 RESPONDENTS	2820 RESPONDENTS	5745 RESPONDENTS
INDIA (2012)	INDONESIA (2012)	MYANMAR (2015)
8779 RESPONDENTS	4994 RESPONDENTS	3000 RESPONDENTS
NEPAL (2012)	PAKISTAN (2012)	TANZANIA (2014)
2400 RESPONDENTS	4495 RESPONDENTS	2285 RESPONDENTS

