Coping with a changing environment – the role that media can play
Media’s Role
Surviving: Mahmouda
Struggling: Sultan
Adapting: Rajiv
‘Amrai Pari’ We can Do it
HOW CAN MEDIA
Reaches people
Increases understanding
“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.

85% OF BANGLADESHIS SAID THEY WERE WORRIED ABOUT ENVIRONMENTAL ISSUES.
http://dataportal.bbcmediaaction.org/site