

# EQUAL ACCESS

2017



# Change Starts With People

Equal Access places people at the center of every project. Our programs are designed to foster breakthrough solutions and normative change that enable communities and societies to transform disempowerment and marginalization into empowerment and possibility.



WE ARE LOCAL



WE EVOLVE



WE LISTEN



WE INNOVATE



## WHERE WE WORK

## OUR MISSION

To create positive social change for millions of underserved people in the developing world by delivering critically needed information and education through innovative media, appropriate technology and direct community engagement.

## WHO WE ARE

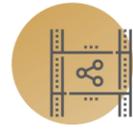
Dedicated to supporting local solutions and lasting positive change, Equal Access has a lean headquarter staff of 22 and an international staff of 133 worldwide. Host country nationals comprise 96 percent of our field staff. We also partner with a network of 157 Equal Access trained community reporters worldwide.

# Our Reach



**201 Million**

Broadcast audience reach



**12,204**

Hours of broadcasting of original programming



**75 Million**

Regular viewers and listeners



**372,367**

Social media followers



**1,773**

Original productions



**6,082,783**

YouTube view



**23**

Languages



**230,085**

Engagements through SMS and IVR



**118,763**

People directly participating in community engagement activities and trainings



**14¢**

Cost per person reached in 2016



**1,452**

Direct trainees



**79,188**

Listening, Discussion and Action group participants



**37,091**

Mobile theater, roundtables, town hall forums and community event attendees



**345**

Content Advisory Group members



# An Integrated Approach to Impact

By addressing challenges in these six impact areas, within communities and countries, we achieve exponential impact and support locally-driven, lasting positive change. For example, we know barriers to girl's education will not be fully removed until we address both patriarchal norms and job creation. We know that transforming violent extremism cannot be prevented without strengthening community resilience and youth empowerment.



## CHAMPIONING WOMEN & GIRLS

Millions of women and girls are denied basic human rights simply because they are female. We create breakthroughs in the social norms that prevent women and girls from realizing their inherent potential across all dimensions of their lives. Whether it is preventing violent extremism in the Sahel by creating a platform for women peacemakers or launching in-depth community engagement programs that support women's involvement in local government, women and girls are central to every one of our programs.

We design culturally resonant social and behavior change programs that increase women's and girls' access to education, address gender-based violence and early forced marriage. We know that women and girls enable and multiply impact.



## YOUTH DEVELOPMENT & LIFE-SKILLS EDUCATION

Youth under 30 comprise 50-60 percent of the population across the developing world. Weak governments, poor education systems, and a lack of employment opportunities leave many youth without the skills they need to fulfill their potential.

Our *By Youth for Youth* media and outreach programs address root causes of youth alienation by providing education/training on life skills, jobs and leadership. We recognize young people's enormous potential, elevate their voices, provide experiences that build their self-esteem and engage them as social change agents. We reach youth through radio, TV, social media, SMS, IVR, peer-led discussion groups, creative contests and civic activities.



## PEACE BUILDING & PREVENTING VIOLENT EXTREMISM

Equal Access' programs support communities to strengthen and protect existing positive norms that enable peace and tolerance. Where peace is being challenged, we work to prevent violent extremism and transform radicalization using an asset-based approach, by engaging all community members as resources and potential agents of change. To strengthen community resilience and create powerful alternative narratives to violent extremism, we empower and engage citizens via media, training, roundtables, town hall forums, and inspiring public events. We create an enabling environment for elected officials, youth, citizens, journalists, and religious and community leaders to join in the dialogue and develop shared solutions.



## ECONOMIC DEVELOPMENT & AGRICULTURE

Skill building and job creation are central to lasting and locally-owned development. We produce informative media and outreach programs, provide access to industry experts, capacity building, and market information through radio shows, job training, discussion groups, and mobile information campaigns. With our support, farmers are increasing yields and running more successful agribusinesses; local entrepreneurs are improving results in their small and medium-sized enterprises; women are entering the civic workforce; journalists from remote rural communities are increasing their media production capacity; local radio stations are increasing their sustainability through income generation.



## GOVERNANCE & CIVIC ENGAGEMENT

Our programs elevate previously unheard voices and develop more informed and engaged citizens equipped with the skills and knowledge needed to hold leaders accountable and lead positive civic action, and shape positive outcomes. Strengthening communications skills of all those working and living within local political structures creates opportunities for accountability, meaningful dialogue and the generation of new ideas and actions that inspire locally-driven approaches to positive change.



## GLOBAL HEALTH

By designing effective behavior change programs and providing links to services, we support individuals and communities to make informed decisions that improve their health and well-being. Our popular radio/TV dramas and chat shows combined with mobile SMS/IVR, street theatre performances, training and outreach activities, provide vital health education on HIV/AIDS, malaria, sexual and reproductive health, maternal and child health, family planning, nutrition, hygiene, and sanitation

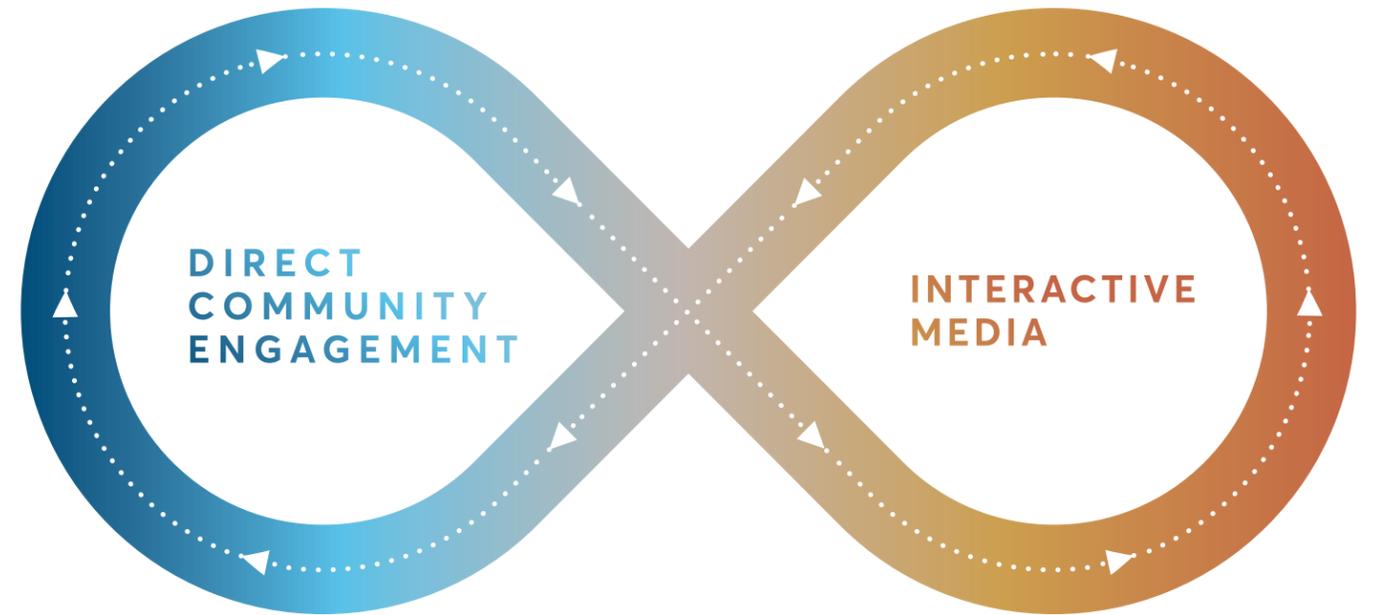


# Our Approach

BY AND FOR THE PEOPLE

Equal Access was founded on the conviction that combining interactive media and direct community engagement is one of the most powerful approaches to social change. Our methodology places people at the center of our programs creating a dynamic, interactive loop. This **generative approach** builds lasting momentum that is capable of transforming individual beliefs and significantly influencing social norms resulting in new insights and locally owned solutions.

## THE INTERACTIVE LOOP



### CAPACITY BUILDING

Television and Radio Stations, Producers and Community Reporters



### PLATFORMS

Radio, TV, Digital, ICT4D



### GROUPS

Listening, Discussion and Action Groups, Townhall Forums and Roundtables



### GENRES

Serial Dramas, Chat Shows, Magazine Programs, Music Videos, Educational Programming, Documentaries and Films, Multi-media Campaigns, PSAs



### TRAINING

Leadership Training, Advocacy Training, Life-skills Training, Tech Camps



### INTERACTIVE

Social Media, SMS, Interactive Voice Response (IVR)



### CINEMA/SHOWS

Mobile Cinema, Street Theater, Traditional Music, Concerts



# Resilient Women, Powerful Girls

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# Change Starts at Home

## PROJECT SYNOPSIS

Equal Access (EA) continued the ground-breaking work implemented in the multi-award-winning *Voices* program through *Change Starts at Home (Change)*. In partnership with Emory University, South African Medical Research Council (MRC), and DFID's **'What Works to Prevent Violence Against Women' program**, EA launched one of the first of its kind: a multi-pronged approach to Intimate Partner Violence (IPV) working with couples, families and community leaders to drive normative change.

Across three districts, 360 married couples participated in the nine-month program, which included an in-depth curriculum, weekly Learning and Discussion Group sessions, at home activities for couples, community outreach carried out by the Learning and Discussion Groups, and an innovative 39 episode radio drama series called *Mutual Understanding (Samajdhari)*. Combined, these components address social norms, attitudes, and behaviors that perpetuate violence against women and girls.

As a result of the program, couples reported they are arguing less, making decisions together and discussing financial plans. Husbands are openly supporting their wives with household chores and childcare and they are having consensual sex.

## NEXT STEPS

The intervention is part of a randomised controlled trial (RCT) implemented by Emory University that focuses on the impact of activities on IPV rates and norms at the community level. We are hopeful that the outcome of the endline data collection, due next year, will reveal the normative changes between the couples is far-reaching and long-lasting.

For practitioners of social norms change, such a result would mean the potential to scale this approach beyond Nepal, to many communities and countries.

## THE BIG CHANGE THEORY



### PHASE 1 CRITICAL REFLECTION

In-depth group examination and exercises exploring the question: *What are the social norms that perpetuate intimate partner violence?*



### PHASE 2 LIFE SKILLS EDUCATION

Equip participating women and men, (included as couples) with the skills needed to change their behavior and shift inequitable gender norms



### PHASE 3 COMMUNITY ACTION

Support the diffusion of new norms and behaviors cultivated within the groups to families and communities.



## THE SITUATION ON THE GROUND

According to our baseline survey in March 2016 with 1800 women spread across three districts in Nepal (Nawalparasi, Chitwan and Kapilvastu), **1 in 3 (30.3%) women reported physical and/or sexual partner violence within the last year**; nearly a third (29.0%) had experienced emotional partner violence.

*"I know if it weren't for my wife, then my home would have been destroyed. My wife endured everything in the hope that I would change and now we have a good relationship... I even tell my friends and neighbors about the good things I have learned from the radio program and the weekly sessions."*

— ASHRAM, *Change Starts at Home* participant

# 93%

OF COUPLES COMPLETED THE PROGRAM

# 90%

OVER 90% OF COUPLES SAID THEY NOTICED A POSITIVE CHANGE IN THEMSELVES OR THEIR RELATIONSHIP

# Multiplying Impact

## ONE VILLAGE, A THOUSAND VOICES (OVATV)

Aired for the first time in 2013, Equal Access' Afghan radio drama *One Village, A Thousand Voices (OVATV)* celebrated its **200th episode in 2017**. The United States Institute for Peace (USIP), the program's original funder, commissioned a survey to find out what makes it accessible and impactful.

### HIGHLIGHTS

The unique structure of OVATV creates a space and opportunity for listeners to discuss taboo issues. Each week a new episode deals with the resolution of commonly observed disputes, e.g., property rights or women in the workforce. The show also models interactions with formal institutions, showing the audience how and to which departments they can refer their disputes for government assistance. Rather than speaking to its listeners, the show invites them through weekly call-in shows to discuss their points of view related to the week's episodes.

*"Previously girls were not allowed to go out and learn. But I changed that rule and I have paved the way for the rest of the girls in our tribe. Now, most of these girls are no longer prohibited from learning by their families and can go to school."*

Said a recently graduated student in Balkh whose dream it is to be a hero for the women of Afghanistan.

Listening to OVATV is accelerating processes that bring youth, girls, and women into decision-making. According to a male listener, Khawre, from Kandahar,

*"The most significant change [I've witnessed in relation to OVATV] was the creation of a shura, a regional council, traditionally composed of men, that invited women to participate [...] Such a change is the result of efforts led by youth. [...] If I hadn't heard the program [OVATV], I wouldn't have changed in such a short time or such a need might not have arisen."*

— MALE LISTENER, Kandahar

# 89%

OF FEMALE LISTENERS RECOMMEND THE PROGRAM TO FAMILY AND FRIENDS

# 59K

LISTENERS INTERACTED WITH THE PROGRAM THROUGH SOCIAL MEDIA, CALL-IN SHOWS AND IVR.



## PARTNERING WITH UN WOMEN IN NEPAL

Equal Access is excited to partner with **UN Women**, Nepal on a 12-month advocacy campaign for women's economic empowerment and gender equality. The comprehensive campaign will raise awareness and challenge individual attitudes, community norms and promote policy changes that support women's safety and economic empowerment. A series of radio and television public service announcements, national and sub-national policy dialogues, youth activities and community-based outreach are central to the campaign's goal of increasing women's security and economic participation.

### The Campaign will:

- **Raise** awareness of gender discrimination and the structural barriers that hinder women's economic leadership
- **Create** a space for often marginalized women to exercise their leadership skills in local decision-making processes
- **Advocate** for policies that secure women's economic rights and safety
- **Increase** participation and representation of rural women farmers in local decision-making via awareness raising and policy advocacy





# Economic Empowerment & Local Impact

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# A Path for Women

## TO JOIN THE AFGHAN GOVERNMENT

Equal Access is proud to announce that our partnership with Chemonics on the USAID PROMOTE: Women in Government (WIG) project in Afghanistan has had a measurable impact.

To spark community dialogue about women's rights and ability to work within the Afghan government, we introduced dynamic female characters into our popular program *One Village A Thousand Voices* radio series. We also facilitated five workshops to support young women enrolling in the government internship program and reached 590 young women.



*"I had no information that in Islam, women have the right to work, but I learned it from this workshop... I learned from this workshop that a woman was a mayor in the early Islamic period, which was very interesting and important to me. Knowing that Islam has permitted women to work, has made me very hopeful and optimistic."*

### — GRADUATE FROM ARYANA INSTITUTE OF HIGHER EDUCATION

- Facilitated and broadcast two roundtable discussions with government officials that increased understanding and acceptance of women's right to work within the context of Islam
- Launched a series of radio and television PSAs advertising the internship program to university female graduates as part of the USAID PROMOTE: Women in Government project.
- Produced an in-depth strategy to implement a champions campaign to engage government and industry influencers in supporting women working for the government.
- Integrated new female characters and plots lines into our weekly radio program *One Village A Thousand Voices* (OVATV)

*"We have never been as encouraged to apply for government jobs as we are today...This workshop was very useful for us, and by participating in this workshop, we learned many things. I think we will be able to find our way through a government job."*

— HELALAI  
Mathematics student, Nangarhar UW

## IMPACT



# 100%

At an intern training course at Herat University, the percentage of participants with a 'good' or 'very good' understanding of government employment processes increased from 5% to 100% over the course of the workshop.



# 98%

Prior to a workshop in Nangarhar Province, 64% of participants had no information about how to prepare for a job interview. The post-workshop survey showed that 98% of the participants felt prepared to successfully interview for a job.





AREWA24

# AREWA24 is Fully Privatized

## AND COMMERCIALY SUSTAINABLE



*" We started this channel four years ago with the goal of creating a groundbreaking 24/7 TV and multi-media platform that was 100 percent authentically northern Nigerian. To achieve commercial sustainability, we created a hybrid structure, so that post-grant funding, AREWA24 could be spun off into a fully privatized and sustainable Nigerian company. Alongside the production of top quality entertainment and lifestyle programming, AREWA24's commercial operation secured advertising deals with major global brands like Coca-Cola, Procter and Gamble, and Unilever, bolstered by national awards and international recognition bestowed on the channel. "*

— RONNI GOLDFARB  
CEO and President, Equal Access

In 2013, our partners in the US Department of State sponsored the launch of the first 24/7 Hausa speaking satellite television station in northern Nigeria. The channel had two requirements: it needed to have peacebuilding and countering violent extremism at the program's core, and it needed to transition to a private sector, commercial entity at the end of the grant period to become fully sustainable. To achieve this ambitious goal, Equal Access needed to build the capacity of an all-northern Nigerian production team to produce programs by, for and about northern Nigerians that generated cultural pride and positivity.

As of August 2017, the private sector company, Network AREWA24, Ltd (NAL), is a 100% Nigerian corporate entity, operating and growing solely from its own revenues and private equity investment funding. The donor mission and milestone of full AREWA24 commercialization, privatization, and long-term sustainability have been achieved.

We know that to make lasting change our programs need to become locally-owned. AREWA24 offers those working in media for social change and international development a case study in impact investing and a successful example of a public/private partnership with a long term commercial appeal. Hats off to the AREWA24 team, and to the leadership of Africa Director, Graham Couturier, and AREWA24's CEO Jacob Arback.

## SUCCESS IN NUMBERS



43 Million  
Television Viewers



25,200  
Followers



14.3 Million  
YouTube Views



194,544  
IVR Subscribers



540,000  
Over 540,000



226,000  
Mobile Downloads



142,000  
Followers



# Involving People in Local Government

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# Partnership for Local Development

## SAJHEDARI BIKAAS

As Nepal goes through significant changes to its political structures and continues its peace and reconciliation process, we partnered with Pact on USAID's Sajhedari Bikaas project with the goal of improving the ability of people to engage in local governance and advocate for their needs. As the lead media and outreach partner under the USAID-funded *Sajhedari Bikaas* project, Equal Access mobilized our expertise to strengthen the capacity of national and local radio partners, while also engaging citizens around issues of local governance, conflict mitigation, youth, women and development. Our three original radio series on governance and local development have catalyzed Listening Discussion Action Groups (LDAG) to become agents of change for their communities.

*"Inspired by the Sajhedari Bikaas radio programs, I became a member of the Ward Citizen Forum, something I never knew existed, and I encouraged other women in the community to participate. Through this Forum, the women of my Listening Group proposed a plan for building a small dam in the local river and it was approved! The credit goes to Sajhedari Bikaas for helping us become more confident after learning about how to become involved."*

— RAJ KUMARI THARU KUMAL,  
Chairperson, Janapriya LDAG, Dang

## IMPACT

**OVER THE COURSE OF THE FIVE-YEAR PROGRAM, 9,524 LISTENING, DISCUSSION, AND ACTION GROUP MEETINGS LED TO APPROXIMATELY 500 COMMUNITY AND INDIVIDUAL ACTIONS**

- Through door-to-door campaigning, **235 community members were encouraged to vote** in one district's local election
- On their own initiative, after approaching their local police department for collaboration, Bihani LDAG organized an interactive program for their community on stopping child marriage.
- After learning through the radio about how to solicit development funds from the local government, Shrijansheel LDAG crafted a successful proposal for a training session for women in the community to learn tailoring skills in order to start a small local enterprise.
- Juneli LDAG organized a folk song competition that addressed gender-based violence that was attended by hundreds of community members, with the winning song featured on the local radio program

## SUCCESS BY NUMBERS

-  **1,731** Radio programs on themes of governance and local development produced
-  **30** PSAs produced and broadcast over 70,000 times
-  **27** Workshops building the capacity of local media to produce content on local governance
-  **32** Good governance roundtables in local communities
-  **43** Workshops teaching local government officials how to utilize media to reach their constituents
-  **7** Earthquake response (2015) PSAs aimed at recovery and rebuilding: our rapid response assessment in three districts (Dhading, Gorkha, and Lamjung) has shown that **more than 90% of respondents reported sharing messages learned from PSAs.**





# Supporting the People of FATA

## TO UNDERSTAND THE REFORMS

The *Furthering FATA Reforms and Civic Engagement* project was implemented between 2014-2017 to inform, educate, and actively engage citizens of Federally Administrated Tribal Areas (FATA) on the region's reforms. By designing and implementing an innovative public education media campaign complemented by multiple outreach activities, the project aims to dramatically increase public awareness and understanding on these reforms.

The project leverages the established success and widespread listenership of Equal Access' innovative and interactive radio, SMS, IVR media platform, *Kadam Pa Kadam* (KPK or 'Step by Step'). Broadcast weekly, this Pashto-language program is a blend of informative current events in relation to the reforms, featuring respected local voices in live discussions, as well as drama, poetry, thematic songs, and audience feedback segments.

Equal Access knows that combining the power of media with community activities is transformative in a way that transcends media alone. This is why we complemented KPK with theater performances, *Hujras*, youth Listening Discussion and Action Groups, women's groups, sporting events and music.

We are proud to be a trusted partner of the local population. Our local team's expert knowledge of the highly complex environment has successfully empowered some of the most marginalized citizens to contribute their voice and identify their rights under the ongoing reform process.

### SONG EXCERPT

*Let's make a new world with love and beauty,  
[...]  
With no worries, with only happiness and smiles,  
Let's transform hostility into friendship,  
Transform jealousy into brotherhood.  
Let's reconcile  
A New World  
Let's make a new world with love and beauty,  
[...]  
Let's set "Jirgas" everywhere  
To solve all the problems we are facing.  
Let's recall all of the good times*

*"No words can describe my happiness and satisfaction at seeing local people at this Hujra [traditional sitting] gathering. Without a place in our villages for us to sit together with our elders and youth to discuss different things, our issues and problems have grown and erupted into major fights... the efforts of Equal Access Pakistan are helping educate our youth on common issues and show how traditional events like Hujra can bring awareness on FATA Reforms. I believe that through such meetings in the future, every person of this village will soon be more aware of FATA Reforms and other legal issues."*

— MR. NADIM KHATTAK ADVOCATE,  
the facilitator of Hujra gathering &  
Hujra Elder from FR Bannu



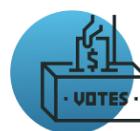
**1,300**  
People attended our Hujras. Many were delighted to see a space traditionally reserved for men and elders democratize and open dialogue on wide-ranging issues affecting communities and institutions.



**3,000**  
Mobile theater performances have attracted over 3,000 people.



**33,000**  
Virtual audience members have engaged with us.



**80%**  
Survey respondents - many in listening clubs made up of youth and women - report a clearer understanding of how the FATA reforms will enable them to participate in the political process as a result of the program.



# Partnering with Communities to Build Peace

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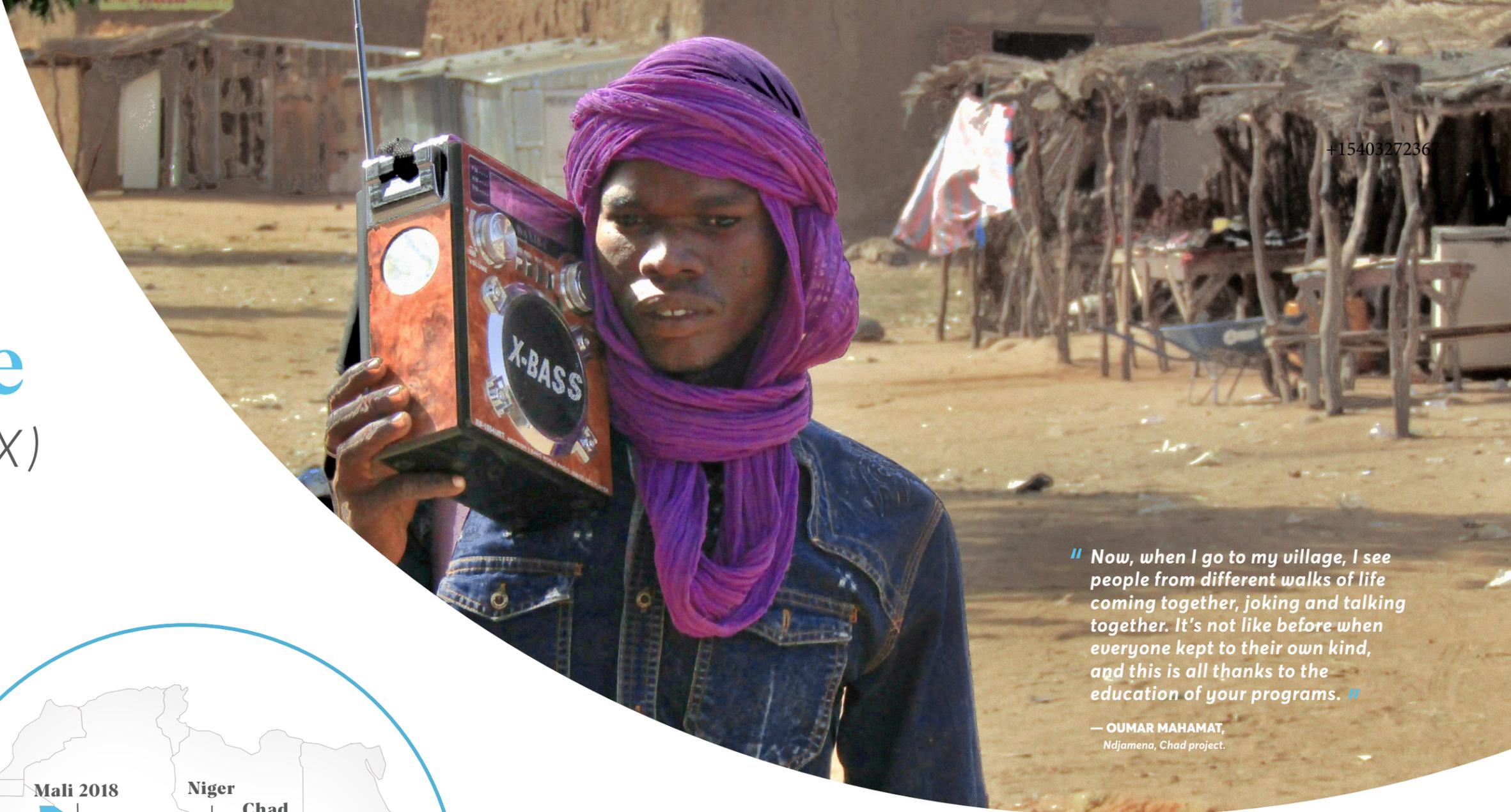
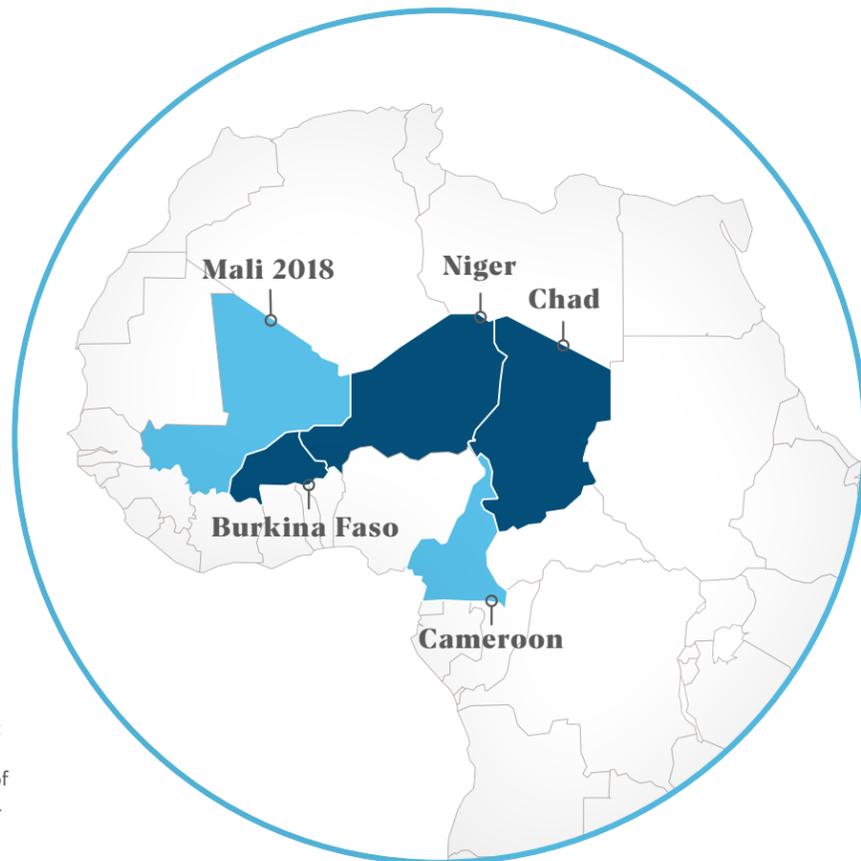


# Voices for Peace

(VOIX DE PAIX)

The *Voices for Peace (V4P)* project aims to reduce vulnerability to violent extremism in West Africa and promote democracy, human rights, and governance by amplifying moderate voices of peace and tolerance in Burkina Faso, Chad, and Niger, with an expansion to Cameroon and Mali in 2018.

Over the past eight years, Equal Access has successfully established itself in the countering violent extremism (CVE) space in the Sahel by developing and adapting our programs within the shifting socio-political contexts. Our 2016 launch of the five-year *Voices for Peace (V4P)* prime partnership with USAID builds on this experience and attests to our continued commitment to regional peacebuilding. As the natural evolution of Equal Access' work under the Peace through Development projects (PDev I & PDev II), V4P expands our CVE impact through an agile combination of community action and media programming.



+1540327236

*" Now, when I go to my village, I see people from different walks of life coming together, joking and talking together. It's not like before when everyone kept to their own kind, and this is all thanks to the education of your programs. "*

— OUMAR MAHAMAT,  
Njamena, Chad project.

## STORY HIGHLIGHT

In June 2017, a spate of deadly attacks on the Niger-Burkina Faso border destabilized entire communities. In response to the attacks, the *Voices for Peace* program worked with local radio stations to foster dialogue by providing a safe platform to connect communities with their local officials.

The interactive *Voices for Peace* radio broadcasts, which include roundtables with local leaders followed by call-in segments, were immediately useful in connecting diverse members of the community. "These kinds of discussions with the population and especially our youth are key to combatting extremism," said a local authority from the Tera region.



**Strengthening**  
positive local narratives



**Expanding**  
access to information



**Increasing**  
dialogue and exchange on themes of CVE, good governance, and peace



**Learning**  
and adapting continuously

# WOMEN PEACEMAKERS

V4P establishes women and girls as CVE leaders across the project's media and community engagement activities. Annual V4P Women Champions of Peace Competitions in each country recognize inspiring women leaders and their contributions to social cohesion. National women's leadership radio magazine programs, regional radio soap operas, and a women's leadership video series feature women who challenge stereotypes and corruption while resolving conflict and countering VE narratives.

At only 23 years old, Walida Ousmane is already the Vice President of the Young Girl Leaders Chapter in Niger. Walida was featured as part of the leadership portrait series in October 2017.



*" I am involved in the promotion of peace because I think that peace is something that impacts everyone. [...]Women's role in the fight against violent extremism is that of raising awareness and educating children, as they are the most vulnerable. Because the role of women in society is so important, when women unite, anything can happen. [...] When we are united, we are an unbeatable force. "*

— WALIDA OUSMANE

# YOUTH TECH CAMPS AND VIDEO CONTESTS

Tech camps, a new activity in EA's Sahel portfolio, have proven to be one of the most dynamic and successful activities in the V4P project's first year. Sessions included advocacy techniques, achieving social change through non-violent methods, social media tips and tricks, and film production and editing training. Youth video competitions launched in tandem with the camps gave the participants the opportunity to put their new skills to use to create videos about something they wanted to change in their community.



# THE SITUATION ON THE GROUND

Since the early 2000s, violent extremism has become endemic to parts of the African Sahel and West Africa, where tens of thousands of people have been killed by violent extremists and in heavy-handed, state-led counter-insurgency campaigns. The regional conflicts and resulting humanitarian crises have displaced millions within and across national borders.

# SUCCESS IN NUMBERS

By the end of the project's first year, *Voices for Peace* had achieved:



1,300

Broadcast hours of CVE programming across our 71 radio station partners



188

EA-produced episodes in 10 local languages



23

Trainings benefiting 164 local radio staff, including technical trainings and conflict-sensitive journalism



100

Listening and Discussion Group (LDG) meetings engaging 1,000 youth in CVE discussions and production feedback



200

Youth participated in 6 youth tech camps

*" For me, terrorism is caused by bad governance. There are many causes of terrorism, but youth unemployment is one of the main factors pushing young people towards radicalization. Solutions are to promote dialogue to resolve conflicts, to increase social acceptance and tolerance, and to create jobs for young people. "*

— QUOTES FROM THE WINNING YOUTH VIDEO  
Burkina Faso



# White Dove

(FARAR TATTABARA)

## WHITE DOVE TAKES FLIGHT

Our latest report from **northern Nigeria** laid the foundation for our new radio platform and CVE messaging center, *Farar Tattabara (White Dove)*. Funded by the U.S. Embassy in Nigeria, Farar Tattabara consists of three radio programs, each of which incorporates CVE messaging and behavior change communication methodologies into interactive discussions with credible, locally-trusted speakers on topics identified as the most relevant to northern Nigerians. **These empowering programs are reaching millions of Nigerians through our 22 partner radio stations across all 19 states of northern Nigeria, the region most affected by the Boko Haram crisis.**

## THE SITUATION ON THE GROUND

The Lake Chad Basin has been embroiled in bloody insurgency with violent extremists groups since 2009, when the founder of Boko Haram and hundreds of its members were killed in police custody. What began as a fundamentalist sect has since escalated into one of the world's deadliest conflicts and worst humanitarian crises affecting 17 million people in Cameroon, Chad, Niger, and Nigeria. Since the insurgency began, tens of thousands of young women, girls, and boys from across the region have been killed or recruited by the extremist group.

## SUCCESS IN NUMBERS



44  
radio episodes

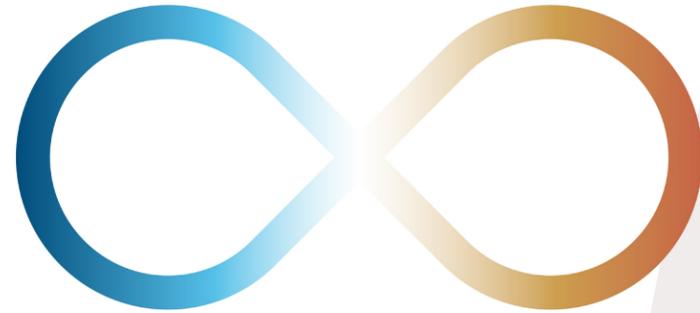


32,417  
messages through our  
IVR system

*"Farar Tattabara has really changed my opinion. Listening to the Labarin Aisha show about internally displaced persons has taught me how to live with people from different ethnic backgrounds. I extend my appreciation to the program and wish you success."*

— IVR MESSAGE FROM OCTOBER 1, 2017

# Community Driven Research



Our approach to research, much like our programming, is collaborative, diverse, and designed for extensive community participation.

In every country, community members participate in and validate the ethnographic formative research that shapes our media programs. During the formative research, local researchers facilitate in-depth interviews and focus groups with a wide range of community members including women's associations, youth groups, local leaders (traditional and religious) and media partners. We include communities at every research intersection as Community Reporters, Community Action Researchers, and as contributors to our Interactive Voice Response (IVR) system, which we use to survey communities and collect their opinions and ideas to integrate into our programs.

This focus on locally-driven, human-centered learning empowers EA to proactively adapt and innovate our programming to maximize impact. Bonaventure Ganemto, Manager of Information, Communication and Technology (ICT) in Burkina Faso, described his experience with human-centered design research in this way:

*“ Rapid prototyping has taught us that youth have many beautiful ideas that we can use to reach more people with our programs... I want to now do additional prototypes to learn what interests our followers on Facebook, and also how people will react if we use more humor in our programs. ”*

— **BONAVENTURE GANEMTORE**  
Manager of Information, Communication and Technology (ICT) in Burkina Faso

## AN EXAMPLE OF DISRUPTIVE RESEARCH

Although the Countering Violent Extremism (CVE) field has grown in the past ten years, the formative research we conducted for *Farar Tattabara (White Dove)* project in Burkina Faso, Cameroon, Chad, Niger, and Nigeria revealed gaps for scholars and practitioners. While most of the CVE field focuses on preventing and countering violent extremism, there is still a lack of creative solutions for how to engage individuals that are already radicalized and violent. Equal Access believes this is a critical missing component, and that successful strategies must aim not only to counter extremism and build resilience but also to rehabilitate and reintegrate both insurgents and others affected by ongoing conflicts. In the absence of such strategies, governments often rely on punitive, military-driven approaches, which deepen grievances between leaders and communities and prolong conflicts.

Equal Access prioritizes a positive youth development approach in transforming radicalization. We reject the “deficit” model, which treats alienated youth as a risk to manage. Our model promotes confidence, character, and engaged action, recognizing youth for their enormous capacity. In our work, we use an asset-based approach where all community members are viewed as resources and agents of change who promote dialogue, peer-connections and positive social change in their communities.

## ACADEMIC PARTNERSHIPS

Complementing our community-driven research, EA evaluates the efficacy of our approach through partnerships with prestigious academic partners.

- Emory University's School of Public Health partnered with EA on a randomized controlled trial to measure shifts in attitudes influencing norms related to gender-based violence as part of our Change Starts at Home project in Nepal.
- With the University of Illinois, we measured attitudes and perceptions of viewers of Arewa24, our 24-hour Hausa-language satellite television station in northern Nigeria. Studies demonstrated positive changes in viewers' attitudes towards women's empowerment and significant increases in viewers support for youth engagement.
- With New York University and the University of Illinois, we are preparing to launch a series of research studies, including two randomized controlled trials, and mobile phone surveys using interactive voice response (IVR), to measure listener perceptions and actions inspired by our radio dramas in Niger and Burkina Faso.



# Local Staff Highlights



## Roya Saqib

**TEAM LEAD FOR COMMUNICATION AND OUTREACH OF USAID PROMOTE: WOMEN IN GOVERNMENT PROJECT**

Equal Access, Afghanistan

I joined Equal Access in November 2015 because I wanted to work on a project empowering women in Afghanistan within an Islamic context. After finishing my second Masters in the US on a Fulbright scholarship, I wanted to raise people's awareness of gender issues. I wanted a team that would support me to lead. At Equal Access Afghanistan, I am the team lead for communication and outreach of USAID Promote: Women in Government. I am also a member of the Senior Management Team. What I find most rewarding is the impact of our work. Women are inspired by our workshops that help them participate and work in the government. They have asked us to do more workshops for other women. Our weekly radio series, One Village, A Thousand Voices, is changing minds: people are becoming more open to the idea of women having a career. Working closely with key religious scholars, universities, governmental organizations and civil societies, I can see that we are creating momentum for a big societal change. I am proud of what we, as a team, have been able to do, and are doing for the women of Afghanistan.



## Shruti Shah

**ICT4D REGIONAL OFFICER, ASIA**

Equal Access, Nepal

I started my career as a software and web developer until I realized that I wanted to apply my skills to something more meaningful, something that would allow me to contribute to the welfare of others. A friend of mine who was an intern with Equal Access told me they were behind one of the most popular radio programs, Chatting with my Best Friend (Saathi Sanga Manka Kura). When I saw that there was a vacancy, I immediately applied. That was five years ago. Last year, I was promoted to ICT4D Regional Officer for Asia where I support Equal Access' programs in Nepal, Afghanistan, and Pakistan in applying open source, mobile and emerging technologies. I am working on identifying, designing and implementing ICT solutions for what are some of the most challenging development, e.g., gender-based violence, intimate partner violence, girl's education and protection. I have witnessed firsthand how change happens by training people in the field to use ICT4D. I am proud to be a part of an organization where everyone is committed to the same goal: to inform, educate and inspire people.



## Madi Ahmadou

**OUTREACH MANAGER**

Equal Access, Cameroon

I have always been passionate about helping youth. Before joining Equal Access' Cameroon Peace Promotion (CP3) project in February 2015, I was coordinating the activities of a local NGO that I co-founded with other young people to fight HIV/AIDS. Through that work, I saw how young people were disillusioned in the wake of the destruction led by Boko Haram. I wanted to work with young people to promote peace. Now, at EA, I work in the field and am based in Maroua, where I collaborate with the communities we serve: our radio partners, Community Reporters, Listening and Discussion Group members, traditional and religious leaders, civil society organizations and other NGOs. What I have found special at Equal Access is that we are close to those we serve. Through CP3, even the most marginalized are accessing information; they feel that someone cares about them. No other NGO has used this approach to reach every stratum of Cameroon society. What is especially rewarding is to see the impact of our work: people are more united. They understand that living together is important for everyone and are taking action to promote living together on their own. As the coordinator of many of these activities, I have experienced firsthand the excitement and warmth that we are bringing to others. Every day, this is what renews my passion for helping others.



## Fatima Turaki Ibrahim

**SOCIAL MEDIA AND COMMUNICATIONS ASSOCIATE**

Equal Access, Nigeria

I joined Equal Access' Nigeria team in December 2015 as the Social Media and Communications Associate for a program aimed at countering violent extremism in the north. My role has been to manage the monitoring, evaluation and research efforts of Equal Access' AREWA24 TV channel using Interactive Voice Response. I am proud of what we have been able to achieve. This tool has been able to give over half a million viewers a voice to express their opinions. From day one, the spirit of nurturing and mentoring I received at Equal Access has pushed me to believe in my own abilities; made me a lot more confident and more ambitious. The impact of the work we do individually and as an organization through media changes people's lives: by inspiring them to change a certain behavior, or through helping them gain access to employment, or education, or revenue of some sort. It is always about the people we are working for. It is always about adding value to the lives of the community we serve. As development practitioners, that is the only thing that really matters.



# A Note from Finance

Equal Access International is an independent nonprofit, charitable organization that is exempt from Federal Income taxes under Section 501(c)(3) of the Internal Revenue Code. Contributions to Equal Access International for its exempt purposes and mission are tax deductible. Equal Access International is registered with the U.S. Agency for International Development as a private voluntary organization.

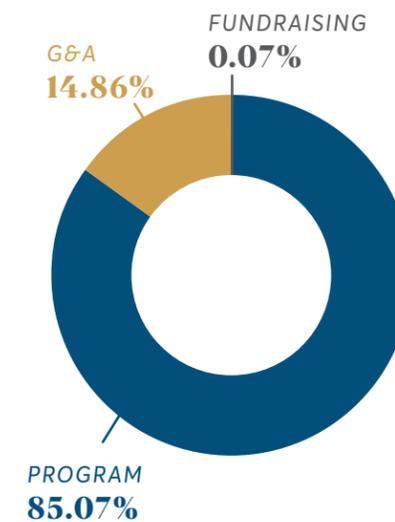
In 2016, Equal Access implemented programs across nine countries in Asia and Africa, with support from a diverse range of donors and partners including UN Agencies, bi-lateral and multi-lateral aid agencies, international development agencies, foundations, corporations, and individual donors.

With a clear focus on the fulfillment of our mission, we have maintained a consistent level of General and Administrative costs over the past five years, while maintaining low fundraising costs. Fundraising costs were less than 1 percent while more than 89 percent of every dollar went to Program Services and Support. Financial information presented in this report was drawn from the audited financial statements of Equal Access, which were prepared in conformity with generally accepted accounting principles. Electronic copies of our audited financial statements are available on request.

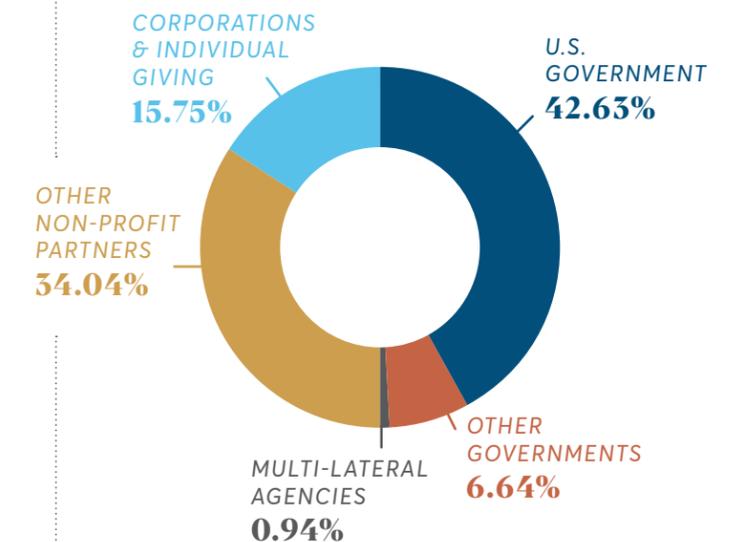
## Equal Access International Condensed Financial Information

YEAR ENDING DECEMBER 31, 2016

### Expenses



### Sources of Revenue



<b>Revenue</b>	<b>\$11,999,590.00</b>
Program Services	\$8,605,096.00
Program Support	\$547,703.00
G&A	\$1,598,923.00
Fundraising	\$7,043.00
<b>Total Expenses</b>	<b>\$10,758,765.00</b>
<b>Increase in Unrestricted Net Assets</b>	<b>\$326,754.00</b>

U.S. Government	\$5,115,109.90
Other Governments	\$797,323.05
Multi-Lateral Agencies	\$112,571.00
Other Non-Profit Partners	\$4,084,280.09
Corporations & Individual Giving	\$1,890,305.96
<b>Total Revenue</b>	<b>\$11,999,590.00</b>

# We Thank You!

On behalf of the communities we serve and the Equal Access International team, we would like to express our deep and sincere gratitude to the institutions and the individuals whose trust and generous support make our work possible.



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FHI 360

Girl Rising, Ten Times Ten

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