

The role local radio can play to increase awareness about gender based violence in Zambia

BBC Media Action conducted a midline survey in two provinces of Zambia to gauge the reach of media outputs (radio programmes and PSAs) we support and to understand how audiences think about the issues addressed by the outputs. The survey shows that regular listeners report more progressive attitudes and have less support for violence.

With funding from the European Union, in a programme led by the Government of Zambia and in partnership with World Vision, GIZ, Lifeline/Childline and Norwegian Church Aid, BBC Media Action is implementing the 4.5 years long EU funded *Natwampane* (Coming Together in Bemba) project aimed at decreasing GBV in Northern and Luapula provinces. This project started in 2019 and it supports three stations. ID: 9.06 Tf15F4 9

Gender based violence (GBV) is widespread in Zambia. According to the 2018 Zambian Demographic and Health Survey 21% of 15-19 year-old women and 34% of 20-24 year-old women have experienced physical violence after age 15. In most cases, perpetrators are current or former husbands and partners and women are significantly more likely (compared to men) to justify violence from husbands. Northern and Luapula provinces of the country record the highest prevalence of GBV, where four in five women believe that husbands beating their wives is justified for reasons such as burning the food or arguing with the husband.

