



Sean Conley <sncon7@gmail.com>

DMI's DRC costs

Will Snell <will.snell@developmentmedia.net>

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To: Sean Conley <sean@givewell.org>

Cc: Elie Hassenfeld <elie@givewell.org>, Jake Marcus <jake@givewell.org>, Cathryn Wood <cathryn.wood@developmentmedia.net>, Joanna Murray <joanna.murray@developmentmedia.net>, Roy Head <roy@developmentmedia.net>

Hi Sean

Thanks for yours. To be honest DRC is one of the countries that we found it more difficult to estimate costs for in advance of designing a programme in detail, because there are so many variables and different ways of running a national campaign (e.g. do you work with the national UN radio station, Radio Okapi, or a large number of community radio stations, or both; we have done some pretty exhaustive modelling to calculate the best ROI from the various options based on airtime/partnership costs, projected audience numbers reached by each combination of stations, etc). As a result we deliberately made our initial cost estimate on the high side, to be conservative.

We are currently in the final stages of securing funding from UNICEF, Save the Children and DFID to launch a child health campaign on community radio stations in 6 of the 11 provinces of DRC. The annual budget for this is just short of \$1m, and we will be broadcasting on 35 radio stations, reaching an estimated audience of 2.4m people. We calculate that this campaign will save 6,560 lives (178,200 DALYs) per year at a cost of \$5.44 per DALY. So this works out roughly half as cost-effective as a more expensive, nationwide campaign in DRC on Radio Okapi and 17 community radio stations, with an estimated cost of \$1.9m per year, reaching 15.25m people, saving around 30,000 lives (793,000 DALYs) per year at a cost of \$2.38 per DALY. On reflection we believe that this second estimate may be slightly optimistic - but it is still more realistic than our very pessimistic initial cost estimate of \$4m. So perhaps best to say \$2m for a national campaign, with a cost per DALY of around \$3. But as you can see, we can still run a regional campaign for \$1m in DRC that saves a significant number of lives for a low cost per DALY.

(Radio Okapi has a huge audience but is very expensive to advertise on, and has national coverage, so it doesn't make sense as a partner for campaigns that are restricted to specific areas of DRC).

Hope that makes sense and happy to provide further details if that would be helpful.

Best,

Will

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