

# GIRL JOURNALISTS HELP THEIR COMMUNITIES TO STAY SAFE

Children engaging with decision making

Sub-Saharan Africa: Rwanda

"Ni Nyampinga" is the Girl Effect youth brand in Rwanda, which is known by 79% of Rwandans - 6.6 million people. The brand is consumed regularly by 3.6 million people - 680,000 girls aged 10-19 - through a radio talk-show and radio drama, magazine and digital platforms. Ni Nyampinga girl-journalists interviewed a spokesperson from Rwanda Biomedical Center and produced a six-minute package about the COVID-19 pandemic and how to stay safe for Radio Rwanda - a national station that reaches 98% of the population.

