Population is part of the solution to so many challenges facing us today, such as climate change, food shortages, water availability, and pollution. And the ways to stop population growth are known, effective, and inexpensive. If we improve the status of women; eliminate cultural, informational, and access barriers to reproductive health and family planning; and educate all children – we will see a dramatically different future. We will improve the health and prosperity of individuals, families, other species, and the planet.

Population Media Center uses entertainment-education and mass media to empower people to live healthier and more prosperous lives. We work to bring human health, human rights, and environmental preservation information to people around the world. This education leads to increased communication and societies that allow people to make choices best suited for themselves and their families. Improving the lives of individuals also leads to the stabilization of global population, dramatically improving efforts to reduce the harmful impact of human population on the environment.

**POPULATION BASICS**

The world population is more than 7.4 billion and grows by 80 million a year. That’s more than 235,000 people per day or 9,000 people per hour that need food, clean water, and clean air. Meanwhile, non-renewable resources are being depleted and CO$_2$ emissions rise. We must promote human rights and human health as indispensable solutions to preserving the existence of humans, other species, and the planet.

**HUMAN RIGHTS**

We must empower people to stop human rights violations that harm the lives of individuals and societies. When we address issues like gender equality, education, financial literacy, and ending child marriage, we promote an improved quality of life for all citizens. These basic human rights increase opportunities for individuals and result in a natural reduction and stabilization of the population.

**HUMAN HEALTH**

We must view health as a basic human right. Everyone deserves to understand, control, and nourish their body. Family planning, reproductive health, and maternal and child health are vital for secure, healthy families and stable populations. Informational and cultural barriers to health information and services, which are the largest global challenges, need to be eliminated and access to health services needs to be guaranteed.

**ENVIRONMENTAL PROTECTION**

We are losing species at an unprecedented rate, not seen since the extinction of the dinosaurs. The loss of biological diversity is just one element that leads to instability of ecological systems and human and environmental suffering. We need to educate all people about important issues like sustainable farming, climate change, deforestation, protection of species, and water scarcity.