WE WENT IN FAIRLY CONFIDENT ABOUT WHAT THE TOP SOLUTIONS WOULD BE, WE WERE WRONG...THE NUMBER ONE SOLUTION IS EDUCATING GIRLS AND FAMILY PLANNING.

—Paul Hawken

Paul Hawken, an environmentalist and best-selling author, set out to answer a nagging question: what is the best solution to reverse global warming? Through a comprehensive plan called Drawdown, Hawken and a team of 70 scientists provided an answer.

The result is Drawdown, the most comprehensive plan ever proposed to reverse global warming. Hawken’s ranking of the most effective climate solutions available featured one that many other environmentalists often don’t think about: the rights of women and girls.

“We went in fairly confident about what the top solutions would be,” Hawken said in a recent interview with David Roberts at Vox. “We were wrong—which is validating, in a way. We have a methodology that forfends against bias.”

It’s understandable—62 percent of greenhouse gas emissions come from fossil fuel combustion, so you just insert it, right? It makes sense. It just doesn’t work out that way. Number one solution is educating girls and family planning.”

In Drawdown, family-planning and educating girls are split into separate categories, but even divided they rank as the number one solution and seven out of the 100 solutions given. The solutions here focus on the rights of women and girls and environmental protection since its founding in 1990.

Population Media Center (PMC), an international nonprofit, creates focus groups of men and women, researchers and evaluators have identified that the main deterrents were the fear of side effects, misinformation, and social norms that deter people from using contraception more than a lack of price.

Researchers observed that the rate of contraception use in Kinshasa, at 21 percent, was higher than any other province in the country, but still much lower than the authors expected since there were 355 places to access a variety of contraception services.

Creating focus groups of men and women, researchers identified that the main deterrents were the fear of side effects, misinformation, or lack of knowledge, not to mention the cultural and religious roots surrounding these kinds of solutions. PMC has produced several radio dramas in the DRC which deal with family planning and contraceptive use. PMC has also had a significant impact on the population of DRC.

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PMC ADVISORS IN PRESTIGIOUS SCIENCE MAGAZINE

Ron Hoge is the Chairman of Pinnacle Engines, a venture-backed energy technology company based in Santa Clarita, California. Hoge joined the Board of Directors of PMC as a result of his personal commitment to the mission of the organization. Hoge has spent the majority of his career in the oil and gas industry, with a focus on technology strategy and execution.

PMC is pleased to welcome Ron Hoge to our Board of Directors. Hoge’s extensive background in technology, leadership, and execution in the energy industry will be invaluable to our organization.

We are also pleased to welcome Lindsay Reid as a PMC Program Advisor. Reid is currently the senior development officer at the University of California, San Francisco. Reid brings a wealth of experience in development and fundraising to PMC, and we are confident that her expertise will be a valuable asset to our organization.

PCMC RECEIVES A 5-STAR RATING FROM Charity Navigator

Four stars is the highest rating from Charity Navigator, America’s largest and most respected evaluator of charities. The Population Media Center (PMC) earned a four-star rating for the fifth consecutive year because of its strong financial health and commitment to accountability and transparency.

“Population Media Center’s exceptional a year rating is a true testament to the hard work of everyone involved,” according to Michael F. Mulcahy, President and CEO of Charity Navigator. “Only a quarter of charities rated by Charity Navigator receive this distinction due to their excellence in governance, accountability and financial health.”

PMC PEOPLE

CHIEF AS A MOTHER WITH A BIG HEART: A NEW NIGERIAN CHIEF

Joan Jeremiah didn’t expect to be named a Chief, and she certainly didn’t expect to named the Chief in a town where she didn’t grow up and where there had been no previous female chiefs. But that’s what happened when Joan, a woman who works tirelessly for the rights of women and girls, found herself with the Chief of Ekiti State, which means “Mother with a Big Heart,” of Ikot Idem Udo, Okon Clan in Essien Udim LGA in Akwa Ibom State.

Joan, or Chief Eka Esit Mbom, has worked for Population Media Center (PMC) for more than 10 years, ever since PMC began working in Nigeria in 2006. “I saw an advert for application in the PMC-Nigeria Ibadan office in June 2006 so I applied and fortunately I got the job and I have been living my dreams ever since,” Joan says. As for chiefdom, Joan explains that “it’s a leadership role in a village that’s not written anywhere in the constitution, but it’s the same thing as a local government official.”

The title of Chief requires Joan to be an example for other women, and Joan explains that “I don’t expect to be named Chief in a town where I didn’t grow up and where there had been no previous female chiefs. But that’s what happened.” Joan, a woman who works tirelessly for the rights of women and girls, found herself with the Chief of Ekiti State, which means “Mother with a Big Heart,” of Ikot Idem Udo, Okon Clan in Essien Udim LGA in Akwa Ibom State.

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