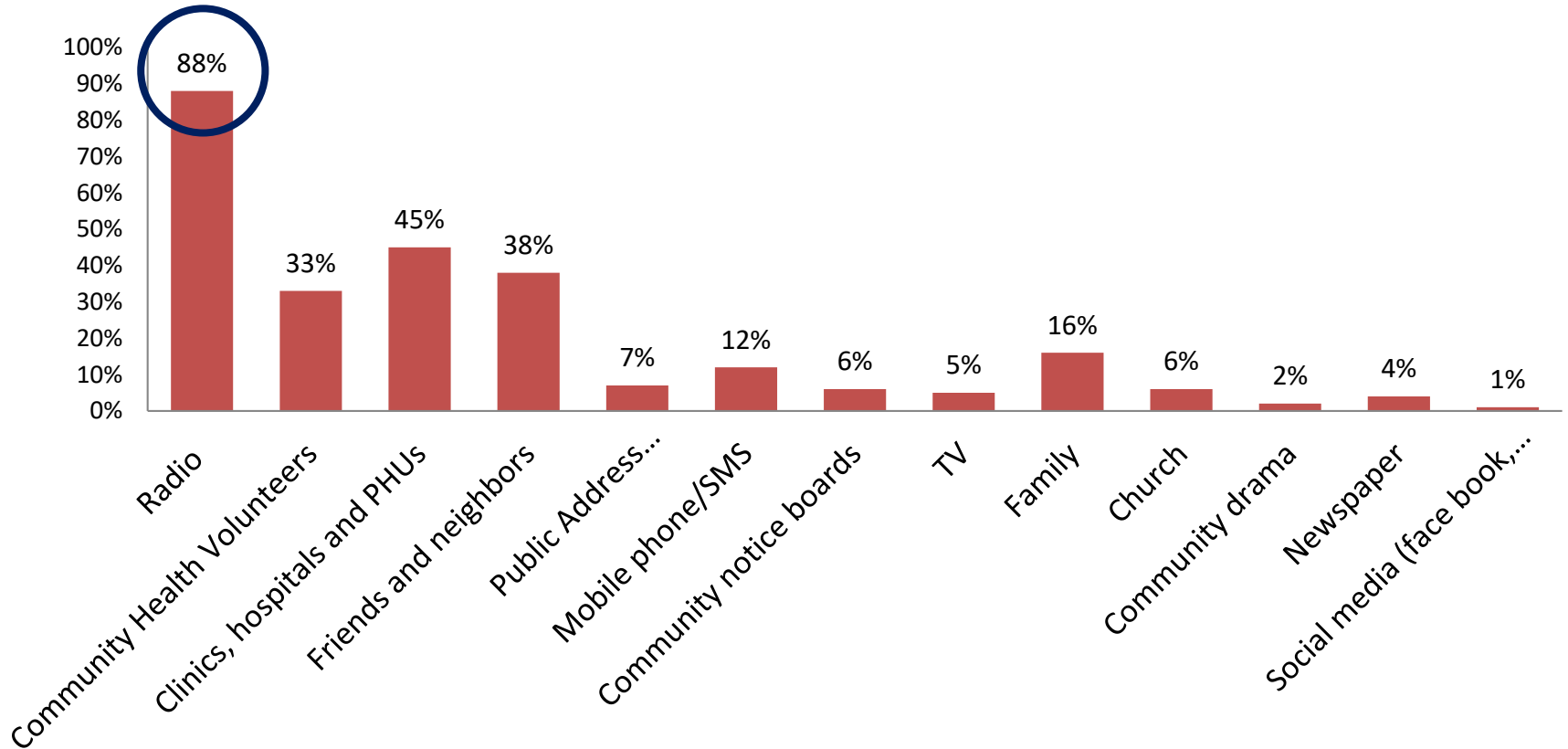


Communicating
health and
disaster
information

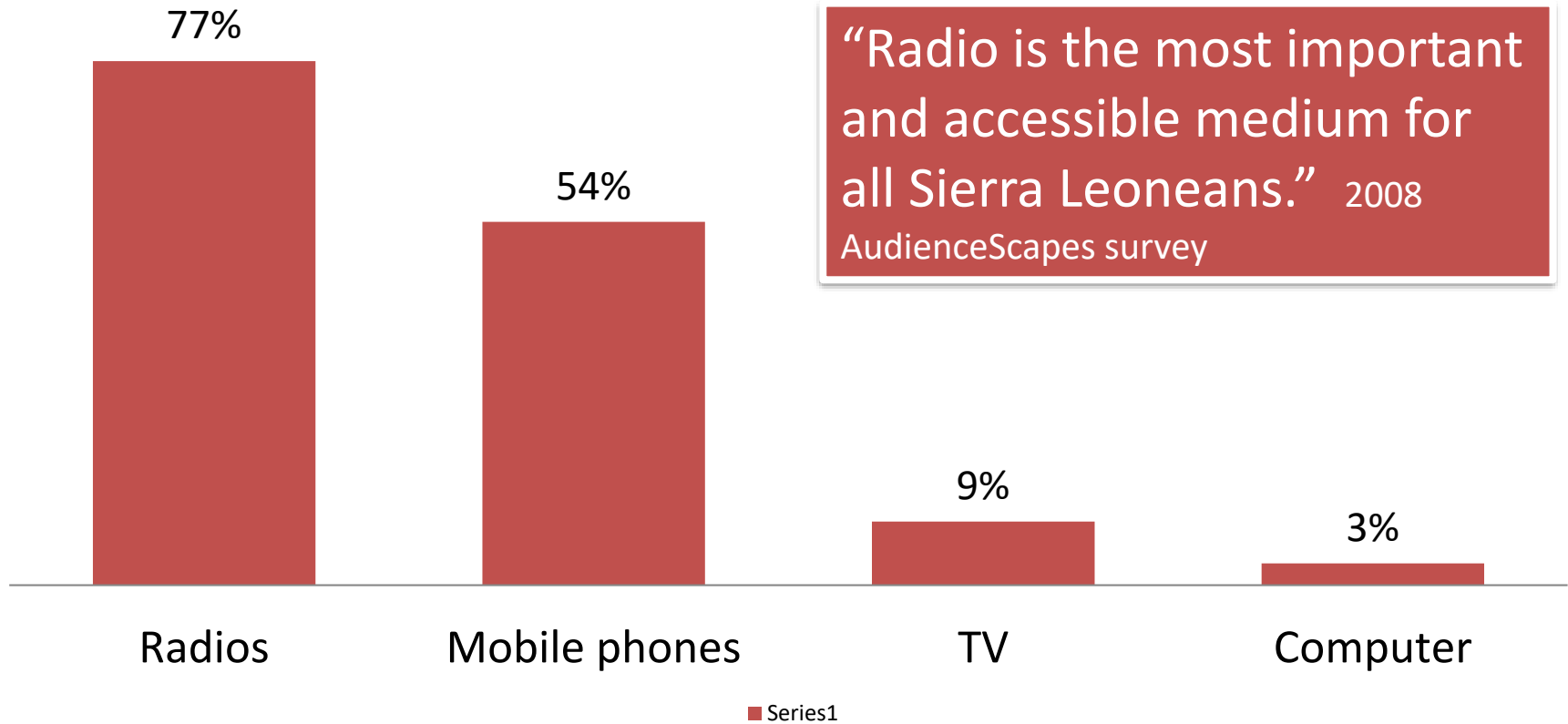
The Power of Radio

Sharon Reader
Beneficiary Communications Delegate
British Red Cross

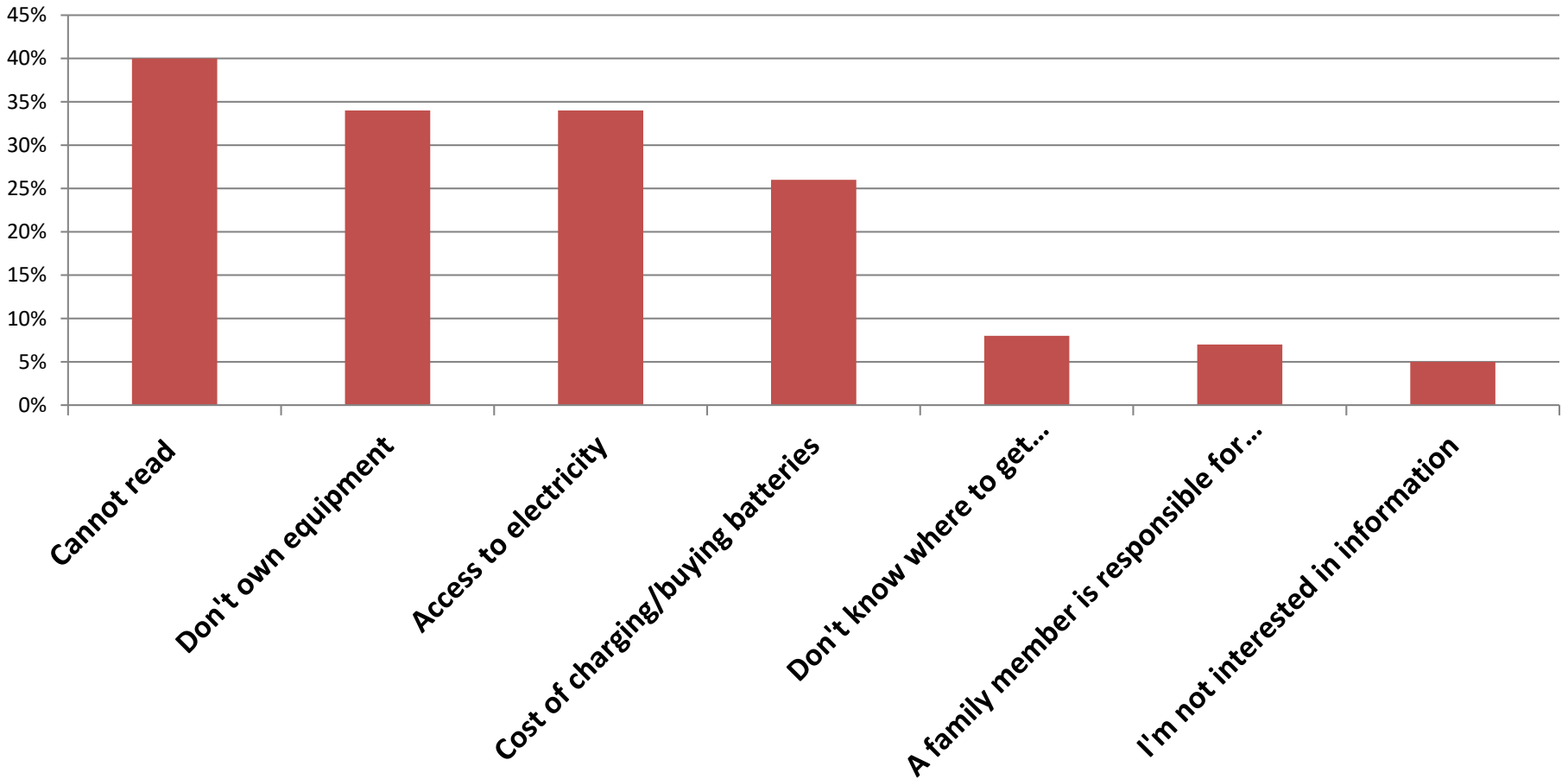
Where do people get their information in Sierra Leone?



Who owns what in Sierra Leone?



What stops people getting information?

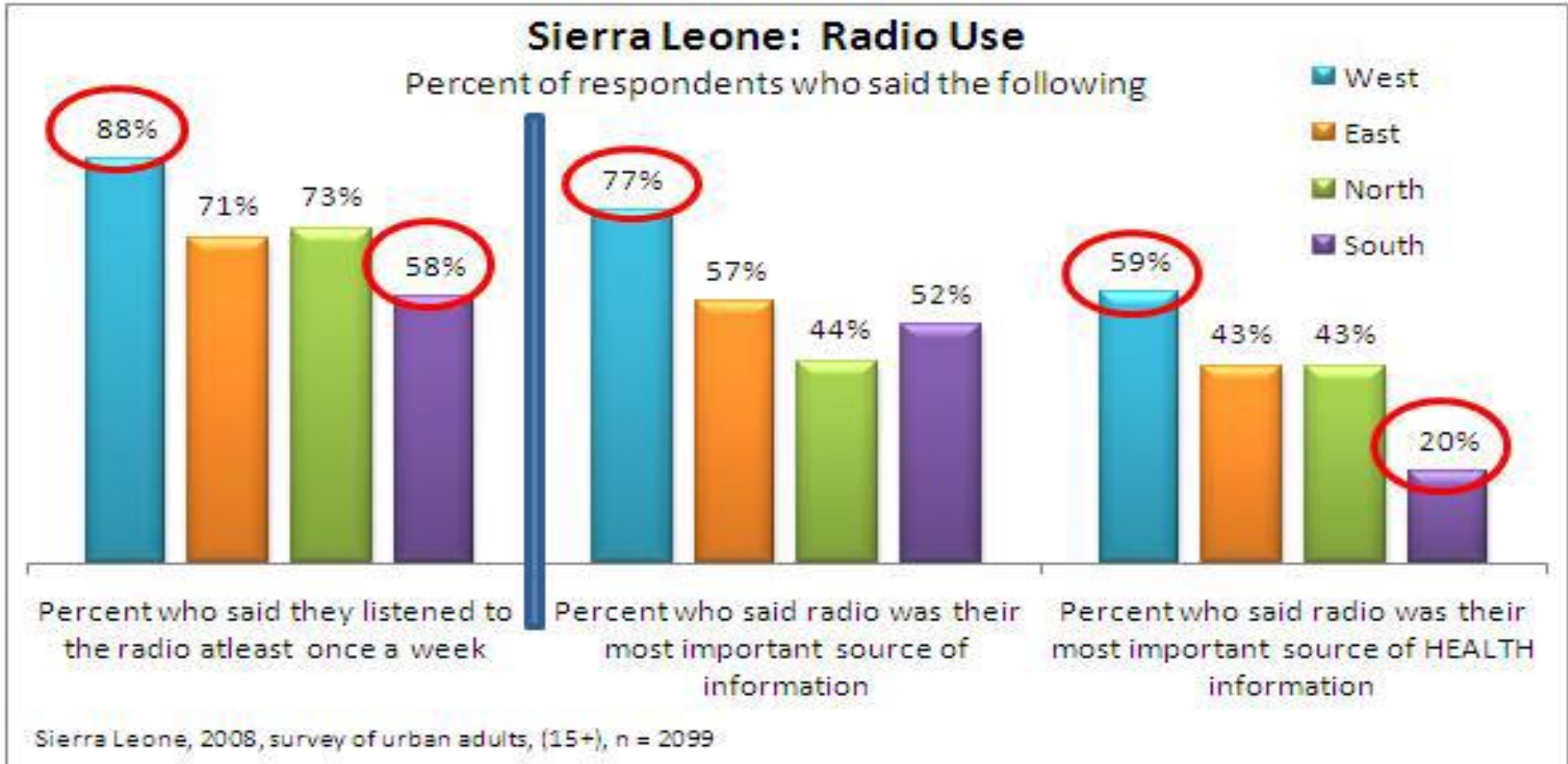


Power of radio...



- You don't need to be able to read to listen
- Radios don't need batteries
- Many people can benefit from one radio
- Radio can also be interactive

How do people listen to the radio?



Communicating
health and
disaster
information

What should you do with them?

Sharon Reader

Beneficiary Communications Delegate

British Red Cross

Steps needed



1. Decide where they need to go
2. Decide how they should be used
3. Train the community volunteers
4. Monitor and evaluate the use

1. *Deciding where they go*



- Communities with less access to information
- Where you have strong community volunteers who will maximise impact
- Must be able to pick up radio
- Can they benefit existing projects?
- Areas with a poor health record
- Areas prone to natural disasters

2. *How the radios should be used?*

WHAT

- To listen to 'Red Cross nar Salone'
- To listen to other good radio shows and stations
- Health education information
- To keep the community informed during emergencies

WHERE & WHEN

- Tuesdays @ 1pm
- Take the radio to mother's clubs, fathers groups, peer educators, PLHIV
- Tie into existing cholera operation – ORPs and Village water committees
- Lend out to other groups, hospitals, PHUs
- Community centre & meetings

WHY

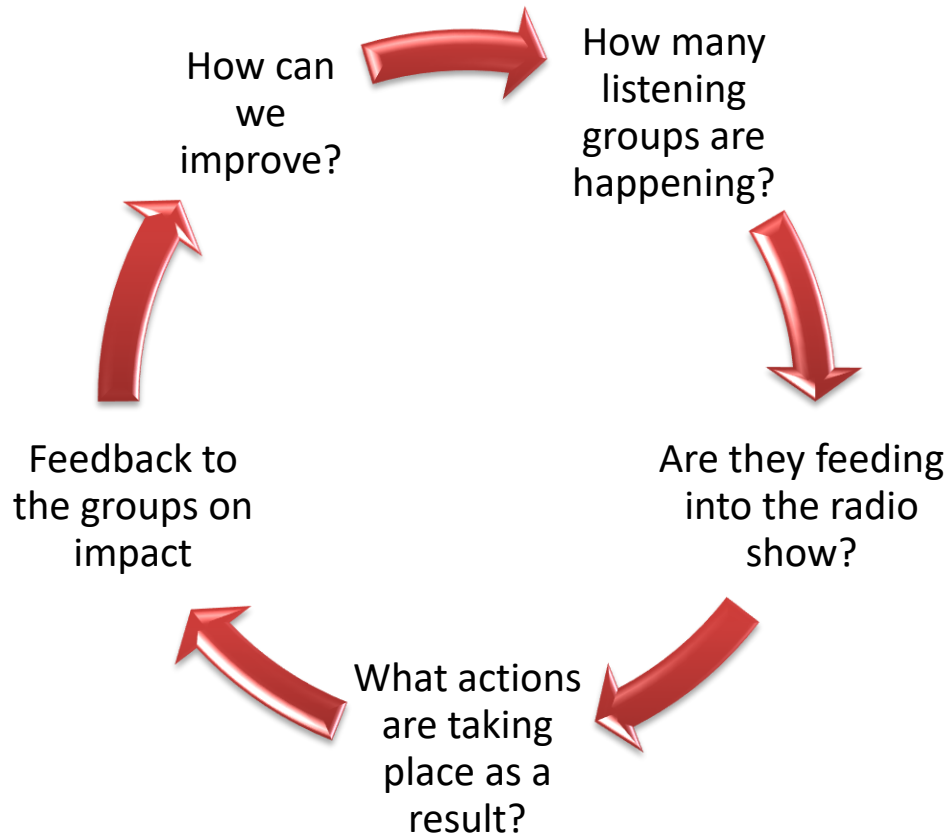
- Inform
- Educate
- Debate
- Activate

3. *Train the community volunteers*



- To use the radio
- Make a plan for their community
- Promote the radio to the rest of the community
- Set up listening groups
- Spread the information they hear...using the new megaphones
- Radio is property of the Red Cross – how can we make sure they are used properly?
- Phone charger can be used as an incentive

4. Monitor and evaluate use



Communicating
health and
disaster
information

Setting up listener clubs

Sharon Reader
Beneficiary Communications Delegate
British Red Cross

Options for listener groups



- Include radio listening activities in existing Red Cross groups; mothers clubs, school groups, PLHIV
- Visit existing establishments; schools, churches, mosques
- Go to other groups – community meetings, women’s groups, workers in the field
- Establish new listener clubs

Aims of listener clubs



1. To generate information, promote local knowledge and encourage information sharing, especially to benefit communities with limited access to the media.
2. To use radio to prompt community members, both women and men, to take part in development activities/projects at local level.
3. To enable women and men in the community to express themselves freely on issues of community interest and to play an active and voluntary role in undertaking concerted initiatives as a response.

Setting up your own group

Where are you going to meet?

Somewhere quiet

Easy to reach / central

Plenty of room

Comfortable & neutral



When are you going to meet?

Tuesday's @ 1pm

At existing club & meeting times

When are people at work?



Who should you invite?

Maximum of 20 people

Key members of the
community

Include women, children,
& excluded groups

How will you promote the
listener group?

Involvement with the radio show



- Listen to 'Red Cross nar Salone'
 - Listener group can phone-in during the show on the free call numbers
 - The group can suggest topics for the following shows – topics that matter to their community
 - Pre-recorded interviews can be carried out with groups and played on the air
 - Radio show can provide suggestions to listener groups on actions they can take after the show - cleaning up rubbish to reduce rats
-
- Build links with other popular community radio shows
 - Live broadcasts from communities, involving the listeners groups
 - Provide local experts and opinions to appear on shows
 - Use radio to advocate to authorities on issues that matter – eg more money to build latrines

What happens after the radio show?

- Facilitate discussions with the group on the issues you have just listened to – malaria, flood prevention, violence at elections
- Aim is to motivate the community into action – eg build latrines, clean up garbage, institute a by-law that people must use a mosquito net
- Not just what needs done, but practical steps to achieve it
- Be realistic – shouldn't try to tackle everything and choose challenges they can meet



- What resources are available locally to tackle the problem – human, material, financial
- Encourage listeners to share what they've learnt with friends, family and neighbours
- Share with the wider community using megaphones or a session at community meetings

How should you facilitate discussions?



- Allow everyone a chance to talk – equal treatment of all members
- Ask what they heard & learnt from the radio show
- How will they use this information in their lives?
- What other topics would they like the show to cover
- Encourage those who aren't talking to contribute – and give value to what they say
- Don't let one person dominate
- Give the discussion time
- Keep discussions focused – translate words into deeds
- Group must agree on concrete next steps and take ownership or they won't happen
- Do you need separate groups for women, child, men for certain topics?