



FARM RADIO
INTERNATIONAL
RADIOS RURALES
INTERNACIONALES



FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

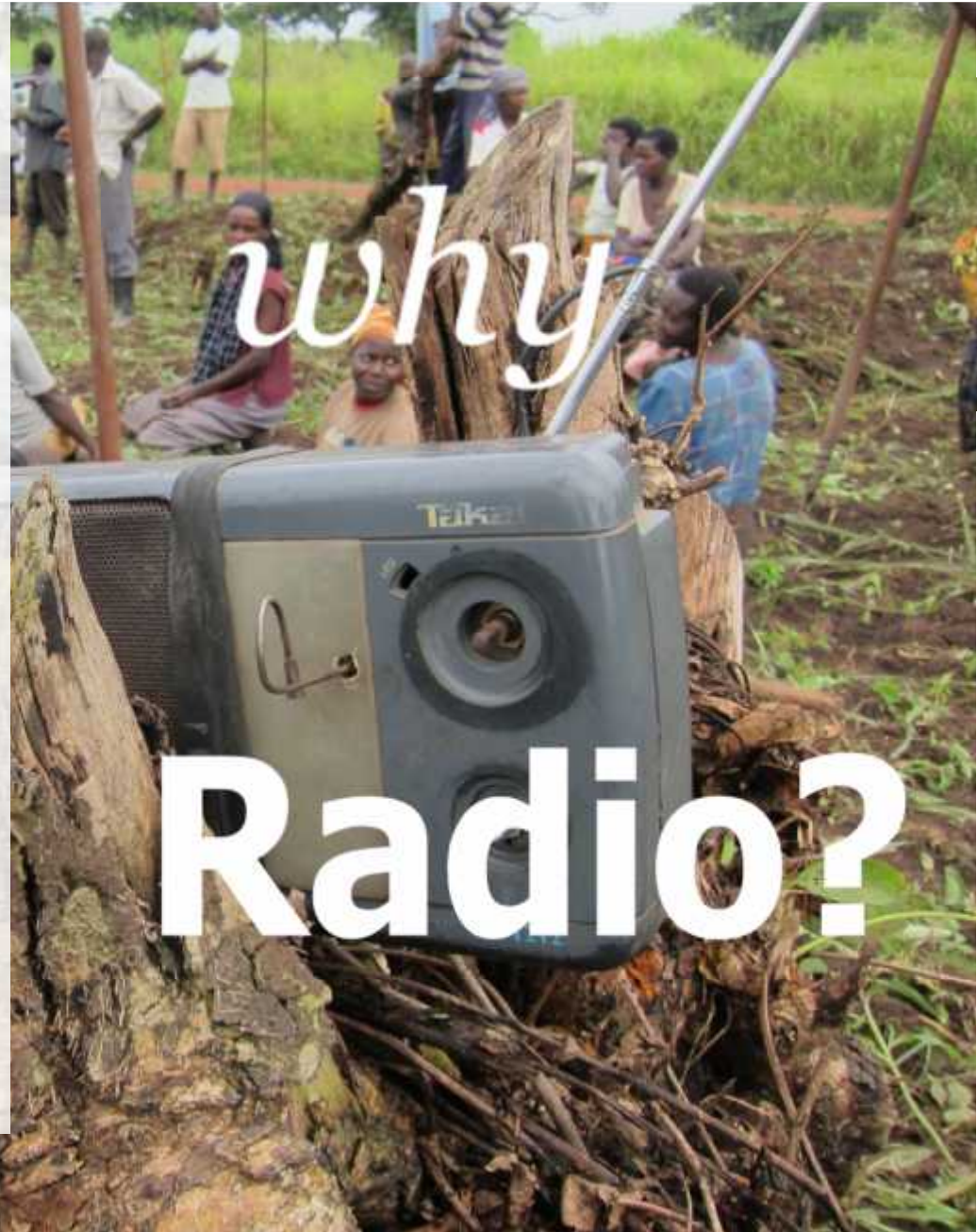
BILL & MELINDA
GATES foundation

TRAC. *fm*



HarvestPlus
Better Crops • Better Nutrition

1. Language
2. Accessibility
3. Scale / reach
4. Literacy
5. Oral tradition
6. Low cost
7. Trusted
8. Interactive



Radio?



ACHIEVING **SCALE**



Radio, when done well, can impact millions with actionable and relevant information on innovations that have been proven to work for farmers.

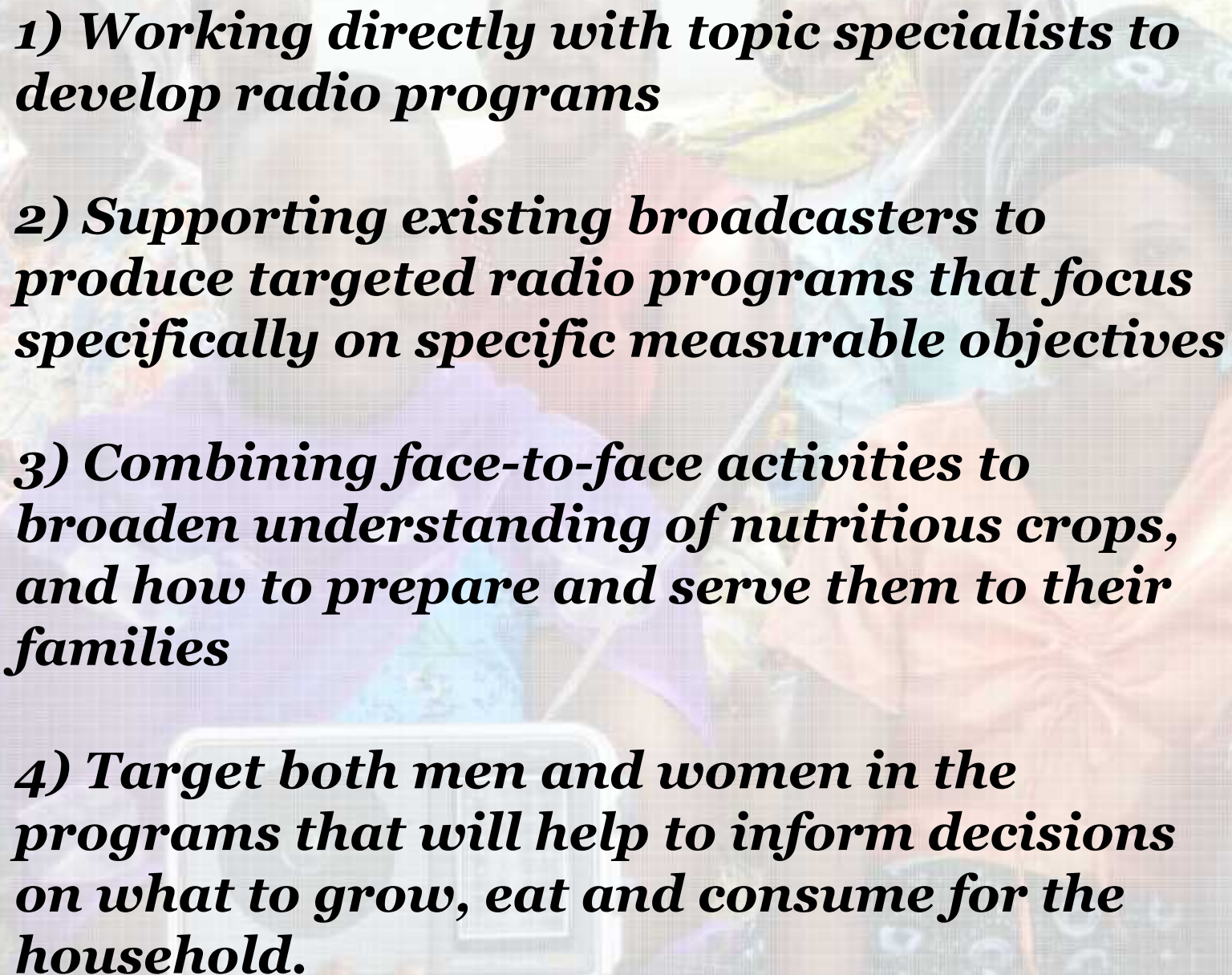
PROVEN TECHNIQUES

FRI has tested its Participatory Radio Campaign methodology over 100 times across 8 countries.



5x

A 2014 study with **Irish Aid** in 4 countries showed that on average, people in listening communities are 5x more likely to take up a practice featured in a participatory radio campaign.

- 
- 1) Working directly with topic specialists to develop radio programs***
 - 2) Supporting existing broadcasters to produce targeted radio programs that focus specifically on specific measurable objectives***
 - 3) Combining face-to-face activities to broaden understanding of nutritious crops, and how to prepare and serve them to their families***
 - 4) Target both men and women in the programs that will help to inform decisions on what to grow, eat and consume for the household.***



Two recent project examples:

- 1. Using radio mini-drama to contribute to increasing knowledge and consumption of Orange Sweet Potato in Uganda***

- 2. Promoting the Production and Consumption of Sweet Potato in Ghana, Uganda, Tanzania, Burkina Faso through participatory radio campaigns (PRCs).***



Designed to contribute to nutrition outcomes in four key areas:

- ***Increasing in overall nutritional knowledge***
- ***Dispelling myths / changing attitudes***
- ***Diversifying approaches to preparing OSP***
- ***Linking farmers with vine suppliers***
- ***Increasing usage and demand for OSP – production and consumption***

Key steps

- **Audience research** – vital for understanding knowledge gaps, planning broadcast times, selecting partner radio stations, baseline/endline
- **ICTs** for immediate audience feedback and increased interaction (SMS, voice, beep-to-vote etc)
- **Close partnerships** with CIP, HarvestPlus and other country-level OFSP partners to ensure messaging is consistent, accurate, and locally relevant - (e.g. Advisory groups, comments on scripts and technical questions, input at Program Design Events, feedback on programs, sharing technical resources)
- **Broadcaster training** in interactive radio and OSP
- **Monitoring and outcome evaluations**

My Children – radio drama

- Thirty episodes, each 2-4 minutes long, repeated with discussion
- Ten radio stations, six languages, 13 districts
- Each episode focused on one key message
- Listeners participate through free SMS polls and quizzes at the end of each episode
- Listeners can call and listen to previous episodes for 55ugx p/min
- Aim to reach **350,000** households but – potential audience of millions.

SMS poll from Uganda



Which single crop would you suggest Florence to grow?

NOTES for presenter - in English, please read through and translate. Make sure instructions are clear

Before the drama

Briefly recap on the previous episode and repeat the previous question and results of the poll
91 % voted for Florence,
9 % voted for Roland
Now lets see if Roland is properly caring for his family..

mention that we will listen to a new episode where the story continues and that there will be a new poll question to which people can respond for FREE! This time, even a price will be given to some of the participants (airtime).

AFTER THE EPISODE

Briefly discuss what happened during episode 2 especially going into the second part where it is suggested that Florence should provide a nutritious diet to her children. Bridge this to the following question:

Question

Since Florence cannot buy all the necessary nutritious foods to provide a healthy meal (diet) for her children, which single crop would you suggest her to grow?

- A: Millet
- B: Orange sweet potato
- C: Maïs
- D: I don't know

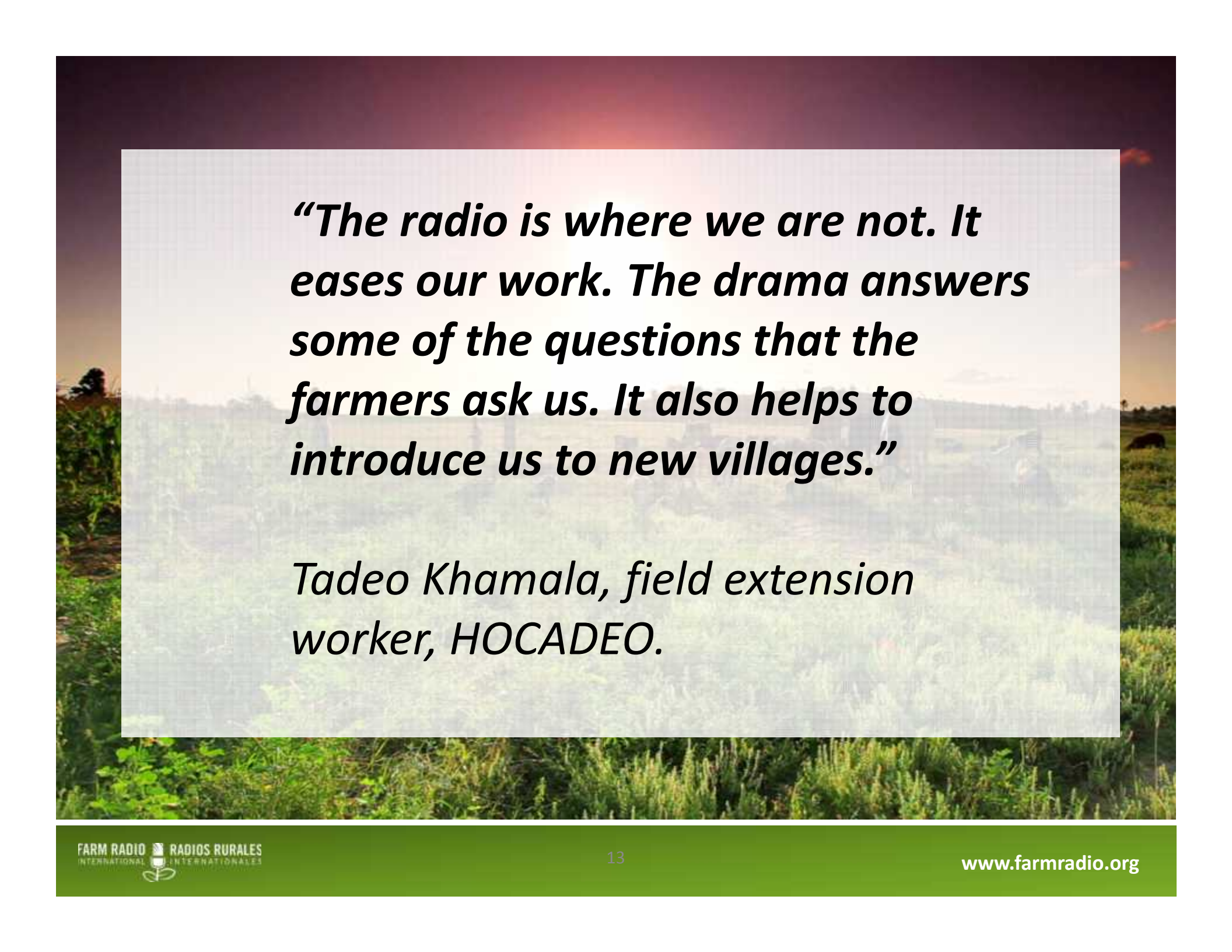
Like 0 Share 0 Tweet 0

557 **41**

RESPONSES UNKNOWN

Outcomes - drama

- Farmers have gained knowledge on the nutrition content of OSP and its use, Vitamin A and effects of Vitamin A deficiency
- Positive change in attitude to OSP, leading to demand for vines outstripping supply
- Vines are now moving around Uganda and being shared by farmers.
- Women want to join groups so as to obtain OSP vines
- Children ask for OSP, attracted to its colour and taste
- Those who have vines say they have started to change their lives, others are still accessing vines and plan to grow.



“The radio is where we are not. It eases our work. The drama answers some of the questions that the farmers ask us. It also helps to introduce us to new villages.”

Tadeo Khamala, field extension worker, HOCADEO.

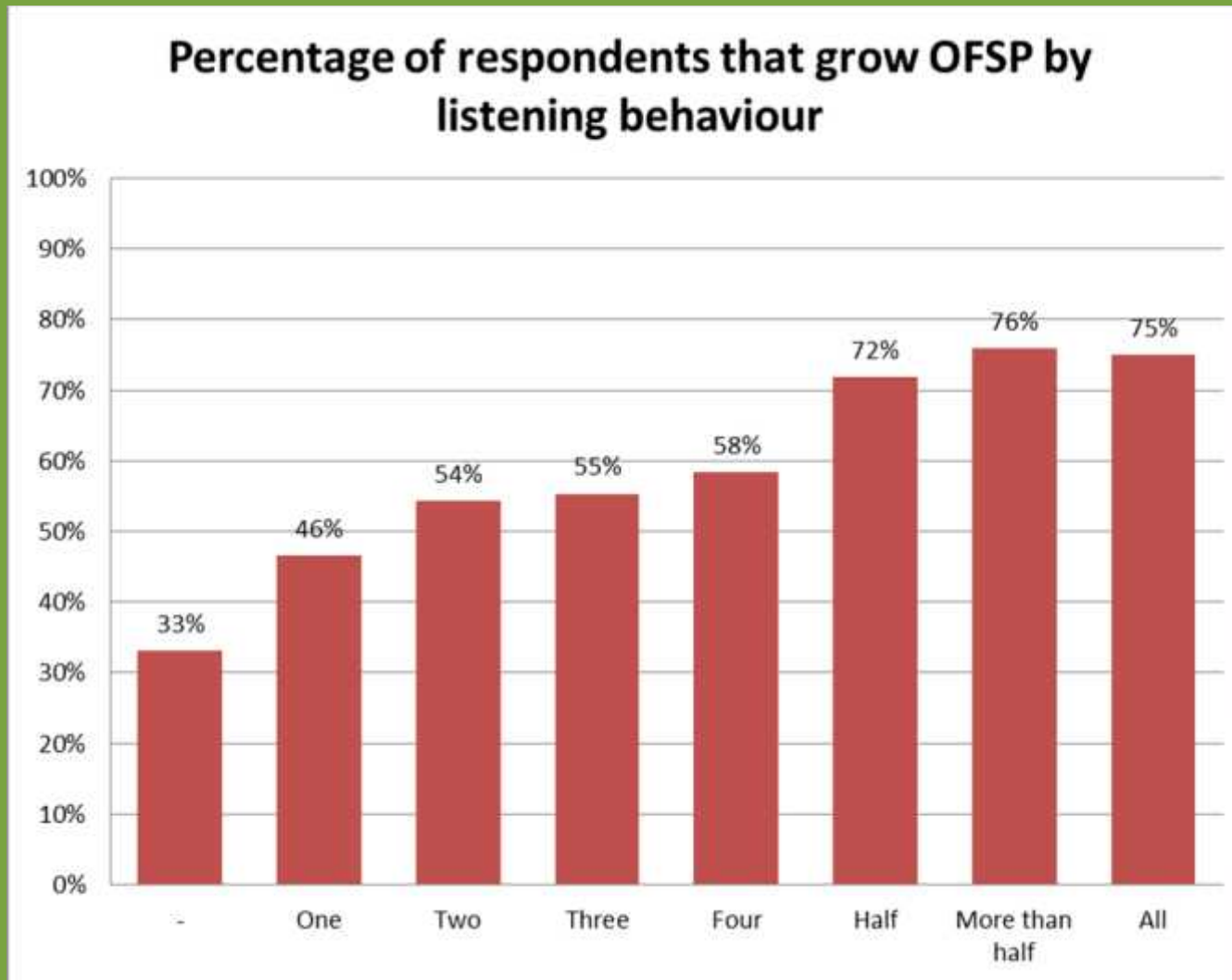
OFSP promotion (Uganda, Tanzania, Ghana, Burkina Faso)

- 4 countries, 15 radio stations, 42 Participatory Radio Campaigns broadcast in total (2012-2015)
- Topics included: nutritional knowledge regarding young children and mothers, production, consumption and sales
- Household survey, baseline and endline conducted
- Combination of PRCs and mini dramas used in selected stations (Tanzania, Ghana, Uganda)
- On air cooking shows!

Emerging Outcomes – OFSP project

- Increase in demand for planting material
- Diversification of preparation methods for household consumption (yogurt, chapatis, bread, etc.)
- Higher prices for sales in OFSP than other varieties (Ghana)
- Demand for vines and products (roots, flours, processed foods in non-traditional growing areas and urban centres (evidenced through beep-to-vine study Tanzania)

Sneak peek – initial production results over four countries



Knowledge increase – 30%

In Tanzania, 31% of men and 34% of women scored 50% or above in knowledge quiz at baseline

In the endline/outcome survey, these numbers were now 61% of men and 59% of women scoring over half in the knowledge quiz

Beep2Vine – linking farmers to planting material

List of vine suppliers developed from NGOs, regional research centres, etc.

FRI created a 'Beep2Vine' system where listeners place a missed call (beep) if they are looking for vines. Callers received SMS with mobile number of a supplier in their region.

3 regions involved in study (Pwani, Mwanza and Northern)

689 registered listeners

'call centre' approach to study

80% of B2V users received vines

92% continue to use them a year later.

In Hai/Kili, only one seller Rashidi, who made 1,585,000TSH

In Pwani, six sellers listed and 330,000TSH worth of vines were sold

In Mwanza, three sellers made a total of 360,000TSH.

So, on average, the sellers made 758,333 TSH from the system (USD 360).

And a total of 455 bundles of vines were sold

COST PER LISTENER

FRI's projects can reach a farmer with vital extension information for pennies per listener. Participatory Radio Campaigns have reached “new practicers” for less than \$1 USD per farmer (Irish Aid 2014).

Next steps...

1. Second mini-drama series in Uganda in production
2. Target urban centers to increase the demand for roots and processed products.
3. Expand beep-to-vine service, include training for sellers, and users of system.
4. Expand country reach (Nigeria, Mozambique?)

OUR VISION FOR THE FUTURE

INTERACTIVE RURAL RADIO PLATFORMS



Move from one-off projects to interactive radio platforms that become an integral and transformative component of public extension systems at various levels as well as a trusted and dependable mobilizer of, and advocate for, small-scale producers.



Sharing knowledge, giving voice.



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