



FARM RADIO  **RADIOS RURALES**
INTERNATIONAL INTERNATIONAL

Learn More



www.farmradio.org



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SIXTH MEETING OF THE SWEETPOTATO SUPPORT PLATFORM

REDUCING VITAMIN A DEFICIENCY
WITH OFSP

Benjamin Fiafor

Farm Radio International



AFRRI Changed Farm Radio International

Training for Broadcasters

Resources for Broadcasters



Impact Programming

Integrating ICTs and Radio



Farm Radio International OFSP Project



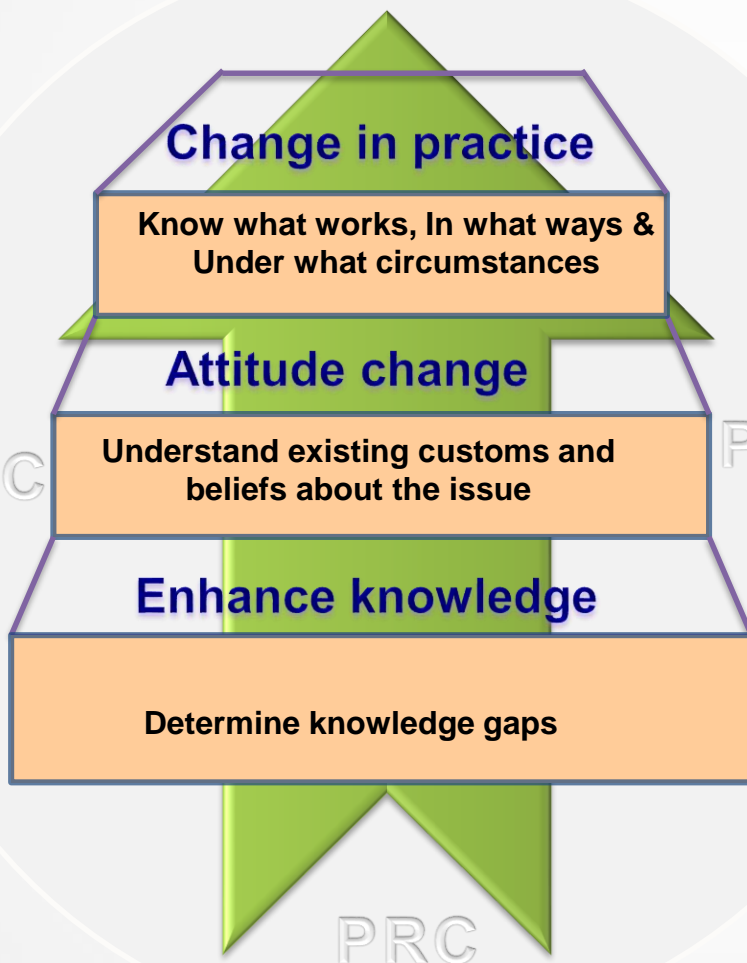
- Farm Radio believes that Increasing the consumption (especially by children) of OFSP is an excellent approach to reducing Vitamin A deficiency.
- A lot of efforts are now needed for this crop to reach the farms and dinner tables of mothers, pregnant women and young children.
- Farm Radio with funding from the Bill & Melinda Gates Foundation, and in partnership with Helen Keller International, International Potato Centre and the Sweet Potato Action for Security and Health in Africa (SASHA), Farm Radio International launched a new three year initiative to reduce the burden of Vitamin A deficiency.

Farm Radio International OFSP Project

- Using participatory radio and ICT strategies, the project will scale-up the production and consumption of OFSP in Tanzania, Uganda, Ghana, Mali and Burkina Faso, adding it to at least 500,000 rural households' diets.
- Over a three year period we will work with 15 radio stations and national OFSP champions in four regions: Tanzania, Uganda, Ghana, and Burkina Faso



to enhance knowledge, change attitudes and encourage practice?





More than ever!



Selection of Region and Communities

REGION	DISTRICT	COMMUNITY	REMARKS
UPPER EAST	KASENA NANKANA	`PUNUGU, MANCHORO, NYANGU, BANYONO, BABILI, TELANIA ,	Three of the communities will be selected as
CENTRAL	KOMENDA EGUAFO	KOMENDA, NSUSOA , DOMPOSE	
VOLTA REGION	AKATSI		Will be selected during the second phase

MAJOR ACTIVITIES

Training and Capacity development

- Design and plan information sharing workshop on nutrition in micronutrients (vitamin A, bio fortification, cultivation and consumption of sweet potato- include content specialists, etc.)
- Conduct capacity assessment for stations and broadcasters
- Identify and recruit in-station trainer
- Equip station with necessary ICTs, IVR and provide training
- Provide in-station training



Pre-Production

- Develop TORs for advisory group members
- Identify potential members and secure commitment (signed agreement?)
- Design baseline survey and survey tools
- Conduct Advisory group meeting and design communication plans
- Recruit and train enumerators
- Conduct baseline survey





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Pre Production Activities

- Submit data to team
- Design formative research
- Conduct formative research with stakeholders and sample communities connected to the radio station
- Design and organize PRC campaign workshop – deciding on main themes (consumption, cultivation, marketing, preparation, women) - use campaign design template
- Submit campaign designs to team

Resource for Broadcaster

Good farm radio depends on quality content. It needs to be relevant, accurate, reliable, and readily accessible to the broadcaster.



Production & Broadcast

- Stations recruit, train and equip extension workers (ag and health) to conduct and file field interviews
- Recruit special sweet potato entertainer/entrepreneur (chef, chip maker, crisp manufacturer, etc)
- Market and promote programs
- Launch, produce and air weekly programs
- Identify community listener groups (20 for each station) and provide recordable wind-up

Multi Channels

- Video
- Brochures
- Field display
- Cook competition
- newspaper articles
- Adoption of hospitals
- Linkages with Ghana School Feeding Projects
- Quiz competitions
- Linkage with other OFSP projects in the country



Other Channels for Promotion

- Community out-growers,
- Back yard
- Dry season Garden
- Decentralized seed multiplication system,
- Marketing and distribution systems
- School Farms and competitions



MONITORING AND EVALUATION

- Monitor audience response and feedback
- Collect and submit logbook entries
- Conduct Outcome evaluation 12 month after launch.





Contact me, I'm friendly...

Thanks!



Contact Farm Radio

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