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FARM RADIO
INTERNATIONAL
.....
RADIOS RURALES
INTERNACIONALES

BILL & MELINDA
GATES foundation

TRAC. fm



HarvestPlus
Better Crops • Better Nutrition



Sharing *knowledge*,
giving *voice*.

since
1979



why
Radio?

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



Resources for Broadcasters

Broadcaster Training

Impact programming

Integrating modern technology



VOICE standards
for effective farmer radio programming

V **VALUE**

The program values small-scale farmers, both women and men. It respects farmers for their hard work producing nutritious food for their families and the markets, often in the face of major challenges.

O **OPPORTUNITY**

The program provides farmers with the opportunity to speak and be heard on all matters. It encourages small-scale farmers to name their concerns, discuss them, and organize to act on them. It holds to account those with a duty to hear farmers and serve their needs.

I **INFORMATION**

The program provides farmers with the information they need, when they need it. Farmers require specific information and they need it in time to act on it.

C **CONSISTENT/CONVENIENT**

The program is consistent and convenient. It is broadcast at least weekly, at a time when women and men farmers can listen.

E **ENTERTAINING**

The program is entertaining and memorable. It appeals to the interests and tastes of a wide range of local farmers. Complicated material is presented in a way that helps farmers remember.



***Using serialized radio
mini-drama to contribute to
increasing knowledge and
consumption of Orange Sweet
Potato (OSP) in Uganda***



Using inclusive, demand driven radio and communication strategies to support knowledge sharing and adoption of OSP

Context/parameters

Multi-Country initiatives: Ghana, Burkina Faso, Uganda and Tanzania

- Participatory Radio Campaigns that focused on three main areas: Production (vine and tubers), Consumption and nutritional knowledge
- The goal was to increase the overall adoption of OSP in targeted region in all four countries
- Cooking Shows
- Primary Schools partnerships (Tanzania)
- Orange Fridays (Ghana)
- National Advisory Teams (All countries)
- International Advisory Meetings

Context/parameters

- HarvestPlus in Uganda wants to reach 225,000 farming households in three regions and create demand for OSP throughout the country through their Developing and Delivering Biofortified Crops initiative
- Need messaging to be consistent, locally relevant and to raise awareness of and create demand for OSP
- Needed to be in local language (13 districts of Uganda, six languages)
- HarvestPlus wanted programs to interact with audiences and gather data
- So ... FRI led the development of an entertaining and educative radio mini-drama series, in close collaboration with HarvestPlus Uganda, and supported with SMS polling (TRAC FM).

Project goal: Harvest Plus

Expected results :

- 350,000 households in thirteen districts have access to a radio mini-series promoting production and consumption of OSP.
- Radio mini-series contributes to increased knowledge of OSP nutrition among listeners
- Radio mini-series contributes to increased knowledge about the preparation and consumption of OSP
- Seven radio stations in Uganda promote OSP through radio mini-drama and complementary radio spots

Project goal: GATES OFSP

45 radio station staff in 15 radio stations who will undergo training in nutrition and OFSP, and broadcaster training to enable them to continue producing effective farm radio programs.

- 4,500 listener group members
- 15,000 farmers gain "on demand" access to OFSP information through use of ICTs such as interactive voice response and recordable radios

100 000 households begin growing and eating OFSP



FRI, H+, TRAC FM: key steps

- **Audience research**
 - FGDs
- **Broadcaster training**
 - On OFSP, radio craft, use of ICTs
- **Participatory drama design, scriptwriting, translation and audio production**
- **Broadcast and SMS polling (TRAC FM)**
- **Monitoring and outcomes**
 - With Harvest Plus and partners in community groups

My Children

- Thirty episodes, each 2-4 minutes long, repeated
- Each episode focused on one key message or piece of information
- Focused on production and nutritional aspects of OSP
- 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



A woman wearing an orange headscarf and an orange dress is shown from the chest up, holding a coconut. She is standing in a rural setting with banana trees and a stone wall in the background. The scene is brightly lit, suggesting daylight. The text is overlaid on a semi-transparent white box in the center of the image.

The plot...

.... My Children is a story about love, domestic strife, money, power, and, of course, orange sweet potatoes. Florence, the heroine of the series, struggles to grow enough nutritious food to feed her family, and knows that her children are not as healthy as they could be. She reluctantly decides to give OSP a try. But first she has to stop her money-obsessed husband from selling the family farming plot to fund a foolish “business idea.”

Station	Potential Listeners	Coverage	Disctrict	Language
Mega FM	2,000,000	240km	Gulu / Oyam	Luo
Radio Waa	2,000,000	200km	Kole / Lira	Luo
Kamuli Broadcasting (KBS)	3,000,000	80km	Kamuli / Buyende	Lusoga
Central Broadcasting (CBS)	7,000,000	4200km	Mukono/Rakai/Masaka	Luganda
Liberty FM	3,000,000	1000km	Kibaale	Bunyoro
Radio West	1,500,000	1000km	Isingiro	Rukiga
Voice of Kigezi	8,000,000	800km	Kabale	Rukiga
Voice of Kamwenge	8,000,000	750km	Kamwenge	Rukiga
Voice of Muhabura	2,000,000	750km	Kisoro	Lufumbira
KKCR	5,000,000	500km	Kibaale	Bunyoro
10 radio stations	25,000,000 +		13 Districts	6 + English

The background of the slide is a photograph of a group of people, likely in a rural setting, gathered around a table. They appear to be engaged in a discussion or a community meeting. The image is slightly blurred and has a white semi-transparent box overlaid on it containing text.

TRAC. *fm*

www.trac.pro

TRAC FM is an innovative software platform using radio and SMS to enable you to track citizen reports and collect citizen feedback.

Based on poll questions, listeners can vote and air their voices through a toll-free SMS line (free of charge) and interact with the radio studio through a real-time visualization

TRAC FM engages citizens in meaningful public debate and changes them from passive listeners to active participants.

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: Mais

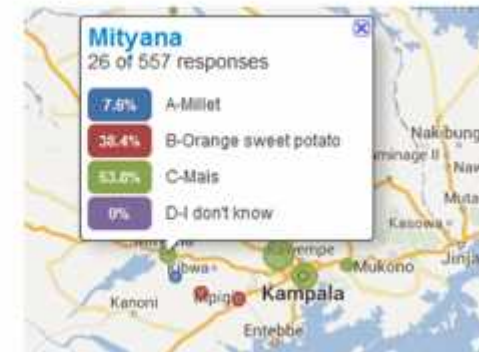
D: I don't know

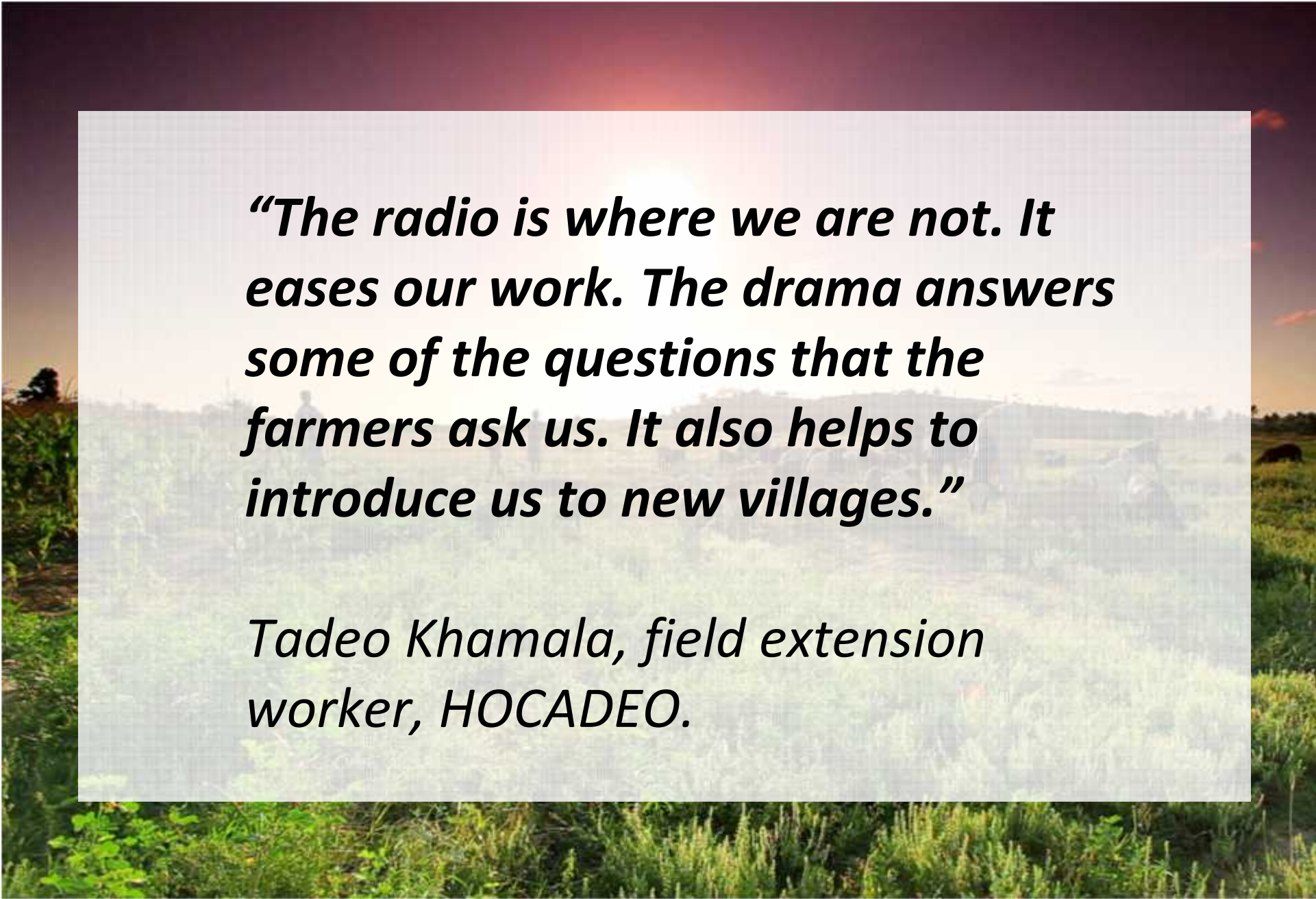
Like 0 Share 0 Tweet 0

557 41

RESPONSES

UNKNOWN





“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.



Outcomes

- Farmers claim to have gained knowledge on the nutrition content of OSP and its use, Vitamin A and effects of Vitamin A deficiency
- The radio drama has led to a positive change in attitude to OSP, in turn leading to high demand for OSP vines
- Vines are now moving around Uganda and being shared by farmers. (Beep to Vine services supported here and in other countries)
- Women want to join groups so as to obtain OSP vines (benefit by both selling and consuming)
- Children ask for OSP as they are attracted to its colour and taste
- Those who have vines say they have planted and seen the benefits, others are still accessing vines and plan to grow.

Challenges

- Demand often exceeded supply
- Radio stations broadcasted drama at various times, where some listened more than others
- Demand for recipes
- Better integration with other OFSP and nutritional interventions needed
- more discussion on stereotypes and 'hype' needed



“I now feed OSP to my kids at least three times per week.”

Ruth Birungi, OSP farmer from Kitojo-Mbarara village, Isingiro district.

“I learned from the drama that there’s a market for OSP. If I grow more I can make some money.”

Yoronim Bishanga, Kitojo-Mbarara, Isingiro district.



***A selection of the My Children recordings,
(including English) can be accessed here:***

<http://bit.ly/FRIradiodrama>

Conclusions

- An interactive radio mini-drama series is an efficient means for scaling up awareness and knowledge of OSP.
- Broadcasters can play a large role in gaining buy-in from rural populations (**trust**)
- **Good** radio can provide a platform for informed farmer decision-making
- It is **cost effective**, more so when used in concert with other mechanisms such as face-to-face extension where available



- ***Country offices in:***
 - Mali
 - Burkina Faso
 - Ghana
 - Ethiopia
 - Uganda
 - Tanzania
 - Malawi
- ***Over 570 broadcasting partners*** across sub-Saharan Africa



FARM RADIO INTERNATIONAL



Sharing knowledge, giving voice.



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