

# 4

## USE RADIO TO CREATE AN ENABLING ENVIRONMENT





# 4

## USE RADIO TO CREATE AN ENABLING ENVIRONMENT

**WHY:** Radio broadcasts can help normalize discussion of family planning in participating communities. They provide Catalyzers and Influentials a further source of legitimacy and reference as they talk with people about family planning. These broadcasts can reach people in communities beyond those where you are working. Finally, radio broadcasts may help bring men and women to discuss family planning.<sup>3</sup>

**WHEN:** Plan to begin your radio programming as soon as possible after Catalyzers are oriented and become active in their groups.

Component	Month	1	2	3	4	5	6	7	8	9
4	Use Radio to Create an Enabling Environment			X	X	X	X	X	X	X

**WHAT:** You will use the 14 Story Cards (Annex A) as the basis for creating radio broadcasts. Each story will be presented twice, in two broadcast formats:

- **Format #1:** A Catalyzer-led, group discussion of one of 14 stories is pre-recorded, then aired.
- **Format #2:** The same story is presented (read) by the radio host, followed by a live call-in session with listeners.

The **sequencing** of the two formats is important. Each week for 14 weeks, you should broadcast Format #1 on a scheduled day and time, followed several days later by Format #2 on a scheduled day and time. (The schedule should remain consistent so that it becomes part of your audience's routine.) In this way, listeners have the opportunity to absorb the story and reflect on its content before tuning in to or participating in the call-in show. You may decide to monitor radio broadcasts using weekly listener's logs, completed by community volunteers, that indicate if broadcasts were aired on planned days and times.

**HOW:** This component of the social networks diffusion package has three broad steps: preparation, creation and broadcast of Format #1, and creation and broadcast of Format #2.

### STEP 1: PREPARATION

Ask Catalyzers and Influentials about local radio stations that are most popular in the area. Meet with station managers and radio show hosts to discuss your approach and plans. Select and write contracts with one or more stations whose broadcasts reach all corners of your area. (It is fine – in fact, it is desirable – if the broadcasts extend beyond your project geography.)

Orient the radio station staff – especially the radio show hosts who will be presenting the broadcasts – to the social network diffusion approach and goals. Provide copies of the Story Cards. Read and discuss with them these 14 stories that will be the centerpieces of their broadcasts.

<sup>3</sup> In the *Tékponon Jikuagou* project, men were more likely than women to participate in radio call-in shows and to call the family planning hotline advertised in the radio broadcasts.

**STEP 2: CREATE FORMAT #1****(Pre-Recorded Group Discussion)**

In this first broadcast format, the radio host airs a pre-recorded group discussion of one of the 14 Story Cards.

**Identify** several participating communities that are easily accessible and have several especially engaged groups with strong Catalyzers. Plan a good mix of groups and communities for your 14 stories. For example, you might choose three communities and two groups in each community for a total of six groups: two men's groups, two women's groups, and two mixed groups. In this example, you might record two discussions among each group.

**Hold a meeting** in each selected community prior to recording. The purpose is to discuss the planned activity, and the objective is to gain permission for recording. You will also set dates and times for recording. Invite appropriate local authorities and individuals (such as Catalyzers, group members, Influentials), using your own knowledge of local norms to determine whose agreement or permission is important.

*Tip:* Ask the radio host to join these meetings. She/he can describe the recording process, and offer guidance so that the recording session goes smoothly. For example, she/he can help choose a location with minimal background noise, coach group members to speak sequentially rather than all at once, and help Catalyzers enunciate clearly. She/he can also gather information that she/he will use to create a common narrative for the broadcasts (see below).

**Travel** on the appointed day to the selected village with radio staff and their equipment. Make sure they have time to set up equipment, organize participants so that all can be heard, and provide additional advice as needed.

**Record** the group session.

**Inform** people, before you leave the community, of the date and time that their group discussion will be broadcast.

Back at the station, work with the radio staff to develop information that will (a) introduce and conclude each broadcast, and (b) link the broadcasts to one another in listeners' minds. (In storytelling jargon, this is called a *common narrative*.) You may want to include basic information about the social networks diffusion package, family planning and unmet need, and an invitation to listeners to discuss the broadcast with friends and family.

For each story's *common narrative*, the radio host may also want to add some contextual information, such as a brief history of the village (perhaps as recounted by the chief or other community leader) and of the group. As the broadcasts progress, the host may wish to remind listeners of what transpired in earlier segments.

**RADIO SPOTS****Family Planning Hotline**

In Bénin, where *Tékponon Jikuagou* took place, Association Béninoise pour le Marketing Social/Population Services International operated a hotline at no cost to callers.

Is a family planning hotline available in your area? The radio series offers a great opportunity to advertise the local hotline. Work with the radio host and the hotline operator to create an advertisement and air it during every broadcast.

**Each One Invites 3 Campaign**

We also created and diffused a radio advertisement to inform listeners of the *Each One Invites 3 Campaign* (Section 5). The radio host airs this advertisement during the weekly broadcasts starting several weeks before and through the end of the campaign.



Finally, the radio staff will edit each pre-recorded story and group discussion to ensure good audio quality, and will add the appropriate spots (text box). Once each broadcast segment is complete – edited, and with *common narrative* and spots – it is packaged (or *wrapped* in radio jargon). It can be broadcast again and again.

Each Format #1 broadcast should last about 45 minutes.

### **STEP 3: CREATE FORMAT #2**

#### **(Presentation of a Story Followed by Live Call-In Show)**

In this format, the radio host reads one of the 14 Story Cards. These are the same stories used in Format #1, but the presentation and the live call-in sessions that follow create a different experience for listeners.

After reading the story, the host invites listeners to **call in** and share their opinions or experiences. The host moderates the calls, but does not provide technical information about family planning. Instead, she/he refers listeners to local sources of information, including the nearest health facility and a hotline if one exists.

To prepare for Format #2, the radio host will adapt the common narrative from Format #1. As with Format #1, the radio staff may record and wrap the story portion for later re-broadcast. However, the call-in show should always be live.

Each Format #2 broadcast should last about 45 minutes.

### **Unique Strategy**

**Actors and Action.** A community mobilization approach often uses radio broadcasts to deliver facts about family planning, and encourage listeners to use contraceptives. In the social networks diffusion approach, however, the purpose of the broadcasts is to allow a broader audience to learn about and reflect on social barriers to family planning use.

