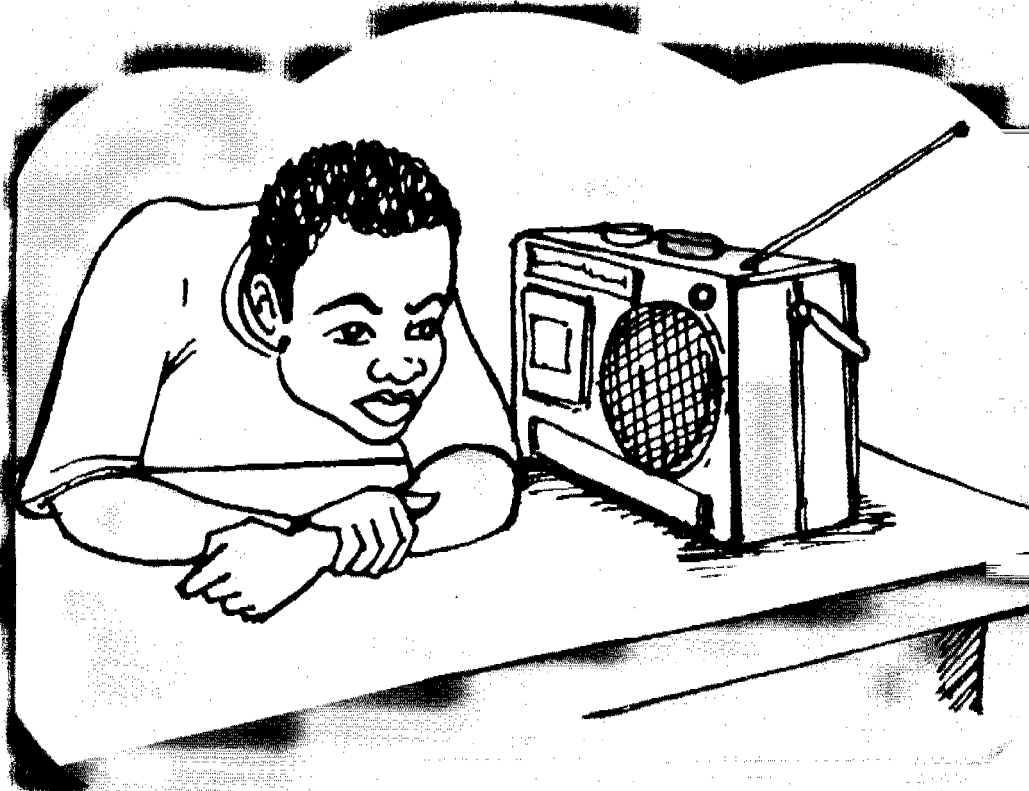


Guidelines for Sanitation and Hygiene Promotion through Radio

BETTER SANITATION RESPONSIBILITY FOR



THE REPUBLIC OF UGANDA



PRODUCED BY MINISTRY OF HEALTH
Environmental Health Division
With assistance from UNICEF and SIDA

304-01GU-17955

Definition

Is a medium of mass communication through the spoken word.

Purpose of guidelines

To assist extension staff and other stake holders to use and benefit from radio as a mass medium in the dissemination of information on sanitation and hygiene initiatives.

Objectives

To facilitate the delivery of sanitation and hygiene messages through simple, direct, friendly and participatory audio presentations.

Scope

Sanitation and hygiene radio messages could be generated right from household to district levels.

Rationale

- Radio reaches literate and illiterate people in their own language at district level
- Radio is relatively cheap and available to many people
- Radio uses batteries, thus making it possible for people without electricity to access information
- Programmes can be repeated many times
- Producing radio programmes is relatively cheap
- It caters for the blind

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- Radio is so entertaining with the variety of programmes, each radio tries to have the best, when this is done, then people listen, you reach the audience easily
- Most meeting places like bars, cars, buses, trucks, farmers in their gardens have radio sets which gives you more chances that even that audience is with you at that time

Radio programmes are used when you want to:-

- Reach many people in your community or district at one time
- To get behaviour change messages to many people
- To reach specific audiences easily

Steps involved

1. Identify the issue(s)/ problem(s)
2. Develop themes
3. Identify the target audience
4. Identify the language that commands listenership in the target audience/area.
5. Plan the radio programmes
6. Identify the radio stations to use
7. Mode of presentation
8. Pretest messages
9. Revise and record messages
10. Sign contract
11. Mobilise listeners to tune in

1 Identify the issues/problems

Issues and problems that can be addressed through the newspaper can include the following categories among others;

(i) Policy:

Under this category some of the issues and problems that can be addressed are:-

- Support to the UPE School Sanitation Programme
- Sanitation as a right
- Legislation

(ii) Advocacy:

- Calls for action on sanitation and hygiene promotion through different stakeholders
- Focusing on political support
- Lobbying for funding
- Social and community Mobilisation
- Networking and collaboration
- Social marketing
- Sanitation and hygiene campaigns

(iii) Training and capacity building

- sensitisation and creation of awareness
- orientation
- skills development

(iv) Technology

- appropriateness
- cost implications
- research

- acceptance and replicability
- use and maintenance (sustainability)
- difficult areas

(v) ***Behavioural change***

- Best practices
- Cultural practices
- occupations
- lifestyles (smoking, tooth picking)

How to identify the issues and problems

1. Research
2. Reviewing and analysing records and reports
3. Meetings and consultations with stake holders
4. Home and institutional visits
5. Support supervision
6. Spontaneous reports

2 Identify themes

Select themes that the target group would identify easily, for example;

- The importance of having a latrine
- Why and when we should wash our hands
- Dangers of having poor environmental sanitation/hygiene
- The relationship between wealth and sanitation

3 Planning radio programmes

1. **Draw and plan an annual budget for expenses on radio programmes. These include:-**
 - Airtime
 - Production costs
 - Contingency fees
 - allowances
 - production materials e.g tapes, recorders

2. **Draw a list of telephone, email and fax addresses for all radio stations.**

3. **Draw a list of people to contact:-**
 - editors/reporters
 - producers
 - programme manager
 - moderators/resource persons

4. **Enter into agreement with the selected radio station**

Contents of the agreement

 - **Time period:**

The contract should specify the period through which the contract will be running.

 - **Mode of payment:**

The contract should state clearly, the total cost and schedule of payment. (How much will be paid and at what intervals)

 - **Terms of reference:**

The terms of reference give the details of the actual task. They should clearly state what and how the radio station

is supposed to do what ever it has to do. E.g., how should the programme run, how many programmes do you want to run and when, what you need from the radio after they have aired the programme (recorded programmes on tape, running orders)

- ***Reporting obligations:***

The radio station should submit running orders before the programme runs, and report on the programme(s) at specified time periods.

- ***Time order:***

This is what the radio station presents to the district to confirm that they have booked the time and that the district has an obligation to pay. However, the district should ensure that they understand clearly what is contained in the time order.

- When this is done sign a contract with the selected radio station.

5. Draw a list of skilled personnel whose services you can always employ when need arises.
6. Enlist district physical input/support e.g. human resource, communication chairman, recorders etc.
7. Draw a list of possible sources of funding.

4 **Mode of presentation**

Radio programmes may fall into any of the following forms of presentation:-

- talk shows
- Spot messages
- phone-ins
- drama, skits
- discussions
- interviews
- phone ins

Talk shows; these are discussion programmes done by a presenter with some experts from the ministry of health about a given topic. They do not have to be live in the studio, they can be pre-recorded.

Health programmes; these are programmes specifically about health, featuring a health expert. Here the topic keeps changing every time the programme goes on air and they are normally pre-recorded before airing.

Serial dramas; these are continuous plays for the listener featuring characters in a story. These characters talk and dramatise issues. Every time this play is aired, it starts from where it stopped last time and builds into something new.

Spots; are simple short announcements that carry a message. They are normally 30 or 60 seconds. They can play many times a day.

News casts; these are information giving programmes at the top of the hour that carry stories or events that have happened.

These stories are short and more than one. They may not necessarily carry your message although they may mention the problem.

Children's programmes; these are programmes specifically targeted at children. They may be in form of stories, music or dramas.

Competitions; these are participatory programmes that require the listener to contribute by answering the questions provided with the hope of winning a reward.

Criteria for selecting mode

- (i) time frame
- (ii) message
- (ii) target audience
- (iv) cost/expenses involved

Factors to remember when selecting a mode of presentation.

Whatever mode of presentation is decided upon, the following areas should be put under consideration when developing a radio message.

Theme:

Select a theme with reference to the problems identified, and what you want to address.

Target group and language:

Consider

- Age (young, old)
- Sex (Male, Female)

- Geographical (urban, rural, rid)
- Occupational
- Political affiliation
- Religion and Culture
- Educational level,
- Ethnicity
- HC,Os/CBO, groups

Message / programme qualities:

- Simple and easy to understand.
- Precise and addresses one theme.

Message selection:

Decide on the main topics and brainstorm ideas with stakeholders. Check facts and consult skilled personnel e.g.:-

- PR officers, media agencies, Head teachers and politicians.
- DIOs can be useful in co-ordinating the media programme
- NGOs, CBOs also have a wealth of experience to utilise.
- People from the centre e.g, line ministries are useful.

Quality assurance of message:

(i) Proof reading

Ensure that the intended message is correct through proof reading of the script. The language should be simple and clear. It should also be gender sensitive and culturally acceptable.

The message must be relevant and appealing to the target audience and should address the sanitation and hygiene issues at stake. If the script is satisfactory, authorise the production.

(ii) Pre-testing

When the production is ready, pre-testing can commence. First convene a meeting with the stakeholders for comments. The stakeholders should know the objectives and the target group to avoid being misled. Prepare pre-testing and arrange a meeting with the target audience with three to four communities ensuring gender balance.

The probing questions to be used should be for example:

- Did you understand the message?
- What is the message?
- What did you like and why ?
- What didn't you like and why?
- Can you suggest any improvement?

The pretesting technique should be persuasive and friendly and not judgemental. Incorporate the relevant changes as a result of the pretest.

Tips on Programming /Media Planning

- (i) Decide on the time to play the programme
- (ii) The day
- (iii) Number of times it will play
- (iv) For how long e.g 2 weeks, one month
- (v) Decide on the number of radio stations that will play the programme

5 **Selecting Radio Stations**

The following criteria should be used when selecting which radio station to use:-

- **Coverage:** how far do they reach, you may want to reach people in place A yet the radio station you want reaches place B, try other stations to know their coverage
- **Presentation:** Identify the most popular presenters, check their presentation and the language used.
- **Listenership:** what programmes they have and the ones most listened to and the time they are aired.
- **Time of opening and closing:** which radio station opens and closes at what time; you may want to reach people at 4.00 a.m yet the radio station closes at 8.00 p.m
- **Popularity:** How does the station fair in relation to other radio stations. Do not opt for only famous stations as they may be congested with a lot of clients. Try up coming stations who still want to impress and get clients.

6 **Monitoring and evaluation.**

This can be done through:-

- Listening to radio regularly and establishing whether the programmes are being aired at the scheduled time.
- Finding out whether the message is relevant and not distorted.

- Encouraging other stakeholders to listen and make comments about the programmes e.g. community listening groups.
- Listening and recording peoples responses as they respond to the programmes
- Engaging external support and professional agencies e.g. Steadman, Radio liason officer.
- Commission a study/research for impact assessment.

7 Resource Persons and Stakeholders

At the District Level:

DCDO, DHI, DHE, NGOs, DIS, DIO, DWO, DISTRICT LEADERS

District officials

1. They identify the sanitation problem which will be communicated using radio
2. Develop plans, budget and allocate resources
3. Identify radio stations to put programme
4. Identify message , write script and target audience
5. Critique and pretest radio programme if it is recorded
6. Programming
7. Distribute the programme to the different stations
8. Support super vision to ensure proper implementation, some stations miss playing programmes

At the community Level

The community mobilises people to create listening groups by visiting homes and telling them about the programme

Radio Stations

Ensure the airing of the programmes in the specified period of time, and at the right time as per contract

8 Cost and Funding

Budget for:

- Buying airtime depending on the time slot
- Production costs
- Hiring experts
- Tapes
- Stationery
- Transport costs
- Monitoring and evaluation

Possible Sources of funding:

- District, Local Government
- Line Ministries
- NGOs/CBOs
- Advertisers
- Local politicians

9 Public Relations and Networking

It is important for districts to develop working relations with radio stations for ease of managing the media programmes.

- Get to know who does what in the radio station eg - the news editors, the programme directors or producers, controller of programmes, station managers etc.
- Establish a working relationship with them.

- Identify reporters who are interested in development issues or those who have experience in reporting on sanitation and health and keep in touch with them.
- Complement editors /reporters when they give you coverage.
- Be available, courteous when information is needed from you.
- Live up to your promises: when you promise information to a reporter, give it as soon as you can. Do not be difficult.
- Keep the radio stations informed about your activities.
- Invite them to cover functions.
- Damage control: Counter bad exposure with positive news (image building.)
- Discuss bad exposure calmly, without losing temper or denying things that you know to be true.
- Write a rejoinder when not satisfied with the news report about you.
- Avoid “no comment” when you just mean to be uncooperative. You can say, “give me more time to find out, I am not the right person to comment on this”
- Do not treat the media as your enemy; make them your friend.

- Get to know the person who is working on your programme, people you sign contract with and develop a working relationship
- Sometimes relations with broadcasting stations may get sour or may go offhand. In such situations you can appeal to the Broadcasting Council about the conducts of a particular broadcaster/station.
- If the issues to be addressed are beyond the jurisdiction of the Broadcasting Council e.g. defamation you can sue the broadcasters/station in the court of law for redress. Lawyers can be helpful in this matter.

10. **Managing Contracts**

Enter into agreement with the selected radio station

Contents of the agreement

Time period

The contract should specify the time period through which the contract will be running.

Mode of payment:

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how the radio station is supposed to do.e.g.. How should the programme run, how many programmes do you want to run and when, what you need from the radio after they have aired the programme (recorded programmes on tape, running orders)

Reporting obligations:

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PROGRAMME SCHEDULE/MEDIA PLAN

Sample:

TIME	ITEM	MON	TUE	WED	THU	FRI	SAT	SUN
8.00 a.m	Station opens							
8.05-10.00 a.m	Spot message	3	3	3	3	3	3	-
10.00-12.00 p.m	Spot message	2	2	2	2	2	2	
12.00-2.00 p.m								
2.00-4.00 p.m	Programme						1	
4.00-6.00 p.m								
6.00-8.00 p.m	Spot message	2	2	2	2	2	2	2
8.05 p.m	Station closes down							

Tips on scheduling/planning of programmes

1. Each programme should be given duration. Spot messages can be 30 sec, 60 sec, 90 sec etc. Lengthy programmes should be 15-30 minutes.
 2. Make some up dates available. It's your job.
 3. Each radio station has its own time of broadcast, thereby providing the spot message to be broadcast.
 4. Each radio station has its own time of broadcast.
- Therefore, depending on the programme and the station, you make a decision on the time of broadcast.

The electronic media statute provides for establishment of a broadcasting council whose role among others is to set ethical broadcasting standards. At the same time, Uganda's constitution guarantees individual rights to privacy, therefore *the district or concerned parties can appeal to the broadcasting council about the conducts of a particular broadcaster/station or can sue the radio station/presenter to your lawyers in case of defamation within an aired programme.*