











Karen Hampson

Presentation Farm Radio International



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**Farm Radio International** 

Sharing Knowledge - Giving Voice











### **About 50 million SSA farm households** need better access to knowledge and information

- Approx 90 million poor households in SSA
- 58 million are rural
- 50 million rural farming households need effective extension service
- Current extension strategies resources reach about one fifth of these
- Current extension top-down and expensive per farmer (\$25-75/household/year)











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Radio can reach communities at the very end of the development road – people who live in areas with no phones and no electricity. Radio reaches people who can't read or write. Even in very poor communities, radio penetration is vast.

On average, two-thirds of African rural households listen to the radio daily. Agriculture programmes are among the most popular.

- African Farm Radio Research Initiative, 2010













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### **Resources for Broadcasters**















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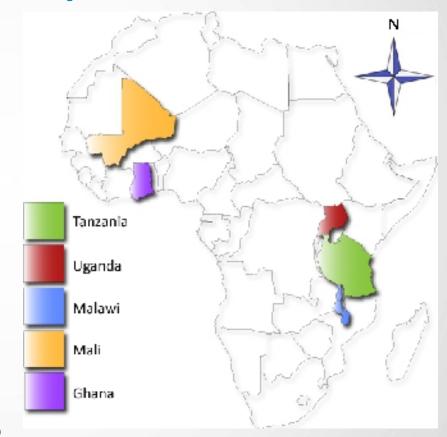
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### The African Farm Radio Research Initiative (AFRRI)

- Malawi, Uganda, Tanzania, Mali, Ghana
- 2007-2011
- 25 radio stations (5/country)
- 49 Participatory Radio Campaigns
- 25 Market Info Services
- Reaching 39 million farmers













# **Participatory Radio Campaigns**

- Farmer-centered, farmer-approved
- Brings together: radio stations, farmers, farmer organizations, agricultural extension services and researchers
- 4-6 month duration
- Variety of formats
- New ICT is integrated with radio

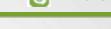














#### **How Are PRCs Different?**

- Not top-down
- Four stages during 4-6 month broadcast:
  - -introduction to the innovation;
  - -discussion of the innovation;
  - -encourage and register decisions;
  - -implementation information.
- Farmers intimately involved from beginning to end
- Designed to have a measurable impact
- Include integrated training of broadcasters to create the programs themselves









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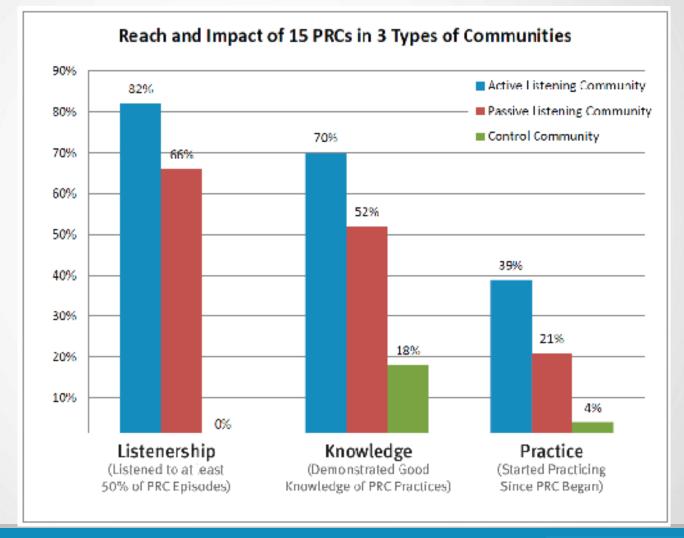
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### PRCs – compelling results











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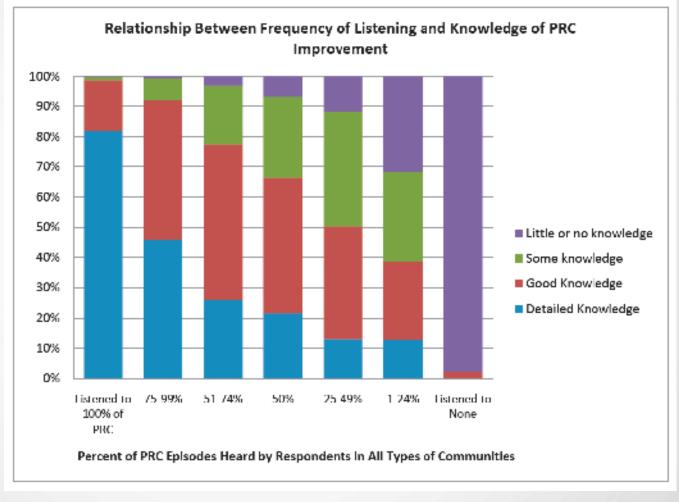
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### PRCs – share knowledge







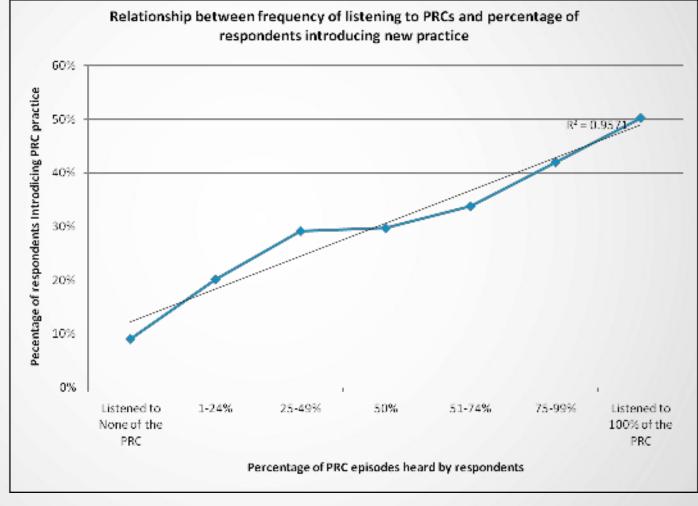






















### PRCs – good for female farmers?

- About 70% of food grown by female farmers
- Traditional extension barely touches them
- PRCs do: 60% of females listened, 41% demonstrating good or detailed knowledge, and 18% introducing the featured improvement





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#### What about Smartphones & Internet? **Does Radio Still Matter?**

More than ever!













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- On-air call-outs to farmers are a highly costeffective way to include the voices of farmers throughout all stages of a radio campaign.
- The same method can be used to contact experts in the field, saving money and time associated with travel to the studio.











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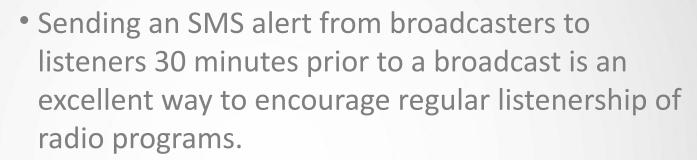


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- Portable and multifunctional MP3 recorders, combined with audio editing workstations, are the ultimate companion tools in the creation of engaging and entertaining farm radio campaigns.
- The use of an IVR, such as the Freedom Fone, make on-air information available off-air. It can also serve as a feedback mechanism for stations.









**Learn More** 











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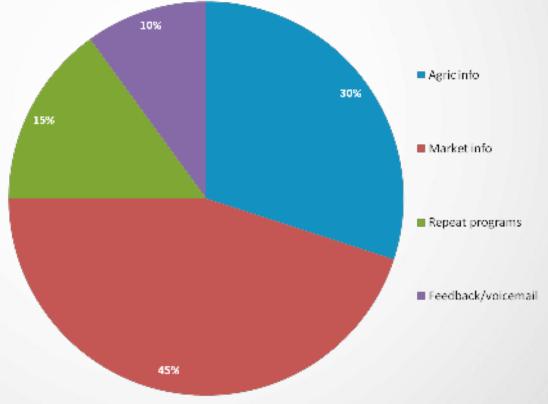
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Information most frequently accessed by callers to Volta star Farmer's Fone













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**AFRRI Changed Farm Radio International** 

> Training for **Broadcasters**

Resources for **Broadcasters** 



**Impact Programming** 

Integrating ICTs and Radio











**Learn More** 

#### **AFRRI 2**

- Expanded into Ethiopia; now six countries
- Enable other organisations to employ effective radio approaches in their communications strategies
- Increase skills and capacity of radio stations
- ICT research and second outcome evaluation





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## **Ongoing projects**

- Tz: with FaidaMaLi; "Capacity Building of Agricultural Extension Trainees for Up Scaling the Use of Legumes for Soil Recapitalization in Tanzania"
- Ethiopia: ILRI/IPMS; "ILRI: IPMS Radio Strategies for Improving Productivity and Market Access."
- Ethiopia: ATA; "Scaling up Successful Technologies for Tef using Radio and ICT"









## **Ongoing Projects**

- Burkina Faso: "Projet d'amélioration de la santé des mères et des enfants au Burkina Faso"
- Ghana: GIZ, "Capacity building for radio stations in the Northern Region on adaptation to climate change programming" and "African Cashew Initiative"
- Mali: ICRISAT "Striga control in millet and sorghum PRCs"









# **Ongoing projects**

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- Ethiopia: CIDA CIMMYT Nutritious Maize for **Ethiopian Children**
- Mali: Rockefeller Innovation Challenge; "FarmQuest"
- CIDA: "Radio for Farmer Value Chain Development" Tz, Malawi, Ghana, Mali.
- OFSP/BMGF: Tz, Uganda, Ghana, Bfaso
- Malawi: IFAD, PRCs for Improved Groundnut and Potato Production and Marketing



### **Tanzania Projects**

- CIDA Value chain
- OFSP
- World Vision x 2 Secure the Future and Climate Resilience
- Irish Aid Innovations to Practice Through Demand-Driven Participatory Farm Radio Campaigns





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# Challenges when seeking partners

- Poor understanding of potential of radio and ICTs
- Many organisations do not budget for extension or communications work
- "Radio is expensive"
- Question training and sustainability aspects











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Contact me, I'm friendly...

#### **Thanks!**







**Learn More** 





#### **Contact Farm Radio**

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