



network

news

FARM RADIO INTERNATIONAL

## Healthy Communities Script Package

Farmers don't just need information on crops, livestock and getting their produce to market: they also need to make sure that they, along with their families and neighbours, are healthy and strong so that they can do the work of farming. The concept of "healthy communities" combines a broad understanding of "good health" with a community approach to achieving it. This way of looking at healthy communities considers health as part of general community well-being and community development.

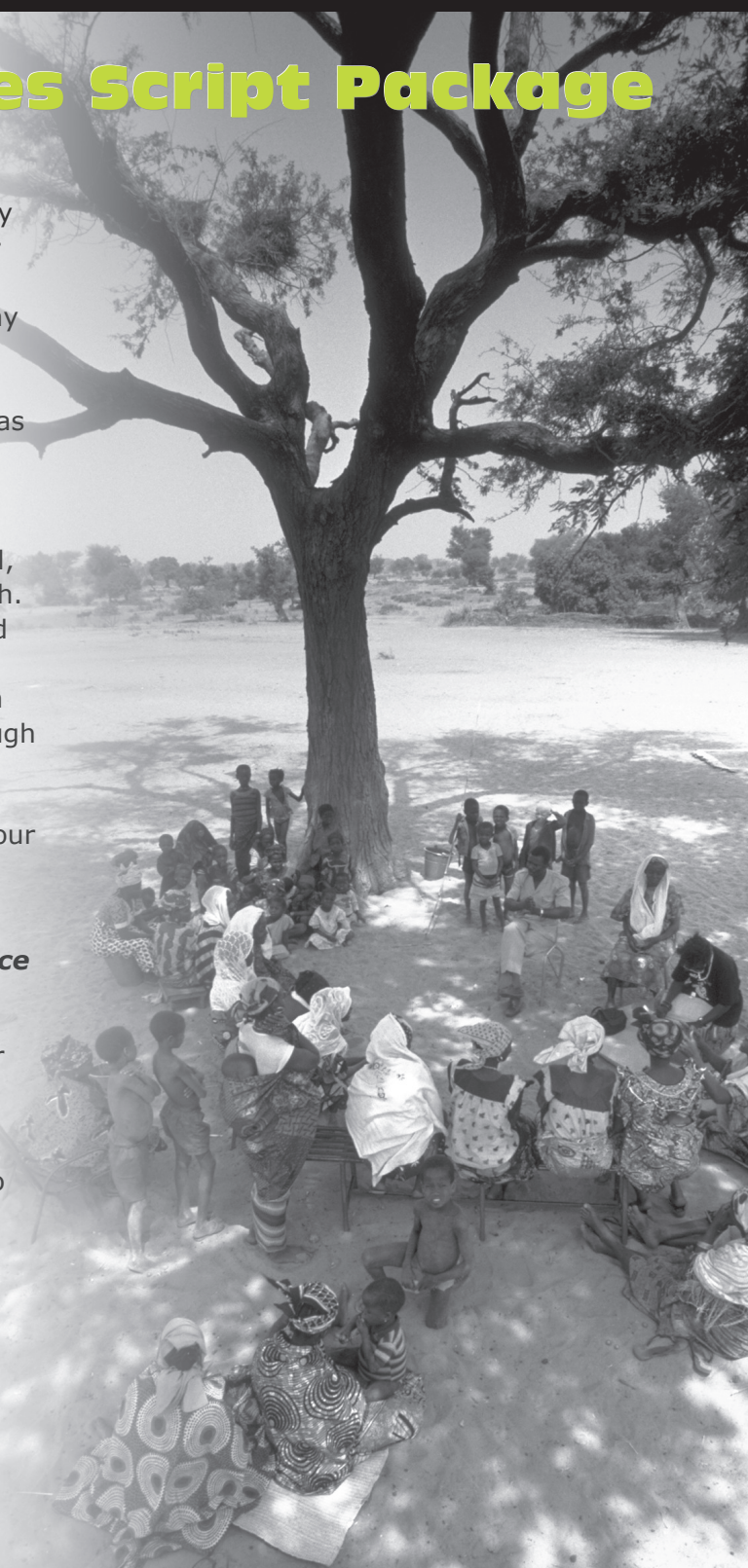
Farming communities face a unique set of environmental, economic and social issues that have an impact on health. Our latest script package explores community health and features positive responses which build healthy communities. The scripts provide practical ways in which the overall health of communities can be improved through individual and collective efforts.

This script package consists of the winning scripts from our fourth scriptwriting competition. Some of the winning scripts are:

***Composting human waste is a healthy way to reduce disease and feed the soil:*** tells how a prison security guard in Burkina Faso led an initiative to clean up and compost human waste in the prison to make fertilizer for crops, improving both prison hygiene and nutrition.

***A community fights malnutrition with local leafy vegetables:*** is about an extension worker in Ghana who helps villagers to reclaim the health and agricultural benefits of native, traditional green leafy vegetables, commonly stigmatized as "poor people's food."

***AIDS support group gives positive people a new lease on life!*** shows how a local Zambian organization helps HIV-positive people improve their nutrition by growing the ingredients for their own nutritional supplements.



# Winner Announced!

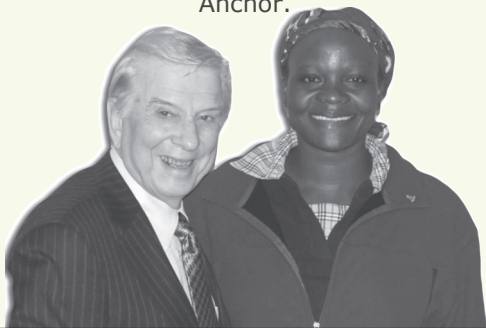
**Congratulations to Alice Bafiala Mutombo**, an independent radio journalist from the Democratic Republic of Congo, who won **first prize** in an Africa-wide scriptwriting competition on healthy communities. Nine other broadcasters and producers also won prizes for their entries.

In July 2010, radio professionals from across sub-Saharan Africa were invited to submit a radio script about a healthy community initiative. To help develop their scripts, they were offered in a 10-week online training course on scriptwriting. One hundred and twenty-eight entries were received from scriptwriters in 23 countries across sub-Saharan Africa.

Alice was awarded first place for her script, entitled "*A clean village for a healthy life.*" The script describes a grassroots project which aims to raise community awareness about the right to clean water and a healthy environment, and the links with diseases such as diarrhea.

## Award-Winning Partner Visits Canada

FRI supporters had the pleasure of meeting Grace Amoto, the 2010 George Atkins Communication Award winner from Mega FM, Uganda when she visited Canada in March. While in Toronto, Grace met Farm Radio spokesperson, Lloyd Robertson, CTV News Anchor.



# Introducing Alice Bafiala Mutombo

Winner of the first prize in the Healthy Communities Scriptwriting Competition

"In rural areas, people are really ready to share their experiences," says Alice. She made this observation when she visited the village of Nsilulu Kanga, in the Democratic Republic of Congo, to conduct interviews for her prize-winning script. She continues:



"People like to share, especially when they know they have achieved something. When I arrived [in the village], they were waiting for me in a tent. They started to show me around, telling me about their problems."

Alice has seven years' experience in radio. She admits she is curious by nature, and said she had never hosted a show about development or rural life before taking the online course on healthy communities. "It was only after I heard about this training that I wanted to learn, because I'm always interested in everything related to development."

So how did she choose the topic for her script? Alice said she wanted to highlight a story of community empowerment. She had heard of the NGO called Humana People to People. This NGO works to improve the well-being of people in suburban areas. In Nsilulu Kanga, illness and disease are common. The NGO wanted to help prevent these diseases by improving local health conditions. To do this, they needed the active participation of local people. So, Alice decided to tell the story of this community that took the initiative to solve their own health problems.

Alice stays in touch and regularly calls the villagers in Nsilulu Kanga. They congratulated her on her win. She said that in two years' time she would like to go back to the village and meet the same villagers to follow up on their progress.

She said she was very flattered but humbled to know that her script will be shared throughout the Farm Radio International network reaching millions of farmers across Africa as partner radio station broadcast it. As for Alice's future in radio, she will now focus more on the rural world. Thanks to her winning script, Congolese National Radio has asked Alice to host a show on their rural radio service.

Our sincere congratulations, Alice!

## We Asked Our Partners to Tell Us:

“How can radio stations collaborate with organizations and individuals involved in community health?”



**Pacôme Tomètissi from Réseau de réalisateurs et journalistes pour population et développement (ReJPOD) in Benin writes:**

Radio programs on health should promote diverse perspectives by including guests that are experts or leaders as well as those affected by the problem and people from organizations addressing the issue. (For example, in a program on leprosy, there should be someone with leprosy, someone from the government and someone from a health organization focusing on leprosy.) Health information in the media should be integrated as part of a strategy to achieve health goals. For example, announcing to people that latrines should be built 20 metres from houses is just as important as offering people a dose of antibiotics.



**Dubawe David SANON from L'Essentiel du Faso in Burkina Faso writes:**

Radio stations are typically the medium that is closest to communities. People pay attention to different messages broadcast by stations. Collaboration between radio stations and organizations or individuals involved in community health needs to be frank. A spirit of openness on the part of the journalist and those with the projects is required. The radio station plays the role of mediator between those who came up with the initiative and those that are its beneficiaries. Radio is a good mechanism for informing communities that something isn't being imposed on them. The journalist holds the microphone and can permit people to express their expectations, doubts and wishes in order to create a debate that is enriching to all involved. If radio stations have access to information about the initiative, they can broadcast this information to their listeners and get feedback on the project quickly.

## Built to last: Rural broadcast skills for Africa

As part of a new program to build lasting capacity in Africa, Farm Radio International recently conducted the first of what will be a series of *training trainers* workshops. For two weeks in Addis Ababa eight of the brightest African rural broadcasters worked with Farm Radio International's new training manager, former CBC radio and television broadcaster, David Mowbray, to hone both broadcast and training skills.

The trainers will each work for a month at a time in partner radio stations doing what FRI is calling 'Integrated Station Training.' Their goal is to bring a culture of quality into a station's rural radio broadcasts but do it with the cooperation and blessing of station management.

"All too often trainers come to Africa from the developed world for a week and then leave," says Mowbray. "Our trainers are African and they will train other Africans. We believe that is a more sustainable approach."

The first workshop had participants from Ghana, Tanzania, Malawi and Ethiopia. Each participant brought with them skills in broadcasting and had worked as mentors and trainers in the past.



Left to Right: Girma Mulugeta (Ethiopia), Lydia Ajono (Ghana), and Kedija Siraj (Ethiopia)



## PARTNER PROFILE

**Biso na Biso** is a community radio station in Pokola, in the Republic of the Congo (Brazzaville). The station manager, Martin Privat Tiburce Massanga, paints a portrait of the station in an email interview with Farm Radio International.

### **FRI: Can you tell us how Biso na Biso emerged and why?**

**Privat:** Community radio station Biso na Biso (a phrase meaning: "between us" in the local Lingala language) was born of a desire to raise awareness about forest issues such as the sustainable management of natural forest resources, and promote the cultures and languages of the peoples of the forest threatened with extinction. It is an initiative of the international NGO TFT (The Forest Trust) to support people and local community development associations existing in the forest areas of the CIB (Congolaise Industrielle des Bois) in northern Congo. Based in Pokola and broadcasting to local communities scattered throughout the vastness of the forest, the station was inaugurated on June 7, 2009.

Biso na Biso's programs are produced by local leaders and members of different linguistic communities in 12 local languages. The shows discuss various topics concerning the sustainable management of forests; different local traditions and oral literature, community projects, health issues, human rights and education.

### **FRI: How did Biso na Biso hear of Farm Radio International and how does the partnership benefit the station?**

**Privat:** It is through the newsletter Mediafrica that Biso na Biso learned of Farm Radio International's existence. The network has become a resource of subjects for the station to produce its shows "La Voix du Paysan" (Voice of the peasant) and "Ngonga ya Mateja" (Time for education). Every week, Biso na Biso uses one or more topics from Farm Radio International's script library, in particular those related to community development. Furthermore, the radio uses the tools of the online courses offered by Farm Radio International to benefit the entire team.

### **FRI: Tell us an anecdote or an interesting story about a program that Biso na Biso produced which had a really big impact.**

**Privat:** Last year, Biso na Biso produced a program about the need for villagers to have toilets in their homes. In this show, there was a *vox pop* and an educational component on the health hazards that humans are exposed to because of feces deposited near houses and water sources. Today, in the Peté neighbourhood of Pokola, many people have built toilets after the show aired several times. Many people also expressed their satisfaction with such a program.

*Supporting  
broadcasters in  
developing countries  
to strengthen small-  
scale farming and  
rural communities.*



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**Front cover photo:** A meeting in the shade.  
Village women are reviewing their nutrition  
training.