

# **The Contribution of Radio Broadcasting to the Achievement of the Millennium Development Goals in Southern Madagascar**



**Research findings and conclusions of a study of the  
Andrew Lees Trust *Projet Radio***

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# Executive Summary

This evaluation of Andrew Lees Trust's *Projet Radio* (ALT/PR) in Southern Madagascar examines the impact of radio broadcasts on audience knowledge and attitudes relating to certain MDGs. It finds that the project is achieving some notable success in changing and enhancing knowledge and attitudes on topics including HIV/AIDS, family planning, mother and child health, environmental issues, social and administrative issues and gender inequality. Radio is also having a positive impact on uptake of health services, enrolment in literacy classes, construction of environmentally-friendly woodstoves, tree-planting, agricultural yields, and awareness of strategies for poverty reduction through income-generation and community associations.

This evaluation looks at ALT/PR's methods and organisation and finds many advantages to its particular three-way process of working. This involves radio stations, communities and local service-providers in a mutually advantageous partnership for the production, distribution and broadcasting of radio programmes. The provision of radio-sets to listening groups appears to be a very successful strategy, and our surveys show a high level of commitment and enthusiasm on the part of listeners, especially women. The ability of radio to scale-up and extend the on-the-ground work of local service-providers emerges quite clearly.

ALT/PR is taking advantage of the recently liberalised air-waves in Madagascar and is helping to build capacity within a significant number of small FM radio stations in the south. The project is also strengthening organisational and communication skills within a large number of governmental and non-governmental service-providers.

Our study also looks at challenges that ALT/PR has tackled and, in some cases, is still facing. These are challenges involving management and networking in what is a particularly poor and disadvantaged area. The project still faces issues relating to ensuring its radio programmes are consistently and truly participative. Demand for its services is high and there is a risk of staff becoming over-stretched, particularly for senior management. ALT/PR is demonstrably cost effective and has a good local reputation, but fundraising continues to be a time-consuming preoccupation.

ALT/PR is already tackling the major long-term challenge of sustaining the networking mechanism it has set up, and we highlight some encouraging signs of sustainability.

Our concluding discussion compares ALT/PR with other educational radio projects in developing countries and takes a step back to examine what radio can and can't achieve. Some thoughts on scaling up are followed by recommendations to DFID.

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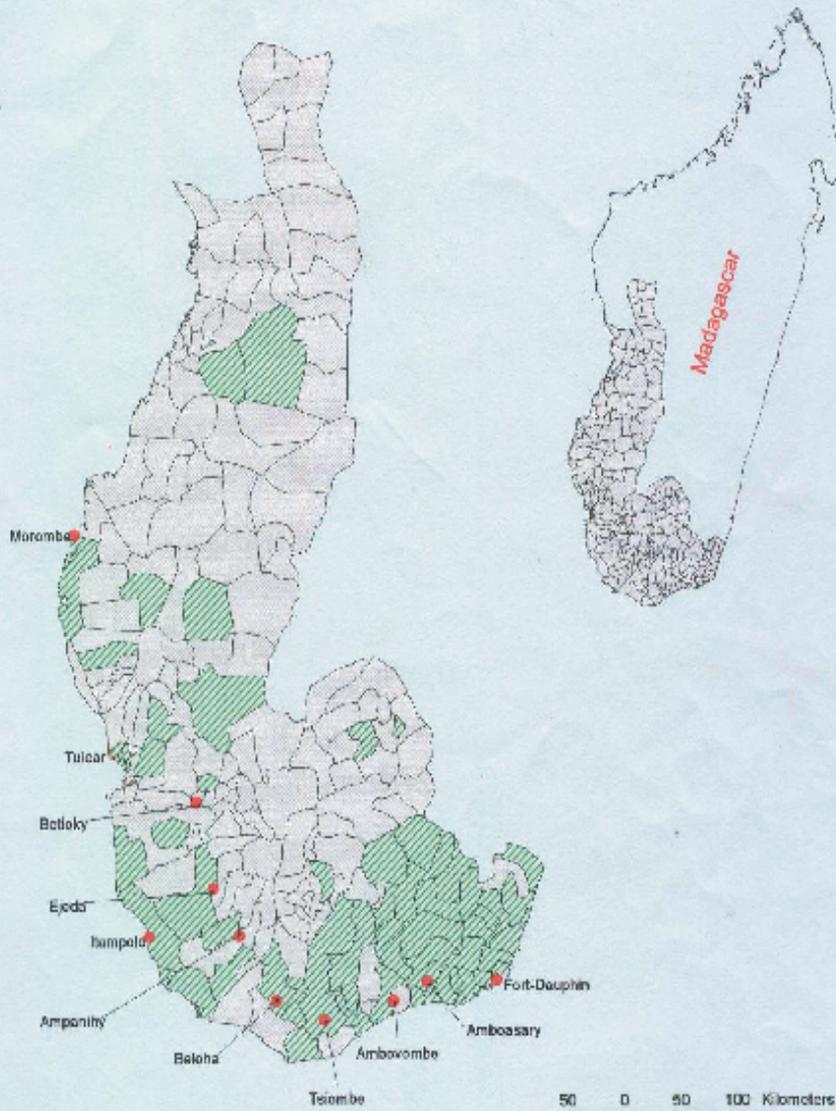
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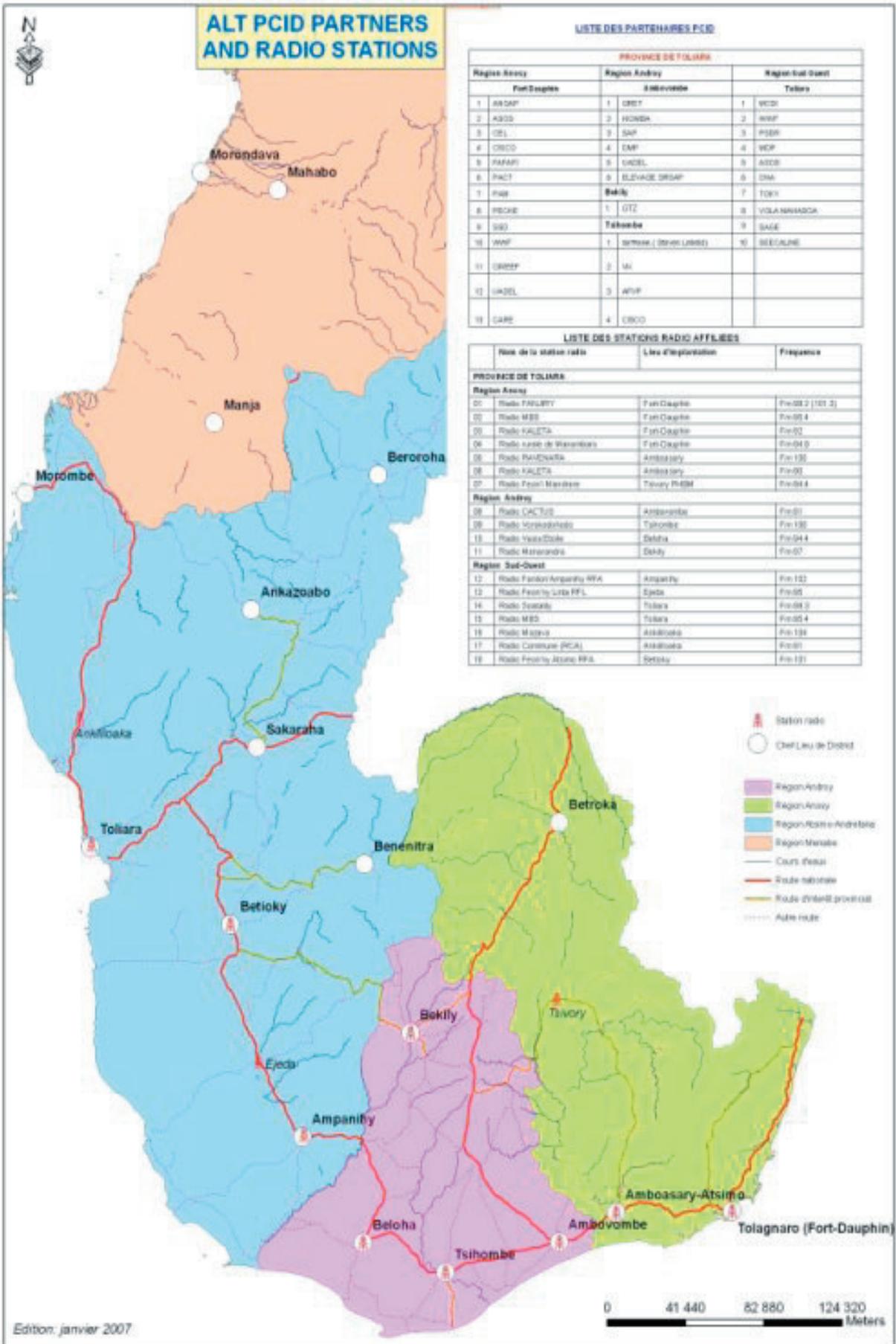
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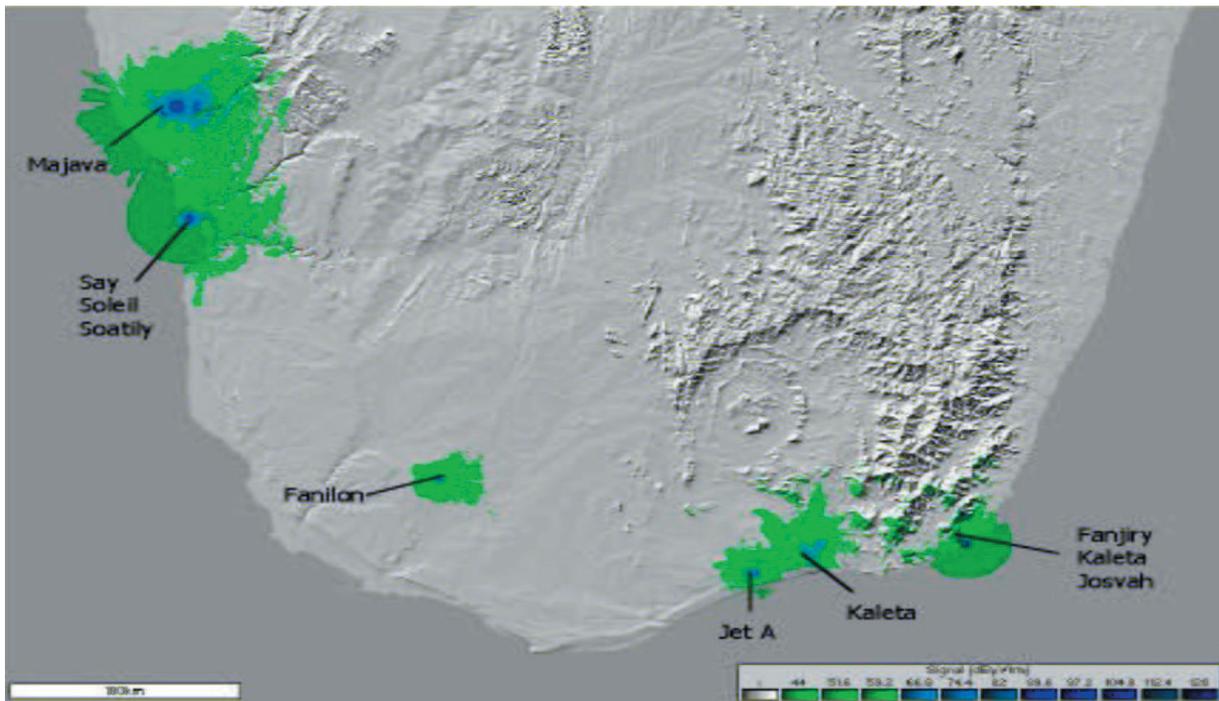
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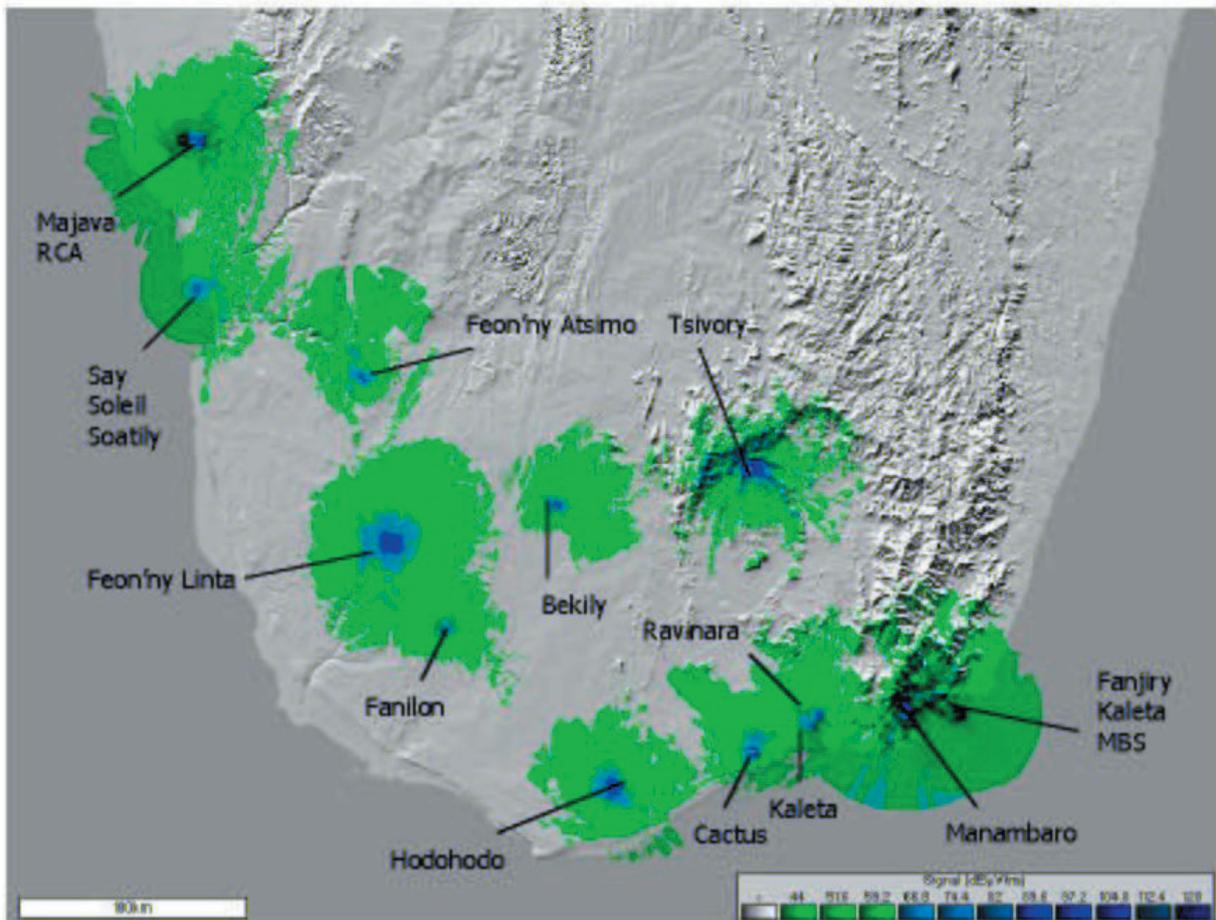
Map 1: Southern Madagascar (Tulear Province) showing main centres and areas where ALT/PR's partners work



Map 2: Tular Province (Southern Madagascar) showing location of partner radio stations



Map 3: Radio station coverage pre 1998 Southern Madagascar



Map 4: Radio station coverage in 2004 Southern Madagascar showing increased radio coverage



## Acronyms

ADB	African Development Bank
AIDS	Acquired Immuno-Deficiency Syndrome
ALT	Andrew Lees Trust
CA	Community Association
CD	Compact Disk
CEL	Centre Ecologique Libanona
CNLS	Comité Nationale pour la Lutte Contre le SIDA (Madagascar Committee for the Fight Against HIV/AIDS)
DFID	Department for International Development (UK)
ENDS	Environmental Data Service
EC	European Commission
FGD	Focus Group Discussion
GO	Governmental Organisation
HIV	Human Immunodeficiency Virus
ICD	Information and Communication for Development
ICT	Information and Communication Technology
LG	Listening Group
MDGs	Millennium Development Goals
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organisation
PCID	Partners for Communications and Information for Development
PLWA	People Living with HIV/AIDS
PPC	Participatory Programme Cycle
PR	Radio Project ( <i>Projet Radio</i> in French)
PRSP	Poverty Reduction Strategy
PSDR	Programme Soutien de Developpement Rurale
SAP	Systeme Alerte Précoce (EC Early Warning System)
SIDA	Syndrome d'Immuno-Déficience Acquise (AIDS)
STI	Sexually Transmitted Infection
SWOC	Strengths/Weaknesses/Opportunities/Constraints analysis
TMM	Toko Mitsitsy Mahafaly (Improved Stoves project)
TOR	Terms of Reference
VIH	Virus Immuno-déficience Humaine
WFP	World Food Programme

# Introduction

This research on the Andrew Lees Trust *Projet Radio* (known henceforth as ALT/PR) was commissioned from Media Support Solutions Limited by ALT/PR with funding from the Department for International Development (DFID) to generate a stronger evidence base for investment in Information and Communication for Development (ICD). The aim was also to independently test methods for monitoring and evaluating the use of information and communication as a tool for development.

This report is mainly a synthesis of eleven research reports which were designed to interlink and compliment each other. They were done by different people and at different times between August 2005 and December 2006, and each had its own methodology. A summary of each study, and its methodology, is given in the Matrix on pages 9 – 11.

The overall research was designed by Nicola Harford, in consultation with Leo Metcalf. Metcalf directed and wrote-up most of the individual research reports, using various different teams of local researchers, some of whom were staff of the ALT/PR project and some were recruited separately<sup>1</sup>. Research at Ejeda hospital, and the listening group survey were done respectively by Suzanna Johansson and Jaisel Vadgama, both independent consultants. Steve Lellelid, who did the studies on the literacy survey and the radio-stations, is associated with ALT/PR by virtue of running a separate NGO in Southern Madagascar. Other outputs of the evaluation exercise were: a manual on how to do impact evaluation on radio (Metcalf, forthcoming); and an Institutional Review by ALT/PR's former Project Manager and current Technical Adviser, Yvonne Orengo (Orengo, 2007). The present report was compiled by Mary Myers on the basis of all the above reports, as well as Harford's report on her initial briefing visit to the ALT/PR in April (Harford, 2005)<sup>2</sup>.

This report also draws on other monitoring and evaluation exercises and reports done over the lifetime of the project, maps and other technical data from project partners, and secondary documents such as World Food Programme's recent household survey (WFP, 2006).

The initial impetus for an evaluation came from ALT/PR itself, who, after seven years of operations wished to assess the impact of its work to date, both for itself and for present and future donors, partners and collaborators. Thanks to DFID's funding for this evaluation, monitoring systems were set up within ALT and local staff were trained in M & E. Many of the extra researchers who were taken on temporarily for this exercise, have subsequently been hired to work for other organisations, because of the understanding they gained of listening groups, focus group discussions (FGDs) and group listening.

The second impetus was provided by DFID, who suggested the study should be an examination of the link between radio communications and poverty reduction, thus prompting us to use some of the key MDGs as a framework.

## Footnotes

<sup>1</sup> See Acknowledgements for a full list.

<sup>2</sup> All the component reports are available separately and in full from Andrew Lees Trust, some on the website and some on request (see [www.andrewleestrust.org](http://www.andrewleestrust.org)). In most cases, questionnaires and other instruments used are appended to them. See Bibliography for full references to all reports.

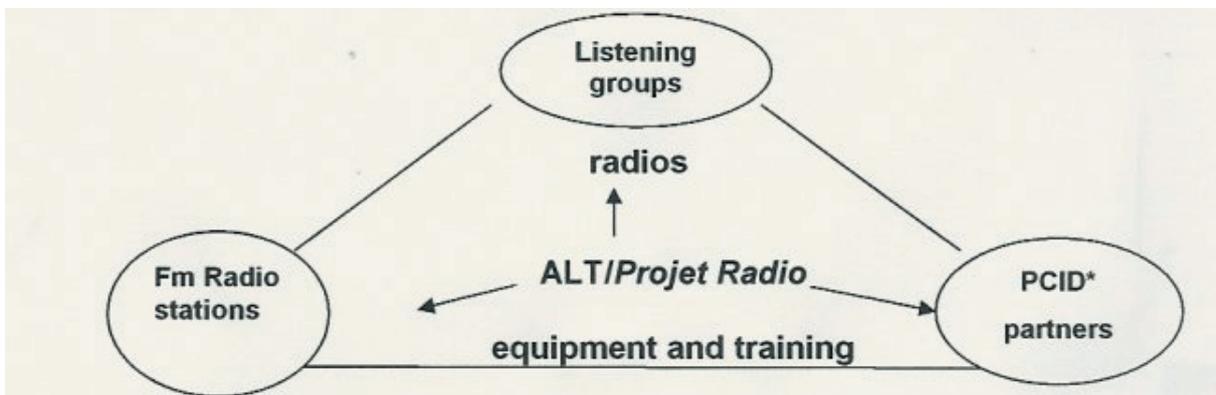
## Background

The Andrew Lees Trust (ALT)<sup>1</sup> has been implementing an educational radio project called Early Warning System Using Radio Broadcasts for Southern Madagascar, known as *Projet Radio* (PR) funded by the European Commission since 1999. The project aims to empower isolated populations to improve food security and reduce the effects of poverty through education delivered by radio. PR does this through the participation of local radio stations, village listening groups and local non-governmental organisation (NGO) partners.

*Projet Radio* is based in Fort Dauphin (see Map 1) and works across the southern provinces of Tulear<sup>2</sup> and, more recently, Fianarantsoa, reaching an area populated by over two million people. PR collaborates with local partners and trains their Malagasy field agents – conservationists, agronomists, health workers – to develop monthly educational radio programmes that provide information to villagers about all aspects of development. The project is responsible for producing an average of 14 programmes per month in Tulear province; 1,540 programmes have been aired to date on local radio FM stations. Topics include:

- Protection of cattle from disease
- Reducing the risk of HIV infection
- Storing food and improving harvests
- Protecting forest areas
- Improving health

ALT/PR's structure is based on participation and exchange with three groups of stakeholders, who are also beneficiaries of the project: firstly village listening groups, secondly local FM stations, and thirdly, local NGO/GO partners – organised into a network called the PCID partners. (See organigram below).



\* Partners for Communications and Information for Development (PCID) rural communications network (see Appendix 4 for full list of PCID partners)

PR's role is to train, provide materials, coordinate the mechanisms of exchange, and facilitate a regional communications network between these three groups of stakeholders. 18 out of 49 PCID partners are government or local authority directed, 18 are international organisations with local offices or are projects funded by international institutions or programmes, 13 are local associations or Malagasy NGOs. (See Appendix 4 for a full list of ALT/PR's partners). All affiliated radio stations are locally-based, community or commercial FM stations.

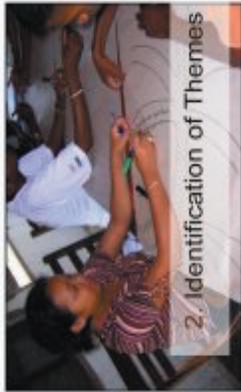
Radio programmes are made in local dialects, using formats that attempt to be engaging and relevant. The process is participatory, in that the procedure that is used - the Participative Production Cycle - gets as close as possible to the needs of the audience without villagers

# The Participative Production Cycle



1. Needs Assessment

Four Focus Groups carried out in the Androy February 2004



2. Identification of Themes

Three Themes identified:  
 - How HIV virus attacks body  
 - Transmission  
 - Prevention



10. Monitoring and Evaluation of impacts

Impacts with listener groups were researched in 2005 – Feedback from local villagers included : 'The programme helped us a lot, especially when she took an example from our daily lives and she used the cactus, the field, and other enemies of our culture, and we really appreciated it.'



9. Broadcast

The programme was broadcast in April 2004 across the ALT PR PCID rural radio network.

8. Final edit and technical checks  
 ALT PR Technical Coordinator checked the final edit. The programme was evaluated by an independent evaluator prior to broadcast



3. Writing of Scripts

Simple analogy from local farming practice to illustrate how HIV virus attacks human body.

A dialogue between two Antandroy women speaking in local dialect; one woman explains how the insects (HIV virus) can ravage the cactus (anti-body), causing subsequent damage to the field (the body) which the cactus protects- consequently opportunistic infections (animals familiar to region) enter and destroy the body.



4. Rehearse and Record

Make the programme with local village communities.



6. Pre Test programme

Pretesting with 2 listening groups in Androy. Members of group able to identify key messages as well as mention that dialect and communication format connected closely to their lives.

7. Adjustments / corrections  
 As a result of villagers feedback in the Pre Test. For this programme no adjustments were needed.



5. Editing

ALT Technical Coordinator edited the programme and added the PR jingle and announcement encouraging locals to visit the ALT office if they had any questions about the content of the programme.

actually making the programmes themselves. This cycle (PPC), with an example of an actual programme made about AIDS, is shown on page 3.

ALT started as a memorial fund in 1995, supporting a local training centre, then commenced hands-on field work in 1999 with only nine full time staff in Madagascar and one part time assistant in the UK. Just over seven years later ALT has 60 staff across seven offices (six in Madagascar) and two main projects in the south of the island. ALT/PR was established and managed by Yvonne Orengo (a UK national) from 1999 to 2005, and since 2005, the project has had a Malagasy manager, Daniel Andriamajaka, with Orengo acting as Technical Adviser. (See Appendix 5 for list of PR offices, studios and staff).

Since its inception, the project has achieved the following:

- Broadcast of 1540 programmes
- Distribution of 2514 radios to village listening groups
- Creation of two regional programme libraries (Tulear and Fianarantsoa Provinces)
- Launch of six production studios
- 75 external trainings of over 857 partners and field agents
- Association of 49 local NGOs and service providers as PCID
- Provision of 52 professional recording devices for programme production
- Affiliation of 23 FM radio stations
- Launch of two new rural radio stations
- Upgrade of broadcast signal for three radio stations, and improved technical capacity and equipment for 17 rural FM stations

Funding has mainly been provided by the European Commission, but has also come from the World Bank, via the Madagascar Government's CNLS, UNICEF, the British Embassy and others. The present evaluation is funded by DFID.

## **Key MDG challenges**

### **Extreme Poverty and Hunger (MDG 1)**

Madagascar is a Least Developed Country, with a population of approximately 18 million people (2005). It ranks 143<sup>rd</sup> out of 177 countries in the UN's Human Development Index<sup>3</sup>. 85% of the Malagasy population live on less than \$2 a day, and the situation is particularly bad in the south, which is affected by regular drought and chronic food insecurity.

In the south, 25% of all households are judged to be food insecure (EC SAP 2002). In 2006, 80% of households had taken food on credit in the six months previous to WFP's research. One-quarter of the households acquire their drinking water from an improved source while about 40% rely on rivers or streams for their water, regardless of season. Only 4% of the households use a flush toilet or improved pit latrine for sanitation. In terms of assets, only 50% of households own a bed and only 12% have at least one chair; only 14% own bicycles, while motorcycles and cars are extremely rare (WFP, 2006).

### **Lack of Primary Education (MDG 2)**

According to WFP (2006), only 26% of households in ALT's area of operations has a primary school aged child enrolled in school, 5% has a child in secondary school. Of the primary school children enrolled in school, 33% had been absent from school for one week or more in the last month of the previous school year. The reasons for absenteeism were due to illness or farm work.

### **Mother and Child Health (MDGs 4 and 5)**

In Madagascar approximately 160 children die each day due to malaria, diarrhoea or respiratory problems caused by infections. Half of the children under five years suffer from malnutrition<sup>4</sup>. Levels of maternal malnutrition are among the highest found in Sub-Saharan Africa with about 19% of women considered as malnourished (WFP, 2006). In Madagascar, 45% of children are stunted at 24 months of age (WFP, 2006) and this is more prevalent in rural areas. In the south, health services are particularly bad with only 49% of women able to access and use skilled antenatal care (WFP, 2006).

### **HIV/AIDS (MDG 6)**

HIV prevalence in the general population has been low compared to the countries in Africa. Unfortunately, since 1996, HIV prevalence has increased constantly: from 0.01 % in 1996 to 0.15% in 1999 and then to 0.3% at the end of 2001 it has increased 35 times<sup>5</sup>.

The latest study carried out in Madagascar between May and July 2003 demonstrates the prevalence rate amongst pregnant women is 1.1%<sup>6</sup>. This also indicates that the epidemic entered the generalised phase and thus threatens to spread within the general population.

According to WFP:

*Madagascar is ripe for a rapid increase in HIV infections (WFP, 2006).*

### **Environmental Degradation (MDG 7)**

Madagascar is prone to natural disasters, particularly cyclones and droughts. Over the past 35 years at least 46 natural disasters have cumulatively affected more than 11 million people.

Madagascar is home to 5% of the world's plant and animal species, 80% of them are unique to Madagascar, for example lemurs, three endemic bird families and baobab trees (WFP, 2006). The biggest threat to wildlife is the destruction of the forests, and recent estimates suggest that 1% – 2% of Madagascar's remaining forests are destroyed each year for fuel, construction wood, and the clearing of agricultural and grazing lands<sup>7</sup>.

Pressure on the environment has caused most of the local spiny forest to disappear. Memories from 40 years ago are testimony to these rapid changes:

*... driving along the road from Tsihombe to Faux Cap was like going through a tunnel, the spiny forest was so high and dense on each side. Now there are practically no trees left. People have to go further and further from their homes to get wood for building.<sup>8</sup>*

### **Poor Availability of Information (MDG 8: Target 18)**

*The most striking features of poverty in Madagascar as identified by the poor are isolation and powerlessness. The poor lack the means of communications with all but their own immediate community (World Bank, 1996)*

Madagascar suffered 30 years of highly restrictive control over the media, and has only recently liberalised its broadcasting policies. Back in 1998 ALT/PR found there was a sole functioning FM radio station in the Androy region, Radio Jet A, and its poor signal strength meant thousands of people were without any access to broadcasts. Radio National Madagascar (RNM) was, and is still, not accessible to all parts of the south. Many southern villagers do not easily understand, or like to listen to, the official language of the northern High Plateau that it uses in its broadcasts, though they welcome cyclone warnings and national news.

There is historical division between the northern 'educated' Merina population and the southern coastal ethnic groups. Rural southerners sometimes perceive the national radio to be very much a government machine. In WB Poverty Assessment, 1996, 88% of those interviewed in the south said they did not trust the state and would not collaborate with any programmes managed by it.

Now, the Ministry of Communications has registered 244 radio stations nationwide and the Malagasy media is free and plural. Radio coverage has improved in the south, mostly due to the support provided by ALT/PR (see Maps 3 and 4). But poverty and illiteracy still severely limits access to information.

According to a recent survey by WFP (2006), only 23% of the households of the deep south (districts of Ambovombe-Androy, Ampanihy, Bekily, Beloha, Nosy-Boraha) own a radio and 1% have a television. Only 34% of the household heads are literate (the lowest of all the clusters sampled throughout the country) with 78% of heads and 82% of spouses having no education at all.

### Footnotes

<sup>1</sup> See Andrew Lees Trust: [www.andrewleestrust.org](http://www.andrewleestrust.org)

<sup>2</sup> Note that 'Tulear' and 'Toliara' are used interchangeably to denote the same province

<sup>3</sup> UNDP Human Development Report 2006 <http://hdr.undp.org/hdr2006/report.cfm>

<sup>4</sup> See UNICEF: [www.unicef.org/infobycountry/madagascar\\_24356.html](http://www.unicef.org/infobycountry/madagascar_24356.html)

<sup>5</sup> Report on the Global HIV/AIDS Epidemic, Epidemiological Fact Sheets for Madagascar, 2002.

<sup>6</sup> Malagasy Ministry of Health 2003

<sup>7</sup> C. Kremen *Traditions That Threaten* [www.pbs.org/edens/Madagascar/paradise.htm](http://www.pbs.org/edens/Madagascar/paradise.htm)

<sup>8</sup> Personal communication with Steve Lelleid, April 2006

# Methodology of the Research

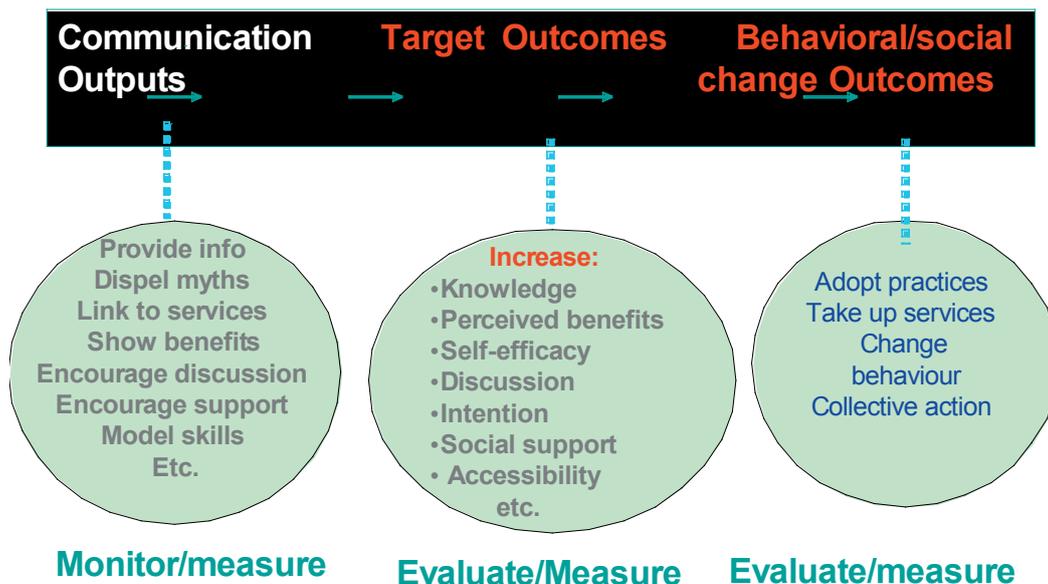
This section is a summary of how the overall research was designed and what methods were used in each study. (See Appendix 1 for full Methodologies of Component Studies). Our Matrix on pages 9 – 11 shows how the 11 separate elements of the research, our choice of interviewees, and the range of subjects covered in the evaluation reflect some key MDGs. The matrix also summarises the main methodological techniques used, and the findings.

## Our Conceptual Framework

The overall question guiding this evaluation was: what do radio listeners in Southern Madagascar think, believe, feel and say on the MDG issues relating to environment, health, education, gender and poverty, as a result of listening to radio programmes produced by the ALT/PR project?

As such we were examining mainly ‘target outcomes’. We define target outcomes as those factors that influence the way in which people act to change existing practices (whether health or livelihood related) and which are targeted, in the case of ALT/PR, by informational and educational radio programmes. This is on the assumption that no communication project can actually *make* people do things; it can only provide them with the means to do so. Likewise, no communication project can influence all (though it could influence some) of the other factors which help people change their behaviour, such as prices/availability of goods and services, politics, climate, and many other contributing factors.

Target outcomes can be distinguished from behavioural and social outcomes, which are the ultimate goal (see diagram below). The latter are the things people do as a result of the target outcomes being achieved. For example, while the ultimate behavioural/social outcome might be for all sexually active men habitually to use condoms to prevent the spread of HIV/AIDS, the target outcome would be for men to have increased knowledge of condoms, and increased perception of their benefits.



A Conceptual Framework for Project Evaluation

In summary, our main focus was on whether radio-listening had brought about a number of key target outcomes of the ALT/PR project.

In order to achieve a complete picture of the extent to which ALT/PR was achieving its target outcomes, it was necessary to use a range of methods. Thus, our different studies used both qualitative and quantitative methods, ranging from relatively large-scale surveys (e.g. Vadgama's 2006 survey of 100 listening groups) to small snapshots (e.g. Metcalf's enquiry in one village about numbers of radio-sets bought) (Metcalf, 2006). We focused on many different subject areas, and on a cross-section of project locations, covering all main areas of the Southern Province of Tulear, both urban and rural. We also did some experimental comparisons between villages with very low radio listening (with bad reception of radio signals) and villages with good radio access. The result is a mosaic of findings, which this report brings together.

In the individual reports, the authors of each study discuss the difficulties encountered during the research process. The manual on M & E (Metcalf, forthcoming) brings out the lessons learned, and how inaccuracies can be minimised. Most of the studies encountered problems of some sort – from translation difficulties which skewed the answers given by villagers, to insufficient records being kept by local health workers, to insignificant uptake of sorghum seeds because of drought and pests. This meant that elements of some of the studies simply were not sufficiently rigorous to include in this report. The researchers were careful only to include here findings which can stand up to thorough scrutiny.

## Matrix of Research Components

	Evaluation Study title/Author	Location	Date	Description	Sample
1	Assessment of Phase II of Project 'Radio SIDA' / Leo Metcalf	3 towns and nearby villages: Anosy, Ambovombe and Tsihombe	Aug - Sep 2005	A study assessing the impact of the AIDS programmes produced by AL.T/PR, in terms of knowledge and beliefs of the target population.	27 focus groups in rural and urban zones; 269 randomly selected respondents within and outside listening groups.
2	Ejeda Evaluation Study / Suzanna Johansson	Ejeda Hospital, Mahafaly Region	Oct-Dec 05	An evaluation of the impact of health programmes broadcast on the Ejeda Hospital radio. Radio Feon ny Linta, in partnership with UNICEF.	250 people from the Ejeda area: half from listening groups and half randomly selected individuals outside listening groups.
3	The Status of Associated Radio Stations of South Madagascar / Steve Lelleid	Whole Tulear Province	Dec 2005	An audit of PR partner radio stations to assess technical capacity/status as well as the impact and influence of partnership with PR.	15 partner radio stations.
4	AL.T's Partnership with the SALFA Hospital in Ejeda: Further Research on Behavioural Outcomes/ Leo Metcalf	Ejeda, Mahafaly Region	April - June 2006	A study examining the take up of hospital services, brought about by the setting up of the hospital radio station, Radio Feon ny Linta. Plus a small study on radio ownership in Anamanta village.	70 exit interviews with women; 19 radio owners in Anamanta village.
5	Planting Trees and Sowing Sorghum/Leo Metcalf	Androy region: Tsihombe	May 2006	A small-scale study of the influence of radio on the uptake of tree-seedlings and sorghum seeds by local farmers.	88 individuals interviewed re. trees; 16 farmers interviewed re. sorghum.
6	Research on AL.T's Communication Work for the PSDR: Impacts on Income Generation/Leo Metcalf	Atsimo-Andrefana Region	Mar-Aug 2006	This study examines the impact of communication activities that AL.T/PR undertook with the World Bank-funded Programme for Support to Rural Development (PSDR). Community associations could apply to PSDR to undertake income generating activities.	3 listening groups and 3 associations; interviews with 6 key informants
7	Survey of Listening Groups Established through AL.T/PR in Madagascar/Jaisel Vadgama	4 regional clusters: Toliara, Tsihombe, Ambovombe and Anosy	May-June 2006	A survey of listening groups to ascertain how well they are functioning.	100 listening groups in a cross-section of locations across Southern Madagascar.
8	Literacy Evaluation Study Report/Steve Lelleid	Androy Region	June 2006	An evaluation of the take-up and impact of a literacy programme run by a local NGO – 'Tahantane' – specifically examining the effect of radio on literacy class enrolment.	273 randomly selected learners from a cross-section of literacy classes (165 sites).
9	Research on the Impact of <i>Projet Radio</i> on poverty reduction in the Androy Region / Leo Metcalf	Androy region.	Apr-Aug 2006	An examination of the impact of radio-listening in the Androy area on topics including health, hygiene, agriculture, conservation, improved stoves, livestock rearing and rural development.	268 randomly selected respondents in 11 rural communities; plus 8 rural listening-groups, comprising 96 individuals.
10	Survey of Partners for Communication and Development/Nicola Harford	Tulear Province	Aug-Dec 2006	A survey of the impact and influence of <i>Projet Radio</i> on the member organisations of the PCID network set up by the project	28 government, non-government and donor agencies (82% of all PCID members in Tulear Province).
11	Improved Stoves Evaluation/Leo Metcalf	Androy region, Atsimo-Andrefana Region	May-June 2006	An examination of the impact and support of radio to 2 Fuel Efficient projects run by ALT	4 Focus Group Discussions, 7 interviews with key informants, document review.

	<b>Evaluation Study title/Author</b>	<b>Main findings</b>	<b>MDG-related impacts captured by study</b>	<b>DFID study themes addressed</b>
1	<b>Assessment of Phase II of Project 'Radio SIDA' / Leo Metcalf</b>	<p>Knowledge of HIV/AIDS clearly attributable to radio programmes:</p> <ul style="list-style-type: none"> <li>- 89% of sample said radio was their source of information about AIDS.</li> <li>- 68% knew that broadcasts were produced by ALT/PR.</li> </ul>	MDG 6. Combat HIV/AIDS, malaria and other infectious diseases	Poverty reduction (through improved health) M&E methodologies
2	<b>Ejeda Evaluation Study / Suzanna Johansson</b>	<ul style="list-style-type: none"> <li>- Radio is foremost source for info. on HIV/AIDS.</li> <li>- Knowledge about mother/child health was higher among members of listening groups</li> <li>- Organisation and motivation at the RFL radio station remains a challenge.</li> </ul>	MDG 4. Improve child health MDG 5. Improve maternal health MDG 6. Combat HIV/AIDS, malaria and other infectious diseases	Poverty reduction (through improved health) Scaling up of PR model M & E methodologies
3	<b>The Status of Associated Radio Stations of South Madagascar / Steve Lelleid</b>	<p>Benefits of association with PR include supply of equipment, technical and production training, monthly CDs of PCID programmes; feedback shows they greatly appeal to their audiences</p> <p>Technical problems remain.</p> <p>Stations get training from other orgs. but few mention relationships with PCID members</p>	MDG 8: Develop a global partnership for development (through making available ICD technologies)	Scaling up of PR model
4	<b>ALT's Partnership with the SALFA Hospital in Ejeda: Further Research on Behavioural Outcomes / Leo Metcalf</b>	<p>Overall attendance at the hospital decreased, due to hospital costs being too high, and drought exacerbating poverty. However, free services advertised on radio saw markedly increased take-up.</p> <p>Purchase of radios went up markedly after local station went on air.</p>	MDG: 4. Improve child health MDG: 5. Improve maternal health MDG: 6. Combat HIV/AIDS, malaria and other infectious diseases	Poverty reduction (through improved health) M & E methodologies
5	<b>Planting Trees and Sowing Sorghum/Leo Metcalf</b>	<p>Radio was a significant influence on people to plant trees and take up the sorghum seed lending scheme:</p> <ul style="list-style-type: none"> <li>- Radio publicity was directly responsible for 59% of all trees distributed.</li> <li>- 56% of participants mentioned radio as a direct source of information on the sorghum seed scheme, but overall take-up of sorghum low, due to pests and climate.</li> </ul>	MDG 1: Poverty reduction MDG 7. Environmental sustainability	Poverty reduction (through crop diversification, food security, environmental protection) Economic impact (through income-generation) M & E methodologies
6	<b>Research on ALT's Communication Work for the PSDR: Impacts on Income Generation / Leo Metcalf</b>	<p>ALT/PR's work strengthened the PSDR's Communication Campaign.</p> <p>Radio programmes led to a clear increase in the number of loan applicants. However, lack of follow-through by PSDR agents led to disappointing results for the loan programme overall, though this had little to do with the radio element.</p>	MDG 1. Poverty reduction MDG 3. Gender equality MDG 7. Environmental sustainability	Poverty reduction (through crop diversification, food security, environmental protection) Economic impact (through improved livelihoods) M & E methodologies

	<b>Evaluation Study title/Author</b>	<b>Main findings</b>	<b>MDG-related impacts captured by study</b>	<b>DFID study themes addressed</b>
7	<b>Survey of Listening Groups Established through ALT/PR in Madagascar</b> / Jaisel Vadgama	The majority of listening groups are functioning as intended: -82% report regular communal listening. - 59% report holding regular discussions.	MDG 2: Education for all MDG 8: Develop a global partnership for development (through making available ICD technologies)	Scaling up of PR model M & E methodologies
8	<b>Literacy Evaluation Study Report/Steve Lelleid</b>	Over half of the sampled students attributed their inspiration to study to the radio.	MDG 2: Education for all MDG 3: Gender equality All MDGs	Poverty reduction (through access to literacy)
9	<b>Research on the Impact of Projet Radio in the Androy Region</b> / Leo Metcalf	Radio has changed what people know, notably on health (e.g. family planning, vaccination) and improved agricultural techniques. Impact on women emerged particularly strongly. Radio is important and valued source of development advice, news, information, vital for day-to-day life.		Poverty reduction (through information, link to services, changes in behaviour and practices) M & E methodologies
10	<b>Survey of Partners for Communication and Development</b> /Nicola Harford	Radio extends reach of PCID members' IEC efforts, opens communities to outside influence, and leads to economic, environmental, health and education gains. 68% of partners now have a dedicated communications officer. 64% routinely include a budget for communications activities in funding proposals.	MDG 8: Develop a global partnership for development (through making available ICD technologies)	Scaling up model of PR
11	<b>Improved Stoves Evaluation/Leo Metcalf</b>	Villages with better radio access but the same field visits and training had a higher number of women having used the stoves. Stoves were built in villages with no trainings simply based on the radio programmes	MDG 1: Poverty reduction MDG 3: Gender Equality MDG 4: Improve child health MDG 7: Environmental sustainability	Poverty reduction (through reduced firewood use, better health, efficiency gains by women)

### DFID study themes/objectives

1. Poverty reduction: impact data relates to, or is precursor for, poverty reduction
2. Economic impact: impact data relates to, or is precursor for, income-generation and improved livelihoods
3. Scaling up the PR model to duplicate in other regions and beyond: data generates lessons learned and challenges for replication and adaptation of PR model
4. Innovative monitoring and evaluation methodologies: adaptation, combination and application of participatory, qualitative and quantitative research methods to a communication context

# Impact

## Environmental Impact of Radio Programmes

The research analysed the effect of radio listening on the involvement of local people in a number of environmental schemes. These schemes were initiated either by ALT, or by other NGOs and service-providers in Southern Madagascar.

Specifically, the research looked at radio's effect on:

- Views about forestry conservation
- Take-up of improved stoves
- Planting of fruit and drought-resistant trees

## Background to environmental issues

As described in our Background section above, the environmental challenge in Madagascar is enormous and urgent. Perhaps the most immediate problem in the south is deforestation and the fact that it exacerbates drought.

There are various government and NGO initiatives to conserve the natural environment. For example, fuel-efficient wood-stoves, or *Toko-Mitsitsy* (TM), are made from clay and ashes and can cut fuel consumption by up to 75%. ALT, under their separate *Projet Energie* funded by UK National Lottery, has introduced them as a simple and affordable way to reduce the cutting of trees for fuel-wood.

In addition, ALT has been encouraging tree-planting through a tree nursery (6000-seedling capacity) in Tsihombe, in cooperation with Peace Corps. The aim of the tree nursery is to grow seedlings of useful drought-resistant trees (e.g. *papaya*, *morenga*, *mango*, *neem* etc), to be used as wind-breaks, to enhance food security (fruit, edible leaves etc), and for use as firewood, construction, traditional remedies and shade. Seedlings are sold at affordable prices to individuals or distributed to associations.

## Radio Programmes produced on environmental topics

Between 1999 and 2006, a total of 354 programmes were made by different PCID partners on the environment. Here is a non-exhaustive list of topics covered: latrines, fuel efficient stoves, protection of tortoises, dangers of slash and burn, fruit tree growing, the importance of protecting trees, the value of forests, how trees relate to rain, national parks, importance of biodiversity, fighting fires, sand dunes, having beehives to protect the forests, local sacred forests, charcoal etc.

## Improved stoves

A series of 38 radio programmes were produced about TMs between 2002 and 2005. A subsequent 11 programmes were made in 2005 under the *Toko Mitsitsy Mahafaly* (TMM) project which extended the project into the Mahafaly region and was funded by Climate Care. These programmes covered a variety of topics including information on the TM, advantages of TM use, and information on repairing the TM. The formats used varied widely, the programmes taking the forms of stories, dialogues, skits, news reports, interviews, songs and poems. Radio was also used to organise trainings by informing the populations what days the trainings were held in the different communal centres. The programmes were broadcast once or twice a month by each of the 17 partner radio stations across the south.

## **Tree-planting**

Two series of radio broadcasts were aired, to coincide with seedling distribution (December 2004 – April 2005, and February 2006 – April 2006) from the Tsihombe tree nursery.

The first series were simply weekly announcements read out by radio staff, starting with a greeting to elders and farmers, followed by information on the fact that the rains had arrived, and that the seedlings in the nursery were big enough to plant out. Then the species available would be listed, and a word given on the fact that trees are a great asset. The cost of the trees was given along with a message on how associations could apply for trees for free. Finally, the times when the tree nursery was open were given and its location was explained.

The second series of five different programmes were broadcast more frequently, each lasting between three and eight minutes. They ranged from lists of trees available at the nursery, to dialogues between women discussing how best to plant a tree. For each programme a 20 – 40 second spot was also produced containing the programme's main messages. An average of four programmes and eight spots were broadcast per week.

## **Findings on the environmental impact of radio**

### **Improved Stoves**

The stove research involved a survey of 268 randomly selected respondents in 11 rural communities in the particularly poor and isolated Androy area. Villages with non-existent or weak radio signals were compared with villages with good radio reception to examine if there was any relationship between radio listening and uptake of improved stoves. The results were controlled for other socio-economic and cultural variables. Findings from this sample (total number of women in random interviews = 134) show that 61% of women respondents from radio villages understood and were using an improved stove, compared to only 47% of women respondents from non-radio villages, despite having been visited equally by field agents promoting the new stoves.

According to field agents in the villages with radios the women were more willing and much less wary of adopting the stoves. In fact, once they heard a trainer was coming, they would often collect the materials needed in advance. According to a local trainer:

*Women know all about the Toko Mitsitsy and why it is good thanks to the radio, they know everything in theory and all that is left is for them to learn the practical aspects of how to build them.*

Women in a third set of villages with well-organised and regular radio-listening groups, functioning since 2002, showed even better results: 81% of a randomly selected sample of women from listening groups either use, or had some time in the past used, an improved stove ( $n= 47$ ). This shows the added value of radio. The finding shows that people who had the opportunity to listen to relevant radio programmes over a relatively long period – in this case since at least 2002, showed better take-up of stoves than others, even though they otherwise had the same contact with field agents.

Further field research was undertaken in the Mahafaly region on the TMM project to examine the role radio had played. Focus group discussions were undertaken with beneficiaries, while individual interviews were undertaken with project staff, as well as with women who had been trained to work as local trainers in the villages.

This research revealed that radio programmes had played an important role in the project. Women in villages where training was going to be held were informed and enthusiastic about the stoves, and various accounts were given of women from villages where trainings were not

held, actually building stoves, in some cases seeking help from women who had built stoves, based on their hearing of the radio programmes. According to Remamoritsy, the Mayor of d’Amboropotsy:

*The TMM programmes are good because even people in other villages who had not had trainings by the core trainers manage to build TMs thanks to the programmes. The language used is appropriate to the field, as well as the dialect.*

Research revealed a variety of different ways in which the radio had been useful to the project. Radio had:

- Encouraged people to take part in the project, by telling them the advantages of TM
- Informed mayors to inform people when to be in town for the training
- Informed and encouraged women to collect materials and prepare for the training
- Encouraged women to upkeep their TM and explained how
- Helped artisans sell TM
- Spread information on the dangers of deforestation that the environment is facing

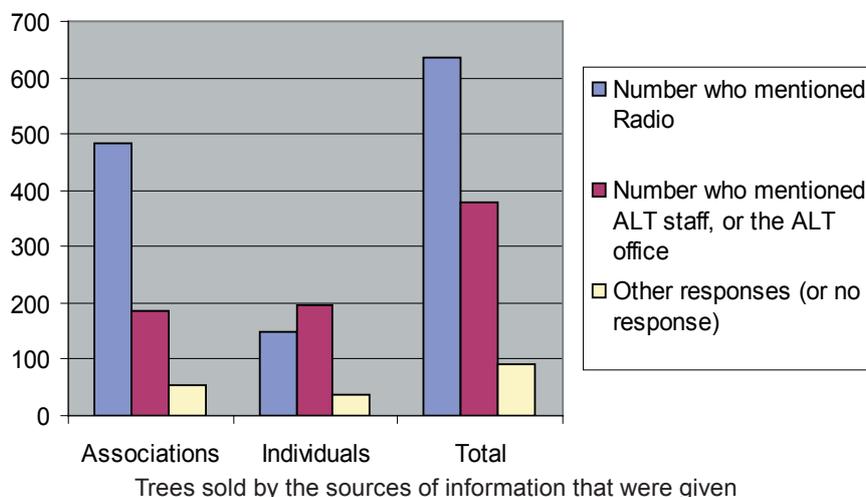
### Tree Distribution

The aim was to quantify the extent to which radio informed and encouraged people to purchase trees, or associations to apply for free trees, from the tree nursery.

Only anecdotal evidence from the first (2005) radio series was gathered: the Peace Corps Volunteer<sup>1</sup> estimated that 90% of the 533 tree sales between Dec 2004 and April 2005 were to people informed through word of mouth stimulated by radio, or by radio directly.

Quantitative data was gathered for the second (2006) radio series and was equally positive. Beneficiaries were asked about how they knew that trees were available.

Results showed that of the 88 individuals or associations visiting the nursery to obtain tree seedlings, radio was responsible for 39% of total visits, while 48% had heard about trees directly from ALT staff they knew. However, radio was responsible for more trees actually purchased (or received free in the case of associations): 635 trees or 59% of all trees distributed were requested because of the radio announcements.



Therefore, the radio programmes played a clear role in encouraging people to collect or purchase trees.

### **Forestry conservation**

Conservation and agriculture – and consequently livelihoods – are obviously interlinked; this is quite evident to farmers in south Madagascar, as is clear from many of the quotes gathered. For example, when asked for reasons for their programme preferences, one listening group chairwoman stated:

*All development – water, rain, hygiene and health – depend on protecting the environment ... so we would like more programmes about preventing bush fires<sup>2</sup>.*

Another group said:

*Programmes about tree-planting are our favourite because we don't have any rain around here, but if we plant trees, rain will perhaps fall again<sup>3</sup>*

### **General environmental messages**

Local NGOs are quite clear that radio programmes help them get their environmental messages across. For example, a spokesperson from SATRAHA said that due to villagers being members of listening groups:

*They are well-informed about the damaging consequences of bush fires, the advantages of trees and their numerous uses.*

Another spokesperson for CIREEF has noticed:

*An increase in knowledge [among listening group] of conservation rules and the new forestry policy*

WWF told us that radio listening was responsible for a:

*Change in behaviour in relation to the poaching of tortoises and clearing of bush.*

And, that:

*Listeners frequently recall these programmes.*

World Food Programme reported that:

*Rehabilitated tracks (roads) and red cactus removals are very clear throughout the region as a result of radio broadcasts.<sup>4</sup>*

## **Impact of Radio on uptake of Literacy Classes**

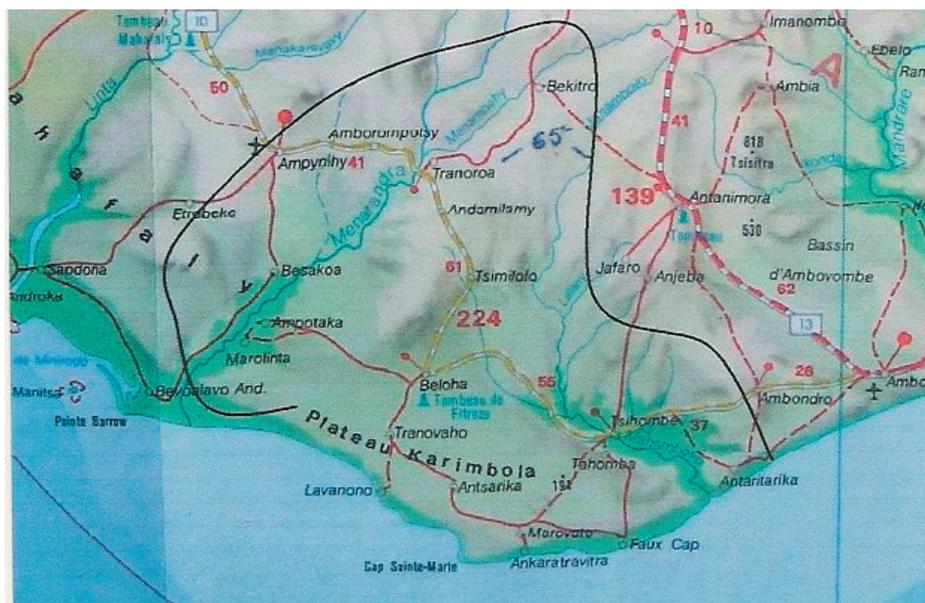
The research analysed the effect of radio on knowledge and uptake of, and attendance at literacy classes. The research was conducted by the overseers of the project – 22 local people who were recruited and trained to manage and supervise several dozen literacy centres each.

### **Background to literacy in Southern Madagascar**

Southern Madagascar is notoriously poorly served in terms of education. Even where primary schools exist (many provided by UNICEF) the dropout rate is 70% in the first trimester<sup>5</sup>.

Except in and near urban areas, literacy in most rural areas of the South is estimated to be below 5%<sup>6</sup>. In schools, children are taught in the official Malagasy language which differs from their mother-tongue, Tandroly or other local languages, and until the arrival of local FM radios in the 1990s, all radio was also only in *Ossiciel*. Books and other printed materials are scarce – even in *Ossiciel*. This is a major disincentive to learn or participate in formal education.

*Tahantane*, meaning Earth Care, a denominational NGO based in Tsihombe saw the need for literacy training in the local language, and established a literacy project in the Androy region. Working closely with WFP, *Tahantane* pays its teachers and supervisors in food aid in lieu of cash. It now has 827 literacy teachers spread across the majority of the area shown in this map (population approximately 250,000).



Southern tip of Madagascar

Literacy training is free and focuses on adults who request it and who establish training 'centres' themselves in their villages – often consisting of a space under a shady ficus tree. Benches, blackboards and scratch-pads are usually home-made. The literacy manual is based strongly on local culture (e.g. Tandroly proverbs) and on real issues, such as animal husbandry, health and gardening. Tahantane works in conjunction with local radio stations, as it provides written materials on subjects that the local radio has introduced, such as sanitation, HIV/AIDS and technical information on farming, bee-keeping etc. Students' reasons for attending range from embarrassment at not being able to sign their name, to desire to avoid being defrauded in commercial transactions.

### Radio Programmes produced about Literacy

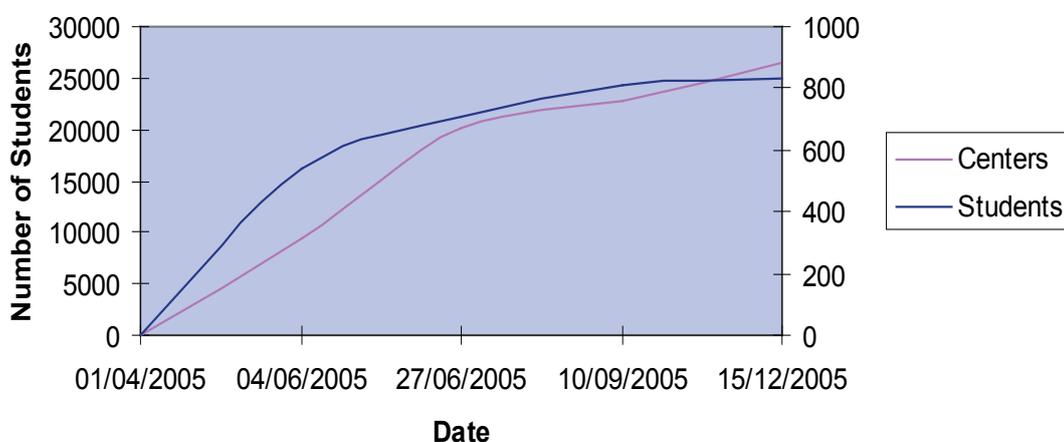
ALT and local NGO partners produced a series of radio programmes encouraging take-up of literacy classes between March and April 2005. There were four separate programmes. One spot was produced and aired on April 1 2005 only by Radio Voron Kodohodo (VK) in Tsihombe for the purposes of this literacy project. Three general literacy radio programmes were recorded on the PR/PCID CDs distributed to all stations in the network in March 2005:

- A high energy dialogue between two men explaining that the literacy programme was free, and involved no-cost equipment such as charcoal to write with and/or an old spade blade as a scratch board

- As well as repeating the above points, it reported on attendance (of other organisations' literacy programmes) having grown since people heard that low cost items could be used and that the teaching was free
- A poetic monologue about freedom from being defrauded, freedom from embarrassment, etc. This was particularly popular and was repeated several times on Radio VK prior to and after the one-off announcement was made

## Findings on the impact of radio on literacy enrolment

Researchers in the Tahantanee organisation tracked requests for admission to their literacy programme immediately following radio announcements. There was a clear cause and effect relationship between the radio and literacy enrolment. The graph below shows the significant increase in demand for enrolment in April 2005, which resulted from the initial radio announcement about free literacy classes a month before, in March.



Progression of Demand from Initial Announcement

Classes were able to get underway in August 2005, once potential student numbers were known and sufficient teachers trained. Demand was so high – almost 25,000 students – that many classes were oversubscribed, and it became hard to find potential teachers. The level of enthusiasm for the classes was evidenced by the fact that 40% of male students (and 24% of female students) walked three kilometres or more to attend classes – some (4% of males and 2% of females) walking as much as 20km. After three months of classes an average of about 60% of students had reached at least level 3 for reading<sup>7</sup>.

Classes were backed up with radio programmes which featured and repeated some of the lessons and themes that learners were following in their classes.

Subsequently, a random survey of 273 adult literacy students was carried out in 165 literacy centres in 17 different communes in the Beloha, Tsihombe and Ambovombe regions. Respondents were asked what encouraged them to attend their literacy centre. The majority (59%) cited the radio as the main reason, followed by 'my own ambition' (20%) and local assemblies (9%). Anecdotal evidence also found that in areas with low penetration of radio sets (such as Tranomaro Commune in the Androy region) there was markedly less enthusiasm for literacy, with smaller, less cohesive classes<sup>8</sup>.

# Impact of Radio Programmes on Health

## Background to health issues

Our Background section has given a general picture of the severe health problems that prevail throughout Madagascar. In the south, health services are particularly bad.

Poverty and rural isolation prevents most people from seeking health care, except in the most desperate cases, because of the charges made for hospital consultations, tests and medicines. A stay in hospital also means a family spending precious time and money on public transport, the patient's food and on nursing by another family-member. When droughts are severe, and farm incomes are low, people's ability to pay for health services is adversely effected, which has a knock-on effect on hospital attendance – as we shall see from the research results, described below.

With almost three quarters of the rural population living below the poverty threshold, and cultural practices that increase risks, such as polygamy, multiple partners, precocious first sexual relations<sup>9</sup>, and the 'blood brothers' practice<sup>10</sup>, the south is extremely vulnerable to HIV/AIDS. For instance, the rate of STD infection in the town of Fort Dauphin is 3.56% (June 2004), an alarming increase since August 2003 when it was only 1.39%<sup>11</sup>.

The danger is all the more imminent given the future installation of the QMM mine<sup>12</sup>, heralding the arrival of some 600 foreign workers. The social and economic status of women in the region, in conjunction with their biological sensitivities, increases their vulnerability to infection.

Furthermore, in the south, traditional practices are still strong. For instance new-born babies are fed with a plant-tea that is meant to clean the baby from bad things. In many cases this is the reason for severe diarrhoea and can be fatal. When somebody falls ill the first reflex is not to go to the hospital, but to untrained traditional birth attendants, 'quack' doctors (who travel the countryside selling antibiotics and other pills and supposed cures – invariably in insufficient doses), or *ombiasa* (traditional or 'witch' doctors).

Cultural traditions and unequal gender relations can also have very negative consequences for women's health. For instance, ALT project workers have observed instances in which women have suffered from complications in child-birth which could have been prevented if their husbands had sold one of their cows to pay for trained medical care.

## Radio Programmes produced on Health issues

Between 1999 and 2006, a total of 539 programmes were made by different PCID partners on health topics. Here is a non-exhaustive list of topics covered: water purification, malaria, family planning, prenatal consultations, mother and child health, breast feeding, child nutrition, vaccinations, HIV/AIDS, hygiene, diarrhoea prevention, and re-hydration.

### HIV/AIDS Programmes

The research team analysed a series of radio programmes produced by ALT and its partners<sup>13</sup> on the topic of HIV/AIDS, which were specially funded by the World Bank<sup>14</sup>. These were devised and broadcast, in two phases, between January 2004 and August 2005. This sub-project was implemented under the auspices of the CNLS (*Comité National de Lutte Contre le SIDA*).

After undertaking base-line research to determine existing information levels, radio

programmes focused on increased HIV/AIDS awareness, especially in the Anosy and Androy regions. The targeted indicators would be that:

- 40% of the population would remember messages passed on by the radio series
- 50% of the population in rural and urban communities would be capable of listing three ways of transmission
- 50% of the population in rural and urban communities would be capable of listing three methods of prevention
- There should be an increase of 20% in consultations on STI/HIV/AIDS at healthcare centres (SSD)

Twenty-four programmes were produced and broadcast in the first phase (2004) and 38 in the second (2005). All were produced following ALT's standard participatory production cycle (PPC) which emphasised audience's input into programme content. Programmes covered a variety of HIV/AIDS awareness themes (in Androy and Anosy languages), including:

- Prevention through the use of condoms
- HIV transmission mother to child
- HIV in the rural areas
- The fight against AIDS
- Relationship of STIs and HIV/AIDS
- Explanation of HIV virus and how it affects the immune system (analogy with local references)

### **Ejeda Hospital Programmes**

In the Mahafaly region, a Lutheran hospital set up a radio station in June 2004, with the support of ALT/PR, and co-financed by UNICEF. The new station, named Radio Feon ny Linta (RFL), had a team of local programme makers recruited by ALT to work in parallel to the hospital and the station, to ensure a synergy of broadcast in response to health information needs and hospital services in the region. The health programmes broadcast in Ejeda from August 2004 to Dec 2005 were as follows:

<b>Topic</b>	<b>Number of Programmes broadcast</b>
HIV/AIDS	55
Breastfeeding	10
Family Planning	10
General health	10
Vaccinations (other than polio)	8
Sexually Transmitted Diseases	7
Hygiene	6
Polio	5
Malaria	5
Prenatal consultation	4
Sur-eau <sup>16</sup> and drinking water	3
Tuberculosis	2
Cholera	1
Vegetable Planting for healthy diet	1
Pregnant women	1
<b>TOTAL</b>	<b>128</b>

Programmes broadcast in Ejeda between August 2004 and December 2005<sup>15</sup>

## Findings on the impact of Radio on Health

### HIV/AIDS<sup>17</sup>

A two-month-long questionnaire-based enquiry was carried out which targeted 270 randomly selected individual interviewees (122 women and 148 men), and 27 focus groups. Respondents were selected to represent a cross-section of rural and urban dwellers, with roughly equal numbers of people who claimed to be members of radio listening-groups, and non-members. Research concentrated on the second phase of radio programmes. It took place in August/September 2005 in Fort Dauphin, Ambovombe, Tsihombe and their respective surrounding villages.

Respondents were asked to list their personal sources of information about HIV/AIDS in order of importance. Radio emerged a clear top, with an average of 89% of respondents (n = 270) giving radio as their most important source of information about HIV/AIDS. In second and third place came 'NGOs' and 'Posters'. There were slightly more urban respondents quoting radio as their main source than rural respondents (96% to 82%), and television was a notable influence for urbanites. But in both rural and urban areas, radio was the clear winner, in terms of information provision on HIV/AIDS.

*I appreciate the Projet Radio SIDA because since listening to the programmes about AIDS I know a lot more.* Testimony from male interviewee in Ambovombe (A115)

*Voron-Kodohodo radio station is my only source of information about HIV/AIDS*  
Female interviewee in Namotoha (T333)

Interestingly only 18% of respondents could not remember who produced the programmes, with an average of 75% of rural respondents quoting ALT or PR as the organisation that produced the HIV/AIDS programmes that they remembered. Programmes were so memorable that, in several cases, members of focus groups could repeat dialogues from the radio series, almost word for word, or could recite whole poems previously broadcast.

The survey revealed that the majority of both urban and rural dwellers were well-aware of the fatal nature of AIDS and of modes of transmission. 85% of the sample could quote AIDS as a disease, of which 60% said it was a sexual disease, 52% said it was incurable, and 58% said that it could lead to death.

*Since these programmes were broadcast, we have come to believe in the existence of AIDS and we are afraid of it.*(FGD 8)

*We believe in the existence of this new disease now because [radio] Voron-Kodohodo talks about it all the time* (FGD7)

However, a small but significant minority (10%) of the sample stated *that AIDS does not exist*, and 15% of the sample believed that mosquitoes could spread the virus. Furthermore, it emerged that attitudes towards people living with HIV/AIDS (PLWA) were confused, with 55% say PLWA's should be helped, yet at the same time, 41% saying they should be isolated. This is exemplified by the following quote from a respondent:

*He [the PLWA] must be helped, provided with food and helped to see a doctor, then put him in a place where he cannot come into contact with the population.*

Nevertheless, the research showed that negative attitudes towards PLWAs were lower among members of radio listening groups (only 40% of those who did not want to help PLWAs belonged to listening groups), which seems to indicate that opportunities to discuss

stigma and discrimination can lessen negative attitudes. But, obviously, these kinds of erroneous beliefs and attitudes remain a challenge, both for the project and for all health educators. The detail that the research gathered about normal practices (for example, fidelity was deemed by many respondents as *impossible*), attitudes and erroneous beliefs was extremely useful for re-orienting future programming.

The researchers found that there was a wide demand for more broadcasts on HIV/AIDS, which seems to indicate that ALT/PR programmes are highly appreciated:

- 92% said they would like to hear more radio programmes about HIV/AIDS
- 53% would like to hear more information about how to protect themselves.
- 61% would like to hear more information about HIV/AIDS symptoms
- 11% spontaneously asked for more visits by AIDS monitors (field-workers) without any question on the topic being raised. (n = 270)

This was borne out in the qualitative research with focus groups, which emphasised the appeal of the programmes being in local dialect, and using songs and poems from the local culture. Mini-dramas, dialogues and advice between friends emerged as the preferred formats. Comments included:

*I remember well the poems written in Antanosy dialect, it is very good!* (FD64)

*I would like to listen to more programmes because this disease is a threat and is incurable, the radio is a source of information and education for us illiterate farmers.* (T347)

*We hate the programmes that are not in Antandroy dialect* (FGD14)

In a separate survey of 100 radio listening groups (Vadgama, 2006) the subject of HIV/AIDS emerged as very popular, and was the most frequently cited 'preferred programme' among health-related themes. However, a small number (9 out of 100 groups) reported that they did not appreciate the programmes about HIV/AIDS:

*Because it is taboo to discuss condom use and sexual relation with family members* (AMB8)

Another good finding in this survey was that 32 (out of a 100) listening groups claimed that people in their village had implemented HIV/AIDS prevention measures suggested on the radio in their village – especially young people using condoms to prevent infection.

Finally, the researchers interviewed radio station staff at the 15 radio stations that had broadcast the HIV/AIDS campaign programmes. It emerged that radio staff are often asked directly for information about HIV/AIDS

*Many people come to the station to ask about condom use and ways of infection.*  
Presenter at Radio Ravenara

*People ask us to give them the best ways to convince their friends.*  
Presenter at Radio Etoile

Listening group *responsables*<sup>18</sup> also emerged clearly as key people in the fight against HIV/AIDS

*(As president [of the Listening Group], I have to organize a weekly meeting, to give advice and to encourage questions about PR/SIDA programmes. And when there are no more condoms, I go to Tsihombe and get condoms for all of us here. Sakamasay, Androy area).*

Therefore, another key finding was how pivotal radio personnel as well as on-air messages are. There is a clear need to continue and enhance knowledge and capacity-building for such key radio-related personnel, both in listening groups and at radio stations.

### **Findings on impact of radio on Family Planning**

The research team compared five villages with non-existent or very low radio access (coded as VNR in table below), and six villages with good access to a radio signal (coded as VWR<sup>19</sup>). Both sets of villages are in the Androy area, and both are otherwise identical in socio-economic terms. 134 women were asked about their knowledge of ways to avoid pregnancy. The research found that women from villages with good radio reception were more knowledgeable about all types of family planning methods than those from villages with low radio listening – and the sample was controlled for the effects of age, distance from a clinic, or the possible effect of field agents promoting family planning. For example 46% of the former knew about contraceptive pills compared to only 18% in the latter.

<b><i>n</i> = 134</b>	<b>% of women from VNR (villages no radios)</b>	<b>% of women from VWR (villages with radios)</b>
<b>Which are the ways in which to avoid pregnancy?</b>		
Condoms	0	7
Pills	18	46
Injection	20	54
Calendar	0	1
Don't know	73	32
<b>Where can you acquire these methods of contraception?</b>		
Hospital CHRR (with surgeon)	18	43
Clinic in the Commune	0	20
Corner shop	0	0
Don't know	75	14
<b>What is the advised length of time after giving birth before having another child?</b>		
Women answering 2 or 3 years	18	43

This table shows that radio is an important source of information for family planning matters. For instance, 20% of women in VWR mention clinics in the commune as sources of methods of contraception, versus 0% in VNR, while 43% in VWR mention the local hospital compared to only 18% in the VNR. This seems to suggest that radio plays a role in encouraging people to approach medical centres.

To note also that 75% of people from VNR answered *Don't know* when asked where they can acquire methods of contraception, compared to only 14% in VWR. Radio also appears to have a strong influence when it comes to birth spacing, with 43% of women in VWR giving the response that the radio programmes advised, compared to only 18% in the VNR.

### Findings on impact of radio on Vaccination

In the same survey (comparing a total of 134 randomly selected women from strong radio-listening villages (VWR) and weak ones (VNR), knowledge and practice of child vaccination emerged as clearly influenced by radio (see following table).

<i>n</i> = 134	% of women from VNR	% of women from VWR
<b>Have your children been vaccinated?</b>		
Yes	75	89
<b>Do you know which vaccinations they received? (% of the women whose children had been vaccinated)</b>		
Not able to name any	53	26
Able name 1	11	2
Able name 2	16	21
Able name 3	22	58
Able name 4	0	0
<b>How many vaccinations does one child need?</b>		
4 Vaccinations (correct answer)	42	68
<b>Where do you get information on this matter?</b>		
Radio	8	32
Hospital staff	2	5
Important men	33	NA

Impact of radio on Vaccination

The research found that 89% of women from villages with radio had vaccinated their children, compared to only 75% of those from villages with low radio-listening. Significantly more women from radio villages (68%) knew that a child needs a total of five vaccinations, compared to women in non-radio villages (42%). All villages had equal access to vaccination services, and were visited equally by health-workers publicizing vaccination. The qualitative research also shows radio to have a considerable impact on convincing mothers to bring their children for vaccination:

*We followed the advice from the radio and had our children vaccinated (FGD 1 and FGD 4)*

According to a health worker encountered in Tsihombe, the radio had really helped convince people of the worth of vaccinating their children:

*Thanks to the radio they understand why we are here.*

The same is true for the Ambovombe area, where the doctor of the Ankilikira Beanatara CSB declared:

*The number of mothers who bring their children to the hospital keeps going up following the awareness campaign on the radio.<sup>19</sup>*

A local NGO, MCDI Medical Care Development International, reported that radio has positive impacts on vaccination campaigns in their area of intervention (Vezo and Mahafaly):

*There are quite a few impacts that we have noted within the groups from listening to the programmes. After the broadcasting of programmes..there is an increase in participation of listening group members during vaccination campaigns.<sup>20</sup>*

## **Other health findings**

Our survey of 100 listening-groups found that health ideas from radio programmes were reportedly being put into practice by almost all of them, with the use of mosquito nets coming out top (46 out of 173 practices mentioned), followed by use of condoms (32 mentions), take-up of family planning measures such as condoms, injections and pills (31 mentions) and prenatal and neonatal care (25 mentions). Some encouraging testimonials were recorded:

*Thanks to advice from the radio, the incidence of all diseases has been reduced here in Tsarapioky because we follow all of the advice: vaccination for pregnant mothers and infants, use of 'super-moustiquaires' [mosquito nets] for protection against malaria, use of WC, protection of water for consumption' (AMB 11 )<sup>21</sup>*

The survey also revealed some of the obstacles for implementing new ideas. The cost of bleach (hydrochloride), condoms and mosquito nets emerged as significant obstacles (these costs were cited as obstacles to behaviour change by 8, 7, and 8 listening groups respectively).

Our survey of PCID partners<sup>22</sup> gathered many positive comments about health impacts. For example, MCDI reports:

*We have found major impacts related to tuberculosis (TB) to the north of Toliara and in the Miary commune and Befanamy to the East of Toliara. After the broadcasting of programmes on TB, there is a significant increase in the rate of screening amongst listening groups.*

Another organisation, SISAL, observed changes after the broadcasting of the programmes in the community, including an increase in the rate of prenatal consultation, in participation in vaccination and in the use of mosquito nets for the prevention of malaria.

Likewise, in Fort Dauphin, ASOS reported on:

*[the] positive impact of radio programmes on the behaviour of listeners in the villages around Behara. We noticed an improvement in hygiene, sanitation and on [take-up of] family planning, particularly after we used a format which recorded voices of families who had already practiced this kind of advice.*

## **Findings from the Ejeda Hospital Research**

Two research studies<sup>23</sup> focused on the impact of a new radio station, Radio Feon ny Linta (RFL), across an area served by the Ejeda hospital in Mahafaly region. They looked at the radio's efficacy regarding people's knowledge and the awareness about mother and child health care and HIV/AIDS. More than 250 people participated in semi-structured interviews, and focus group discussions. Half of this sample were drawn from listening groups and half were randomly selected individuals outside listening groups. Researchers also looked at hospital records and conducted 70 exit interviews to obtain a picture of whether the new radio station had made a difference to the take-up of hospital services. Observation and content analysis was also carried out at the radio station.

The study found that 75% of all respondents (both within and outside listening groups) cited the radio as their main source of information, and we also know that no other station had broadcast from Ejeda in decades. The national Madagascar radio (RNM) is unable to establish a good signal in this region, so those responses which cite radio as their source of information are almost certainly due to the presence and broadcasts from the RFL radio station.

The researchers also found that purchases of radio sets jumped markedly after the new radio station came on-air. In the village of Anamanta, out of the 19 radios that exist, 13 were purchased after 2004, the date RFL was set up. Radio purchases in Ejeda went up markedly between 2004 and 2005, from 1,792 to 2,736.

Non-members of listening groups have less frequent and intense access to a radio. When results were compared between members and non-members of listening groups, researchers found that correct answers and knowledge of healthy behaviours correlated with being a member of a listening group.

	Listening groups	Non-members of listening groups
<b>What do you do if your child gets diarrhoea?</b>		
Give the baby water often	71%	32%
Give the baby a <i>tisane</i> (plant-drink)	5%	32%
Make a <i>SRO</i> -solution (Oral re-hydration solution)	18%	8%
Bring the child to the hospital	95%	23%
<b>How do you feed your baby?</b>		
Breastfeeding exclusively	79%	23%
Give the baby a <i>tisane</i> (plant-drink)	9%	49%
<i>Ash juice</i> (tree-ashes)	0%	19%

Comparing members and non-members of Listening Groups

Our research found that results for knowledge on HIV/AIDS were not so dramatic. A major factor was that many of the HIV/AIDS programmes during this period were not in the local Mahafaly dialect. Another reason may be due to reticence to speak about sexual matters, and the fact that the Ejeda hospital and radio station are controlled by strict Lutherans who disapprove of polygamy, sexual relations outside marriage, and other local sexual practices.

However, good results on HIV/AIDS were obtained overall. For example, on the question about where people would seek more information on HIV/AIDS most groups answered: from the radio or at the hospital. To our question: *What do you need to be able to fight against HIV/AIDS?* People answered: More information, more radios because there are too many people in the villages for just one or two radios, longer radio-programs about HIV/AIDS, songs about HIV/AIDS *because we like to hear songs*; also condoms, and advice from the doctor.

Researchers attempted to analyse the hospital records to see whether the broadcasting of radio programmes had encouraged people to visit the hospital. Unfortunately, the overall numbers of patients have actually fallen in recent years, according to hospital figures. From 5,819 visiting patients in 2003, to 5,878 in 2004, and falling to 3,757 in 2005. This, according to the Head Doctor's report, as well as according to ALT staff, is because the droughts have been very bad in recent years, which has meant that people have less money to spend, and therefore are unwilling to attend the hospital, unless the case is very urgent, because the hospital charges small fees for its services.

*2004 was a difficult year for all of us. Famine (or Kere as we say) has landed in an endemic fashion in the south of Madagascar. This has further weakened the purchasing power of the population in the region. Health problems are thus relegated to the background, thus affecting the activity of our hospital"* <sup>24</sup>

However, for medical matters which were not charged for, it was found that radio was an effective way of encouraging the take-up of those hospital services that are free of charge.

Eye and malaria specialists visiting the hospital used the radio to call patients in for free treatment. No other methods of informing the population were done, except for an announcement at one church in an urban area. These results show a big impact:

- 2005 the ophthalmologists' radio use brought 118 patients in, 44 of whom had cataracts operations.
- 2006 the ophthalmologists' radio use brought 158 patients in, 45 of whom had cataracts operations.
- 2006 the malaria programmes brought 960 patients to the hospital for malaria diagnosis, with 200 of these being diagnosed with malaria and hence being treated.

From interviews with 70 random exit interviews with women at the hospital (59% were pregnant women, 36% were women whose child was sick) it was found that radio was a significant influence on their health-seeking behaviour:

- 70% of the women at the hospital for prenatal consultations mentioned radio as a source of information.
- 19% of the whole sample said radio had advised them to go to the hospital (versus 69% who came in based on 'it was my idea', and 14% who came in on friends/neighbors advice)
- 69% gave radio as one of their sources of information on health (versus 51% giving friend/neighbor, 39% giving local authority and 33% giving the hospital, 19% giving word of mouth and 3% giving the market).

Clearly, in Ejeda, the new radio represents the most powerful source of information in the region and is playing a significant role in educating local populations.

## **Livelihoods**

### **Background on livelihoods – agriculture and other income generation**

The south of Madagascar is an area of chronic food insecurity and where livelihoods are fragile, even in non-drought years. The serious droughts of 1982 to 1992 caused about half the population to move northwards<sup>25</sup>. The majority who remain (roughly 2 million) now depend on farming (mainly maize, cassava), livestock rearing (the large cattle herds of the past are now less common than goats and sheep), vegetable gardening, unskilled out-migration – and food aid to secure the survival of the family unit.

### **Radio programmes produced on livelihood themes**

Advice, information and discussions about agriculture and livelihoods in general make up the majority of ALT/PR's overall radio output. Over 300 separate programmes have been broadcast on agricultural themes ranging from bovine disease to planting mango trees, since 1999. Other sets of programmes have included 354 on environmental topics (e.g. protection of tortoises) and 86 on rearing livestock (e.g. parasitic worms in calves). One of the most popular programmes was one on bee-keeping.

Between 2003 and 2006, through partnership with a large World Bank funded project called PSDR (Project for Support to Rural Development), ALT/PR helped start a communications strategy and facilitated the production of a special series of 18 programmes which encouraged Community Associations (CAs) to apply for loans with which they could set up small income-generating activities such as bee-keeping, poultry projects, crafts and fishing. The objective of the PSDR was to increase revenues and reduce poverty in rural areas. Unfortunately, due to lack of technical support on the ground, the project seems to have been a failure (see below for more detail on our findings), though this had nothing to do with the radio programmes.

## Findings on the Impact of Radio on livelihoods

### Information on agricultural matters

The research team compared five villages with non-existent or very low radio access, and six villages with good access to a radio signal<sup>26</sup>. Both sets of villages are in the Androy area, and both are otherwise identical in socio-economic terms. Women were asked a series of questions about their sources of information on issues relating to agriculture and incomes. From the question: 'Where do you get your information about agricultural matters?' radio was the clear winner in radio villages (50% mentioned radio, 39% mentioned 'word of mouth'), whereas in non-radio villages, important men or notables were the main source (53%) with 'word of mouth' mentioned second (40%), 'friends and neighbours' (38%) third, and radio mentioned only by 22% of villagers with low access to radio (n = 134).

The research team noted, however, that even in 'non-radio villages,' radio broadcasts were an underlying influence because: respondents had been able to listen to one of the few radios in their village or they had visited one of the local market towns (Anjapaly or Faux Cap or Tsihombe) where they heard the radio. Sometimes respondents were referring to indirect knowledge, where someone who heard something on the radio then recounted this information to them.

### Putting advice into practice

In the same area, 80 members of eight listening-groups were asked whether they had been able to actions that the radio advised into practise. These respondents – both women and men – had been regular listeners to the radio for at least four years (since 2002). Three out of eight groups had built windbreaks to protect cotton fields; three groups had used insecticides to protect their crops; four had tried to follow radio-advice on grafting manioc and three had planted sorghum. The majority claimed they now used 'modern agricultural techniques.'

*We like the programmes as they give information and advice for farmers and livestock rearers to follow in order to ameliorate the way they live. (FGD7)*

Additionally, four out of eight groups said they now vaccinated their cows; three groups said they take cows to the vet when they are sick; and two groups said they treated cows with traditional plants such as periwinkle. Although we do not have proof that these practices have been adopted solely because of radio, we can safely say that radio has been a major influence in these changes. As one group put it:

*Before we knew about modern techniques we used traditional methods but the agricultural production was insufficient. Now, thanks to the radio we can change the methods for new techniques and with them have had an increase in the quantity of our agricultural products. (FGD 5)*

And on livestock raising, another group said:

*Our cattle are better, we now do vaccination of cows in our village and take them for treatment with the vet when they have problems, thanks to following advice and information from the radio (FGD 4)*

On rice-growing, another group was quite clear about the value of radio:

*We practice rice plant thinning at eight days, and now production has increased thanks to the radio (FTU1) (Vadgama, 2006)*

Some of the actions taken as a result of radio-listening are taken by individuals, but in three of the eight groups, participants revealed undertaking a practical exercise together after hearing something on the radio:

*When the LG hears important programmes they organize a village meeting to announce the information and put into practice that which is said; thanks to this our lives evolve bit by bit as does the village (FGD 6)*

*After the radio programmes we meet with the village in order to put into practice things in agriculture, livestock rearing and especially on health. Thanks to these programmes we know many things and the LG can give advice, and help create an association. (FGD 7)*

Local NGOs and service providers echo these positive results. For example, a spokesperson for MDP told our team:

*When the themes of our broadcasted programmes coincide with the local calendar of activities we have noticed that listening groups put into practice the programmes' content. For example, if we broadcast a programme on storing techniques of agricultural produce at the time of harvest they apply the instructions promulgated by the programmes.*

### **The positive effects of listening-groups**

Clearly, there is strength in numbers, and a great deal to be gained for villagers through the mutual support offered by the listening groups: When asked, 'If you have questions on any of the themes discussed in the programmes, to whom do you turn?' substantial information sharing amongst members was revealed:

*In almost any case we ask other members of the LG. (FGD1)*

*We don't need anyone else, we discuss topics amongst ourselves. (FGD2)*

Three out of this sample of eight groups had created an association which can – among other things – apply to participate or receive funds from various local development projects. Testimony from local NGOs such as Vola Mahasoa, a local micro-finance organisation in Toliara, backs up this finding: they report 'a significant increase' in demand for micro-loans from within listening groups as well as improvements in existing beneficiaries' ability to manage credit (Harford, 2007).

In our other survey of 100 listening groups (Vadgama, 2006), 25% said there was an association in the village that had been formed around the listening group, and 29% said an association existed in the village but independently of the ALT listening group (34% said no association existed in the village, 2% gave no answer).

### **Take-up of loans for income generation**

As described above, ALT/PR's involvement with a World Bank loan project, (PSDR) led researchers to investigate the extent to which communications training and radio programmes done for the PSDR had been successful<sup>27</sup>. Specifically, the study looked at the take-up of loans, and whether these loans had resulted in generating any income for CAs.

Radio seems to have had a positive effect on numbers of requests for loans.

*The tangible change which came about with ALT's collaboration was the number of request for loans; this went up 150%, or even 200%. Programmes were played on the FM radio; people would listen, and then come to the PSDR to ask for the leaflet, to get information on how to make an application. (Mr G. Sop, PSDR communications officer, 2005)*

The ALT programmes helped in two ways, one was to help raise the number of associations applying for loans, the second was to inform members of associations of how best to run their associations, and keep them up-to-date on PSDR activities.

The following table shows that applications for loans rose after the communications workshop that ALT ran with PSDR communication agents and as a consequence of radio programmes produced by them.

Month \ Year	2002	2003	2004	2005	2006
January	1	62	38	59	1
February	3	79	53	221	0
March	2	74	59	67	1
April	1	60	39	16	38
May	3	59	49	65	10
June	4	49	33	75	02
July	9	54	76	50	NA
August	16	56	78	121	NA
September	49	86	103	31	NA
October	42	145	103	55	NA
November	26	62	163	12	NA
December	47	26	61	07	NA
<b>TOTAL</b>	<b>203</b>	<b>812</b>	<b>855</b>	<b>779</b>	<b>52</b>

Community Association loan requests in the Tulear Province (Anosy, Androy and South-West regions)

The Communication Campaign Strategy Workshop was held for PSDR local agents in September 2003 in Fort Dauphin. The number of requests for loans before the workshop are in black; requests made after the workshop are in blue. Radio broadcasts began in April 2004, and from July onwards there is a jump in requests.

However, the PSDR project appears *not* to have been a success overall. Data was difficult to extract from the PSDR, but it is estimated that only a small proportion (about 14%) of CAs in Tulear Province managed to generate any profit. None of the six CAs visited by our research team had made any money. Small businesses, such as egg-laying hens, sewing workshops, bee-keeping projects and the like, all suffered from lack of timely financing, little technical or managerial advice, and a deficiency of on-the-ground follow-up<sup>28</sup>.

It would seem that the PSDR put inadequate funds towards implementing the communication activities that ALT/PR had recommended. Furthermore, the data collection, and the monitoring and evaluation the PSDR undertook was very poor. This makes it hard to make reliable claims about the extent to which ALT's communication work actually had an impact of people's incomes and livelihoods, within the context of the PSDR project.

## **Impact of Radio Programmes on Gender inequities**

### **Background on Gender Issues**

In Southern Madagascar, women have traditionally played a very secondary role in decision-making. Their status is extremely subordinate to men's, and their inferior status has many negative consequences for their education, health, nutrition and life-prospects. Poverty has forced most men to migrate away to work for long periods, leaving high numbers of female-headed households (25% according to WFP, 2006).

ALT/PR has to some extent taken advantage of this gender pattern, and encourages communities to elect women as recipients of the project's clockwork radios, and as listening-group *responsables*. This is partly because women's more stable presence in the villages means that they are available to provide access to the radio for the listening group at the stated times. Another factor is one of status within the local culture, as Orengo explains:

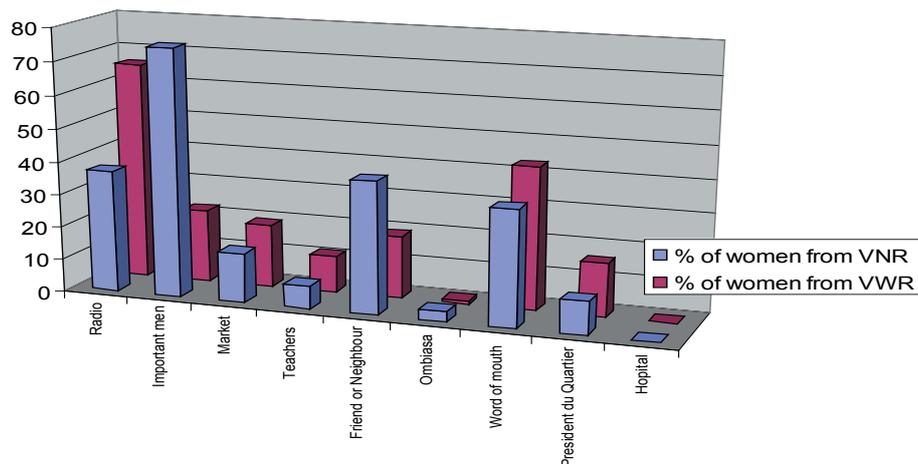
*Status issues abound ... Many men refuse to go into another villager's area to listen to the radio, as this would automatically be seen to give them higher status. Women culturally are more likely to move in and out of each others areas with less stigma, though if seen to be away from their own home too often they are labelled 'the woman with the white door' (in other words it is always shut, because she is not there). (Orengo, 2006)*

Although there have not been any radio programmes produced tackling gender/women's rights directly, it is clear that women in particular are benefiting from access to radio. Our information mapping exercise revealed that men have much easier access to useful information in general, whether at the local market, from their friends and neighbours, word of mouth (ie conversations with people not from the village) or from local officials. By contrast, women's role in society, and their heavy workloads, are such that they have few occasions where they can assemble and share information amongst themselves or with men who are not their husbands or close family.

However, our research showed that women's inferior access to information, compared to men, has been greatly improved with the arrival of radio broadcasts.

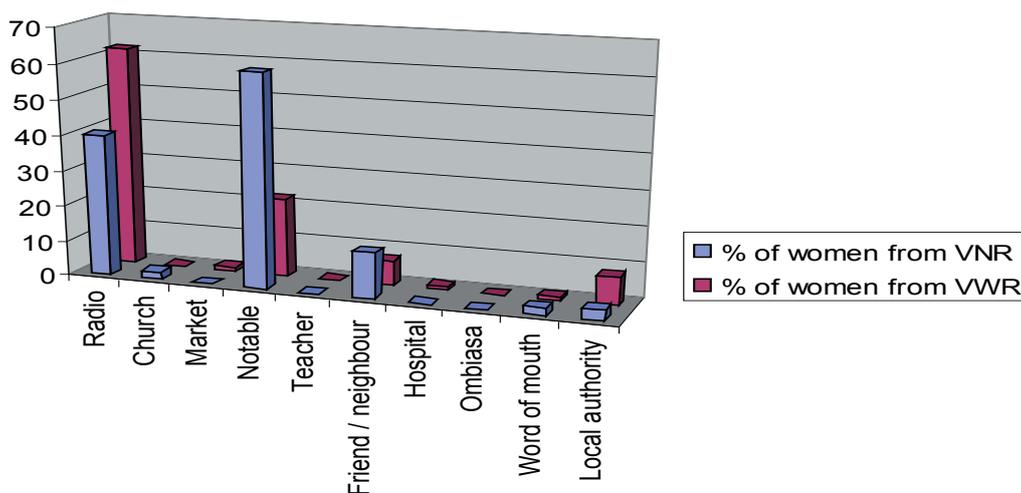
The following table compares 60 women in villages with low radio-access (VNR) with 74 women in villages with good radio-access (VWR). It shows that in the villages with low radio-access, 'important men' within the village were given most frequently as a source of information on all developmental matters (75%). However in villages with high radio-access, radio takes over as source of developmental information, with 66% mentioning it, while only 22% of women mention important men. Clearly, once women have access to an alternative source of reliable information, 'important men' lose their prominence.

## Information sources for women in VNR (low radio access) and VWR (good radio access)



Comparing sources of information for women in VNR and in VWR

Furthermore, when women were asked which sources of developmental information they could access most easily, the response in favour of radio was again quite clear, and the influence of the 'notables' (important men) diminishes, as a consequence. See graph below:



Information sources accessed 'easily'. Comparing women in VNR and in VWR

These findings point to a positive gender impact of the radio, in that women, who once had to rely on men – either their husbands or *notables* – sharing information with them, can now access developmental information directly and easily from the radio. The finding that radio is a particularly favoured source of information for women was borne out in another area, during the research conducted in Ejeda, Mahafaly region (Metcalf, 2006 e.). In 70 interviews with women attending hospital there, the most important reason give by respondents as to why they considered radio a good source of information was that it was easily accessible.

## Impact of Listening Groups on Gender relations

At present, the percentage of female *responsables* of project listening groups stands at 68% (Vadgama, 2006), and the listening-groups are an important gathering point for women (though they are open to both men and women). Furthermore, the project trains its team

and partners in focus group techniques as a priority, stressing the importance of separated gender groups in order to allow women and younger men an opportunity to speak.

Anecdotal evidence points to women becoming empowered by being able to speak up freely in radio listening-groups. These groups can sometimes be places where sensitive gender issues can be raised. As one of our research team noted:

*Encouragingly, as well as understanding the HIV prevention messages heard, women in Andranokinaly [village] recognised that HIV prevention messages need to be adopted by men as well as women to be effective, and felt that it was acceptable to talk to men about the risks of HIV and unprotected sex. The impression received was that the radio broadcasts are opening up space for women to discuss issues among themselves, and possibly could be contributing to greater communication between men and women on issues of fidelity and sex. (Harford, 2005)*

While ALT has not deliberately set out to change the village social system or hierarchy, it has promoted a *gender positive and transparent radio distribution process at village level* (Orengo 2006), in the hope that having women *responsables* may potentially influence gender relations in favour of women, in the long term.

## **Impact of Radio on Social and administrative affairs**

### **Background to social and administrative affairs**

When conducting information-course mapping exercises, villagers were asked to name all the different sources of information they had on *Fandrosoana* which is the word used in Malagasy for 'Development', the literal translation being 'to move forwards' or 'to improve living', in other words their perception of what will help them reduce poverty. The sources they gave were written down on a sheet of paper, represented by pictures for the benefit of those who were illiterate.

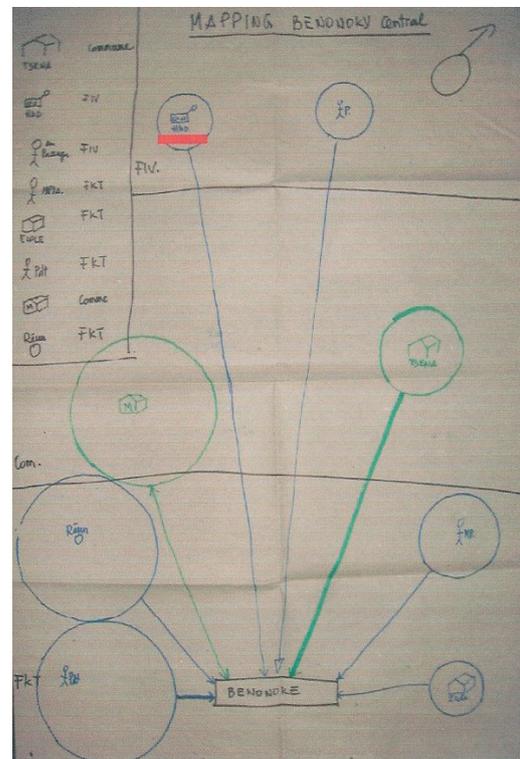
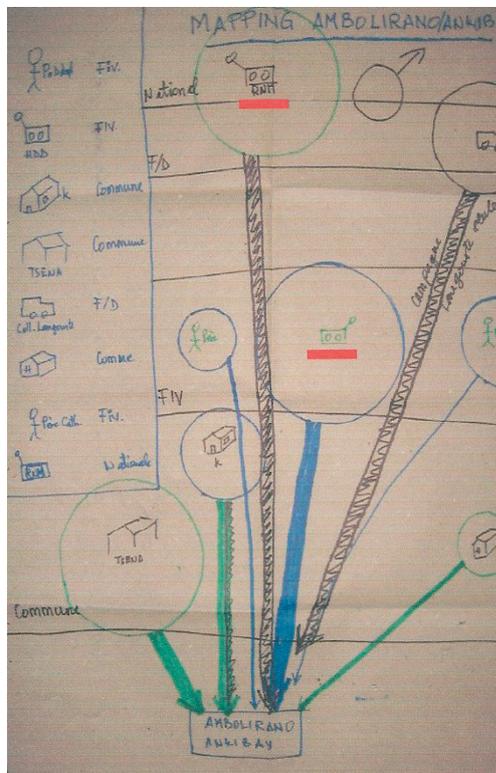
It became clear that administrative and social matters were as important to them as health, agriculture or education. For example, it is important to know how to obtain national identity cards, renew zebu passports, understand electoral lists, and to know the dates of funerals and circumcisions. Also, having news of relatives in other parts of the country, of livestock-conflicts, cyclone warnings, and price-rises is regarded as vital. Much of this kind of information is available on the radio, and those without access to radio are information-poor, as well as materially poor.

When respondents were asked about their motivation for joining radio listening groups, people said that the groups play an important role in information sharing; both amongst members and with other non members in the community. Indeed the value of this information sharing was often seen as the 'biggest impact' of the project. The gaining of social capital by virtue of becoming a member of a radio listening group is significant.

### **Findings**

In the research done in the Androy area, 22 mapping exercises were undertaken in 11 villages – two in each village in small groups of approximately six people, one with men, one with women<sup>29</sup>. Villages with low or non-existent access to radio were compared with those with good radio-access. The information source mappings focused on information that people felt helped them develop or helped them improve their lives.

The pictures below are examples of two mapping exercises by groups of men in Ambolirano and Benonoky villages. They show the most important information sources located at village level (bottom) up to national level (top), as the men themselves perceive it. The first village, Ambolirano, has good access to radio signals, and therefore radio features largely, compared to the second village, Benonoky, where only the national radio station makes a showing – and a small one at that.



Information Maps: Men's Groups in Ambolirano village and Benonoky village compared (Radio is highlighted in red)

This exercise revealed the following:

- Men have much better sources of information than women, due to economic migration and their mobility within the local area (e.g. women attend market days less often) Often information received by women is indirect, coming through their husbands
- In villages with access to radio, radio was given most frequently as the most important and frequent information-source for both men and women
- The maps revealed radio provided a strong and important direct source of information for women
- The variety and strength of other sources of information for women seem also to increase in radio villages, suggesting that radio perhaps energizes them to look for other sources. Indeed, the researchers remarked that in villages with good radio reception, the women were generally more willing to participate and give information

Radio is clearly a strong factor in ending isolation and connecting remote villages with the wider world. As participants in one focus group in Ankatrafae Mazava declared:

*Thanks to the radio listening group, the village becomes like a town and day-to-day life evolves and the villagers learn more things.*

## Wider developmental impacts of the PR Radio Network

As described in our background section, ALT/PR coordinates a network of 34 development organisations across Tulear province<sup>30</sup>, which is called the network of PCID partners (Partners for Communication and Information for Development).

A survey<sup>31</sup> of 28 of them, representing 82% of the network, was conducted, along with an audit<sup>32</sup> of 15 of ALT/PR's partner radio stations to assess the impact and influence of the partnership. Results showed that multiple impacts have been perceived and can be noted amongst *Projet Radio's* partners.

Key among them has been the increase in awareness and understanding of the role that communications can play in supporting, extending and deepening the activities of a field-based development project. Few partners had engaged in radio related communications prior to joining the PCID. Now, 34 NGOs and governmental service-providers across the south of Madagascar are able to expand their coverage through transmission of information and education, which they simply could not do on the ground due to limited staff, transport and time.

### NGOs, Governmental Organisations and other Service Providers

Where partners have proactively visited and worked directly with their target listener groups, the field agents reported a decrease in time spent explaining or mobilising villagers to participate in their projects. For example, PHBM reported up to 50% of their agents' time could be saved by broadcasting information about activities in advance of a field visit, when informed villagers were then keen and prepared to participate in them.

A similar example came from a spokesperson for Vola Mahasoa who said:

*We have not been able to go into all villages because our means are limited; for example, insufficient staff and transport, as well as time constraints. It is therefore a big advantage for us to work with PR. Since we have been members of PCID there have been big changes in our programme.*

We collected many other testimonies of a similar nature, for example, a spokesperson from KIOMBA said:

*In one go all our target population (and even those we don't target) are informed and their awareness is raised.*

Another organisation, FAFABI, said that since using the radio to broadcast messages, they had noted an increase in clients, and ASOS in Toliara noticed an increase in the number of contraceptive products sold. Both organisations attributed these increases to radio-based messages.

A positive sign has been the willingness of 70% of the network organisations to appoint a person responsible for communications in their team. Impacts are positive at an institutional level too, since all questionnaire respondents, regardless of how long they had been in post, were able to cite benefits of ALT/PR, to list impacts, and to make suggestions, comments and recommendations. Furthermore, almost every partner wants actively to contribute to improve the network and to continue funding communication activities for its own projects.

The key reason cited for becoming a member of PCID was to support field activities (90% or 25 of the 28 partners mentioned this) whilst other important reasons included radio

programme production (57%), access to training and equipment (46%) and access to radio stations (43%). Only six partners (21%) cited access to Freeplay radios for distribution as a reason for joining<sup>33</sup>.

ALT/PR has also played a significant role in building skills within local organisations. Clearly, radio-skills have been enhanced (e.g. planning, researching, developing, recording and editing radio programmes), but so have skills in field facilitation and participatory planning. For example, a spokesperson for Maison des Paysans (MDP) said

*Our field agents have benefited from producing themed radio programmes, and their capacity has been strengthened in terms of participatory 'peasant-focused' approaches, after being trained on focus group techniques.*

Another added benefit of the PCID network is more revenue for community radio stations, because local service-providers have become alerted to the power of radio. We found that more than half the PCID partners are making programmes for broadcast outside the PR/PCID agreement, and most of them are paying air-time for this, and some provide stations with equipment.

### **Radio Stations**

The relationship the project has with its 17 affiliated radio stations has been brokered in such a way to maintain their, and the project's, independence whilst networking them to increase access to resources and technical training, build capacity, and secure broadcast to the main project zones.

A study in 2005 of 14 affiliated stations in Toliara demonstrated that of those interviewed 83% report having broadcast the entire PR programme CDs. Only two stations admitted they were unable to play all the CDs because of CD damage, or power cuts. 66% of the stations have some prearranged schedule or system for broadcasting the PR PCID programmes and 33% admit to broadcasting the programmes more randomly (Lellelid, 2005). Almost three quarters reported they had re-broadcast certain PR PCID programmes following request from listeners (Vadgama 2006).

All stations cited education, information and communication for listeners as a main advantage of collaboration with ALT/PR, and their commitment to this is borne out by the consistent broadcasting they provide, even on occasions when they have to bear lengthy waits in the delivery of the equipment promised by ALT/PR, due to import and procurement problems. One third of the network stations have independently assisted each other in the last year with management advice, technical help or some sort of training or programme exchange. This demonstrates highly beneficial relationships developing between the stations as a result of the network

Another indicator of positive impact is that, to date, none of the equipment exchanged with affiliate stations has been lost, sold, or gone missing, though maintenance issues are still a priority for sustainability.

### **Footnotes**

<sup>1</sup> Max Cadji, email on 21<sup>st</sup> of July 2006

<sup>2</sup> Interview with FTU1 (Vadgama, 2006)

<sup>3</sup> TSI18, (Ibid)

<sup>4</sup> All quotes from Harford, 2007

<sup>5</sup> Lellelid, 2006

<sup>6</sup> Lellelid, 2006

<sup>7</sup> Level 3 meaning: 'Reads somewhat smoothly more advanced material, stumbles occasionally.'

<sup>8</sup> Lellelid, 2006

- <sup>9</sup> A CNLS survey in 2004 found that 50% of young people in Fort Dauphin claimed that they had had sexual relations before the age of 16 (CNLS, Surveys to study behaviour in Madagascar, 2004, p. 27.)
- <sup>10</sup> *Fatidra* or the practice of 'blood brother' exists throughout the Androy and Anosy areas, especially in rural areas. This practise allows creation of trust between two people or even two families. It usually consists of a ceremony in which two men make a small cut on the arm using a spear and let their blood flow into a bowl of water. After mixing, both men drink the mixture using a teaspoon. Another type of '*fatidra*' exists, where two men make a cut on the wrist, then rub their wrists together, the blood mixing in the two wounds (Metcalf, 2005)
- <sup>11</sup> Bureau of the Head Doctor, CSB 2 FD, June 2004
- <sup>12</sup> QMM SA is a joint venture between the Government of Madagascar with a 20% stake, and QIT-Fer et Titane Inc with a 80% stake. The project will extract ilmenite from the littoral forests and coastline of the south east. Ilmenite is the metal which produces Titanium dioxide, a whitener used in paints and many industrial and domestic products e.g. toothpaste
- <sup>13</sup> ALT had 9 partners for this HIV/AIDS work, namely UNICEF, CLLS (*Comité Local de Lutte contre le SIDA* - Local Committee to Fight AIDS), PSI (*Population Services International*), SALFA, ASOS, PACT, Voron-kodohodo in Tsihombe; Dr Gervais Raboanason from Site Sentinelle CHD2 in Fort Dauphin, Dr Sahondra Josiane Rakototiana of the Ambovombe SSD, Dr Razanamihaja and Dr Sahondra Rasoarimanana at SALFA's dispensary in Fort-Dauphin, Dr Mamytiana Raveloarijaona of Tsihombe CSBII, and Mrs Mamy, who represented the US Embassy.
- <sup>14</sup> A \$25,000 component, provided by the PMPS (*Projet Multisectoriel pour la prevention du SIDA*)
- <sup>15</sup> These programmes were not all produced in Ejeda, the 55 programmes broadcast on HIV/AIDS for example included many of the PR SIDA programmes mentioned above.
- <sup>16</sup> Sur-eau is the local (French) name used for a chlorine product, distributed in the area at affordable prices.
- <sup>17</sup> Unless otherwise indicated, all quotes are from Metcalf, 2005
- <sup>18</sup> Each listening group has two people responsible for the radio, its availability and storage, they are the *responsables*
- <sup>19</sup> See Metcalf, 2006 a.
- <sup>20</sup> Quoted in Harford, 2007
- <sup>21</sup> Quoted in Vadgama, 2006
- <sup>22</sup> Harford, 2007
- <sup>23</sup> See Johansson, 2005 and Metcalf, 2006 e.
- <sup>24</sup> Ejeda Lutheran Hospital, 2004 *Activity report for the Technical Commission of the SALFA Hospital 2005*
- <sup>25</sup> Lellelid, 2006
- <sup>26</sup> See Metcalf, 2006 a.
- <sup>27</sup> See Metcalf, 2006 c.
- <sup>28</sup> Our researcher notes: *One of the associations bought 200 egg laying hens, now has 20 left, one bought 160 beehives, of which 20 are left after only one year, producing very little honey; another had gone from 200 beehives to 0, another one...was actually run by the family of the Fokotany president, which is illegal ... basically none seemed to have any technical support from the PSDR.* (Metcalf, 2006 c.)
- <sup>29</sup> See Metcalf, 2006 a.
- <sup>30</sup> Now grown to 49 members with the expansion of ALT/PR into Fianara Province
- <sup>31</sup> Harford, 2007
- <sup>32</sup> Lellelid, 2005
- <sup>33</sup> PCID members have distributed a total of 800 Freeplay radio between 2002 and 2005

# Institutional Analysis<sup>1</sup>

This section examines the structure and organisation of ALT *Projet Radio*. Here, the research team highlights those aspects of ALT/PR's approach and *modus operandi* which we judge to have been innovative and have worked best, as well as indicating where lessons have been learned and where challenges still remain.

## Local and relevant radio content

ALT/PR's approach is premised on the idea that:

*Access to information and non formal education by radio can empower illiterate, isolated rural producers to learn ways to improve their food security, increase standards of living, and reduce the effects of extreme poverty. (Orengo, 2006)*

While radio's ability to scale-up adds value to on-the-ground development initiatives is indisputable, what ALT/PR is demonstrating is the greater power of radio when it is small-scale and locally targeted. Unlike many large centralised radio education schemes, in Africa and elsewhere, ALT focuses on the needs of the listener at village-level. So, what underpins the successes evidenced in this report, is ALT/PR's conviction that development through radio will only be achieved if radio is local and relevant. Therefore, the project tries to ensure that the tone, language, format and content is specific and responsive to the particularities of the Southern Madagascar audience. Critical to its success is ALT/PR's decision to train NGO outreach workers to make radio programmes promoting their specialised topics, rather than follow the usual course of training radio broadcasters to make programmes on unfamiliar subjects of which they have little understanding.

No programmes go out which are not specifically relevant to the targeted listeners. The dialect, accent and idiom of presenters, and music and poetry are carefully chosen to appeal. The radio stations with which the project partners are mostly small community radios broadcasting over short distances on FM. Listeners identify with the messenger as well as the message, and are guaranteed good reception. The NGO programme-makers try to make their broadcasts lively, informed and witty. This local flavour is a large part of what makes ALT/PR successful.

## Listening groups

Another core element of *Projet Radio*'s approach is its involvement of listening groups (currently 2,322). Listening groups not only enable villagers to have access to a reliable and communal radio-set, but enable discussion and exchange of development advice. In a growing number of cases, listening groups have grown into fully-fledged development associations. Women have been prioritised as listening group 'presidents'. This pro-gender bias is innovative and important in this very traditional and isolated area of Madagascar.

## Advantages of the three-way partnership (PCID partners, local radios, listening groups)

As explained in our Background section, the project structure is based on participation and exchange with three groups of principle stakeholders, who are also beneficiaries of the project: firstly village listening groups, secondly local FM stations, and thirdly, local NGO/GO partners – organised into a network called the PCID partners. The inclusion of NGO/GO partners is particularly original. When asked to indicate the benefits of working with ALT/PR, partners' responses highlight the value placed on regular training in radio production and free

airtime for programmes as well as impact on their beneficiaries and the effectiveness of their own projects.

Most radio-development projects tend just to set up a two-way relationship between radio stations and listeners. But, as Orengo points out:

*The project has always asserted that the radio education on its own cannot alter behaviour of local people, and should not be broadcast in a void. That is why the partners are expected to play such an important role with listener groups, providing face-to-face contact, training and services in synergy with the radio broadcasts.*

Other advantages of partnership with local service providers is the ability to tap-into their technical expertise and on-the-ground experience, and the potential for much greater possibility of sustainability and ease of handover, when the time eventually comes for ALT to withdraw from Madagascar.

A key mechanism of exchange in the *Projet Radio* model has been the provision of Freeplay radios powered by solar and wind-up energy to increase access to radio broadcasts by the populations of Southern Madagascar. These are useful because people's income is often too low to purchase batteries regularly. Target groups include rural producers and women: radios are distributed to listening groups by *Projet Radio* both directly, and through partners. Partners distribute the radios either to groups they are already working with, or to groups formed specifically for the purpose of listening to the PR/PCID development programmes.

The three-way network also builds local capacity of rural radio stations, field extension workers and development agencies, to ensure new communications skills and media stay within the region.

## **Cost effectiveness**

ALT/PR estimates that it reaches about 500,000 listeners out of a population of about two million in Southern Madagascar. The total expenditure for PR between 2002 and the end of 2005 (a four year period), was €1,214,000. If we assume, for the sake of argument, that expenditure was spread evenly across all years, then, with an annual expenditure of 303,500 EUR, ALT/PR has, over the last 4 years, been reaching each of its listeners for just €0.6<sup>2</sup> per head per year.

Value for money is also demonstrated by the sheer numbers and variety of developmental and educational radio programmes that have reached listeners since 1999. These amounted to 1540 in total, as at December 2006 (for a full list see Appendix 3).

Considering it was an unknown British NGO when starting the project in 1999, ALT has achieved considerable success in securing funding and being confident of sustaining and expanding project activities until at least 2009.

The table below shows simplified annual costs at current levels (based on projections for next year). Local staff costs represent just over a third of the budget, with international support and equipment costs being second and third in order of magnitude.

Item	Euros (€) Cost per year	% of total project budget
Production Studio	20,205	8.3
Regional library costs	1,980	0.8
Partner meetings (3 per year)	4,712	1.9
Partner trainings (3 per year)	6,700	2.8
Technical maintenance	1,332	0.5
Technical international engineer	3,132	1.3
Equipment costs – for stations and partners	33,383	13.7
Staffing and running costs to support field activities	93,628	38.5
International support costs Inc UK inputs (procurement, insurance etc) consultancy and travel to Madagascar	69,335	28.5
LG radios – repair and replace costs	990	0.4
Project vehicle	7504	3.1
<b>TOTAL annual costs</b>	<b>242,900</b>	100.00

Example of annual ALT/PR Costs

## Challenge of expansion

There is no doubt that ALT/PR has expanded quickly, and has, in some cases, been unable fully to meet demand. The project has had to address the difficult question of quality (in a small area) versus quantity (over an expanded area). Sometimes, the project has been unable always to ensure the quality of all the radio programmes and the follow-up to them, to the extent it would like. In the words of Orengo:

*[There has been] overwhelming demand from project beneficiaries and by regional and national stakeholders, which to date has far outstripped the project's ability to supply all that is requested, or required, by the communities it tries to serve.*

In the first phase, the basic structure of PR consisted of a small team in one region, the Androy, which installed one studio, and generated partnerships localised to the area with NGOs, service providers, radio stations and listening groups.

Then, in 2002, the project started expanding to three more provinces (Vezo, Mahafaly and Antanosy), both to respond to local requests and to meet the broader demands of its main funder, the EC.

However, the resources needed to replicate the basic structure and activities across all of these regions were not yet on the ground. In some areas there were no FM stations/signals at all, and no production facilities available.

ALT was to some extent a victim of its own success. For example, the project reached the attention of national agencies like the CNLS (National Committee for the Fight against HIV/AIDS) and UNICEF, which resulted in significant additional radio training and programme on HIV themes. A positive consequence of this additional workload was increased resources for ALT and for its partners. But with additional sub contracts and staff, management time inevitably had to be spread much thinner.

Orengo's role as Project Manager between 1999-2005 was at times overstretched due to multiple responsibilities within the Trust, which inevitably affected some areas of the project management and development. For instance, in parallel to designing and implementing the project activities, she also had responsibility for developing the Trust, its overall programmatic strategy, and fundraising (approx €4m for 10 years).

PR therefore had to spend considerable time installing infrastructure, providing training, and sourcing additional funds. Because of the huge geographic area, the distances between each ALT project base and production facilities, and the difficulty of communicating with many partners and stations, much of the second phase activities focused on the basic necessities of improving access to radio broadcasts and responding to partners' training and support needs for production purposes.

Together with the growing interest and demand for radio in development, this meant:

- Double the number of partners projected requiring the time of PR's principal trainer in 4 regions
- Producing programmes for double the number of partners through one studio until 2004
- Increased demand on a sole evaluator
- Exponential numbers of listening groups being established across the Province at the same time
- Less time and resource available to work closely with listening groups
- Identifying and building capacity and partnership with almost triple the number of radio stations projected
- The launch of two new radio stations and upgrade at least 3 others while supporting up to 17 technically
- Less resources to monitor impacts
- Less time to improve quality of programme content and formats used

So now, having established the necessary infrastructure across Tulear Province, the project is re-focusing to establish the basic, original model in each region. The focus is now on building relationships and skills within each of the four Regional Production Units. In other words, the project is reinforcing the basic structure but doing so now with the benefit of lessons learnt since 1999, and with:

- Improved infrastructure
- Established agreements, practises and commitments with the PCID
- PCID members trained in programme production
- 33 partners equipped with designated recording devices
- Over 2,300 listening groups in place and a further 1,220 radios ready for new listening groups
- Six production facilities in place
- A more experienced project team of trainers, producers and editors
- Four local programme evaluators trained for each region
- Support from national agencies e.g. radios from CNLS

Orengo feels that:

*The partners and the radio stations now understand enough about the project, its benefits and their part in it, to have a greater sense of commitment and ownership.*

## **Challenges of context**

Three particular challenges stand out: diversity of languages, poor infrastructure and local capacity issues.

### **Language**

Although Madagascar enjoys a philosophy of 'one people one language', (Merina or 'officiel'), the eighteen different ethnic groups have distinct dialects, and particularly in rural and coastal areas these are the predominant languages used and understood.

Programming by ALT/PR is consequently now divided on to separate CDs for Androy, Anosy, and Vezo (includes also Mahafaly) ethnic groups between Ft Dauphin, on the south east coast, to Tulear on the south-west coast. This also helps to improve flow of information across the region and brings added value to listeners, but has, at times, been a strain on time and project resources, until regional production units were set up.

Meanwhile, some project partners have chosen to programme their educational messages in 'officiel' despite ALT's training, and the demonstrable fact that programmes produced in local language are more popular and have a stronger impact and results with village populations.

### **Poor Infrastructure**

There are many challenges relating to low levels of infrastructure. Although telecommunications are opening up in Madagascar, (e.g. mobile phone services have been available in Tulear and Ft Dauphin since 2003), the majority of communication with rural areas still relies on written messages sent by *taxi -brousse* (local buses). With poor roads and no phone lines across much of the province, it is logistically difficult and time consuming to coordinate 60 staff across six offices, as well as attempting to bring up to 49 local partners together for regular meetings, many of whom have no access to vehicles or fuel of their own, over a zone which is roughly the size of the south of France (without the good roads). When one adds to this the need to distribute radios to villages, set up and service a network of 2,322 listening groups, the overall challenge becomes very clear.

For the partner radio stations, just over a quarter cite delays to delivery of equipment as being the hardest part of the collaboration with PR; also delays in communications and arrival of CDs are a problem for almost a quarter of other stations.

Ensuring radio signal coverage is also problematic. ALT/PR decided early on that it would

be more strategic and sustainable to work with existing stations rather than to create or build new stations. But given the poor resources in the rural radio sector, it was clearly necessary to help build stations' capacity and improve their signal reach.

One of ALT/PR's successes has been to extend radio coverage, but this has been a major challenge given that the majority of radio stations within the project area are a mix of private, state or local NGO run community outfits with varying degrees of experience, resources and skills. Many of the independent FM stations struggle to manage their stations financially and to access equipment and materials to repair them. The skills needed to maintain and run stations professionally are extremely low in rural areas. Journalists in rural stations are often poorly educated and lack training both in production and technical maintenance. Staff tend to be underpaid, or work on a voluntary basis, and they therefore change frequently, with consequent loss of training.

Similarly, technical skills are low and despite training, station staff can make incorrect alterations to equipment installation with negative impacts to broadcast power or quality. Therefore, the performance of the stations and their ability to maintain the new FM coverage levels remains under question. Many stations have come to view PR as a principal source of support for all their technical problems, a position that is both unrealistic and unsustainable.

### **Local capacity issues**

In the south of Madagascar there are few professionally trained, experienced project workers and those that are reliable and educated are competed for between local development agencies. Recruitment of staff is therefore a considerable challenge and training is a main component of the project work – both internally and externally. Only four of the current project team had any training in communications or production techniques before joining the project. Working with radio as a tool for development has also been a new and unprecedented experience and one that is still in its infancy for most of the team.

The project has been reliant on the inputs of the Project Manager and visiting consultants (mostly expatriates) to bring the necessary training, experience and expertise to build the capacity of the project team and partners. However, expatriate radio production training has built sufficient capacity since 2005 for training workshops to be handled locally.

### **Challenge of Participation**

The Participative Production Cycle (PPC) (see diagram on page 3), is the core process by which radio programmes are supposed to be made within ALT/PR. But to make this really work still presents difficulties.

Applying the PPC should ensure that the programmes are needs-based and involve the audience in research, material-gathering, programme-making and evaluation. However, the impetus is still an external one because programme format and content is largely determined by the partner NGOs, and the radio stations, since it is they who are in control of the process of making and airing programmes. So, there is still something of a missing link between communities' perceived and expressed needs and actual programme content.

Given that the partners are producing programmes on their specific development discipline, it should be in their interests to visit their target LGs regularly in order to catalyse debate and interest in their messages and activities. Their presence should afford an opportunity for the LG to raise other questions about other themes and request assistance with training. Ideally these requests would be sent through to ALT/PR who could distribute them to the correct partner.

However, this is not yet happening, because of all the logistical, staff capacity and time issues already described.

Furthermore, coverage and commitment to participatory principles are patchy. Some villages have received a very thorough introduction and explanation of the project but others have simply been given the radio as an incentive to participate in a partner's health or conservation initiative, without full explanation of the role of ALT/PR or of the listening group.

As we have noted, 82% of listening groups report regular communal listening, but only 47% of the groups were visited at least once by their PCID partners within a year. Only 5% of listening groups reported participating in actual programme recordings, and 3% in pre testing, resulting in an absence of village 'voices' in many partner programmes. Maintaining listener groups and developing strong relationships with them depends on time and resources to dedicate across large geographic areas.

We have also found that few partners are actively and regularly evaluating their own programmes (29% say they pre-test programmes in the field with listening groups), yet understanding the programme impacts is as much a part of the learning process and engagement with LGs and is critical to deepening comprehension about messages and approach with village communities.

Orengo, is perhaps realistic about the extent to which the participatory ideal can be expected:

*Although the project has not been able to include villagers in all aspects of programme making and the project development, it has involved local partners and radio stations who also represent the local community. It is these active members of the region who offer the greatest potential for the sustainability of the network, and whose participation represents a real ownership of radio communications for development in the south of Madagascar.*

## **Challenges of networking**

As we have seen, ALT/PR coordinates a complex three-sided network of stakeholders who range from villagers, to NGO directors, to FM community stations, and require differing levels and types of attention and support. Although largely informal, all the stakeholders in the network have certain engagements, goals and expectations that have to be met. As principal facilitator of this network, the ALT/PR team has to have significant skills to negotiate with partners and beneficiaries at each stage of the networking process and must be highly flexible whilst containing promises and expectations within project time-frames and budgets.

For instance: it can take up to 12 months to fully train and support a regional coordinator to master all the different elements of the project in order to facilitate activities at a regional level with, for example, 12 partners and minimum of three radio stations.

In order to facilitate the network, PR has to organise:

- Bi-annual PCID meetings
- Annual radio station round-tables.
- Quarterly Regional Production Units meetings
- Regular meetings with communications agent
- Field trips to monitor radio stations
- Regular visits to listener groups

Maintaining this network requires a clear overall workplan, direction, training, and a well-organised administrative, logistics and financial team/framework that will centrally support the regional production units.

ALT/PR has largely succeeded in this task so far, but the task of networking cannot be underestimated, especially in the light of plans to scale-up the project to Fianarantsoa Province, and eventual plans to phase-out.

## **Challenge of Sustainability**

The project aims to hand over the network by 2010. Ultimately, a situation is envisaged where the PCID functions alone and draws down services from ALT, perhaps jointly funded in some cases, but with a trend towards partners taking over the financial burden in time.

Whether this is realistic depends on finance for partners, the viability and reach of rural radio stations and on questions of overall management.

### **Finance**

Some partners are demonstrating that they are willing and able to source funds for communications within their existing operations: 64% of PCID declared they had communications budgets line in proposals to their own donors. This commitment by PCID partners is a significant change from when the project started and is an indicator of the high value now placed on using radio communications to support development.

Some rough figures indicate that, in financial terms, this might be feasible: if broadcast is included in the networking costs for local partners, and they also maintain a local production unit, a single region with, say three radio stations, would need to find approximately €14,176 per year as a minimum functioning cost. If this regional production cost is spread across twelve partners this amounts to €1,181 per year per partner, or only €98 per month.

### **Rural broadcasting**

Making rural and community radio sustainable is a problem in all rural areas, due to the limited possibilities for advertising, as well as licensing and regulatory issues. Consequently, the long-term viability of the rural stations in Southern Madagascar is not necessarily assured. However, Orengo is optimistic, and notes that:

*In reality the stations survive with very little help from PR (only one piece of equipment is exchanged every two years).*

The project has already announced that it is handing the network over to the local partners and stations for the long term. It has negotiated new terms with the PCID and stations which will aim to ensure ownership and material health of the network, and has engaged all parties in realistic discussions about the needs of maintaining the resource

The stations are already associating more strongly under the name 3R (*Réseau Radio Rurale*) and PCID partners have agreed to be involved in closer support of the network, including paying for airtime, ensuring full time communications agents, being willing to help source funds for equipment, and to work closely with stations on programming schedules.

Meanwhile, ALT/PR will continue to help reinforce management capacity by identifying trainers to deal with relevant subjects such as auto-finance, building technical capacity, and maintenance. Furthermore, the project is hoping to work with a local agency developing solar panels and installing better antenna towers at all of the stations in order to yield greater coverage. Costs of improving signal range in this way will be analysed.

Some regions will automatically benefit from the growing investment in the radio sector by some of the larger communications players such as politicians and churches. Rural radio in Madagascar is growing, and the government's attitude to communications is open and positive at present. The media scene is changing so fast that it is impossible to project how far the situation may have improved in the next five years.

### **Management**

ALT/PR will have to delegate and decentralise the management of the PCID network. The strengthening of the regional production units will enable stations to be more directly implicated in funding proposals from the PCID partners, who can then include them in proposals for equipment upgrades, and also engage them in programme and production activities.

The question of production studios currently held by ALT is yet to be determined. One possibility is to transfer ownership of these to radio stations. However, PCID partners have made it clear that they see a role for ALT/PR team to continue to act as a facilitator for the network and to provide training, technical support, and organising round table meetings. In this respect the studios may become the local facilitation unit for the partners and stations, a neutral vector that can assist with funding proposals, training, production and liaison work – which is how they are currently being strengthened to perform.

Meanwhile, the new PCID network being launched in Fianarantsoa is already proving a useful indicator as to how the future may develop. Following the launch of PR in the new Province in 2005, 12 partners and five stations are already associated for production and broadcast of programmes. As they have not had the benefit of years of PR support they are already discussing ways to manage the future network themselves – clearly a good sign.

### **Footnotes**

<sup>1</sup> For this section, the research team drew heavily on ALT/PR's Technical Adviser Yvonne Orengo's Institutional Review of *ALT/Projet Radio, 2007*, available as a separate document.

<sup>2</sup> Equivalent to about £0.40p GBP at present exchange rates.

## Strengths, Weaknesses, Opportunities and Constraints of ALT/PR

		LEVEL at which factors operate		
SWOC Analysis	Internal: <i>Projet Radio</i> and ALT	External: partners and listeners	Structural: political and economic context, donor environment	
<p><b>Strengths:</b> Factors currently contributing to the success of the <i>Projet Radio</i> model</p>	<ul style="list-style-type: none"> <li>- The development and application of the Participative Production Cycle (PPC) methodology which ensures programming is needs based and relevant to the audience</li> <li>- Committed and experienced staff team built up over several years</li> <li>- Project has benefited from sustained support and technical expertise of consultants and volunteers</li> <li>- ALT staff and the project are well respected locally</li> <li>- ALT has established a presence and good track record in the region and has already substantially increased access to communications in the region</li> </ul>	<ul style="list-style-type: none"> <li>- Wide network of keen and supportive partners (Listening Groups, radio stations and PCID members)</li> <li>- High interest by villagers in the radio content</li> <li>- PCID organisations are well-placed to make educational programmes because of their specialist knowledge and experience</li> <li>- Partners initiatives span the southern arc and their presence helps cover wide geographic distances in scaling up</li> <li>- Networked Radio stations ensure wide signal coverage</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Projet Radio</i> approach and expertise is solicited and influential throughout Madagascar</li> <li>- Supportive government and donors</li> <li>- More open government, and growing interest in and support to communications and media in the country</li> </ul>	
<p><b>Weaknesses:</b> Factors currently limiting success of the <i>Projet Radio</i> model</p>	<ul style="list-style-type: none"> <li>- Management and administrative capacity is continually stretched</li> <li>- Outside technical assistance still needed (<i>Projet Radio</i> cannot be 100% Malagasy at present)</li> <li>- Senior management staff are spread too thinly always to ensure programme quality, follow-up and development impact of radio programmes.</li> </ul>	<ul style="list-style-type: none"> <li>- Patchy support and follow-up by PCID partners to villagers</li> <li>- Members have limited time to proactively engage with and produce programmes with listening groups</li> <li>- Partners' limited resources restrict the number of practical demonstrations they can provide to back up radio programmes and provide listeners with actionable advice or training</li> <li>- Low skill levels in rural radio stations</li> <li>- Partners still relatively new to communications for development: expertise and skills need improving</li> <li>- Sometimes the Participative Production Cycle is not followed properly</li> <li>- Quality of programmes is uneven</li> </ul>	<ul style="list-style-type: none"> <li>- Global issues affect in country budgets e.g. USAID recently cut their governance programme and budget which included a significant communications element</li> </ul>	

LEVEL at which factors operate			
SWOC Analysis	Internal: <i>Projet Radio</i> and ALT	External: partners and listeners	Structural: political and economic context, donor environment
<p><b>Opportunities:</b> Factors that could <b>potentially</b> contribute to the success of the <i>Projet Radio</i> model and to the sustainability of the project's activities and impact</p>	<ul style="list-style-type: none"> <li>- Expansion into Fianar province will provide an opportunity to replicate and refine the model, and to assess which aspects need adapting to different circumstances and how to achieve the adaptation</li> <li>- <i>Projet Radio</i> could eventually become a Malagasy-led NGO with the capacity to raise its own funds and to continue to play a key role in communications-led development initiatives in Madagascar</li> <li>- New intern will be recruited to help develop radio stations' and partners production capacity (e.g. working with Listening Groups, and with regional production units to assist them with making grant applications)</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing demand by radio stations for training on production will increase skills for programme-making and could lead to greater pro-activity by local broadcasters in developing programmes relevant to their audience's needs</li> <li>- Growing competition between radio stations as they proliferate could lead to increased quality and quantity of programmes to attract and sustain audiences</li> <li>- Stations start to formalise the network opening up opportunities for international or national supports</li> <li>- Potential for greater links to be established between the studios in five regions/partner stations of Toitara Province and PCID partners, thus decentralising the role of PR and giving greater autonomy to sub-groups within the PCID to develop policy and practice.</li> <li>- Partners may be prepared to contribute more in future to ensure the continuation of PR-initiated activities (training, equipment provision etc.)</li> <li>- Willingness by PCID partners to factor in communications budgets in their own proposals to funders will contribute to sustainability of programme-making and broadcasting of development-related materials.</li> <li>- Expansion and development of the PCID network: more members have joined which could breathe new life into the network, bring more resources, and facilitate member to member contacts.</li> <li>- New radio stations to be established supported by existing PCID members e.g. WWF (at Itampolo)</li> </ul>	<ul style="list-style-type: none"> <li>- No alternative to radio as means of mass communications in most areas.</li> <li>- Existence of a strong oral culture</li> <li>- Favourable broadcasting policy environment</li> <li>- Other donors interested in supporting radio projects, e.g. UNICEF's new ADB-funded sanitation programme that has a radio component</li> <li>- Period of relative political stability, few signs that civil unrest imminent</li> <li>- Decentralisation of administration: districts to receive funding direct from the EC, boosting local authorities' budgets and infrastructure which suffer from slow roll out of central government funds out to the regions.</li> <li>- Districts will be able to determine what technical assistance they require and pay for it directly. ALT plans to build relationships with district officials in 2007.</li> </ul>

LEVEL at which factors operate			
SWOC Analysis	Internal: <i>Projet Radio</i> and ALT	External: partners and listeners	Structural: political and economic context, donor environment
<p><b>Constraints;</b> Factors that could <b>potentially</b> limit the success and sustainability of the <i>Projet Radio</i> model</p>	<ul style="list-style-type: none"> <li>- Key staff may move to higher paid jobs in other organisations (including partners)</li> </ul>	<ul style="list-style-type: none"> <li>- May be difficult for all PCID partners to employ full time communications personnel, especially the local NGOs who have limited resources</li> <li>- Over-reliance by radio stations on PR technical support, creates dependency and limits sustainability</li> <li>- Some local stations may become too overtly political (as has happened once in the past), leading to PR having to cut ties and reducing coverage of the PR/PCID programmes.</li> </ul>	<ul style="list-style-type: none"> <li>- Vast zone of intervention, different languages and many partners involved</li> <li>- Continued neglect of the South by the Government of Madagascar, resulting in slow improvements to infrastructure, lack of opportunities for trained people, and concomitant brain-drain to the capital and elsewhere.</li> <li>- International funding unpredictable, Madagascar not of geopolitical significance and therefore not a priority for funders in the current global crisis, despite the real risk of greatly increased HIV/ AIDS infection.</li> <li>- Natural disasters especially cyclones and droughts, likely to occur, reducing livelihood, health, education gains made as a result of access to information and education</li> <li>- The social, economic and political impacts of the new ilmenite mine being constructed near Fort Dauphin could affect the operations of local NGOS such as ALT and introduce or exacerbate vulnerability to development threats such as HIV/AIDS, to which the local population is very vulnerable.</li> </ul>

# Discussion and Recommendations

## How does ALT/PR compare to other radio projects?

ALT/PR is among many communication projects in developing countries that have recognised and capitalised on the power of radio to reach poor communities. Some of the best known include the long-running *Soul City* drama in South Africa, the BBC's governance serial in Nigeria called *Story Story*, Mahaweli community radio in Sri Lanka, Search for Common Ground's Talking Drum Studios in Sierra Leone and the Development Through Radio (DTR) clubs of Southern Africa<sup>1</sup>.

What is particular about ALT/PR is the way it has chosen neither to broadcast directly, nor to always produce content itself, but to coordinate a three-way partnership between radio stations, communities and local service-providers. This allows ALT to take advantage of the development expertise of the service-providers (e.g. agronomists, health workers, educators etc who are trained to make radio programmes) to ensure good quality, timely and relevant content, whilst also strengthening rural radio stations, *and* giving communities a voice. Meanwhile, the work of local government and NGOs is facilitated and scaled-up because they are able to gain far greater and deeper access to their rural audience through radio than they would ever reach on the ground alone. Furthermore, ALT/PR thereby constructs an exit strategy for itself, because its coordination role can eventually, in theory, be taken on by the network that it has created.

The way PR coordinates the production of a monthly CD with partners' programmes, that is then sent to all participating radio stations is a model that circumvents some of the potential problems that one would normally associate with trying to reach disparate, and widely scattered broadcasters, especially when the materials themselves are developed by different producers who are equally distant from each other. That it happens on a regular basis in a region so poorly served by transport and communications is nothing short of miraculous. It has also allowed for quality control without having to individually visit/service each partner (this function has now been decentralised to each region).

In terms of cost effectiveness, ALT/PR compares well with other projects. For example, one of the DTR projects in Southern Africa (Malawi DBU<sup>2</sup>) works with roughly the same budget (about 317,000 USD per year), but only runs 56 listening clubs, compared to ALT's 2,322 local groups, (although the intensity of contact between staff and communities is greater in Malawi). When compared with other projects that send content to radio stations, such as Search for Common Ground in the D. R. Congo<sup>3</sup>, ALT's yearly budget for staffing and overheads looks particularly cost-effective, because ALT is able to transfer much of the cost of script-writing and production to its partners - the PCID network.

Even without comparing it with other projects, ALT/PR's €0.6 annual cost per head is good value by any standard.

## Radio: what it can and can't achieve

DFID has already recognised the scope of radio for realising the targets of the UN MDGs in several publications, notably in its report *Voices of Change* (DFID, Jan 2006). However, here, and in several other places, DFID has called for developing a rigorous information and communication for development evidence base, to support the developmental claims of radio enthusiasts. We believe that the findings we present in this evaluation can add positively to this evidence base. For example, 89% of our sample said radio was their source of information about HIV/AIDS; radio inspired over half the literacy students to join classes;

significantly more women from villages with good radio access (68%) knew that a child needs a total of five vaccinations, compared to women from villages poorly covered by radio signals (42%).

Furthermore, we know that the other elements of this research exercise, namely Metcalf's monitoring and evaluation manual, Orengo's detailed Institutional Review, the project mappings, and other lessons-learned, will contribute enormously to the future work of ALT in Madagascar.

Nevertheless, it is also necessary to step back and put radio's possibilities into perspective. This research has demonstrated some impressive gains in terms of information-spread and increased knowledge and changed attitudes. But radio does not as a rule bring about behaviour-change on its own. The comments from listening groups bear this out: they say they cannot always afford measures like using condoms or chlorine, and they'd like to ask more questions and have practical demonstrations about new agricultural and environmental techniques. So, plainly, face-to-face contact, training, services and practical support are important if villagers are to take up the new information and apply it in their daily lives.

We have no doubt that ALT's three-way partnership will develop and the PCID members will put more time and staff investment into making radio an interactive process whereby villagers can ask questions through radio, and make programmes themselves. In this way, some of the missing links between information and action – between knowledge and behaviour-change – will be forged.

## **How could the PR model be scaled-up?**

One of the lessons ALT/PR has learned is that if you get too big, you run the danger of losing programme quality the moment you expand your radio reach without the local production studios to support it. In other words, unless you ensure broadcasts are in local dialects, build-in two-way communication, and reflect the social and (agri)cultural realities of particular communities, you risk losing your developmental impact. That is why the old-fashioned centralised nation-wide educational programmes by state broadcasters were too big. They often 'talked-down' to people, were irrelevant, and missed their mark.

So the challenge of scaling up success-stories like ALT/PR lies in reaching more people over larger geographical areas, without losing the particularity and local-flavour which makes developmental radio relevant in the first place. This can be done by having enough regional production units and enough field staff and committed partners (service-providers, local government departments, NGOs etc.) around the country to produce good radio programmes and to follow them up. It also depends on local service-providers being sufficiently committed to communications as a strategic priority to pay for air-time and generally support their local radio stations.

We conclude, therefore, that relatively small is beautiful when it comes to radio for development. State radio has its place, if it is committed to a public service remit, but it will only help bring about developmental impacts if it decentralises and works alongside local people and in local languages. Commercial stations, as long as they are committed to local public service, can also have a developmental impact.

Meanwhile, projects like ALT/PR need to link strategically with national structures like line ministries and larger NGOs in national capital cities to bring provincial concerns up to the level of national notice, and, in turn, ensure governmental and non-governmental service-providers invest in radio at all levels.

## Recommendations to DFID

- Fund more projects which involve local service-providers - including national and local government - supporting and collaborating with radio stations to produce good quality radio content.
- Support national-level advocacy for decentralised, plural and development-oriented broadcasting policies.
- Support initiatives which train and encourage public and private investment in sustaining local-level media and ICD including radio, but also telephony, television and print.
- Support R & D into efficient and cost effective energy/power sources for ICD technologies e.g. solar/windup radios, windup chargers for mobile phones, solar panels for radio transmitters etc.

## Footnotes

<sup>1</sup> Details about all these projects can be found at [www.comminit.com](http://www.comminit.com) and many are featured on DFID's 'Insight'

<sup>2</sup> The Development Broadcasting Unit of Malawi

<sup>3</sup> Search for Common Ground's *Centre Lokole* makes peace-building programmes and sends them regularly for broadcast to over 85 local radio stations throughout the DRC.

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Arid Landscape, Southern Madagascar



Children, Southern Madagascar



Radio Distribution 2005 (Sarisambo area)



ALT/PR's Production Studio in Ambovombe



Fuel-efficient Stoves In Use



HIV/AIDS Interview



Women's Focus Group During HIV/AIDS Research



Men's Focus Group

# Appendix 1: Methodologies of Component Studies

## Methodology of Study 1: Assessment of Phase II of *Project Radio SIDA/Leo Metcalf*

Ref: Metcalf, L., 2005 *Assessment of Phase II of Project Radio SIDA ALT*: London & Madagascar

The assessment team worked for two months in the areas of Androy and Anosy, between August and September 2005. Studies were carried out in Fort Dauphin, Ambovombe and Tsihombe, as well as in neighbouring villages.

### In order to realise the assessment, the following activities were undertaken

- 269 people were interviewed during a study for the final Database.
- 16 FGDs with the listening groups (LGs) in rural zones, and 11 in urban zones
- A contract was signed with a British consultant with several years experience in Healthcare and Reproductive and Sexual Rights as well as HIV/AIDS; a Malagasy consultant, experienced in assessment of the impact of communications projects for development, also signed a contract.
- Two independent Malagasy investigators and an American expert in communications techniques took part.
- Three female monitors helped, one per zone.
- Rural listening groups from the Androy and Anosy regions.
- Partner radio stations were mobilised to complete feedback forms about the pertinence of the programmes in the opinion of listeners.
- Doctors from local dispensaries took part in monitoring using the questionnaires about STI and HIV/AIDS with their patients.

### A week of training/preparation in Fort Dauphin during which

- Investigators received training in HIV/AIDS as well as on the methods used to conduct interviews that were required for the Database, and methods used to stimulate FGD;
- The questionnaires laid out for the Database were pre-tested and finalized, as were the topics to be raised during the FGD;
- The schedule concerning the population to target as well as the districts and villages targeted was finalised.

### A week of study in the Anosy area: Town of Fort Dauphin and neighbouring villages

	District/village	Database Women		Database Men		FGD Women	FGD Men
		LG	Non LG	LG	Non LG		
Urban Zone	Ampamakiambato	6	7	5	2	2	1
	Antaninarenina	6	5	7	8	0	1
Rural zone	Enakara	5	7	6	6	1	1
	Ranomafano	6	5	7	6	1	1
	Ampasy Nahampoana	0	0	0	0	1	1
	Sub-total	23	24	25	22	5	5
	<b>Total</b>	<b>47</b>		<b>47</b>		<b>10</b>	

### A week of study in the Androy area: Town of Ambovombe and its vicinity

	District/village	Database Women		Database Men		FGD Women	FGD Men
		LG	Non LG	LG	Non LG		
Urban zone	Anjatoka (I, II, III)	6	5		7		
	Avaradrova	0	8				
	Mahavelo	3		12		1	1
	Tanambao (I, III & IV)	3			5	1	
Rural zone	Ambanisariiky	6	6	6	5	1	2
	Ambazoa	3	4	6	3	1	1
	Agnafondravoay	4	2		6		1
	<b>Sub-total</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>4</b>	<b>5</b>
	<b>Total</b>	<b>50</b>		<b>50</b>		<b>9</b>	

### A week of study in the Androy area: Town of Tsihombe and its vicinity

	District/village	Database Women		Database Men		FGD Women	FGD Men
		LG	Non LG	LG	Non LG		
Urban zone	Ampamakiambato	5		6	1	1	1
	Mangarivotra	6		13		1	1
	Analafaly				1		
	Tsihombe Centre	1			2		
	Anja				1		
	Ambatasoa				1		
Rural zone	Namotoha	6		6	7	1	1
	Sakamasy	7		4		1	1
	Befotaka			3			
	Ampilofilo				3		
	Atsandrake				3		
	<b>Sub-total</b>	<b>25</b>	<b>0</b>	<b>32</b>	<b>19</b>	<b>4</b>	<b>4</b>
	<b>Total</b>	<b>25</b>		<b>51</b>		<b>8</b>	

## **Data collection**

Data was collected in the field using standardised pre-coded questionnaires. The final version of the questionnaire resulted from a pre-test.

Questions were formulated in such a manner as to obtain the following information:

- Sources of information on AIDS
- General knowledge of AIDS
- Knowledge of ways of infection
- Knowledge of means of prevention
- Attitude towards people living with HIV
- Opinions about the programmes on AIDS and likes and dislikes for future programmes

## **Methodology of Study 2: Ejeda Evaluation Study/Suzanna Johansson**

Ref: Johansson, S, 2005 *Ejeda Evaluation Study* ALT: London & Madagascar

The evaluation was carried out in Ejeda between October and December by a team of six Malagasy researchers and Suzanna Johansson (Communication for Development program at the Arts and Communication-department, Malmö University, Sweden).

The team worked over two and half months with local people around the region of Ejeda and using the Ejeda Hospital as a main base for its activities. The evaluation study was preceded by three days of training and preparation of the team in September 2005, with a further two days of training and preparation in the beginning of November.

The interviewees came from village listening groups (LGs) and non-members of listening groups (NLGs). Interviews were carried out with the same number of people in NLGs as within LGs. The respondents were chosen randomly in order, as far as possible, to correspond to the profiles of the listening groups regarding age and sex. A total of 109 persons were interviewed (55 women and 54 men).

The study was carried out in the following areas:

- Andranotsiriny: rural
- Beahitse: rural
- Lambomaty: urban
- Sakoatovo: urban
- Belafike: rural
- Group discussions: Farafatse: rural
- Ejeda: urban

### Methodology of Study 3: The Status of Associated Radio Stations of South Madagascar/Steve Lellelid

Ref: Lellelid, S., 2005 *ALT Projet Radio: The Status of Associated Radio Stations of South Madagascar* ALT: London & Madagascar

A questionnaire-based survey of 15 of ALT/PR's partner radio stations (see list below) was carried out by two PR technicians, R.Harri, Anto R, on their regular missions to partner radio stations over the period 4th to 23rd December 2005.

ID_Sta	Name_Brief	Radio Station
1	Cactus	Cactus Ambovombe
2	Fanilo-Amp	Fanilo Ampanihy
3	VKD	Vorokodohodo Tsihombe
4	MBS-fd	MBS Fort-Dauphin
5	Soatalily	Soatalily Tulear
6	Kaleta-fd	Kaleta Fort Dauphin
7	MBS-tlr	Malagasy Broadcasting System (MBS) Tulear
8	FA Betioky	Feon'ny Atsimo Betioky
9	Fanjiry	Fanjiry FtD
10	Kaleta-Abs	Kaleta Amboasary
11	RCA	RCA Ankililoaka
12	Mazava	Mazava Ankililoaka
13	Linta	Radio Feon'ny Linta Ejeda
14	Menarandra	Menarandra Bekily (Radio Télévision Menarandra)
15	Ravenara	Ravenara Amboasary

Questions focused on advantages and disadvantages of working with ALT/PR, technical issues, radio stations' readiness to work with the PCID network, their long-term vision for the future, etc.

## Methodology of Study 4: ALT's Partnership with the SALFA Hospital in Ejeda Further Research on Behavioural Outcomes/Leo Metcalf

Ref: Metcalf, L., 2006 e. *ALT's Partnership with the SALFA Hospital in Ejeda: Further Research on Behavioural Outcomes* ALT: London & Madagascar

1. Examination of radio broadcasting and hospital attendance from hospital records
2. Examination of hospital records of specialists visits
3. Exit interviews with 70 women leaving the hospital

<b>N = 70</b>	<b>Number</b>	<b>Percentage</b>
Number of women	70	100
Women interviewed at the CSBII	49	70
Women from rural area	55	79
Women from urban area (Ejeda)	13	19
Women belonging to an ALT listening group	6	9
Average age	18	NA
Average number of children	4	NA
Number of women with no schooling at all	45	64.3
Women at hospital for prenatal consultation	41	59
Women at hospital as she or her husband is sick	0	0
Women at hospital as her child is sick	26	36
In case of an illness, it is: Malaria	4	6
In case of an illness, it is: Diarrhoea	3	4

These women were approached at the exit of the SALFA Hospital as well as the government Clinic de Sante de Base II (CSBII) in Ejeda.

70 women were interviewed in total, 70% of these were interviewed at the CSBII. This was because it was easier to identify women leaving the CSBII than the hospital, and because the CSBII had more visits due to consultation being free.

Interviews were also carried out with all radio owners in the village of Anamanta (Gogogogo Commune).

A review of stock records was done on the sale of radios in Ejeda from the radio suppliers in the years before and after RFL's establishment.

## Methodology of Study 5: Planting Trees and Sowing Sorghum/Leo Metcalf (Feb-Apr 2006)

Ref: Metcalf, L., 2006 d. *Planting Trees And Sowing Sorghum: The Use of Radio by the Andrew Lees Trust's Tree Nursery ALT: London & Madagascar*

Activity	Research Method	Timeframe
Tree Distribution	Short structured interviews with every person trees was distributed to (88 total)  2 Key informant interviews with forestry staff	February 2006: Looking retrospectively at communication methods used during November 2004 – April 2005.  February 2006 – April 2006 during distribution of seedlings.
Sorghum Distribution	16 individual interviews with farmers from 4 villages participating in the scheme  2 Key informant interviews, with agricultural technicians	March 2006: Looking retrospectively at the November 2004 – April 2005 harvest of sorghum in four villages close to Tsihombe

## Methodology of Study 6: Research on ALT's Communication Work for the PSDR: Impacts on Income Generation/Leo Metcalf

Ref: Metcalf, L., 2006 c. *Research on the Andrew Lee's Trust's Communication Work for the Project for the Support of Rural Development (PSDR) ALT: London & Madagascar*

Research restricted itself to examining:

- The number of CAs applying per month since the project began, relative to the dates the Communication Campaign Workshop was held and that PSDR programmes broadcasts began.  
Research method: PSDR approached for data
- The PSDR broadcasts, their quality and what they were expected to achieve  
Research method: examine PR records and the programme evaluations done by an independent consultant
- Testimonies from the president and treasurer of CAs, as well as Strategic Partners, local authority representatives  
Research method: Open interviews with key informants.
- Interviews with Mr. Guillaume Sop, head of communication at the PSDR until 2004.  
Research method: Open interview with Gui

The research took place during the months of March to August of 2006.

## **Methodology of Study 7: Survey of Listening Groups Established through ALT/PR in Madagascar/ Jaisel Vadgama (May – June 2006)**

Ref: Vadgama, J., 2006 *Survey of Listening Groups Established through ALT/PR in Madagascar* ALT: London & Madagascar

The Listener Survey was carried out on a sample of 100 project villages over a four-week period from May 24 to June 21, 2006. Village selection criteria were specifically designed to:

- Include at least 3 – 4 villages associated with each major PCID partner;
- Represent a variety of geographic circumstances (in particular, a mix of relatively isolated and less-isolated villages); and
- Maximise the number of operational radios among surveyed villages.

The latter criterion was included in order to avoid wasting research time on ‘null’ surveys, i.e. villages where LGs are non-functional on account of broken radios.

Although sampling is thus not strictly random, there is no evidence that the selection criteria were biased against certain types of listening groups. Indeed, the survey sample should be considered as representative on all questions except those relating to radio functioning.

Note that the 100 survey villages are sub-divided into four regional clusters – Toliara, Tsihombe, Ambovombe and Fort Dauphin/Anosy – which correspond roughly to distinct cultural, geographic and administrative zones. Two researchers were assigned to every region, and completed between 12 to 14 surveys each.

Researchers were asked to complete five activities in each village as part of the survey:

- Observe the radio (state of repair, storage conditions etc)
- Interview the LG *responsables* (about basic functioning of the LG)
- Facilitate a focus group discussion with the entire LG (covering opinions, preferences, and assessment of development impacts on the village)
- Interview the LG with the *responsables* absent (to cross-check responses on basic functioning of the LG)
- Record any additional observations and reflections on the LG (level of engagement, interest etc)

Dictaphones were provided to record the discussions so that researchers could concentrate on facilitation and take notes later in the day. A quorum of six to ten LG members was anticipated for each discussion, although in rare cases, as few as four members were present.

In general, the surveys appear to have been conducted in a standardised manner by all eight researchers, consistent with initial training. In a few questions, however, differing interpretations evidently persist as the variation in responses correlates more closely to different researchers than to any other likely variable. These results are signalled and presented with the appropriate caveats.

Surveys were completed in Malagasy, or in a mixture of Malagasy and French according to each researcher’s language skills. These were always recorded electronically in the original language (mixture), before being translated, uniformly, to French.

## **Methodology of Study 8: Literacy Evaluation Study Report/Steve Lellelid (June 2006)**

Ref: Lellelid, S., 2006 *Literacy Evaluation Study Report* ALT: London & Madagascar

A random questionnaire-based survey of 273 adult literacy students was carried out in 165 literacy centres (out of a total of 824 active class sites) in 17 different communes in the Beloha, Tsihombe and Ambovombe regions. The sample was selected through the literacy 'overseers' employed by the NGO, Tahantane, which runs the literacy classes. Each overseer selected five sites under his/her jurisdiction, and visited each site choosing two people each to interview.

The overseers were only allowed to choose one site in an urban area, and the rest were to be spread as widely as possible within his/her area. Every effort was made to keep the sample diverse, whilst reflecting the demographic make-up of all literacy students. The resultant gender breakdown of the sample was 143 male and 130 female (52% / 48%), and the 20-50 year age-group covered about two-thirds of the sample, with 9% under 20 years and 6% over 60 years of age. The questionnaire was done in the Tandroy language – all respondents' mother-tongue.

## **Methodology of Study 9: Research on the Impact of *Projet Radio* in the Androy Region/Leo Metcalf (Apr-Aug 2006)**

Ref: Metcalf, L., 2006 a. *Research on the Impact of Projet Radio on Poverty Reduction in the Androy Region* ALT: London & Madagascar

The first area where research was undertaken looked at the impact of PR listening groups and radio programmes in the littoral area around the town of Anjapaly south of Tsihombe.

The radio was put in place in Tsihombe in June 2004, and the evaluation therefore examined populations whose listening to PR programmes would not have lasted longer than two years.

Research in this area was undertaken in six experimental villages where the villagers were considered to have good access to radios as well as FM Radio broadcast; these will be referred to as VWR (Villages With Radios). The access considered was direct, and also indirect (where they hear information from someone who heard it on the radio).

Research was also undertaken in five control villages considered to have few radios and little access to FM radio broadcast; most lying in a hill's shadow and therefore unable to receive waves from the Hodohodo radio. These will be referred to from now on as VNR (Villages No Radios). In some of these villages, one person in the village may actually own a radio for which he purchases batteries and have extended his antenna with a wire, often tied several meters up in the air in a tree or on a post. However, reception is often bad, only a few people have access to this radio, and those that do, only have it infrequently. According to the researchers, when radio is cited in the cases of these villages, it is often referred to as an indirect source, i.e. they heard the information from someone who had heard it on the radio whilst in another village within broadcast reach.

The villages were selected based on their similarities on all other aspects of access to communications suggest 'sources of information' apart from the radio: they are of similar size and are the same distance from Tsihombe (the nearest larger town), with approximately the same access to a *taxi brousse* routes leading out, and local clinics.

This research will from here on be referred to as the 'Tsihombe Research'.

<b>Villages With Radio Access</b>	<b>Village</b>	<b>Commune</b>
1	Antanantsoa	Anjapaly
2	Mokalava	Anjapaly
3	Ambolirano/Ankobay	Anjapaly
4	Andavakio	Anjapaly
5	Marosaragna	Anjapaly
6	Antsasavy	Anjapaly
<b>Villagers Without Radio Access</b>	<b>Village</b>	<b>Commune</b>
7	Bevontake: Village	Faux Cap
8	Benonoke Centre	Faux Cap
9	Ankilemivory	Faux Cap
10	Behiratse II	Faux Cap
11	Behiratse I	Faux Cap

The second area of research examined the impacts in listening groups around Ambovombe, where the populations involved had been members of listening groups since at least 2002. The listening groups in question were identified by Harri Rabearivony, the ALT producer/ editor in Ambovombe, following the following criteria:

- Within the broadcast area of Radio Cactus
- Considered to be rural (i.e. at least 8km from Ambovombe)
- Created before 2002
- Where the radio still works, or worked until at most 6 months ago.

These villages will be referred to from here on as VLL (Villages with Long Term Listening) and this research will from here on be referred to as the 'Ambovombe Research'.

	<b>Village</b>	<b>Commune</b>
1	Ankilikira	Beanatara
2	Beanayara	Beanatara
3	Betioky Centre	Ambohimalaza
4	Betioky Tragnotsiefa	Ambohimalaza
5	Ankaramena	Ambohimalaza
6	Vahavola Ankilbe	Sampona
7	Sarehangy	Ambovombe
8	Androvasoa Mitreaky	Ambanisarika

## Quantitative research

The quantitative data was collected using structured individual interviews. The questionnaires used focused on content relevant to poverty reduction in the programmes that had been broadcast over the past five years. A total of 364 interviews were completed, in all 19 villages.

## Qualitative research

- Tsihombe Research: Information Source Mapping  
In each of the villages studied two Information Source Maps (ISM) were undertaken with small groups of approximately 6 people, one with men, one with women. The ISMs focused on information that people felt helped them *develop* or *helped them improve their lives*.  
A total of 22 maps were undertaken in 11 villages.
- Ambovombe Research: Complete Listener Survey's undertaken  
Research was undertaken using the Complete Listener Survey methodology developed during the Listener Survey, comprised of observation, individual interviews, group interviews and Focus Group Discussions (FGD).  
A total of eight Listener Surveys were completed in eight different villages.

## Methodology of Study 10: PCID Survey/Nicola Harford (August – December 2006)

Ref: Harford, N. 2006, *Survey of Partners for Communication and Information for Development (PCID)* ALT: London and Madagascar

A semi-structured questionnaire was developed jointly by *Projet Radio* staff and the DFID-funded evaluation consultants. The lengthy form contained both closed and open-ended questions divided into seven key sections. The questionnaire was in each case administered by a staff member from *Projet Radio*: although it is appreciated that this may have introduced an element of bias in the responses relating to *Projet Radio*'s performance since the Malagasy are reluctant to criticise openly, logistically speaking there was no alternative. Also the main interviewer is the project researcher and has not been with the project for very long and is not involved in radio programme production and training, or radio distribution, and so is not associated with the key activities of the PCID network members.

Whilst the questions were initially designed in English and translated into French for printing, interviews were conducted in a mixture of French and Malagasy. Responses were entered in French by hand and later typed up. Ten completed questionnaires were translated into English for ease of analysis, and the data was entered into an Excel database: although in some cases response categories had been pre-coded (and the interviewer instructed whether or not to read out the options), in others the response categories were post-coded. This was partly done at the initiative of those tasked with data entry resulting in variations in interpretation of responses. In addition, despite conducting a pre-test of the questionnaire at the start of the research to iron out problems and ambiguities, it became clear at the analysis stage that some remained. A further problem was caused by the use of slightly varying versions of the questionnaire by different researchers at different times during the research, resulting in a need to re-check 50% of the data entry. These constraints arose largely from the difficulty of travel and communications within Madagascar and between the evaluation consultants and the project researchers.

In some interviews (e.g. with PSDR) whilst the organisation may have been a member of PCID for several years the respondent had not been with the organisation for very long so

his/her knowledge of the relationship with PR and the activities undertaken was limited. This is reflected in those answers that were only partially or even incorrectly completed.

The total number of PCID partners in August – December 2006, the period during which the survey was conducted, was 34, of whom 28 were interviewed, representing 82% of then PCID partners. However the six who were not included in the survey were deliberately excluded because they had not been active for some time and it was therefore felt that their responses would not be representative of the network. The number of partners has since increased to 49 with the expansion of the project to Fianara. The location of PCID partners interviewed was as follows: eight in Fort Dauphin (Anosy region), seven in the Androy Region (Ambovombe and Tsihombe) and eight in Toliara town.

The type of organisation was not defined in the questionnaire but they include government or local authority directed partners such as CISCO (Circonscription Scolaire) and PSDR (Programme Soutienne de Developpement Rurale), local NGOs such as Satraha and Voron Kodohodo, international NGOs such as WWF and PACT and donor-funded projects such as Objectif Sud (operated by GRET, a French NGO).

### **Methodology of Study 11: Improved Stoves Evaluation/Leo Metcalf**

Ref: Metcalf, L., 2006 b. *Research on the Andrew Lee's Trust's Communication Support to Fuel Efficient Stove Projects* ALT: London and Madagascar

It was decided that research would focus mainly on the staff and beneficiaries of the Improved Stove TMM project.

#### **Individual interviews were undertaken with:**

- 2 TMM field agents (core trainers):
  - Elianne
  - Francia
- 2 mayors involved in TMM project:
  - Mayor of Amboropotsy (Remamoritsy)
  - Mayor of Ankilimivory (Maherimana)
- 2 local TMM trainers from Amboropotsy:
  - Vatananke
  - Marikely Brontine
- 1 local PE (Energy Project) trainer from Ambanisarika (Ambovombe district)

#### **Focus Group Discussions (FGD) in Amboropotsy:**

- 1 group of listening group women (owners of *Toko Mitsitsy*)
- 1 group of non-listening group women (owners of *Toko Mitsitsy*)
- 2 groups of men (husbands of women who owned *Toko Mitsitsy*)

Structured interviews in the Androy

- 181 interviews undertaken with women in areas with different access to radio broadcasting.

#### **Other sources of information were examined including:**

- *Projet Energie* Year 3 Activities Report
- Final Evaluation of *Projet Energie*
- TMM Year 1 Activities Report
- TMM Final Activities Report

## Appendix 2: Millennium Development Goals

<b>GOAL 1</b>	<p><b>Eradicate extreme poverty and hunger</b></p> <p><b>Target 1:</b> Halve the proportion of people whose income is less than a dollar a day by 2015</p> <p><b>Target 2:</b> Halve the proportion of people who suffer from hunger by 2015</p>
<b>GOAL 2</b>	<p><b>Achieve universal primary education</b></p> <p><b>Target 3:</b> Ensure that boys and girls are able to complete a full course of primary schooling by 2015</p>
<b>GOAL 3</b>	<p><b>Promote gender equity and empower women</b></p> <p><b>Target 4:</b> Remove gender disparities in primary and secondary education by 2005 and at all levels of education by 2015</p>
<b>GOAL 4</b>	<p><b>Reduce child mortality</b></p> <p><b>Target 5:</b> Reduce the under-five mortality rate by two thirds by 2015</p>
<b>GOAL 5</b>	<p><b>Improve maternal health</b></p> <p><b>Target 6:</b> Reduce the maternal mortality rate by three quarters by 2015</p>
<b>GOAL 6</b>	<p><b>Combat HIV and AIDS and other diseases</b></p> <p><b>Target 7:</b> Halt and reverse the spread of HIV and AIDS by 2015</p> <p><b>Target 8:</b> Halt and reverse the incidence of Malaria, TB and other diseases by 2015</p>
<b>GOAL 7</b>	<p><b>Ensure environmental sustainability</b></p> <p><b>Target 9:</b> Reverse the loss of environmental resources and integrate sustainable development principles into country policies</p> <p><b>Target 10:</b> Halve the proportion of people without sustainable access to safe drinking water and sanitation by 2015</p> <p><b>Target 11:</b> Improve the lives of at least 100 million slum dwellers by 2020</p>
<b>GOAL 8</b>	<p><b>Develop a global partnership for development</b></p> <p><b>Target 12:</b> Develop an open, predictable and non-discriminatory trading and financial system</p> <p><b>Target 13:</b> Address the special needs of the least developed countries, including enhanced debt relief, access to markets, cancellation of official bilateral debt and more generous ODA</p> <p><b>Target 14:</b> Address the special needs of landlocked countries and small island developing states</p> <p><b>Target 15:</b> Deal with the debt problems of developing countries through national and international measures to make debt sustainable in the long term</p> <p><b>Target 16:</b> Develop and implement strategies for decent and productive work for youth in cooperation with developing countries</p> <p><b>Target 17:</b> Provide access to affordable essential drugs in developing countries in cooperation with pharmaceutical companies</p> <p><b>Target 18:</b> Make available the benefits of new technologies, especially information and communications, in cooperation with the private sector</p>

UNDP. 2003. *Human Development Report: Millennium Development Goals: A compact among nations to end human poverty*. UNDP, New York, USA.

## Appendix 3: Broadcast Programmes

Andrew Lees Trust Project Radio – Broadcast – Archives  
1999 – December 2006 (Updated 26 January 2007)

### Summary

Programmes by Theme	
Agriculture	304
Civic Ed	5
Cultural	22
Rural Development	147
Rights/Law	3
Education	62
Livestock	86
Environment	354
Fisheries	11
Health	539
Security	4
Food Security	3
<b>Total</b>	<b>1540</b>

Broadcast by Region	
Androy	812
Anosy	360
Sud Ouest	333
Mahafaly	10
Haute Matsiatra	25
<b>Total</b>	<b>1540</b>

Broadcasts by Year	
1999	56
2000	73
2001	59
2002	62
2003	149
2004	307
2005	443
2006	391
<b>Total</b>	<b>1540</b>

## Appendix 4: PCID Partners

### Region Anosy

Fort Dauphin		
1	ANGAP	Association Nationale pour la Gestion des Aires Protégées
2	ASOS	Association Sante Organisation Secour
3	CARE	Cooperative Assistance Relief Everywhere
4	CEL	Centre Ecologique Libanona
5	CIREEF	Circonscription de l'Environnement, des Eaux et Forêts
6	CISCO	Circonscription Scolaire
7	FAFAFI	FAnentanana FAmbolena Fiompiana. Focuses on providing communities with agricultural training
8	PACT	Private Agencies Collaborating Together
9	PAM	Program Alimentaire Mondiale
10	PECHE	Ministry of Fishing
11	SSD	Service de Santé du District
12	UADEL ANOSY	Unités Régionales d'Appui pour le Développement Local
13	WWF	World Wildlife Fund
14	CISCO	Circonscription Scolaire
15	PHBM	Projet du Haut Bassin du Mandrare

**Total Anosy: 15**

## Androy

Ambovombie		
1	CISCO	Circonscription Scolaire
2	DMP	Drought Mitigation Programme
3	GRET	Groupe de Recherche et d'Echange Technologique
4	KIOMBA	<i>Yes, I accept.</i> NGO focuses on Community Development
5	SAP	Systeme Alerte Precoce
6	SRSAPS	Service Régionale de la Santé Animal et Phytosanitaire. Elevage/Animal Husbandry
7	UADEL AD	Unités régionales d'Appui pour le Développement Local
Bekily		
8	GTZ	Deutsch Gesellschaft fur Technische Zusammenarbeit
Tsihombe		
9	AFVP	Association Francaise des Volontaires du Progrès
10	CISCO	Circonscription Scolaire
11	SATRAHA	<i>Powerful</i> local development, environment, agriculture and education
12	VK	Voronkodohodo (Elephant bird)

**Total Region Androy : 12**

## Vezo & Mahafaly

Toliara		
1	ASOS	Association Sante Organisation Secour
2	CNA	Malagasy National Anti-locust Centre
3	MCDI	Medical Care Development International
4	MDP	Maison des Paysans
5	PSDR	Le Projet de Soutien au Développement Rural
6	SAGE	Service d'Appui à la Gestion de l'Environnement
7	SECALINE	Madagascar Food Security and Nutrition Project
8	SISAL	Sambatra Izay Salama (HIV / Health NGO)
9	TOKY	<i>Confidence.</i> Agricultural organisation, focusing on soya production
10	VOLA MAHASOA	Micro Finance Association
11	WWF	World Wildlife Fund

**Total Region Sud Ouest ( Vezo Mahafaly) : 11**

## Fianarantsoa Province Région Haute Matsiatra

Haute Matsiatra		
1	ATS	Association Tefy Saina
2	CISCO	Circonscription Scolaire
3	CU	Commune Urbain
4	CMP	Comite Multi Local de Planification
5	DRP	Direction Régional de la Population
6	DRS	Direction Régional de la Sante
7	ERI	Eco Régional Initiative
8	FERT	Formation pour l'Épanouissement et le Renouveau de la Terre
9	PSDR	Projet de Soutien au Développement Rural
10	TIAVO	TIAVO
11	UADEL HM	Unités régionales d'Appui pour le Développement Local

### Total Haute Matsiatra : 11

18 out of 49 PCID partners are government or local authority directed = 37%

18 are international organisations with local offices or are projects funded by international institutions or programmes e.g. under EC, USAID, UN, World Bank or similar = 37%

13 are local associations or Malagasy NGOs = 26%

## Appendix 5: Project Mapping ALT/PR Resources, Partners and Radio Stations (by Region)

Staff	Anosy	Androy	Mahafaly	Vezo	Fianara Province-4 regions	Antananarivo
	1 Project Manager 1 Finance Director 1 Regional Coordinator 1 Evaluation Coordinator 1 Project /Admin Assistant 1 Finance Assistant * 1 Producer / Editor 1 Logistician * 1 <i>Distribution Coord *</i> 2 <i>Distribution agents *</i> 1 Mechanic/Driver 2 Guards * 1 p/t evaluator	1 Technical 1 Producer / Editor 1 Admin / Fin Asst * 1 <i>Distribution agent</i> 1 p/t evaluator	1 Producer/Editor	1 Local Coordinator 1 Producer / Editor 1 Admin / Fin Asst. 1 Driver 1 <i>Distribution agent</i> 1 p/t evaluator	1 Regional Coordinator 1 Producer / Editor 1 Admin/Finance Assistant 1 <i>Distribution Coord *</i> 5 <i>Distribution agents *</i> 1 Driver 1 Guard 1 p/t evaluator	1 National Project Assistant *
<b>Total 36</b>	<b>15</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>12</b>	<b>1</b>
<b>Equipment and Resources</b>	1 Production Studio, Fort Dauphin	2 Production studios: 1 Ambovombe; 1 Tsihombe	1 Production studio (not yet with PCID)	1 Prod Studio, Tulear	1 Prod studio, Fianarantsoa	
<b>Transport</b>	1 ALT PR Vehicle			1 ALT PR Vehicle	1 ALT PR Vehicle	
<b>Radios</b>	Stock of Radios for distribution/repair/ replace			Stock of Radios for distribution/repair/replace	Stock of Radios for distribution/repair/replace	

<b>Affiliated FM Radio Stations</b>	<b>Fort Dauphin</b>	<b>Ambovombe</b>	<b>Ejeda</b>	<b>Tulear</b>	<b>Fianarantsoa</b>	<b>Antananarivo</b>
Radio MBS Radio Kaleta Radio Farjiry Radio Manambaro	Radio Cactus	RFA Ejeda	Station MBS Station Soa Tailly	Radio MAMPITA Radio TSIRY		
<b>Amboasary</b> Radio Ravenara RFM Amboasary Radio Kaleta	<b>Tsihombe</b> Voron Kodohodo	<b>Betioky</b> RFA Betioky	<b>Ankiliiloaka</b> Station RCA Station Mazava	<b>Ambalavao</b> Radio Akoni'ny Tsienimparihy		
<b>Betroka</b> <b>Arc en Ciel</b>	<b>Beloha</b> <i>Radio Vasia Etoile</i>	<b>Ampanihy</b> Radio Familo	<b>Ankazoabo</b> <b>RTAM Akoni'ny Manamana</b>	<b>Amboitra</b> Radio Feon'ny Mania  Manakara Radio MBS <b>Mbitantsoa (Kalamavoy)</b>		
<b>PCID Partners</b>	ANGAP ASOS CARE CEL CIREEF CISCO FAFAFI PACT PAM PECHE SSD UADEL Anosy WWF	<b>Bekily</b> Radio Menarandra	WWF MCDI MDP PSDR Vola Mahasoa SAGE ASOS CNA Seecaline SISAL Toky	UADEL PSDR FERT CISCO Commune Urbaine CMP TIAVO DRP ERI DRS ATS		
<b>Amboasary</b> CISCO PHBM	<b>Tsihombe</b> Satraha (M Steven Voron Kodohodo AFVP CISCO <b>Bekily</b> GTZ					

**Bold** indicates a station that broadcasts ALT programmes but is not an official affiliate station  
*Italic* indicates current suspension from network awaiting conformity to Ministry regulations  
*Italic* type indicates CNLS funded Radio Distribution staff ( 1 year contract only)  
\* part time staff participating on shared costs basis with DMP (Drought Mitigation Programme) ALT's sister project.

