

# ANDREW LEES TRUST EARLY WARNING SYSTEM USING RADIO BROADCAST FOR SOUTHERN MADAGASCAR ('PROJET RADIO')



Projet Radio is **funded by the European Commission** with the aim to deliver non formal education and information to isolated rural populations in the south of the island via radio broadcast.

In particular to empower rural producers, women and children who live in some of the poorest, climatically harsh areas of the south, to improve their food security, alleviate the effects of poverty and increase general standards of living.

## Educational Radio Programming

Over three quarters of the rural population are illiterate, and villagers have few means to learn how to improve their situation and reduce economic and social vulnerability. The project has developed a participative approach using radio which is designed to respond to villagers information needs and produce solution orientated educational broadcasts in local language. Programmes cover a range of topics including cattle rearing, animal husbandry, food security, farming, natural resource management, environment, healthcare, HIV AIDS awareness, family welfare, education and culture.

## Partnership and Exchange

The project collaborates with local partners, NGOs and service providers who deliver development initiatives in Toliara and Fianarantsoa Provinces, associated as the 'Partners for Communication and Information for Development' (PCID). The PCID is involved in all aspects of the production of radio programmes, ensuring relevant technical content and synergy with regional development initiatives.

The programmes are distributed to local FM radio stations in Toliara and Fianarantsoa Provinces who broadcast the programmes in exchange for radio equipment. Villagers receive the broadcasts via clockwork and solar powered radios which the project places with village 'responsables'. Listening groups are requested to participate in programme research, production and monitoring.

The broadcasts reach upwards of 800,000 listeners across the two ex-Provinces and education is delivered by radio at a cost of less than one dollar per head per year

## Communications Network for Development

Working in partnership with the PCID, FM radio stations and villagers the project has been able to:

- Produce and Broadcast 2968 programmes
- Distribute solar/manual radios to 3370 village listening groups
- Create 4 regional programme libraries (Toliara and Fianarantsoa ex-Provinces)
- Launch 5 Regional Production Units (RPU) in Fort Dauphin, Ambovombe, Toliara, Fianarantsoa, and Ambositra
- Provide 135 external Trainings for over 1300 partners and field agents
- Associate 58 NGOs and service providers as PCID
- Affiliate 38 FM radio stations (- 2 not functioning currently).
- Launch 2 new radio stations, upgrade 3, and improve technical capacity of 37 rural FM stations.

## HIV AIDS

ALT has produced over 108 programmes on HIV AIDS since 2003 to increase awareness amongst the local population across the south about the risks and threat of the disease.

## Oral Testimony

To increase the voice of the local population, ALT in collaboration with the PANOS Institute and IFAD (International Fund for Agricultural Development) has enabled two indigenous communities to share the experience of their environment through their own films and life stories. Projet HEPA provides an insight into the realities of rural poverty and the coping strategies the communities have developed (visit: <http://www.panos.org.uk/survivalstrategies>). Furthermore, the collaboration with PANOS went on to create an Antanosy Cultural Association, constituted by members of the villages which participated in Projet Hefa (<http://www.andrewleestrust.org/aca.htm>).

## Impacts of Radio on Millennium Development Goals

Financed by DFID the project has been evaluated to measure impacts of programmes on local communities, see: Contribution of Radio Broadcasting to the Achievement of Millennium Development Goals. [www.andrewleestrust.org](http://www.andrewleestrust.org)

Juillet 09