

ANDREW LEES TRUST, PROJECT RADIO HIV AWARENESS PROGRAMME (PR HIV)



Since 2004 The Andrew Lees Trust, Project Radio (ALT PR) has delivered HIV education and information to isolated rural populations in the South of Madagascar via radio broadcast. The principle aim of this campaign is to provide vulnerable local beneficiaries with an improved understanding of the epidemic and the knowledge and wherewith all to reduce the risk of infection.

(Activities funded by the World Bank, the CNLS- National HIV AIDS Committee Madagascar, the European Commission, and the Big Lottery Fund).

Improved understanding and knowledge

A total of 102 HIV awareness programmes have been produced by ALT PR HIV since 2004.

Radio programmes are produced in a participative approach and in local language; they are designed to respond to villagers' information needs and provide solution orientated educational broadcasts relevant to their daily lives.

The radio programmes are broadcast via the 21 FM radio stations affiliated to the ALT PR rural radio network. This network ensures a considerable regional production and broadcast capacity for educational programmes that reach **approximately 700,000 beneficiaries** at a cost of less than 1US\$ each per year.

Increased access to information

Due to its high work performance with HIV awareness work using radio, ALT PR was contracted by the CNLS (National HIV AIDS Committee Madagascar) in early 2006 **to assist in the distribution of 2,000 clockwork radios to village listening groups in the Provinces of Tulear and Fianarantsoa.**

These clockwork radios increase access to HIV AIDS information and broader ALT programming which serve to educate local beneficiaries, catalyse changes in attitude and practice, increase flows of information, mobilise participation in local initiatives, and work in synergy with regional development strategies. With only 10% of homes equipped with electricity and limited access to formal education the ALT PR network provides an essential means of access to HIV information. **To date, a total of 3371 radios have been distributed by ALT PR enabling over 252,000 beneficiaries to access these programmes directly.**

Positive Impact of Radio Broadcasts

In February 2007, ALT PR (funded by DFID) published an evaluation study of Project Radio and the Contribution of Radio Broadcasting to the Achievement of the Millennium Development Goals.

Responses from this evaluation demonstrate that ALT radio programming is having significant impacts on local people's knowledge about the threat of HIV AIDS with 89% (n=270) giving radio as their most important source of information. In several cases members of focus groups could repeat dialogues from radio series almost word for word or could recite whole poems previously broadcast. Of particular interest is the data showing considerable differences between village communities who have access to information via radio and those who are information poor due to no media access.

Current Activity

ALT DMP (Drought Mitigation Programme funded by the Big Lottery Fund 05 - 09) has built on two years of experience developing HIV communications & education to help mobilise communities towards improved understanding and advocacy. As a direct response to requests from local beneficiaries, ALT DMP has continued to produce and broadcast HIV awareness radio programmes as well as providing targeted and practical training.

- 57 radio programmes on HIV AIDS have been produced by DMP
- 14 listening groups established in DMP communes targeting rural farmers. Each listening group has received a solar/clockwork radio from ALT.
- 4 HIV trainings have been carried out during the DMP organized sorghum festivals.

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