

## The Project

In January 2004, Andrew Lees Trust's 'Project Radio', financed by the European Commission, was awarded funds through the CNLS (Comité National de Lutte contre le SIDA) from the World Bank to launch a sub-project, ALT Project Radio - SIDA, a radio communications project involving the production and emission of radio programs on HIV/AIDS throughout the south of Madagascar.



### Activities

- 2 phases – January – August 2004 and January – August 2005-12-16.
- 63 programmes produced using the Participative Production Cycle (PPC) and transmitted from the 15 partner radio stations.
- 110 listening groups set up and provided with a clockwork solar radio.

## The Evaluation found that radio can have a major impact

### Sources of Information on HIV/AIDS

- Radio is clearly the most important source of information on HIV/AIDS; mentioned as such by 89% of the population.
- Amongst the urban population 96% mention it, in rural areas the percentage is slightly lower at 82%.
- 71% of the participants mentioned having heard a radio program on HIV/AIDS made by Project Radio / SIDA.

### Knowledge of 3 modes of transmission

- 75% mention both sexual relations and blood
- 96% mention sexual relations, 78% mention blood; only 38% mention mother to child (Many not feeling directly concerned).
- False beliefs on transmission: revealed infrequently, the most frequent being by mosquitoes (15%), some still fear transmission through water, or by the sharing of clothes.

### Knowledge of methods of prevention

- 77% mention both condoms and being faithful
- 95% mention condoms; 81% being faithful and only 28% abstinence (Most not feeling directly concerned)

### Existence of HIV/AIDS and Requests for its symptoms

- Many explain that it is precisely the fact that the radio and others talk so much about HIV/AIDS that has led them to believe in its existence.
- The majority of doubts on the existence of HIV/AIDS were based on the fact that people have not 'seen' anyone with HIV/AIDS or know of anyone who 'died of AIDS'.
- A large number of people ask for more information on "the symptoms of HIV/AIDS"

### Attitudes towards people living with HIV (PLWA)

- Programs on stigma and discrimination have a major impact on populations' attitudes towards PLWA.
- First reaction is desire to isolate and make public their identity. Community is considered more important than the individual.
- After hearing a program on stigma and discrimination attitudes change very fast, the listeners agree with the messages, want to feed, help and cheer up the PLWA (though some still maintaining a desire for distance based on misconceptions on transmission).

## Recommendations and opinions from local population

### Comments on the Programmes

- The participative Production Cycle has proven to have undeniable value.
- 92% want to hear more programs on HIV/AIDS on the radio
- People's appreciation of the programs derives mainly from the fact that local dialects, local actors and local music are used, and that the programs are felt to deal with 'local concerns'
- The most appreciated format is the 'mini-drama', 'dialogue' or 'advice between friends', and then comes songs, poems and stories/tales.

### Requests for future Programmes

- PLWA testimonial
- HIV/AIDS statistics
- Consequences of HIV/AIDS, symptoms and explanations of why the names of PLWA cannot be made public.
- More programs on the modes of transmission and prevention
- Competitions programs / others where the listeners participate

### Requests in order to fight against HIV/AIDS

- Increase in number of visits by project staff
- Projections of videos on HIV/AIDS
- Establishment of testing centres  
Condoms provision; increase of their availability in rural areas