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SEEKING MODERN APPLICATIONS
FOR REAL TRANSFORMATION

COMMUNITY RADIOS AS AGENTS OF CHANGE

Inculcating CAB Among Communities

The Problem



- Uncertainty about the Disease
- Safety of Community Members at Risk
- Top-down information flow with constant changes in Government Advisories
- Lack of a Community-First Approach in dissemination of information
- Absence of local context and local dialect in communication of CAB
- No channel for two-way communication, addressal of doubts
- No measures to ensure buy-in of community members
- Ostracisation of people infected with COVID

Community Radio

- Local issues, local people, local language
- Run by the community so updated with developments
- Addresses stigma and discrimination
- Enjoys the trust of the community and is credible
- Has access and capacity to check authenticity of message
- Maps the community and their needs
- Works closely with the local administration and civil society organisations
- Makes the fight everybody's business



The Initiative

The New Normal: Masks, Social Distancing & Hand Hygiene

3-month long campaign via Community Radios on COVID-Appropriate Behaviour

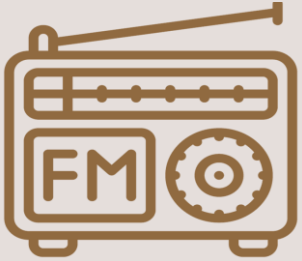


Ensure 100% Mask-Adherence within communities as a targeted intervention

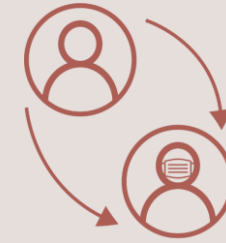


Recognize individuals and communities, Panchayats and Villages that achieve 100% Mask-Adherence

Strategy



Repeated & Consistent Messaging
on CAB via Radios in local dialects



Community Outreach to ensure increased uptake
of Mask-Wearing among community members



Involvement of District Authorities & village-level
influencers such as Sarpanches, ASHA/Anganwadi
Workers, etc



Recognise Mask-Wearing community
members as Heroes/Sheroes



Amplification via social media channels of the
stations to gain digital visibility and engagement

Glimpses from the Ground



MASK WALI SHEERO

COVID-19 CAMPAIGN
DESH BHAGAT RADIO 107.8 FM

ये हैं जिरकपुर की
Kanika Kapila
अपने साथ-साथ सभी के स्वास्थ्य
का ध्यान रखती हैं।
स्वा कास भी रखते हैं ?
हमें बताएं +91-95010-95010

DESH BHAGAT Radio 107.8 FM
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मार्क वहीं तो टोकेंगे
कोरोना को रोकेंगे

REDUCE YOUR RISK OF
COVID-19
INFECTION

SOCIAL DISTANCING

Keep your distance around
1 meter to the next person
on the public

#TheNewNormal
#NayiShuruaat
#CRMMaskMission

www.avtarradio.com
Follow Us: @avtarradio

Radio HIRAKHAND

ମାସ୍କ ହେଉଛି ଏକମାତ୍ର
ସୁରକ୍ଷା -
ମୋର, ତୁମର ଏବଂ
ଦେଶର ସୁରକ୍ଷା ପାଇଁ ।

MASK ON, CORONA GONE

मास्क वाले HERO

COVID-19 अभियान
रेडियो संवाद
90.8 FM

ये हैं रायपुर के अभिषेक कटियार अपने साथ साथ सभी का ध्यान रखते हैं।

क्या आप भी रखते हैं ध्यान?
हमें बताएं - 8889885789

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#NayiShuruaat #TheNewNormal #CRMMaskMission

Community Radio Station
Greenfm 90.4

FACE MASKS & SOCIAL DISTANCING

2M
6feet

બહાર નિકળો જ્યારે

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RADIO CAMPUS 90.4 FM

VOICE OF CAMPUS

#TheNewNormal
#NayiShuruaat
#CRMMaskMission

માસ્ક પહેરો ત્યારે

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90.8 FM
સાથ હે નો ઘર હે

KEEP THE DISTANCE
6 feet
SOCIAL DISTANCING

સાથ હે નો ઘર હે

Reach & Impact

156

CR stations

25

States and UTs

114

Districts

35

Languages
& Dialects

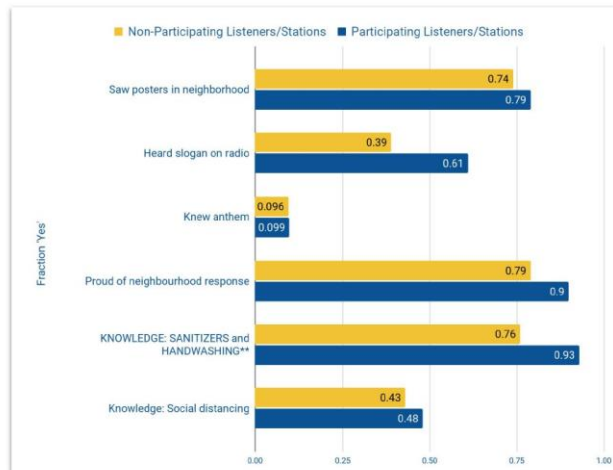
50K

Total
broadcasts

900

Villages/wards/slums
reached via the campaign

Community Radio: Output and Other Protection Results

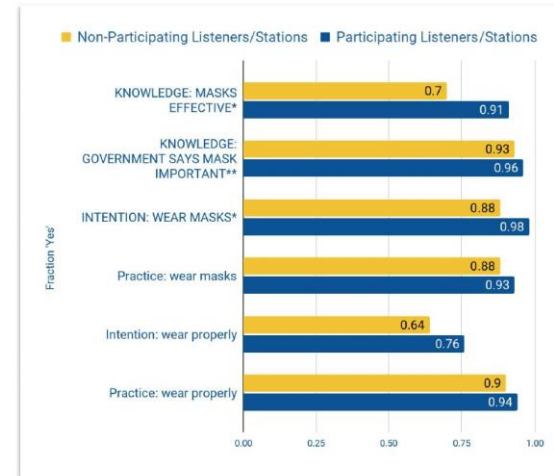


The community radio campaign increased knowledge about the importance of handwashing and using sanitizers - a secondary goal of the 12-week campaign.

24

Chart shows raw means. Statistical significance comes from regression analysis.
* significant at 0.10 level ** significant at 0.05 level.

Community Radio: Mask Results



The campaign increased knowledge about masks & intentions to wear masks.

25

Chart shows raw means. Statistical significance comes from regression analysis.
* significant at 0.10 level ** significant at 0.05 level.

*results of an independent third-party evaluation of the campaign conducted by IPSOS

Impact Stories

Radio Jagriti, Jharkhand

After listening to our campaign on the radio, a local folk singer and activist Lakhan Sharma contacted us. A resident of Bambri village, he is now using his music as a way of spreading awareness on COVID-safe behaviour wherever he goes within the community.

Radio Swaraj, Odisha

Sailipada is a small village under Salapada Gram Panchayat, consisting of 36 families. The villagers have been worshipping Goddess Laxmi for the last 28 years and Laxmi Puja is celebrated every year with a lot of grandiose and fervour in this village of 172 people. Radio Swaraj formed listener groups in the village & narrowcast programs and promos on COVID-safe behaviour. The station made consistent efforts to spread awareness about mask usage, social distancing & hand-hygiene. As a result, the village committee decided to celebrate the puja in a simple way last year, by adhering to all the COVID-19 guidelines.

Radio Pragya, Uttar Pradesh

Radio Pragya targeted shopkeepers for this campaign & made them the stakeholders. The team visited many shopkeepers, made them listen to COVID promos and also spoke to them about the need to wear a mask, practice social distancing and maintaining hand hygiene. The team of Radio Pragya asked the shopkeepers to wear masks themselves and not to sell to anyone who doesn't wear a mask. The shopkeepers successfully took on the responsibility. In order to check the success of the campaign, one team member of the radio station went to a shop without wearing a mask. The shopkeeper refused entry to him, gave him a mask, checked his temperature, made him sanitise his hands & then allowed entry into the shop.

Voice of SOA, Odisha

Barabaree Basti in our community has a lot of residents who work as house helps, construction workers, labourers, are employed in hospitality, catering and so on. The residents here did not wear masks. The CR station took assistance from the ASHA and ANM workers to spread the awareness message in a very positive way. As school students have started to go to tuition, the women working as house helps and the men in their family were very cooperative in wearing the masks and washing hands regularly. Instead of just wrapping their faces with gamchas and saree pallus, the residents of Barabaree Basti were seen using masks distributed by SOA, which was very encouraging.



-A Case Study

- Mewat (now Nuh), Haryana is one of the most backward district in India, largely a Muslim community
- Broadcast on COVID for 2 hours from March 20, 2020. Within a week, it was increased to 6 hours daily
- COVID Bulletins, awareness promos, dedicated campaign titled *Covid se jung Radio Mewat ke sung*, songs produced & packaged by Mirasis, COVID Special packages to address myths & misinformation, live programs
- Specialised programming on mental health and needs of various sections of the community
- Specific messaging aimed towards behaviour change practices for mask-wearing and social distancing
- Special focus on women through the **Hinsa Ko No** program and conducting regular meetings with them
- Running special programs like Radio Tutions for children
- Regular visits to the villages
- Providing livelihood through production of masks
- Distribution of rations during Eid
- Distribution of masks through Panchayats



अपना सामुदायिक रेडियो

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