

Voice and Dialogue: Transforming Lives in Rural Zambia

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| 1 | Title of case study | VOICE AND DIALOGUE:TRANSFORMING LIVES IN RURAL ZAMBIA |
| 2 | Title of project | Media Support to Zambia |
| 3 | Country, region | Zambia, Southern Africa |
| 4 | Panos Institute / Programme | PSAf-Media Development and ICTs Programme |
| 5 | Project start and end dates | June 2007 to December 2009 |
| 6 | Case study prepared by (name and date and email address) | Pryd chitah May 21,2010-05-26 pryd@panos.org.zm |
| 7 | Partner organisations (Please give a sentence or two about each one) | <ol style="list-style-type: none"> 1. National Agricultural Information Services (NAIS) - [Ministry of Agriculture]:Government department under the Ministry of Agriculture charged with the responsibility to strengthen linkages between agricultural research, extension support, farmers and other stakeholders; 2. Press Association of Zambia (PAZA): a national professional organisation for journalists, embracing members from the public and the private media that focuses on building a civil, pluralistic and free press. 3. Media Institute of Southern Africa (MISA): a regional media organisation that works to lobby for promotion and protection of media freedom and free expression including strengthening and supporting the development of a vibrant, professional and participatory media sector. 4. Press Freedom Committee of the Post Newspapers: a professional association and wing of the post newspapers that seeks to promote freedom of expression by citizens on development issues affecting the country. 5. Zambia Community Media Forum (ZaCoMeF): an umbrella body representing the Zambian community media sector that focuses on strengthening linkages and promoting the sub-sector as a cohesive, distinct and unique one. 6. DANIDA: Provided funding for the project and other logistical support whenever necessary. |
| 8 | Thumbnail description of project/activity | The main thrust of the project was to strengthen rural voices in development by way of affording them an opportunity to provide their own experiences and perspectives through recorded programmes aired on radio stations, particularly community radio stations. The project also focused on building |

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| | | the capacity of community media to provide the required platforms for communities to effectively participate in the communication processes that helps them drive the development agenda in Southern, Western and North Western Provinces. A proportion of the project funding went towards construction of two community radio stations in Itezhi Tezhi and Kasempa districts that were under-served by radio. |
| 9 | What was the topic of the debate(s)? | The debates were around topical issues in governance, Gender, HIV & AIDS, Health, Poverty alleviation, Water and Sanitation and Environment and Natural Resources Management. |
| 10 | What was the problem the debate(s) helped to solve? (Include information such as geographic scale of the problem, number of people affected by it, why it is significant etc) | <ul style="list-style-type: none"> • Under Governance, the rural populace in parts of Western and Southern Provinces participated in governance by sharing their perspectives and lived experiences of government policies and strategies. In Monze, Communities (through RLCs) gave testimonies of demands they made over absence of clean water for domestic use affecting over 30,000 villagers. The local authorities and the state responded by sinking more than 30 bole holes. • Similarly under Health, in the same town, the District Health Board responded to complaints of ill-treatment of patients by health staff at a rural health centre by rotating medical staff and counselling them on public relations. • Environmental degradation through soil erosion caused by communities poor farming practices was a problem in southern Province-through debates, the meteorological department went to Njola RLC and helped them identify proper ways of cultivating their fields to reduce environmental degradation through soil erosion and how to set up their fields away from low lands to avoid flooding in region with more than 80,000 small scale farmers. Similarly, at new Jericho RLC, the Met staff assisted communities determine best crops to grow resulting from weather variability after farmers registered displeasure with low yields of maize. • From a communication perspective, the problem addresses was lack of flows of information and dialogue on NRM, governance and other development issues among rural people and between rural people and development experts and government. |
| 11 | How was the debate expected to contribute to solving the problem? (Theory of change) | The project established channels for rural people to discuss issues, articulate needs and share ideas and good practices (through radio listening clubs and radio content produced by the clubs); and channels for rural groups to make their voices |

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| | <p>Who were the stakeholders who needed to participate in debate/dialogue, or whose voices needed to be reflected in debate? What were the expected results/outcomes of the debate for each stakeholder group?</p> | <p>heard and dialogue with experts and government officials (through radio programmes and the participation of experts and officials in them). All the examples cited in 10 above point to evidence that exists that the debate helped resolve.</p> |
| 12 | <p>Why was Panos intervention needed? i.e., why was this debate not happening already, or not happening effectively?</p> | <ul style="list-style-type: none"> Existing community radio stations lacked skills and structures for participatory programming and acting as platform for rural voices Existing radio listening clubs lacked skills and opportunities to produce their own programme content In certain instances like Itezhi Itezhi and Kasempa districts, there was lack of a coordinated and responsive communication platform for communities to engage on development issues. In some areas like Kasempa and Itezhi Tezhi, no listening clubs existed. These districts were outside the reach of broadcast signals from ZNBC; in these the project established new community radio stations |
| 13 | <p>Baseline figures:</p> <ul style="list-style-type: none"> How many media outlets is the project designed to targets, that will carry more debate programmes as a result of the project? Baseline figure: how many "debate" programmes did these outlets carry before the project? | <ul style="list-style-type: none"> The project specifically targeted to promote content in and debates around 6 community radio stations, but capacity was built across community media through the Zambia Community Media Forum to empower community media in Zambia to carry debate across the entire country. For Itezhi Tezhi and Kasempa, there were no community radio stations and coverage of debate was practically non-existent. |
| 14 | <p>Describe the activities Panos carried out to enable the debate(s), and the debate that took place / media outputs produced.</p> <p>Emphasise what was new, e.g. new voices,</p> | <ul style="list-style-type: none"> 119 Radio Listening Clubs, with total membership of 1,777 (1,072 f, 704 m). Some were newly-established, some were formed from existing clubs such as women's and farmers', the latter coordinated by District Agricultural Information Officers Local experts were invited into studios to respond to questions posed by the RLCs Capacity-building workshop on content production for 25 RLC coordinators and RLC programme producers |

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| | <p>new relationships, new skills, new information, new focus/topic area, new opportunities/platforms, etc. (New to this particular situation, not new to Panos). Give descriptive, quantitative and qualitative information</p> | <ul style="list-style-type: none"> • 7 training workshops for a total of 297 RLC members (67% women) in club management and in recording content for radio programmes • Resources for clubs – radio sets and recorders, bikes; resources for coordinators - motorbikes <p><i>Under PPA Objective 2:</i></p> <ul style="list-style-type: none"> • 2 new community stations were constructed, equipped and established, gaining their full broadcasting licences at the end of 2009 • Training and equipment funds set up to support community stations. 8 stations received grants of equipment. • Strategic planning workshops for the two new stations and the Zambia Community Media Forum |
| 15 | <p>Describe the debate that took place (for face-to-face or online debates) and/or the media outputs (for debates in media)</p> <p>A. the number of media outputs.</p> <p>B. the number of radio stations /print outlets in which they were carried.</p> <p>C. Summary of content analysis of a sample of the outputs: number (%) of poor and marginalised voices; number of women; number of different points of view.</p> | <ul style="list-style-type: none"> • 464 programmes were produced and aired on five community radio stations over the project cycle. • One thousand (1,000) tool kits for the media on reporting HIV/AIDS were developed for use by the media in developing and disseminating HIV/AIDS messages. The purpose of the kits was to enhance the capacity of journalists to ably report on HIV/AIDS issues. Many of these toolkits have already been accessed and have been used by more than 4 media houses-print and electronic and other stakeholders. • 26 programmes were prepared by the 2 newly-established stations and broadcast • Thematically, the content broadcast ranged from governance and poverty reduction, environmental issues,health,HIV and AIDS • Over 100 new clubs were established in areas where PSAf had no RLCs before. The new districts in which new RLCs were established are: Namwala, Monze, Kasempa, Itezhi tezhi and Mumbwa that represent a poor and marginalised population of over 500,000 people, 55% of whom are women. In Mazabuka and Mongu existing RLCs were adopted but with renewed focus in terms of thematic areas in which they produce content. Both old and new RLCs received training in areas critical to sustainable club existence and content production. They were assisted with voice recorders and radio receivers for recording of their discussions and debates, and listening to programmes respectively. |
| 16 | <p>Describe the results (outputs and outcomes) of the debate</p> | <p>One very popular station, Sky FM, with an audience of 1.8 million, started broadcasting in the local language, Chitonga, for the first time</p> <p>Many local changes resulted from exchanging information via</p> |

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| | <p>radio. For instance:</p> <ul style="list-style-type: none"> • One club organised a visit to another after hearing their radio programme on dairy farming, and started adopting new practices • One club has received government agricultural support after 'being vocal on the radio', and has established piggery and poultry businesses after learning about them on radio from other clubs • In the province of Monze, wife beating, wife inheritance and property grabbing from widows are observed to be decreasing, following programmes by women's clubs on these issues • Some women club members have become HIV/AIDS counsellors and child abuse monitors after participating in club discussions • Reported and measured increase in VCT after programmes on HIV/AIDS • Communities that have been involved in the project have exhibited strengthened voices on development issues through the use of community media (e.g. Sky fm, Chikuni, Liseli, etc) by amplifying women and men's voices to share their experiences and perspectives on local democratic development processes. For example, the formation of 55 Village Development Committees (VDCS) in Chikuni representing well over 45,000 people in Monze district has enabled members of the VDCs to attend full council meetings in order to hold their local representatives accountable on development issues raised in the communities. <p>Seeking and getting responses from government:</p> <ul style="list-style-type: none"> • After one community raised concerns about soil erosion and flooding, the Zambia Meteorological Department visited to advise them on weather patterns and best agricultural practices • When Monze clubs discussed lack of clean water, the government sank boreholes • Monze clubs discussed ill-treatment by medical staff: the District Health Board improved the training and management of staff • Following discussion of how to access government services, Njola community complained to their MP and council on the state of roads • MPs were prompted to appear on the local stations explaining development projects • Some members of listening Clubs asked to become members of District Advisory Committees, and were accepted • The two newly-established stations have attracted further donor funding, for instance for programmes on micro-enterprise promotion • |
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| 17 | <p>In what ways will this debate be sustainable, or produce sustainable results? E.g. have lasting dialogue/debate processes been established? Has the debate resulted in actions or policy change?</p> | <ul style="list-style-type: none"> • Integration of RLCs and participatory programming with pre-existing Ministry of Agriculture-supported Radio Farm Forums programmes • RLC content production integrated in stations' programming structures • Community stations trained in strategic planning, business planning, sustainability planning; and skills strengthened in participatory programming • Continued funding achieved for the two newly-established stations • There has been buy-in by other development actors in for example Kasempa and Itezhi Tezhi to the extent that they are sponsoring content on development issues affecting the communities in those sites. Communities also have volunteers that are involved in content production-the commitment exhibited speaks volumes about the communities desire to see <i>change</i> in their lives. • Also refer to 16 on actions or policy change. • Content from RLCs will be diffused and is currently being aired on the state broadcaster (Zambia National Broadcasting Corporation) as a way of strengthening Public Service Broadcasting. The purpose is to enshrine development content dissemination in the programme spectrum of the national broadcaster and also create a platform for dissemination and sharing of local content on wider scale and for the attention of key policy makers. |
| 18 | <p>How has the debate contributed to solving the problem it was intended to address?</p> | <p>Refer to 10, 11 and 16 above for specific results at the local/community level in selected target sites.</p> |
| 19 | <p>People: direct quotes from named people who have directly benefited from the project. Who are they (names and ages) and where do they live. Please provide photographs of them if possible.</p> | <p>At a workshop run by PSAf in Chikuni, Southern Province, some women members of the RLC recount their experiences of PSAf-supported radio listening clubs and explain how they have had a positive impact on their lives.</p> |



Women Members of Chikuni RLC after a Training Session

“The greatest things that we have learnt from Panos are issues to do with HIV/AIDS. Before then, we could not go for voluntary counselling and testing (VCT). After we learnt about it – from a lesson on HIV/AIDS on the radio – we were able to go for testing for HIV. From then most of us knew our status, and were able to assist others who were sick, and those who were sick and did not yet know their status, and advised them to go and get tested. This means that now those people have been getting medication from the health services”.

Wellingtone Moyo, RLC programme Producer at Radio Chikuni describes:

“Our Radio Programmes helped to reach many people who were affected by floods and also inform the district head of departments on the existing problems. Due to floods and many people were hunger stricken and did not know what to do. We talked to the District Commissioner for Monze on one of the programmes, who advised communities to form satellite committees to collect data on the effects of floods and the problems they are undergoing. It was through our programmes that we reached out to those people and have had their problems heard and resolved”.



Wellington Moyo(Blue T-shirt)with Chikuni RLC members