

OVERVIEW

The project continues to progress very well. As before, power supply has been a headache, but by loaning generators and subsidising solar installations we have kept all seven stations on air with only very minor interruptions. As Matthew emphasises below, the importance of frequent visits to partner stations (who are sometimes slow to flag up potential problems) cannot be overstated. Regular visits also help to raise the quality of our partners' broadcasting, and hence their market share; and this has been reinforced by another successful 'retreat' which brought all the creative, technical and management teams together in Ouagadougou for two days of training and discussion. Notwithstanding two key staff changes, the Burkina Faso team is increasingly capable and remains well-motivated. And security has continued to improve, to the extent that we will shortly resume expat visits to Djibo in the north of Burkina Faso.

There is growing anecdotal and qualitative evidence that the process is working: that messages are widely heard and understood, and that behaviours are changing as a result. Pieter's report covers this in some detail. We eagerly await the quantitative evidence that should confirm this: the midline survey data collection was completed in this quarter (ironically the only slight problem was due to *excessive* use of electrical power, rather than power cuts; but this should not affect the results), and the results should be available by March.

There is no doubt that more people are becoming aware of DMI's work; and there is increasing interest from potential funders for a nationwide programme in Burkina, as well as for new programmes in other countries in the region. The completion of the DMI documentary videos (<http://www.developmentmedia.net/films-about-dmi>) and the appointment of a Jeroen Corduwener as travelling regional representative will help, as will the midline results if (as we hope) they show a significant change in knowledge and behaviours. But the key challenge now facing DMI is to secure the funds to permit a smooth continuation and expansion in 2014 without having to wait for the publication of the endline results in 2015.

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COUNTRY DIRECTOR'S REPORT

Managing our Partnerships

As we begin the last year of the RCT, heading into our 23rd month of broadcasting, we have gained some crucial insights that should improve the design of future campaigns. The most important insight—which seems obvious with hindsight—is that energy, perhaps even more than creativity or research, is likely to be the determining factor of a successful community radio campaign. This quarter's energy problems, occurring during the midline field research, were particularly problematic. In early November we purchased a second 7kva backup generator and sent it to Radio Tintaani in Kantchari. As discussed in the Q1 2013 report, we purchased a first 7kva generator in March 2013. Our intention was that this generator be moved from station to station as our different partner stations experienced energy outages. This generator was first sent to Kantchari where Radio Tantaani had lost ten days of broadcasting to power outages. Once Radio Tintaani's energy supply stabilized in June—the local cooperative repaired their generator—we sent DMI's generator to Radio Djawoampo in Bogande who were experiencing seasonal outages caused by heavy rains.

The second week of November, during the midline field research, both Radio Djawoampo and Tintaani were experiencing power outages. Anxious to get Radio Tintaani back on air during the midline research we purchased (€5,393) a second generator and installed it in Kantchari, limiting the power outages to two days.

Radio Lotamu in Solenzo also experienced recurring power outages throughout November and December. As mentioned in the Q3 report, worried that Solenzo's power supply problems would only get worse—the town depends on a local energy cooperative that is keeping two very old generators on life-support—we decided to install a solar energy system at Radio Lotamu. We signed a contract with a supplier in early October and rented a local generator to keep the station on air through the midline. Our pessimistic analysis of Solenzo's energy supply has been confirmed by recent events; both of the Solenzo energy cooperatives' generators caught fire in early January and the town of Solenzo no longer has electricity. Frustratingly, our solar supplier has experienced delays with his Spanish supplier of rechargeable batteries. We have prolonged the rental of the generator for Radio Lotamu through December and our solar supplier has agreed to cover a percentage of the additional rental costs.

The second crucial lesson that our 22 months of broadcasting has confirmed is that in managing an output-intensive partnership with a community radio station there is no substitute for 'ears on the ground'. In spite of two years of collaboration, of important investments made in energy security, studio equipment, training and programming, we still only learn of serious problems in our partner stations during our field visits. This is particularly true in regards to the many personnel issues that have an impact on our interactive programs. In Ouahigouya, La Voix du Paysan's star program host, and the principal host of our interactive program, Kalizeta Soro passed the civil service exams to be a teacher and enrolled in the inductive training program without informing the management of la Voix du Paysan, or its parent organization. As this training made her increasingly unavailable for her daily programming responsibilities and for 'DMI' rehearsals she was obliged to tell the station director that she was hoping to teach full-time *while* continuing to work for la Voix du Paysan. Bassirou learned of these developments during one of his scheduled visits only after expressing our frustrations at Soro having missed several rehearsals. In the end, the radio station's management decided to fire Soro. Her departure has forced us to reorganize the team that broadcasts our interactive program. Cheikh has worked with the station's management to redistribute programming responsibilities and convinced the station director to recruit a new staffer.

In more positive news, La Voix du Paysan has made Adama Suguri station manager. Ever since our first visit to the station in June 2011 we have been convinced that Mr. Suguri is the most dynamic and effective member of the station's staff. In December he asked DMI to participate in a series of strategic meetings with the Voix du Paysan management team to help reorganize the station's programming schedule and staffing policies. Cheikh returned to Ouahigouya in early January to participate in a series of meetings.

In Banfora, the staff furloughs at Radio Munyu described in the Q2 and Q3 2013 reports have come to an end. Ultimately, the Munyu association reinstated the radio's entire staff. Thanks to the efforts of Salim and Bamba, our Banfora zone producer, the extended suspension of regular programming had no significant impact on our spots broadcast or interactive program. We did, however, as we did last year, and for the same reason, lose another Radio Munyu actress: Lea Traoré was hired by OXFAM to work for their community development theatre company. Cheikh has hired and trained her replacement.

Capacity Building

The last weekend of November we organized our second annual DMI retreat. This year we spread the workshops over two full days; 68 representatives from our partner stations travelled to Ouagadougou to attend. The first sessions, which involved all 100 participants (DMI + our radio partners), were devoted to DMI's research team. They presented a breakdown of the results of the seven months monitoring research they had done in our intervention zones. This feedback was of particular interest to our partner stations; they do not have the resources to do any independent audience research.

For subsequent sessions the participants were split into two groups, actors/on-air hosts and engineers. Cheikh and Salim spent a day and a half training the engineers on the advanced functionalities of RadioBoss—a radio broadcasting software platform that we have installed in all of our radio partners—and

devoted a long session to editing with Adobe Audition. Mouna, Pieter, Laurent and the scénaristes worked with the actors/on-air hosts to identify and model the best practices for each of the tasks involved in successfully performing a DMI module live on-air: analysing the text, assigning the roles, rehearsing the module, live performance and post-broadcast critique. The two-day workshop was capped off with a Saturday evening at Ouagadougou's Espace Zodo, an open-air dancing hall: food and music for all.

This quarter our contract engineers tested all the participants of our first two rounds of radio maintenance training. The candidates who show the most potential will receive advanced training during the first quarter of 2014. DMI, and our partner stations, have already benefitted from the first rounds of training. In December Radio Lutte Contre la Desertification's (Djibo) transmitter overheated. When this has happened in the past the station's manager has had to send the transmitter down to Ouagadougou, often taking the station off-air for several days/weeks. This time he called together all of the participants in the DMI training and together they were able to repair the transmitter, with the station only being off-air for a few hours.

Outreach

In early October we met with Dr. Naré Narcisse and Dr. Bocar Kouyaté of the Ministry of Health. This was the first technical-level meeting to discuss a DMI/Government of Burkina national media campaign partnership. Dr. Naré is the Director of the Direction de la Promotion de la Santé, a recently created division of the ministry of health tasked with 'health promotion'; they are the ministry division responsible for health communications. Dr. Kouyaté called the meeting to emphasize to Dr. Naré the minister's interest in building on the success of DMI's campaign. The outcome of this meeting was a commitment by Dr. Naré to organize a stakeholder's meeting involving key personnel from both the ministries of health and communications. Originally scheduled for November, this meeting was postponed and eventually held in January 2014.

On Friday November 15 we received a second visit from the SPRING project, the 5-year USAID funded cooperative working to strengthen efforts to scale up high-impact nutrition practices and policies to improve maternal and child-nutrition outcomes. The SPRING delegation consisted of Peggy Koniz-Booher, Senior Advisor Nutrition and Waverly Rennie, SBCC specialist consulting for SPRING. Over the course of a lengthy meeting, SPRING took the time to understand how DMI's Saturation+ strategy is put into practice. They also presented the BCC objectives of USAID's REGIS-ER project, a five-year project in Burkina Faso and Niger for which SPRING has been asked to contribute to the BCC strategy. At the end of the meeting, SPRING discussed the possibility of inviting a team in Q1 of 2014 from the REGIS-ER program office in Niger to visit DMI Burkina.

Administrative Developments

- From October 21-25 we welcomed Dr. Jimmy Whitworth and Dr. Marta Tufet of the Wellcome Trust to Burkina Faso. They spent two days with the DMI team in the office, one-day at Radio Loudon in Sapoui where they were able to follow a live interactive program with two DMI modules, and one day visiting a research centre in Navrongo, Ghana that the Wellcome Trust has funded for many years.
- Considerable time and energy were devoted this quarter to recruiting a new Finance Director and a Human Resources Specialist. The Ouagadougou recruitment firm *ICI Partenaires* was contracted to organize the recruitment. We received over 60 applicants for the human resources position and 20 applicants for Finance Director. In early December, we interviewed a dozen candidates for human resources and eight for finance. In late December we hired Mrs Glwadys Ouedraogo for the position of Human Resources Specialist. Mrs Ouedraogo has both a law degree and an advanced degree in HR management. She has five years' experience as HR manager for private and public companies. Most recently she was the Human Resources Director for SOTRACO-SA, Ouagadougou's public bus company—roughly 300 employees, a very tough job, the place is a mess! Mrs Ouedraogo

has a solid grounding in Burkina’s labour laws, experience managing difficult situations (downsizing, bankruptcy, reorganizations), and—especially—an open and engaging personality. Her first day at DMI will be 7 January 2014.

- On the last working day of 2013 we hired Mr Ibrahim Paraiso as Finance Director. He has advanced degrees in accounting & finance, and economics & management and 11 years’ experience as a finance manager in the private sector—currently with a multinational logistics/shipping company, and previously with a construction firm—including experience reporting regularly to foreign investors. Mr. Paraiso currently works in Niamey, has worked in several West African countries and speaks solid English. He will start at DMI on 1 February 2014. Jennifer Steel moved to Ouagadougou in December to spend three months covering the gap, in addition to her finance duties for London.
- Palingwinde left DMI as Director of Operations and Wendkouni as Finance Director at the close of 2013. DMI organized a going-away event at a Ouagadougou ‘jardin’ for them both.
- The week of November 11-15 Salim, Andy Johnstone (a U.K. based cameraman), and scenariste Sylvain Kousse shot footage for a series of five short films that introduce DMI and explain our Burkina trial and methods.
- On November 1, Adele officially became DMI Burkina’s Logistician. She has already replaced our mechanic and revamped the way in which we track driver performance, vehicle maintenance and fuel consumption.
- October was a difficult month. On October 8th researcher Souleymane Salouka’s mother passed away in Bobo Dioulasso and on October 25th studio chief Parfaite Kiema lost her father unexpectedly.
- We ended 2013 with better news: researcher Souleymane Salouka’s wife gave birth to their first son on December 4th (their second child) and scriptwriter Barthelemy Ouedraogo’s wife gave birth to their first son on December 8th (also their second child).

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RESEARCH REPORT

Qualitative Research

In the last quarter of 2013, the research team carried out four pretesting trips and two feedback visits. Pretesting covered hygiene, respiratory infections, exclusive breastfeeding and colostrum, and malaria (which was done with Nuni and Mooré speakers - we try to include pretesting in all language areas). The focus group participants continue to like our spots, even when it is the 4th time (or 5th for the malaria spots) on the same theme.

After the synthesis of the 7-zone feedback data in September 2013, we took stock of our research efforts to refine fieldwork tools and plan the next phase of research. We reviewed our fieldwork guidelines for the feedback research to further improve our understanding of message penetration (how many people are reached through our spots and modules), compliance (how many adopt lifesaving behaviours), and resistance (what behavioural change obstacles remain).

The pretesting shows we continue to push the right buttons: for example the research indicates that our target audience easily picks up the main message of no water, only breast milk, during the first six months of life; and they know that “even if you use those [herbal concoctions], you still end up going to the health centre” where they have the correct treatment. Hopefully this will be visible in the midline results. Spots which highlight the practicality of the message (for example having water and soap available in the household) work best. People also like spots which use positive role modelling, and which associate all the key stakeholders, e.g., building latrines is something that needs to be discussed and decided by both men

and women. The most successful spots show listeners how to overcome difficulties with intelligence, with the gentle power to convince a recalcitrant husband, with an openness to learn from each other.

If our behaviour change campaign is successful, we have to be able to document how we achieved this change so other campaigns can learn from the Burkina Faso example. We will be looking at the social life of spots/modules, and will gather data on the social diffusion and activation of a spot: what are the social situations where a spot/module emerges; who talks to whom about the content, and why; and what behavioural actions are triggered or activated by these social events? The research team will explore these questions by focusing on specific spots aired in the previous month, interviewing 20 individuals per zone (total 140). Playing recently-aired spots facilitates recall of concrete situations involving other, older spots; the spots seem to provide a lens whereby health-related actions (or absence of actions) can be evaluated. We will also continue with focus group sessions to get feedback on the main health themes, and with visits to district-level resource persons to gather MNCH statistics and information on the activities of other public health actors.

The feedback trip to Bogandé in November confirmed the strong media position of our partner radio station: almost all participants (93 of 97) have heard our messages, at a steady rate of 2-3 times per day for spots and 2-5 per week for modules. The key behaviours also seem to be well adopted: in comparison with other feedback trips, resistance to lifesaving behaviours appears limited to very small populations in the Bogandé villages, possibly indicating that normative behaviours have shifted. One woman said she learned more from the radio messages than from health agents. A village pastor reported that “not one woman gives birth at home; you can check with the CSPS in Kossougou.” And it is not just women: now husbands often accompany women for ANC visits. Exclusive breastfeeding also appears to be widely adopted: mothers now say that exclusively-breastfed children are ill less often. Other behaviours – diarrhoea treatment, complementary feeding, bringing a child with fever to a health agent – all seem to be well-established. Even for messages with low broadcast frequency such as low birth weight prevention, people retain the key elements.

Respondents also said hygiene practices have changed, and associate this with the radio messages that started to be broadcast about 2 years ago. Undoubtedly, the presence of NGOs promoting and assisting latrine construction has helped here, but people said the radio messages have further pushed the construction efforts. Mothers also recognize the importance of soap: “We thought water alone sufficed to get rid of microbes but the radio taught us that only soap can do that. When kids come home from school, if you don’t give them soap to wash their hands, they complain!” But some villagers still hesitate to construct or use latrines (tradition holds that different genders and/or generations should not use the same place for defecation); and handwashing is more difficult in the fields than at home.

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Quantitative Research

Midline survey

During the final quarter of 2013 the LSHTM team led the midline evaluation. Training of 77 fieldworkers was conducted during the last two weeks of October, including field tests at the end of training. The survey itself started at the beginning of November and lasted until mid-December. Overall, 5,000 mothers of a child less than 5 years old were interviewed across the 14 clusters. Data monitoring during the fieldwork identified interviews with incomplete and/or inconsistent answers and re-interviews were requested. Data cleaning is now on going.

Data monitoring during the survey detected “contamination” in the Gayeri control cluster from Djawoampo radio station broadcasting the DMI campaign in Bogandé intervention cluster. Among about 380 women

interviewed in Gayeri cluster, a third reported having listened to Djawoampo radio station in the last seven days. Contamination occurred mainly in villages located to the North and North West of Gayeri (towards Bogandé). Consideration needs to be given to drawing a new sample of villages for the endline survey in Gayeri cluster to exclude the areas in which “contamination” has occurred.

The midline survey included questions on knowledge and reported behaviours as well as radio listening patterns. Results from the survey are expected to be available in early March 2014. The behaviour change data will then be put into the Lives Saved Tool (LiST) to estimate the midpoint impact on child mortality. A midline cost-effectiveness evaluation will also be undertaken by Jo Borghi and Frida Kasteng at LSHTM.

Health facilities routine data

Visits to five “Médecins Chef de District” during fieldwork supervision confirmed the presence of a database at District level capturing monthly reports from CSPS which would enable an analysis to examine whether utilisation of CSPS has increased as a result of the trial. A protocol for data collection is currently being prepared for submission to the Ministry of Health and to the “Directions Régionale de la Santé” concerned by the trial.

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CREATIVE REPORT

It’s been a busy quarter for the creative team at DMI. Alongside our regular outputs of spots and long format dramas we hosted the Annual Retreat in Ouagadougou for our seven partner radio stations. We also produced six short documentaries capturing our activities in Burkina Faso.

During this period we’ve broadcast on Handwashing, Breastfeeding, Maternal Health, Oral Rehydration Therapy, Malaria and Extra Care for Low Birth Weight Babies.

Our pre-testing activities indicate that our listeners often favour spots in which characters behave well as human beings and are shown making the health decisions we promote. Positive reinforcement is therefore an important dramatic tool we use to promote desired behaviours. But we also need to show the flip side: the potential risks associated with incorrect behaviour. Where feedback research throws light on specific entrenched obstacles to behaviour change we try to create compelling, often humorous stories promoting positive behaviours without humiliating or ridiculing characters who may hold entrenched views. For example: one persistent barrier to the exclusive breastfeeding of infants is the perceived notion that when a baby cries and rejects the breast he/she is craving water. Given that babies cry for many reasons, we’ve created a spot which highlights the fact that when a baby cries it might be hot rather than thirsty and he /she can be cooled down using a moistened cloth rather than giving it water to drink. In this spot the entourage of the anxious mother is shown to have the solution to the problem, but the message is delivered in the context of a supportive relationship that is non-confrontational.

The Annual Retreat is an opportunity for us to share our experiences and interrogate our production process with the staff of all of our partner radio stations : technicians, actors, station staff presenters and DMI writers had the opportunity to share experiences and learn from each other during a day- long series of workshops which track the creation of a long format scenario from its inception right through to the post-broadcast review which is held every night after the transmission of the evening show. In the workshop Preparation of a Long Format Module, led by script and drama specialists Laurent Deboise (IRP) and Mouna Ndiaye (Scriptwriting Supervisor) the actors and zone producers compared their working methods. During group exercises they were able to deepen their understanding of the process. This particular workshop

focused on the importance of a thorough and accurate understanding of the narrative, the building of characters, the allocation of roles and the rehearsal period. The group concluded that more time spent in the careful examination of the story and its characters during the prep and rehearsal period results in a more achieved final product.

The creative department was also responsible for the production of six snapshot documentaries capturing our project. These support our Public Engagement strategy and capture the various unique aspects of our work for the future once the project in Burkina has come to an end. The films cover a range of topics that include a film about the reasons for our collaboration with partner radio stations, a film showing our recruitment process in action, and a film which describes the way the work of our research team feeds back into our outputs and changes behaviours. Members of our writing team in Ouagadougou, led by IRP Salim Salam, volunteered to assist in the research and production of these films both in front and behind the camera. Without their energy and dedication this would not have been achievable.

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PUBLIC ENGAGEMENT REPORT

Staffing

Cathryn Wood returned from maternity leave in late November. Anna Cairns had been providing maternity cover for Cathryn, and has now moved to a fundraising post at an environmental NGO in London. We were sad to see Anna go, but also delighted to welcome Cathryn back. Cathryn will be working on public engagement (including the DMI handbook) and on innovation (including mHealth).

Funding

The Mulago Foundation confirmed their unrestricted grant to DMI, for \$150,000 (the funds are to be transmitted in January). We are using this money to fund a DMI regional representative, based in Kinshasa and with a particular focus on DRC, but also travelling to other countries in West and Central Africa to talk to potential funders. We recruited for this post in November and have appointed Jeroen Corduwener, a Dutch national with extensive experience of working on media development across Africa (most recently with Internews in Cote d'Ivoire). Jeroen is starting at DMI on 6 January and will spend a week in the London office, two weeks in Burkina Faso and a week in Mali before moving to Kinshasa at the start of February.

We are also talking to various funders (including Irish Aid and ELMA Philanthropies) about setting up a nationwide child and maternal health radio and TV campaign in Mozambique. Discussions are at an early stage but we are optimistic.

Proposals

We have submitted a proposal to Grand Challenges (a consortium of funders led by Gates) for a pilot project in western Burkina Faso, to test whether short health promotion videos designed to be viewed and shared on basic mobile phones will be sufficiently popular to be spread virally (peer-to-peer). We are waiting to hear the outcome.

We are continuing to develop joint fundraising proposals with World Vision, and are exploring similar arrangements with Save the Children. Both partnerships will work across multiple support (northern) and country (southern) offices.

We have started a major phase of engaging with US foundations. We will be making tailored approaches to larger foundations with established interests in global health in early 2014. We are preparing a postal mailout to a further 6,400 small foundations which are not currently active in this area, which is due to be sent out in early January.

We recruited a team of MBA students from London Business School to work with us this term to develop a framework for identifying potential corporate partners (funders) in priority countries, and to develop sales tools (slidedecks) for them. Both the framework and the presentation materials are now complete and we will be using them in 2014.

Public engagement

We have started work on a public engagement strategy for the midline and endline results of the Burkina Faso trial, preparing the ground for our outreach work in 2014 and 2015 respectively. This outlines our key messages, priority audiences for those messages, the best channels and opportunities to reach those audiences (e.g. conferences, articles, DMI events and so on) and what we need to do in order to capitalise on those opportunities. The strategy will be complete in early 2014.

We have also begun work on the DMI handbook, which will provide practical advice on how to run effective mass media behaviour change campaigns in developing countries, based on our experience in Burkina Faso and elsewhere. This will be available to the public online and we expect to have a draft ready by the end of Q1 2014.

Films

We have produced a series of short films about DMI and the trial in Burkina Faso. These are now live on our website (<http://www.developmentmedia.net/films-about-dmi>) and will be shown at conferences and events.

Working groups

We continued to take part in a number of working groups with a global health focus, in order to promote the potential for mass media to change behaviours and reduce child and maternal mortalities. These included the UN Commission on Life-Saving Commodities (demand creation sub-group), and the Private Sector and Innovation Working Groups of the Partnership for Maternal, Newborn and Child Health at the WHO.

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PHOTOS



Radio Tintaani team from Kantchari participating in the workshop



A Bogandé zone producer receiving his certificate at the end of the two-day workshop



Laurent leading a workshop at our two-day retreat