

SBCC in CVE



EAI's Ecosystem Approach

Generative Communication Ecology (GCE)

- New ideas and perspectives



Listening, discussion and action groups (LDAGs)



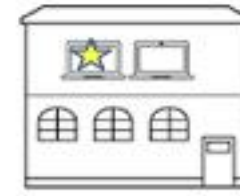
Listeners/community



Community reporters



Radio partnerships: Broadcast & Co-Production



Equal Access Office/Production Interaction mechanisms SMS/IVR



Voices for Peace

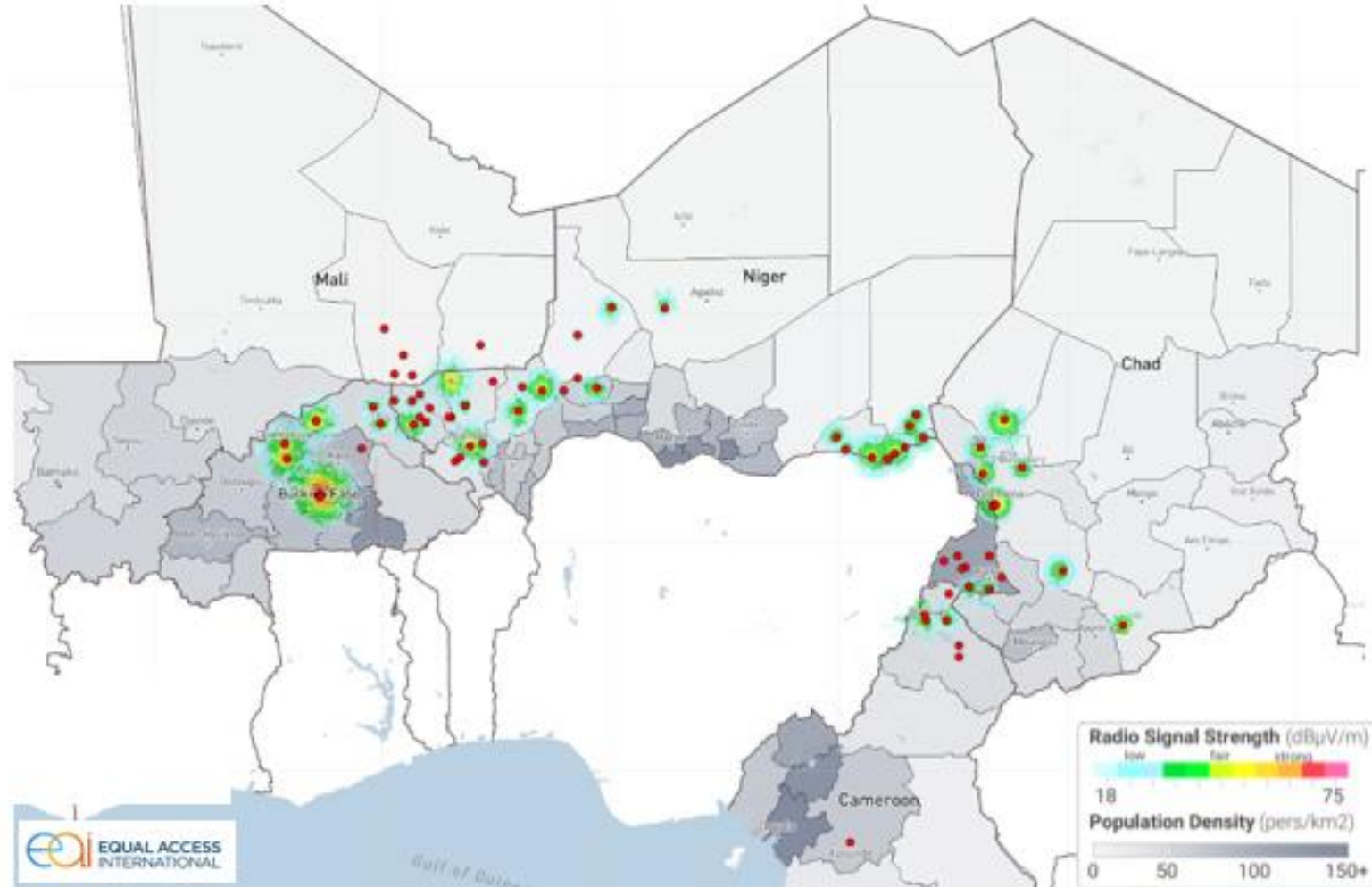
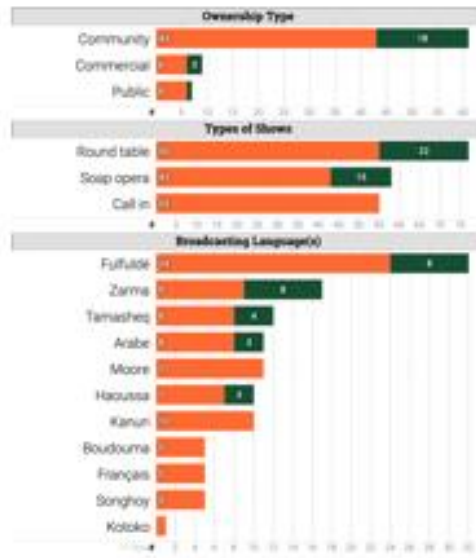


RADIO STATION PARTNERS IN THE SAHEL REGION

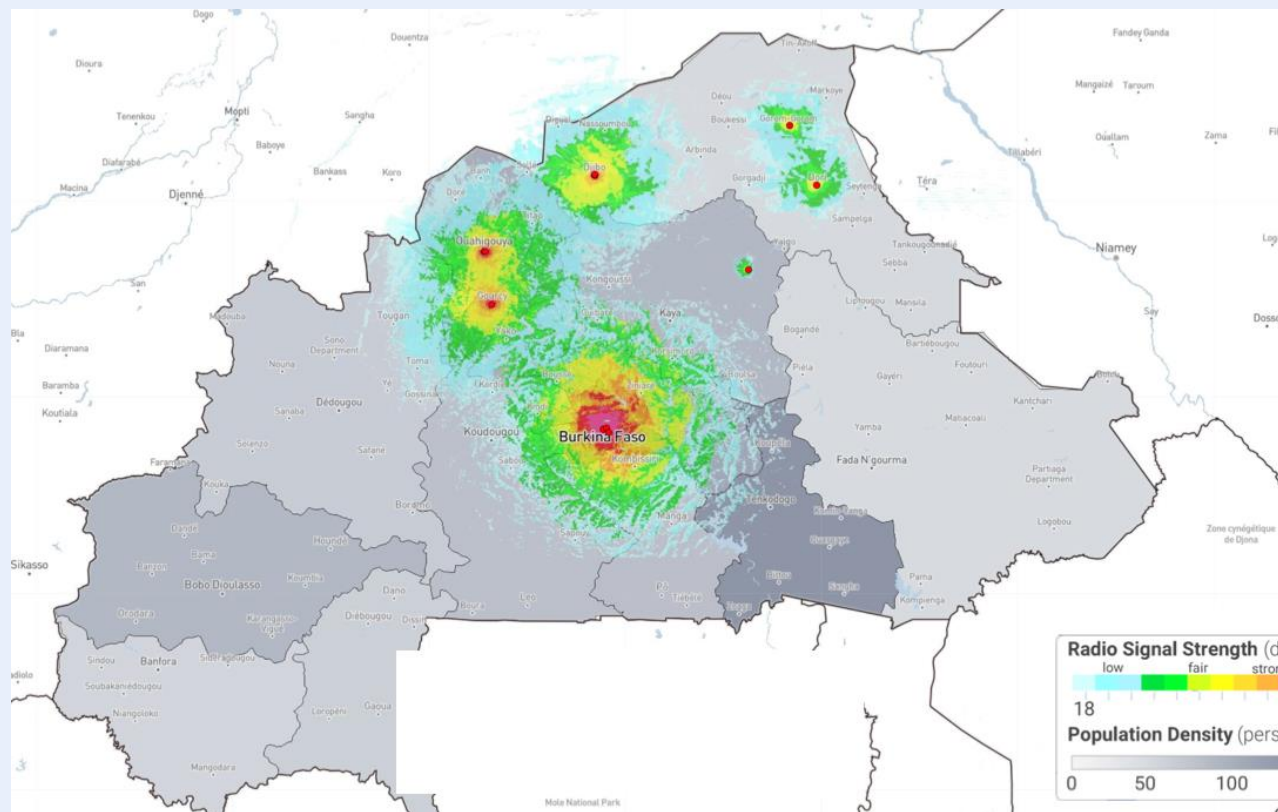


Key Figures

- 77 Radio Stations
- 11 Broadcast Languages
- 14 Production Languages
- 61 Community Radios
- 9 Commercial Radios
- 7 Public Radios



Burkina Faso Impact Evaluation



DRG LEARNING, EVALUATION, AND RESEARCH ACTIVITY

ENDLINE REPORT

Tasking N062

'Voices for Peace'

Impact Evaluation of a Radio Drama to Counter Violent Extremism in the Sahel Region in Burkina Faso

JUNE 04, 2019

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Analytic Support for Mindanao CVE Campaign Nov 30, 2018

Global Engagement Center
Equal Access International

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EAI Radio / LDAG Intervention for Mindanao

- EAI will combine 48 weekly episodes of radio programming with locally-run Listening and Discussion Groups (LDGs)
 - 10 facilitators in 5 regions will run LDGs for a total of 240 meetings (1 meeting/episode, 48 meetings in each region)
 - Each LDG will cover a unique barangay, 6 barangays in each region)
- The radio drama will promote 3 themes: youth empowerment, women's inclusion and good governance
 - A given LDG will meet 6-8 times on a given theme (with approximately the same group of people)
 - 2 unique LDGs in each region per theme
- Target audiences: Civically inactive men and women, Youth 15 to 40 years old, BLGU officials and staff, Community-based organizations

Region	Total # unique LDGs	Barangays / LDG	Total # Barangays	LDG Meetings / theme	Participants per LDG	Participants per theme	Total Participants
1	6	1	6	6-8	≤ 25	≤ 50	≤ 150
2	6	1	6	6-8	≤ 25	≤ 50	≤ 150
3	6	1	6	6-8	≤ 25	≤ 50	≤ 150
4	6	1	6	6-8	≤ 25	≤ 50	≤ 150
5	6	1	6	6-8	≤ 25	≤ 50	≤ 150
Total	30	5	30	~ 35	≤ 150	≤ 50	≤ 750

Design option 1: RCT comparing LDAG+Radio with Radio alone

- Conduct representative survey of 20 Barangays
 - Ask respondents if they are willing to receive call-back offer of study participation
 - Conduct call-backs, recruiting/consenting ~35 participants/Barangay willing to be randomized to LDAGs; Select 25 to participate
 - Request nominations of 5 peers per original participants (Peer network 1) and 5 peers per Network 1 participants (Peer network 2)
 - Phone survey peer network

But survey firm has expressed concern regarding ability to economically interview peer networks

Design option 2?

- Randomly assign Barangays to Tx & Control
 - Treatment condition: LDAGs (x6) as designed by EA
 - Control condition: With or without control radio program LDAG
- Assessments
 - Origin group: Phone or in-person surveys at weeks 5, 10, 15
 - Peer networks: Phone survey weeks 10 and 20
- Feedback on programmatic content
 - Is this necessary given that EAI has routine access to groups?

Design Option 3: Facebook Lite survey

- Hypotheses:
 - Barangays with LDGs will have people that talk more about the radio show with their peers than the control barangays
 - Barangays with LDGs will have more change in attitudes/behaviors/knowledge than control barangays
- Treatment: 30 barangays with LDGs
- Control: 30 barangays within radio broadcast, without LDGs
- Recruit representative sample in each barangay via targeted ads on Facebook Lite
 - Ask participants to nominate friends to also participate (snowball sampling / respondent-driven sampling)
- Conduct survey AFTER radio show (theme?) to examine reach + impact
 - Attitudes/behaviors/beliefs
 - Have you heard the show?
 - Have you talked to your peers about the theme?
- Measure diffusion, compare treatment and control barangays for amount of diffusion

Alternative design options

- Pre-post surveys
 - Survey participants before and after LDAGs
 - Recruit IMPL to monitor all LDAGs, survey participants at weeks 0, 10, 20, & conduct occasional focus groups
- Conduct pre-post survey
 - Consider EAI Barangays as treatment barangays and recruit participants in control Barangays
 - Conduct representative survey with phone interview follow-ups

Radio Broadcast Area



