

**DMI Burkina Faso, Country Director's Report**

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In early 2015, DMI started working on the first stage of putting in place the operational infrastructure for the Alive and Thrive campaign in Burkina Faso. Over the months of February and March, DMI Country Director and Director of Partnerships visited 35 community radio stations in 28 towns across Burkina Faso. These visits allowed us to present the campaign to potential radio partners, re-evaluate their capacity (we had last visited some of these radio stations in 2011) and confirm their languages of broadcast. At the end of four weeks of station visits we were able to confirm the list of radio stations to participate in the Alive & Thrive campaign.

During these trips we also started putting in place the network of radio trackers in each broadcast zone. We recruited two people in each zone to monitor the radio broadcasts and track the number of spots broadcast per day; contracts have been signed with 50 monitors for the Alive & Thrive campaign.

In June, we asked our radio broadcast partners to start broadcasting existing DMI spots. These 'pre-campaign' broadcasts allowed us to identify weaknesses in the stations broadcast compliance and to test our broadcast monitors before the start of the Alive & Thrive campaign. This preparation allows us to work out the 'kinks' in the campaign broadcast and monitoring platforms well before the Alive & Thrive spots are aired later in October.

The second preparation stage for the campaign was the recruitment and training of specialist translators and voice talent to produce Alive & Thrive spots in the four Alive & Thrive broadcast languages for which DMI cannot use in-house skills. Teams of translators and voice actors were identified for the Lobiri, Kassena, Dagara and Lyeelé languages. In March and April, our production team had 'test runs', with these teams translating and voicing a dozen existing DMI spots. This process allowed us to train these teams and to assess the quality of their translations and voicing. After these tests, we identified additional voice talent for a few of the languages. This preparation ensures that we will be ready to rapidly start the production process for the national campaign as soon as the scripts are ready to go to studio. After voicing 12 spots these four new teams are ready for the more intensive production of the Alive & Thrive campaign. As of June we have the ability to translate and produce radio spots in all ten languages of the Alive & Thrive national campaign (the full list of languages are included in the DMI media plan).

Over the course of the last six months DMI has participated in several strategic workshops and meetings with the Alive & Thrive team, the Alive & Thrive implementing organizations, and other structures to coordinate the operational details of Alive & Thrive's project in Burkina Faso. The first of these meetings was held on 2<sup>nd</sup> February and was chaired by Alive & Thrive and the London School of Hygiene and Tropical Medicine (LSHTM). During this meeting A&T and LSHTM presented the cluster randomized trial that will be done in the Boucle du Mouhoun to evaluate Alive & Thrive's impact in Burkina Faso. At this

workshop it was agreed that DMI would not broadcast the radio campaign in the Boucle du Mouhoun, as these broadcasts would interfere with the cluster randomized trial.

On 12<sup>th</sup> March, DMI participated in the Alive & Thrive workshop organized to discuss the results of the opinion leader survey that A&T commissioned. That same week DMI benefited from a work session with Mr. Andy Rigsby of +GMMB. Mr. Rigsby explained the objectives and methods of the Alive & Thrive advocacy campaign to our scriptwriting team. This was a very useful session and allowed our creative team to get a better understanding of the broader Alive & Thrive strategy. On 19<sup>th</sup> and 20<sup>th</sup> March the entire DMI creative and research team (19 people) participated in a workshop organized by Alive & Thrive. Over the two days Alive & Thrive introduced the different interventions that would be undertaken in Burkina, by DMI, by Terre des Hommes and by Mwangaza Action. During this workshop the DMI team was given detailed presentations of the Alive & Thrive objectives, strategy and the behaviours the campaign will promote.

On 7<sup>th</sup> May, DMI participated in the launch ceremony of the Alive & Thrive activities in the Boucle du Mouhoun. DMI was represented by Bassirou Kagone, director of partnerships and Ibrahim Paraiso, finance director. On 10<sup>th</sup> June, DMI participated in a half-day workshop organized by Alive & Thrive in Ouagadougou. We presented the planned mass media campaign, its rationale, methods, objectives and strategy to the Alive & Thrive team, a representative of DFATD, an officer from the Canadian embassy, the nutrition team from UNICEF, and the Director of the Nutrition from the Ministry of Health.

On 9<sup>th</sup> July the DMI senior management team had our first meeting in Ouagadougou with Silvana Faillace, Alive & Thrive technical director and Patricia Preware. This meeting allowed us to agree to the operational details of the campaign design as well as to the master calendar. It was agreed that the campaign would consist of 28 radio spots broadcast over 28 weeks, starting in October 2015 and running until August 2016. The campaign will be broadcast on 25 radio stations in 10 languages. Each radio spot will be broadcast ten times a day for one week. The production of radio spots will be organized into four production cycles thus allowing all of the spots to be pretested before they are aired. The agreed calendar specifies the dates of the four production cycles as well as the spot broadcast dates.

The DMI scriptwriting team has completed two production cycles of radio spots. The first cycle produced seven spots, five on early initiation and two on exclusive breastfeeding. The second production cycle also produced seven spots, all on 'no other liquids'. All of these scripts will be given to Alive & Thrive the week of 27<sup>th</sup> July. The first batch of spots delivered for pretest will be in Dioula and Mooré and the second batch will be in Dioula and Fulfulde. It was agreed during the 9<sup>th</sup> July meeting with Silvana and Patricia that these batches of spots have to be pretested in August if the campaign broadcasts are to begin in October.

On 16<sup>th</sup> July DMI senior management had our third meeting with Fodie Maguiraga to discuss the development of monitoring and evaluation tools for the Alive & Thrive campaign. At this meeting a

group of basic monitoring and evaluation tools were agreed. DMI agreed to develop a compliance worksheet to be used by the participating radio stations as well as to draft an outline explaining how the feedback monitoring research that DMI is planning could feed into the monitoring and evaluation tools that Alive & Thrive are developing for the mass-media campaign. At this meeting the possibility of Alive & Thrive commissioning a national media penetration survey was also evoked. This would be a very good way to evaluate the reach of the Alive & Thrive/DMI radio campaign.