

DMI Burkina Faso, Country Director's Report

Matthew Lavoie

April – June 2015

This quarter marked the launch of all the planned SPRING/DMI campaign activities. The first activities to come on line in the quarter were the full spectrum of radio programs. In May long-format modules were brought on-air in four radio stations, Radio Manegda in Kaya, Radio Djawoampo in Bogande, La Radio Municipale de Sebba in Sebba, Radio La Voix du Paysan in Ouahigouya. Each of these stations broadcasts two DMI produced modules (a live radio sketch) per week. With the modules coming on-air, the DMI campaign is in full swing on all of the seven radio stations chosen to cover the entire REGIS-ER intervention area.

To get the module broadcasts on-air on deadline DMI organized two training sessions, the first with the staff of Radio Manegda, Kaya and the second with the staff of the Radio Municipale de Sebba. These trainings were conducted by DMI field producer Moussa Tiendrebeogo and scriptwriter Souleymane Maiga; Moussa has four years' experience managing live radio programs for DMI and has worked in community radio for the last twelve years, Souleymane Maiga has been a DMI scriptwriter for four years, has done extensive field research at DMI and was trained in MIYCN messages by SPRING.

These trainings included workshops on SPRING MIYCN messages, communication for behaviour change techniques, radio presentation, performance skills, and how 'to get the most out of a module' (or as we tell them, 'how to milk the cow'). After this week of intensive training our team supervised the bringing on-air of the modules. Our field producer will remain in Kaya throughout the campaign to build the capacity of the Radio Manegda team and to monitor the roll-out of the campaign throughout the REGIS-ER intervention zone. The broadcast teams in Ouahigouya and Bogande have participated in DMI campaigns for the last four years and are experts in the DMI module concept; they have also received extensive training in health messages relating to infant mortality over the last four years, including a refresher training highlighting the SPRING MIYCN messages.

Production of creative outputs continued throughout this quarter. In May our creative team wrote the rest of the radio spots for the SPRING campaign. These spots were pretested in early June in Kaya and Bogande, in the Mooré and Gourmantché languages respectively. The pretest results were shared and discussed with SPRING before the final spots were selected and put into final production. Module writing continued throughout the quarter.

Especially intense creative activity this quarter was devoted to producing the two remaining films for the SPRING campaign. After several rounds of discussions with SPRING's technical advisors to determine the themes of the two films we started scripting in late May. In early June shooting started on both films. One was shot in Tanlarchin, a village east of Ouagadougou, and the other in a village in the

Manni/Bogande region. Both films were shot in the Gourmantché dialect of the Manni/Bogande region (Gnagna province) using actors from the region. The creative process was assisted and validated by SPRING's technical advisors. The films have been transferred on to 300 miniSD cards for distribution in July. (The films were encoded on the miniSD cards in three different formats, to ensure that they will play on the majority of cell phone operating systems.)

In late June, at the request of SPRING, DMI's senior management team met with the URC/REGIS-ER team managing the REGIS nutrition intervention to discuss how the SPRING/DMI campaign could support their activities in the field. This meeting was chaired by Cheryl Crombest, URC senior technical advisor, and the senior URC management team in Burkina Faso, Aita Cisse Sarr, Aboubacar Sawadogo, and Oumar Toe. At this meeting it was proposed that the most useful synergy would be to distribute the films DMI produced for SPRING through the REGIS-ER mother-to-mother groups in the Manni region. There are 110 of these groups and they meet bi-monthly. It was proposed that the group leaders be used as distribution nodes for the films, given the reach of the mother-to-mother groups this strategy will allow for a larger distribution of the films than DMI could manage independently. URC also requested that we share the DMI/SPRING radio spots in Mooré. They would like to use them to generate discussions in their 'école des pères' (community groups bringing together fathers). The films, along with the eleven radio spots in Gourmantché will be given to the URC team managing the REGIS-ER nutrition programs in July, as agreed with SPRING.

Particularly useful this quarter was the visit to Burkina of the SPRING technical advisory team and, the same week, the field visit with USAID in Bogande. We were able to spend a solid week with Peggy and Alix; a very productive week during which we worked through the remaining strategic questions concerning the design of the campaign, to monitor progress on key activities of the campaign, to touch base with the REGIS-ER teams (nutrition and livelihoods) as well as showcase our collaboration to USAID. The highlight of the week was the field visit to Bogande and Kaya. In Bogande we met Thibault Williams, USAID regional health officer. This visit was the opportunity to demonstrate the SPRING/DMI campaign as executed by the team of Radio Djawoampo to USAID. The program started with a meeting with the full team of Radio Djawoampo during which we introduced the objectives of the campaign, the design of the campaign and the methods used. This introduction was followed by a lively discussion between Thibault, DMI and the staff of Radio Djawoampo. The second activity on the program was a live radio program during which two DMI modules were performed. Thanks to real time translation into the English from Gourmantché by DMI staffers, Mr. Williams was able to get a detailed understanding of the DMI campaign method. The following morning the Radio Djawoampo organized a visit for the entire delegation to a nearby village where we met with an active radio listener's club. Despite the fact that the club members had not listened to the program the previous evening (there had been a funeral ceremony) they were able to share and discuss what they have gained from the DMI radio campaign and what they appreciated about the radio messages. The SPRING/DMI team continued the day with a second listeners group which was smaller and allowed for a more involved discussion. During the final

afternoon of this field visit the SPRING team was able to visit the DMI training taking place in Kaya. At the end of the week a debriefing was organized at the DMI office. Peggy outlined the lessons learned thus far in the SPRING/DMI collaboration and suggested ways in which the DMI platform could be of greater benefit to the larger REGIS-ER intervention.

Our Burkinabe research team and London research manager spent considerable time this quarter developing SPRING specific protocols for the research activities undertaken for the campaign. This includes working on the Radio Capacity Evaluation tool and developing the Social Spread of a Spot proposal. In early June, Abderahmane Bamba, DMI's field producer in Western Burkina visited all of the radio stations participating in the SPRING campaign and conducted the Radio Capacity baseline assessment. That same week our Kaya field producer, Moussa Tiendrebeogo spent four days working in villages in the Kaya region with the Radio Manegda team. The purpose of the trip was to assess the extent and viability of the radio station's listener clubs with the goal of developing meaningful activities to support the radio campaign. After analysis and discussion of his conclusions, following SPRING's technical advice, it was decided that it made more sense to mobilize community groups through the existing REGIS-ER networks, 'école des pères' in the Kaya region and the mother-to-mother groups in the Manni region.