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

DIRECT COMMUNITY ENGAGEMENT

Formative Research
Learning & Adapting
Social Action
Interactive Feedback
Co-Created Communication Programs
Stakeholder Engagement
Capacity Building

PARTICIPATORY MEDIA & TECHNOLOGY
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

USAID

Radio Signal Strength (dBuV/m)

Radio Signal Strength (dBuV/m)
0 50 100 150+

Population Density (pers/km²)
18 75 150+

Cameroon

Mali

Niger

Chad

Gulf of Guinea

Key Figures

Ownership Type
- Commercial
- Public
- Community

Types of Shows
- Roundtable
- Live Calls
- Connects

Broadcasting Languages
- Arabic
- Hausa
- Kotonu
- Songhay
- Wolof
Burkina Faso Impact Evaluation

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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Global Engagement Center
Equal Access International

Analytic Support for Mindanao CVE Campaign
Nov 30, 2018

“This briefing transmits preliminary results of RAND research. It has not been formally reviewed or edited and has not been cleared for public release. The initial views or conclusions expressed in this brief could change as the research is completed. Contents of this briefing should not be cited or quoted without permission of the authors.”
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

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<th>Region</th>
<th>Total # unique LDGs</th>
<th>Barangays / LDG</th>
<th>Total # Barangays</th>
<th>LDG Meetings / theme</th>
<th>Participants per LDG</th>
<th>Participants per theme</th>
<th>Total Participants</th>
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<td>&lt; 150</td>
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Preliminary Results – DO NOT DISTRIBUTE OR CITE
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 networks

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