

VOICES

SHARING IDEAS, GROWING SOLUTIONS.



The newsletter
for partners of
Developing
Countries Farm
Radio Network

DECEMBER 2003, NO. 69

A WORLD fit for children

WHEN CHILDREN ARE BORN INTO THE WORLD THEY ARE ENTIRELY DEPENDENT BEINGS.

They continue to rely on adults for support through childhood. Because their bodies are still developing, they are particularly vulnerable to the effects of poor nutrition and lack of access to safe drinking water, inadequate health care, environmental pollution, and unhealthy living conditions. Without proper emotional and physical support, a child's mental and physical development may be severely affected.

Far too often children don't get this support. They take on many responsibilities when they are too young. They collect water and firewood, tend field crops, and feed and water livestock. They watch, care for, and carry their younger brothers and sisters. Often

be addressed in your programs. UNICEF lists child protection, immunization, health in early childhood, fighting HIV/AIDS and ensuring education for girls as the five priority areas for children. Your community might have other pressing issues that need to be addressed, for example, child-heads of households, children in conflict situations, street children, or children with disabilities.

Radio plays a vital role in raising awareness of global issues. It also has tremendous power in shaping children's lives. As a broadcaster, you can help to advance child development by producing documentaries and dramas that teach and entertain, and help make a world fit for children.

To look into some aspects of the future, we do not need projections by supercomputers. Much of the next millennium can be seen in how we care for our children today. Tomorrow's world may be influenced by science and technology, but more than anything it is already taking shape in the bodies and minds of our children.

– Kofi Annan, United Nations Secretary-General

they live in poverty and must work to contribute to the family income instead of going to school. They may not get enough food. Children working as farm labourers face extra challenges. They pick crops still covered with pesticides, or spray the chemicals themselves. They are often exposed to poisonous snakes and insects. They are more likely to live where there is little or no access to education or other services. Sometimes they are injured on the job.

Adults can help improve children's lives and ensure they receive the care, nurturing, health, nutrition and protection they need to survive and to thrive. Radio is an excellent tool for educating adult listeners who are responsible for the health and welfare of children in their communities, whether it be feeding them, making sure they go to school, enforcing their rights, or helping AIDS orphans. Our scripts focus on only a few topics that relate to children in rural or farm communities, but there are many other important issues that may

Facts of life

- More than 10 million children under the age of five die each year – 30,000 every day – most from causes which are preventable
- Malaria kills more than 3000 children daily in Africa
- 123 million children are not in school – more than half of these children are girls
- 120 million children between ages 5 and 14 are working full-time
- 300,000 children under 18 are currently exploited as soldiers, domestic servants, spies and sex slaves
- In the past 10 years, as a result of armed conflict: 2 million children have been killed; more than 6 million children have been disabled; 1 million children have been orphaned; and about 12 million children have been left homeless
- More than 14 million children have been orphaned by AIDS
- Every day, almost 2000 babies are infected with HIV
- In some developing countries, children make up to 1/3 of the agricultural workforce

Sources: Canadian International Development Agency, UNICEF, International Programme on the Elimination of Children Labour

Partner NEWS & VIEWS

Thank you

Thank you to everyone who participated in our most recent survey. This year, we conducted the survey by email to speed up response time, to be able to follow-up quickly, and to reduce print and distribution costs. While we recognize that this method limits participation to only those partners who have email access, the information gathered is helpful in evaluating how well we are meeting the needs of all our partners.

About 70 partners responded to our survey, with greatest response from Mexico, Cameroon, Argentina, Uganda, Mali and the Philippines. Here's what they told us:

- Most of the partners surveyed joined the Network more than five years ago.
- Almost all engage in broadcasting, audio and script production.
- The majority of respondents still prefer to receive our materials by regular post, even though 55% have regular access to the internet. In Africa, only 40% have regular internet access.
- Half of the partners surveyed devote more than an hour of airtime a week to development subjects.
- Agriculture is still the highest priority topic, followed by information about the environment, rural livelihoods, nutrition, women's issues and children and youth.
- National and international issues consistently ranked as the least important topics for our partners. The reason given for this most often was insufficient station/organization resources, and a general lack of audience interest in these issues. As one partner explained: "Many agriculturalists are living in a hand to mouth existence; concerned with subsistence farming and agriculture for the local market. These form the primary target audience. The commercial farmers are a secondary audience who have access to information on international trade and agricultural policy from other sources."

Survey results show high satisfaction with scripts and *Voices*. Over half of respondents translate the scripts into local languages, and many adapt them significantly to suit local conditions and audiences through the use of interviews with local experts or researching local practices. It is clear that our partners enjoy reading about other partners' activities and projects in the newsletter, and would also like more information about training and capacity building resources for radio.

Evaluating how we meet your needs and wishes helps us work more effectively toward our common goals of rural food security and poverty reduction. But we are only half the partnership. Evaluating your own work, and how you meet the needs of farmers and other listeners in your rural communities is equally important. As development communicators, we all need to remember that listening is just as important as talking. Listen to your audience. Ask them to share their needs, concerns and dreams with you, and make a commitment to developing radio programs that respond to them.

Finally, share what you learn with us. We're listening.

Panos Pictures



The following previously published Network scripts that focus on children and youth issues are posted on the Farm Radio Network website. The scripts are also available by email or by post. [See back page of the newsletter for website, email and snail mail addresses.]

- 67.10 Mummy Tiger and her babies:
How children experience conflict
- 65.6 Families benefit when girls go to school
- 62.10 Mummy Cheetah and her babies:
A story to help orphaned children talk
- 59.9 Young people can learn from their elders
- 59.8 Children have a right to play and to learn
- 59.7 Young people are at risk on the farm
- 59.6 Habits ... a drama about youth and drugs
- 59.5 AIDS: Young people talk about how
AIDS affects family life
- 59.4 AIDS: Youth take action to prevent a
killer disease
- 59.3 Understanding each other: The impor-
tance of listening to youth and children
- 59.2 Sara learns about health and nutrition
at school
- 59.1 Sara stays in school
- 57.7 A community school for boys ...and girls!
- 52.1 Pesticides can hurt unborn children
- 49.6 Iodine: the hidden hunger
- 48.8 A school garden brings land back to life
- 48.7 Corn in the classroom
- 46.10 A mother helps to start a school garden
- 39.3 Prevent blindness with Vitamin A
- 30.8 Breastmilk can protect your baby
from sickness



TIPS AND CHECKLISTS for producing radio programs about CHILDREN'S RIGHTS

IN 1989 THE UNITED NATIONS CONVENTION ON THE RIGHTS OF THE CHILD WAS ESTABLISHED TO PROTECT CHILDREN'S RIGHTS. The Convention acknowledges that healthy societies of the future require the healthy development of children today. It lists the basic human rights to which children everywhere are entitled, and protects these rights by setting minimum standards that governments must meet in health care, education, and legal and social services. To date, all but two countries (the United States and Somalia) have ratified the Convention.

The Convention also recognizes the important role of mass media in promoting children's social, physical, spiritual and moral health. As a broadcaster, you can produce radio programs in collaboration with special interest groups that advocate for children and youth, or work with local farm safety agencies and orphans' organizations on program research and production. There are many resources to aid in production of programs that advocate children's rights. For example, *The Media and Children's Rights* is a practical guide that offers storyline ideas and checklists for producing media programs (audio, video, print) based on the United Nations Convention on the Rights of the Child. Commissioned by UNICEF and published by PressWise International in 1999, the guide aims to help media professionals generate responsible coverage of children's issues, to examine the impact of adult behaviour and decisions on children's lives, and to appreciate the rights of children and the value of the UN Convention on the Rights of the Child as a story source. According to the Convention, a child is defined as any human being below the age of 18 years. And all children everywhere, without discrimination, have the right: to survival; to develop to the fullest; to protection from harmful influences, abuse and exploitation; and to participate fully in family, cultural and social life. The guide groups these rights into fifteen separate story themes: children with disabilities; discrimination; children and the family; child labour; armed conflict; health and welfare;

the child's identity; opinions and civil freedoms; children in public care; children and the media; children in the media; education; children and crime; sexual abuse and exploitation; and responsibilities of the state. The following information is excerpted from the section in the guide on **Children's Health and Welfare**. It offers storyline suggestions for your programs, as well as a checklist of questions to ask yourself to ensure the ethical reporting of children's issues.

The full document of *The Media and Children's Rights* is available online at: www.presswise.org.uk/display_page.php?id=125 or in hard copy from The PressWise Trust, 38 Easton Business Centre, Felix Road, Bristol BS5 0HE United Kingdom. Tel: 44 (0) 117 941 5889, Fax: 44 (0) 117 941 5848, Email: pw@presswise.org.uk, Website: www.presswise.org.uk

Children's health and welfare

STORYLINES

- Keep an eye on official reports and statistics about child health in your country - mortality rates at birth; deaths before the age of 5; levels of preventable childhood diseases like tuberculosis and diphtheria. Seek explanations from acknowledged experts.
- Investigate childhood epidemics and their causes, including environmental issues and the impact/adequacy of state health services. Are there mass immunisation programmes? How does the state manage child health care? Compare levels of funding with other public services.
- Use 'human interest' features to explore maternity and paediatric services. Is there a high incidence of birth problems? How efficient and child-friendly are hospital services for children?
- How are children with HIV/AIDS treated and accommodated? What support systems exist? Investigate the effectiveness of health education campaigns in helping children make informed decisions about their lives.

continued on page 4



"I was very impressed by some of your scripts, especially the series on using market information services [Package 66, March 2003], for that is what I am working on right now. Thank you for making it possible for us to tap into such a valuable resource."

- Paul Kavuma, FOODNET, Uganda 21/07/2003



CIDA

“We regularly receive your packages and Voices ... and we assure you that the majority of your scripts have been brought to life as radio programs and broadcast for the past three years on Radio Brakoss every week. In addition, some of your scripts are broadcast as spots on our program, “Quelques petits conseils.” Once again, we thank you for the considerable effort you make in putting together these packages.”

– Tchanguz Vatankhah, Radio Brakoss, Chad 07/08/2003



Tips and Checklists... *continued from page 3*

- Investigate the environment in which children live, learn and play. What is being done (in schools, for instance) to improve awareness about healthy life-styles (diet, drugs, pollution, recreation, road safety, sexual behaviour, smoking, sport)?

Checklist

- Is your story thoroughly researched and accurate? Unsubstantiated health ‘scare stories’ can do more harm than good, by encouraging distrust of medical professionals - and the media - and even causing public panic.
- Will your coverage help people to understand childhood disease, preventative measures and treatment procedures? Have you identified sources of information and help?
- Have you obtained sufficient and reliable information from the authorities? Does your story help people to make sense of reports and statistics about child health?
- If you are seeking to raise young people’s awareness about HIV/AIDS, have you included their own accounts of the decisions they face, as well as clear information on ‘safe sex’, not sharing needles, and other preventative measures?
- Does your material encourage understanding or incite prejudice about diseases and conditions (like HIV/AIDS)? Balanced, well-informed coverage can put pressure on the authorities to provide the best treatment possible.

Other programming suggestions

The United Nations Children’s Fund (UNICEF) offers the following tips for producing news, magazine programs and documentaries about issues that affect children.

NEWS AND MAGAZINE PROGRAMS

- Feature children’s perspectives on the daily news.
- Highlight problems facing children in your community.
- Produce programs about ways that children and adults are working together to create positive change.
- Create children’s news bulletins and magazine programs targeting younger audiences. Give children a voice in selecting the topics to be covered.
- Involve children and young people as reporters and presenters. Combine field reporting and studio interviews.
- Establish a hotline to help connect children and families with community groups and social services.

DOCUMENTARIES

- Profile the personal stories of children working as farm labourers, or children who are heads of their households. A half-hour or an hour documentary on a single topic can be a powerful tool for telling children’s stories in greater depth and exploring their realities in their own words.
- Profile local community groups that support children and show how they are making a difference.
- Produce stories about children at risk and projects working for positive change in their lives.
- Record a day in the life of a child, capturing the child’s hopes, fears and dreams.
- Focus on girls’ situations whenever possible – their stories need to be told.
- Put the cameras and microphones in the hands of children.

HIV/AIDS Alliance

Sources:

The Media and Children’s Rights. 1999: The PressWise Trust and UNICEF.
<<http://www.presswise.org.uk>>

International Children’s Day of Broadcasting (ICDB): What broadcasters can do. UNICEF.
<www.unicef.org/videoaudio/video_4862.html>



“I share the information you send me and it has been very useful ... the area is mostly formed by farmers whose activities include breeding animals and harvesting corn, cotton, alfalfa, batata and soja.”

– Luis Nelson Amirilla, FM Radio Planeta, Argentina 16/07/2003

Partner profile: ABC Ulwazi, South Africa

ULWAZI IS THE NGUNI WORD FOR KNOWLEDGE –

an appropriate name for Farm Radio Network partner ABC Ulwazi. Established in 1995 as one of the first community radio training projects in Johannesburg, ABC Ulwazi is a leading educational radio production house and training institute in South Africa. A non-governmental organization, ABC Ulwazi's mission is to contribute to the empowerment of South African society by strengthening community radio.

ABC Ulwazi produces educational radio programs on topics ranging from agriculture to health and HIV/AIDS and social issues. Their programs are broadcast in seven South African languages on commercial, community, public and international radio. John van Zyl, Executive Director, noted that ABC Ulwazi is struggling at the moment to secure funding for agricultural programs because of the higher priority given to the HIV/AIDS crisis, unemployment and crime. Although, as he said recently, "... with the most serious drought in 100 years looming, there has never been a greater need for agriculture-related information."

Last year, ABC Ulwazi completed several successful projects, some with a special focus on children and youth, including:

- "Youth Job Creation through Community Tourism." Twelve radio stations received educational training programs to encourage their communities to develop tourism projects employing youth.
- Six ten-minute programs on domestic violence with a special focus on its effect on women and children. Managers and senior producers from 24 community radio stations were invited to a workshop on domestic violence and the rights of women and children.
- "A Friend for Life." This educational series about safety and children was one of the most popular and successful series ever produced by ABC Ulwazi. Twenty producers received training in the meaning and content of the safety messages, educational use of the programs, and production of further programs on children's safety issues.

A project currently in development, "Cost of a Child's Silence," will focus on early childhood development and children's rights.

In October 2003, ABC Ulwazi received the trophy for the Best Training SMME (small, medium and micro enterprises) in Africa in recognition of their vision, excellent business practice and growth, and published "Community Radio: The People's Voice" (see Resources on page 6). They have a deep commitment to the community radio sector in South Africa. Although only a Network member since 2000, the organization was nominated for the George Atkins Communication Award last year. As John van Zyl expressed: "We believe community radio is the voice of civil society. We shall make that voice heard loudly and clearly throughout South Africa."



For more information, visit the ABC Ulwazi website at: www.abculwazi.org.za, or contact John van Zyl, Executive Director, PO Box 32402, Braamfontein, Johannesburg, South Africa 2017. Email: info@abculwazi.org.za

I am thankful for DCFRN, for the valuable support and for being one of my inspirations to do better for my countrymen.

– Adelina Carreno, ViSCA Radio DYAC-FM, Philippines 24/07/2003

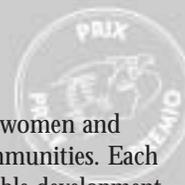
Thank you for the wonderful work that you are doing for all of us in developing countries.

– Olatunde Johnson, Friends of the Earth FOE 98.1 FM, Sierra Leone 28/08/2003

Prize for women's creativity in rural life

"By honouring a woman, we honour a whole nation"

The prize for women's creativity in rural life is awarded by the Women's World Summit Foundation (WWSF) to honour women and women's groups who exhibit outstanding creativity, courage and commitment to improving the quality of life in rural communities. Each year, 30 or more women and/or their organizations are selected to receive the prize (\$500 each) for their contribution to sustainable development, household food security and peace. Deadline for nominations is March 1, 2004. For more information about eligibility and nominations contact: WWSF, CP 2001, 1211 Geneva 1, Switzerland. Tel: (41 22) 738.66.19, Fax: (41 22) 738.82.48, Email: prize@vtxnet.ch or visit: www.woman.ch. To read about 2003 award recipients visit <http://www.woman.ch/women/1-laureates.asp>.



Resources

Community Radio: The People's Voice

Edited by Farm Radio Network partner John van Zyl of ABC Ulwazi in South Africa (see partner profile on page 5), this handbook is an excellent resource for anyone involved in setting up, managing and sustaining a community radio station. It also outlines the role of community radio in the growth of society and democracy, drawing on ABC Ulwazi's ten years of experience with the sector in South Africa. Copies are available in English only for US \$20 (plus S&H) from: ABC Ulwazi, PO Box 32402, Braamfontein, Johannesburg, South Africa 2017. Email: info@abculwazi.org.za www.abculwazi.org.za

MAGIC

Media Activities and Good Ideas by, with and for Children, or MAGIC, is UNICEF's searchable online database of information, advice and best practices on children and media. The MAGIC Bank includes examples of media projects from all over the world that have had a positive effect on children. <http://www.unicef.org/magic>

OneWorld Radio

OneWorld Radio offers services and networking for broadcasters and civil society organizations that use radio for human rights and sustainable development. Their internet site includes radio programs on children and youth issues, news, training and funding resources, as well as a directory of community radio members. <http://radio.oneworld.net/index.php?>

UNICEF

- UNICEF produces radio interviews and packages, with transcripts, on latest current events affecting children worldwide. Programs are available free for broadcasters to download and retransmit. http://www.unicef.org/videoaudio/video_audio.html
- ***Please pass the iodized salt:*** A series of 30- and 60-second radio spots about iodine deficiency and the benefits of iodized salt is available from UNICEF in English, French and Spanish for free and unrestricted use. The spots are also intended to raise awareness of children's right to

good nutrition to give them the best possible start in life. The PSAs can be downloaded from http://www.unicef.org/videoaudio/video_radiopsas.html. They are also available on CD ROM from: Spark Media, 1920 L Street NW, Suite 601, Washington, DC 20871 USA.

Child Rights Information Network (CRIN)

CRIN is a global network that disseminates information on children's rights and the Convention on the Rights of the Child. The CRIN Newsletter is published three times a year in English, French and Spanish and is available in both print and electronic formats. Contact: CRIN, 17 Grove Lane, London SE5 8RD UK. Email: info@crin.org. Website: www.crin.org

Supporting Children's Rights through Education, the Arts and the Media (SCREAM)

is an education initiative of the International Programme on the Elimination of Child Labour (IPEC) to help educators worldwide promote understanding and awareness of child labour among young people. Resources are available free of charge in English, French, Spanish and Portuguese on the internet at:



<http://www.ilo.org/scream> or contact IPEC, 4 Route des Morillons, CH-1211, Geneva 22 Switzerland. Email: childlabour@ilo.org

Building Blocks: Africa-wide briefing notes

This set of six booklets was published in January 2003 by the International HIV/AIDS Alliance as a resource for communities working with orphans and vulnerable children. Booklets include information about psychosocial support, health and nutrition, education, and social inclusion. Available free of charge in English, French and Portuguese from International HIV/AIDS Alliance, Queensbury House, 104-106 Queens Road, Brighton BN1 3XF. Email: publications@aidssalliance.org. Website: www.aidsalliance.org

International Children's Day of Broadcasting

International Children's Day of Broadcasting (ICDB) is celebrated each year on the second Sunday in December. It is a day when broadcasters around the world "Tune in to Kids" by airing programs for and about children, and involving children in production.

Be one of the thousands of broadcasters in more than a hundred countries that take part. Invite children to your radio station. Let them talk on the air about their hopes and dreams, and share information with other adults and other children. (ICDB is a joint initiative of UNICEF and the International Council of the Academy of Arts and Television. See the article on page 3 for ideas about developing radio programs in support of children.)



**Developing
Countries
Farm Radio
Network**

Supporting broadcasters in developing countries to strengthen small-scale farming and rural communities.

416 Moore Avenue, Suite 101
Toronto, Ontario Canada M4G 1C9
Telephone: (416) 971-6333 Fax: (416) 971-5299
Email: info@farmradio.org www.farmradio.org

Program undertaken with the financial support of the Government of Canada through the Canadian International Development Agency (CIDA).

Network material may be copied or adapted without permission if it is distributed free or at cost and if Developing Countries Farm Radio Network and original sources are acknowledged.

© Developing Countries Farm Radio Network (Canada), 2003