

Target Areas: Tulear province

Beneficiaries: estimate over 800,000 listeners due to increased radio ownership since the project began



ALT was invited by the Committee Nationale de Lutte Contre le SIDA (CNLS), the national HIV AIDS awareness council in Madagascar, to build on the success of 'Project Radio' and develop HIV radio programming for the south.

Project Radio SIDA was launched and commenced programme production. It was also contracted to distribute 2000 solar/wind up radios and set up listening groups across Tulear and Fianarantsoa ex-Provinces for the CNLS national HIV radio campaign.

Project staff delivered trainings to journalists and to CNLS regional co-ordinators/ trainers in participatory programme production on HIV themes. Additional training in radio distribution and setting up listening groups was also provided to the national CNLS team.

As with Project Radio, a participative approach has been applied to research local beliefs, attitudes and behaviours and produce locally appropriate and effective programming. The programmes have been made in local languages (Androy and Anosy) to ensure understanding, and pre-tested with listening groups before broadcast.

The project has maximised opportunity of synergy with other HIV awareness projects and collaborated with local CNLS co-ordinators, Populations Services International and local service providers and local festivals and events have been used to distribute condoms and information directly to villagers.

Summary outputs

- 78+ HIV awareness programmes produced and broadcast
- 2000 radios distributed to listening groups
- 2 local producers/trainers trained in HIV programming
- 16 local journalists trained in HIV radio programming techniques
- 10 regional CNLS co-ordinators trained in listening group set up/management
- 10 CNLS regional trainers trained in participatory production cycle (UNICEF funded)

Additional partnerships and activity

- Mini soap opera produced in Antandroy language (under ALT DMP)
- Full evaluation of SIDA programmes carried out
- Full evaluation of radio distribution effected
- Shared findings at national level
- Local events – e.g. with PSI, distribution of 3000 condoms at music events in south
- Produced training manual for CNLS national campaign and local journalists
- Identified as a best practice partner by CNLS
- Additional radio programmes with ALT's Drought Mitigation Programme