



Early Warning Systems

Nairobi

21/22 May 2014

What we do...

- ▶ Audiences are at the heart of everything we do
- ▶ Formative research (audiences and issues) informs all programming and strategy
- ▶ Translate research into production outputs and capacity building programmes with local media



Governance &
Rights



Health



Resilience &
Humanitarian
Response

Resilience and Humanitarian Response

- ▶ Environment
- ▶ Climate Change
- ▶ Livelihoods
- ▶ Lifeline Programming

Lifeline Programming: Preparedness & Coordination

Information
FOR affected
communities...



Not ABOUT them...



- BBC Is the world's most trusted broadcaster, especially during crises
- We convene & train Government, Humanitarian Agencies and Media to work together on preparedness and crisis communications

Resilience and Humanitarian Response

- ▶ Evolution of our work on communication about climate change
 - ▶ Africa Talks (2009)
 - ▶ Climate Asia (2013)
- ▶ How research insights are shaping our communication projects

Africa Talks Climate - 2009



1 Experiencing Change



“The rains used to have seasons, there was plenty of water and we never used to have landslides, but right now rainy seasons are shorter due to the destruction of forests by man.”

Older female pastoralist from Kibaigwa,
Tanzania

2 Responding to Change



“We gather in church and pray for rain...There is nothing we can do. We just will wait for the rain... we will wait for the rain to plant.”

Young woman from Debay Tilat Gin,
Ethiopia

3 Explaining Change



*“When you cut down trees there is no moisture
and therefore no rain.”*

Older man from Ahero, Kenya

Key Challenges



- ▶ Leadership
- ▶ Media
- ▶ Information
- ▶ Dialogue


The Communication Challenge



“You know, this is like the HIV story. When it started nobody wanted to believe it, ‘it’s got nothing to do with me, and it’s not going to touch me,’ but before we knew it, it hit us left, right, and centre... And the same thing is going to happen with climate change.”

Joyce Mhaville, Managing Director of
ITV in Tanzania

The Communication Challenge



“It is extremely important for people to understand. As the report indicates, the issue of climate change has often been described as an abstract, scientific subject ... *it is very important that we communicate in a language that our people understand, so often we must go to the local languages.*”

**Nobel Peace Laureate Professor
Wangari Maathai**

The Role of Media



Intense droughts affect farmers' livelihoods. It's hard to get enough to eat and drink.

Farmers lack water for their crops; they can't afford fertilisers, feed for cattle and poultry or other inputs.

It's a struggle to treat pests and diseases and there are no reliable market prices.

Poor-quality livestock means low returns – prices have plummeted.

Families take their children – often girls – out of school to help at home and with farming.

BBC MEDIA ACTION



BBC Media Action's researchers ask farmers about their needs.

They discover local language radio is the most popular medium for news and information.

Locally recruited journalists and producers get technical training and editorial support.

Together with partners, they produce radio programmes and mobile phone services.

BBC Media Action researchers test out the new programmes and services with audiences.

Radio content is shared through listening groups and face-to-face training. Facilitators make sure everyone shares their questions and ideas.



Farmers gain skills. A farmer raises chickens after learning how to build a poultry house on a radio show.

Farmers gain knowledge. They judge the best time to sell after hearing up-to-date market prices on a mobile phone voice recording. With the extra income, they buy food for their family.

Farmers hear expert advice. A farmer improves profits by opting to raise a smaller number of animals. He can afford to keep his children in school.

Farmers gain confidence. Women start a project to collect rainwater following a listening group discussion. This makes their kitchen gardens more fertile and helps improve family health.

Communities hold those in power to account. Farmers ask for help to build an irrigation channel. This request is raised in a radio programme and the local government takes action.



Climate Asia



www.bbc.co.uk/climateasia



Pakistan

India

Bangladesh

Nepal

China

Vietnam

Indonesia

33,500 interviews
100 focus groups
150 in-depth interviews with
experts and opinion-formers
42 community assessments
Communication workshops
Evaluation of existing
communication

People experiencing changes in weather

Weather



Environment



Water



Electricity



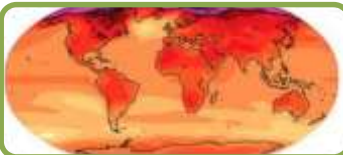
Fuel



Agricultural productivity



A few key findings: changes experienced



77% across the region feel it has got hotter



48% think number of extreme weather events has increased over last 10 years



38% felt that agricultural production has decreased

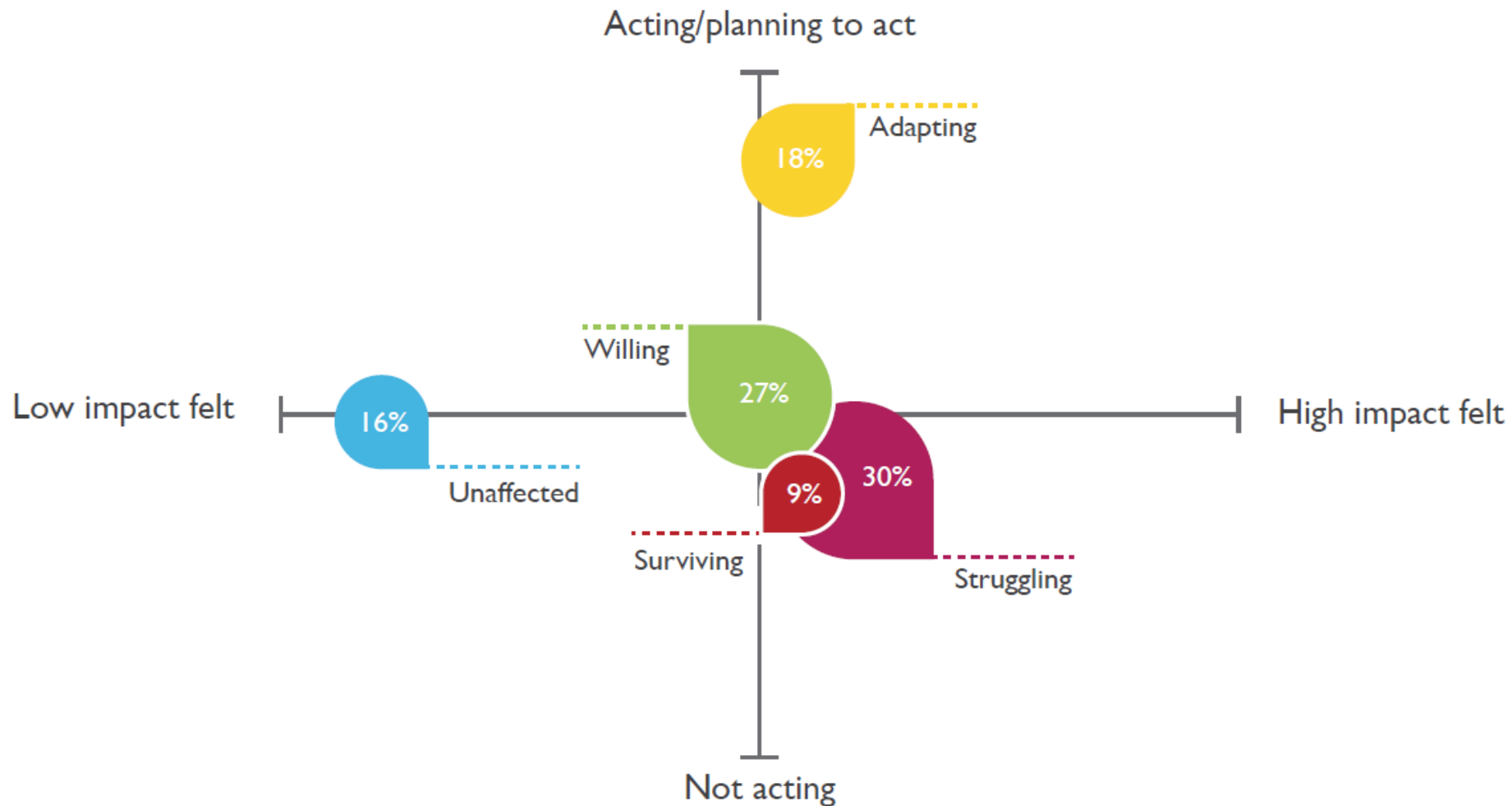


73% want more information on how to respond to changes



74% feel changes have impacted their ability to earn money

Segmenting the audience: Bangladesh



Struggling Segment: Motivators & Barriers

MOTIVATORS

Value fitting in

Need to act to survive

Want to solve things with their community

BARRIERS

Not having government support

Lack financial resources

Lack information

Bangladesh:

Communicating with the 'struggling' segment

- **Build Networks:** People feel connected to the community.
- **Inform:** People in the struggling segment are information thirsty
- **Inspire:** This group needs to feel they are able to take action.
- **Increase accountability.** Facilitate dialogue between government bodies, other organisations and people, to hear and respond to demands for infrastructure and resources.

Climate Asia: A Portal for All

CLIMATE
ASIA

An initiative of DDC Media Action
DDC
MEDIA ACTION
TRANSFORMING LEADERS THROUGH MEDIA
ACROSS THE WORLD

Home **Explore the Data** What can you do Resources How to use About us

Data Portal

1 SELECT YOUR COUNTRY OF INTEREST



Your Selections

1 COUNTRY

2 TOPIC

3 QUESTION

EXPLORE RESULTS

2 SELECT YOUR TOPIC OF INTEREST

3 SELECT YOUR QUESTION

Applying our research: Tanzania

‘Radio for Resilience’

harnessing the power of the media to increase accountability and build resilience of those most vulnerable to the effects of climate change

- capacity building (mentoring) local radio stations to produce high quality and informative resilience programmes;
- working with local CSOs to improve how they work with the media
- supporting listening groups

“... I have been able to learn what to cultivate when there is scant rainfall and what to cultivate when the rains are heavy”... FGD with women in Dodoma town, 18-25 age-group.

“Nyakati Zinabadilika has brought the leaders close to their people. In the beginning, I think the leaders didn’t know the needs of the people in the villages..” Interview with journalist at Dodoma FM.

Turning research into practice: Ethiopia

BRACED Ethiopia

Building capacity of c800k people in Ethiopia to find transformational solutions to climate variability and disasters by climate forecasting, behavioural change & sharing skills & technology

Partners: Christian Aid, Action Aid, Kings College London, UK Met office and Ethiopian Met Services

Strategies: providing user friendly climate information; early warning systems; strengthening/diversifying existing livelihoods; capacity building of CSOs and community groups; dissemination of evidence