ORGANIZING RADIO TALK SHOWS
A 10-Step Guide for quick programming in the COVID-19 context
ACKNOWLEDGEMENTS

This Guide has been developed based on experiences and learnings from the ACF-WASH project implemented in Kyangwali, Uganda with funding from European Union Civil Protection and Humanitarian Aid (ECHO).

Authors: Juma Musasizi, Sona Sharma, Armelle Sacher.

Cover photograph: AAH Uganda, Juma Musasizi

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UNITED STATES
Action Against Hunger
One Whitehall Street 2F
New York, NY 10004
www.actionagainsthunger.org
RADIO TALK SHOWS - A 10-STEP GUIDE

1. SELECTING THE MOST APPROPRIATE RADIO STATION

Understanding the media landscape: a) Review existing data on media consumption patterns, for example, any periodic survey on the reach of various media including radio channels. This will help in identification of the range of radio stations and the ones with a larger reach in the area/region.

b) Conduct a quick radio listenership survey among the targeted audience in the project area. The survey will help us in identifying:

- How many of the households own or have access to radio
- Who have access/control over the radio in the household?
- Which is the most preferred station (including community radio stations)
- What is the preferred time for listening to radio
- What is the preferred language and
- Type of guests they would find credible as a source of information on health/COVID-19.

A simple format (sample at Annex 1) could be used to collect the information through the field-based colleagues. In addition, in parallel to the survey, consult with partners (NGOs, local Health Authorities and UN agencies) to map available services, and identify partners who have been working using radio or support local radios, and identify partnerships already established with radio stations that can be leveraged. At the end of this step we will be able to shortlist radio stations that are suited to our requirements, a list of partners and the potential partnerships and collaboration.

Developing the terms of reference (ToR) for radio engagement activity. The ToR would include details of the activity objectives, background of the organization, a brief introduction of the project, target audience, talk show schedule, intended outcome, number of talk shows, promotion requirements (DJ mentions, advertisements) and spot messages (if planned) that you intend to air, and possible modalities to make the show interactive and allow the audience to ask questions and share opinions (e.g. free phone number to ask questions, etc.) It also spells out the responsibilities of ACF and those of the radio station e.g., at the end of every talk show, the radio service provider should provide a recorded CD. (A sample ToR is at Annex 2)
Contracting the radio station/s: If the radio program has a cost, follow the organization procurement procedure to finalize and contract the radio station. The selection of the station must be done keeping in mind the results from the radio listenership survey and the objectives of the radio talk show activity. For example, the radio station should have a moderator who can speak the language of the targeted audience and they must be willing to make available the recommended listening time in line with the preferred timing identified in the listenership survey. You can either have translations in other language during the show, or organize a dedicated show for each language. Also note that as a Humanitarian NGO working in Health, nutrition, FSL and WASH, in many areas you will have the possibility to access radio stations and other media through partnership with local authorities, or NGOs dedicated to informing population and partners in humanitarian context (e.g. Internews, etc). Coordinate with the MoH, NGOs and UN agencies, to identify opportunities to broadcast, identify potential guests to invite to the show, ensure coherence of the information provided in the show, and get key information about available services in order to prepare for possible questions (e.g. complaint mechanism number, protection/gbv service, etc).

NB: Generally, broadcasting on local radio is not very expensive, and some times it could also be free. In addition, radio is quite cost-effective (in 1 hour a team may reach hundreds or even thousands of people vs only a few dozen when conducting home visited or peer group activities) as it allows to reach a large number of people at a time, and it makes the topic of discussion a public matter, and therefore increases the credibility of the information provided. Nevertheless, radio broadcasting does not replace face-to-face activities and tailored counselling, and it is suitable to combine as many communication channels as possible to get the best results.
Planning the talk show: Once the procurement processes are done, develop the talk show schedule along with the designated person from the radio station, detailing the dates and the time when the team will be conducting the talk shows, the topics for each show as well as the overall program flow of the shows. The activity coordinator must share the final schedule with the manager of the radio station, as soon as it is finalised.

a) For the scheduling, it is advisable to sequence the shows on the same days of the week, e.g. every Thursday for easy community mobilization.

b) Plan for the promotion of the show: A day before and on the day of the show, every DJ in the studio should mobilize the audience about the show, informing the time, topic, organisers and panelists and ask the audience to prepare questions. The community actors (for example Hygiene Promoters and Village Health Teams) should be informed of the schedule in advance to mobilize the beneficiaries for the show.

c) Develop the program flow. A sample program flow for a talk show of one-hour duration would be:

- Introduction of the panelists and an overview of the topic (5 minutes)
- Panel discussion by experts and other panelists (30 minutes)
- Questions and answers from callers (20 minutes)
- Announcement & services update: e.g. remind the Emergency phone numbers for COVID, the Complaint and feedback Mechanism (CFM) phone number, any recent updates on service delivery changes in modalities made due to COVID19 outbreak.
- Closing/summarizing key points of discussion (5 minutes)

d) Prepare a list of contacts (e.g. NGO list, what they do) to be able to question relative access to other humanitarian supports available (food aid, health, protection/gender based violence complaint mechanism, etc). Although, it is not the specific purpose of the show, referring or connecting people to the adequate services, providing information on how humanitarian aid is organized is one of our duties.
e) Plan the topics/themes for the entire series of talk shows that will be aired. For example, for COVID-19, the first show would give an overview of COVID-19, what is the disease, the basic messages on identification of symptoms, the prevention measures etc. The next two episodes could be on addressing myths and misconceptions. For such episodes, the questions will need to be collected from community members in advance, or sometimes it is also possible to give a free phone number or WhatsApp number where the audience can send questions and comments during the talk show. The way it was done in Kyangwali, Uganda, is that for a whole week, the radio DJs asked the community to send in their questions on COVID and announced the date of the talk show when the questions would be answered. The fourth show could be on commendable local action taken by some community members/leaders and health worker, to explain, encourage and reward initiatives, and a discussion on what the community can do to prevent the spread of COVID or how to deal with other negative effects of the outbreak (e.g. stress and anxiety, how to care for sick people, risk of increased GBV and where to seek support, etc).

f) If there is a strong stigmatization of people who contracted COVID19 in the area of intervention, you may as well plan a specific talk show to encourage solidarity and respect of the people affected, invite the designated government official/expert to discuss about stress management, fear, stigma and its consequence, share story of famous people (e.g. singer, football player, leader) who contacted the disease, or invite influencers and people who have friends who have been affected to express their support.

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**Selection of radio guests:** The guests must be selected in line with the topic of discussion and sent an invite to participate in the talk show *(Sample radio activity invitation letter is at Annex 3).* The panel of guests should ideally include the following:

a) At least one government official - depending on the topic an expert within the government health department, e.g. the District Health Educator could be approached

b) Two members from the project staff, one who is based at the community level and one Program Manager or subject expert from within the project team.

c) One or two key influencers from the community, e.g. Community Leaders. Community members would want to listen to their own people. Additionally, such local people act as a key resource person in their communities for future reference in case of more questions on the topic of discussion.

d) Community volunteers who have been briefed on the topic, who know the issues and living conditions of the population, and who can translate in different languages.

e) Language: Make sure that the participants have the required language skills or contract a translator.
Build an “INCLUSIVE PANEL”: Make sure that the panels include women and youths and include representatives from the different ethnic groups and different religions present in the area of intervention, for the audience to be able to relate with the people in the panel.

It is also possible to interview volunteers and other people from the community in advance to seek their opinions about a topic, record audios, edit it, and then share it during the talk show as a way to give voice to community members and share a range of opinions/testimony.

**NB:** In the context of COVID!9, it is critical to include youths in the panel, because they are able to influence their peers and encourage them to practice preventive behaviors, which is a critical aspect of protecting the most vulnerable (e.g. elder people).

**Developing talking points** based on the topic or module for the month. The talking points should be able to answer the following questions:

- a) Who is the organizer of the show and what is the program/project about?
- b) Who are the panelists/where are they from?
- c) What is the purpose of the show?
- d) What are the key messages?
- e) What are the questions for each panelist and key messages to be included in the response from the panelists?
- f) Where and who can the audience contact (preferably with contact details) in case they need to learn more about the topic?
- g) Share any additional number for the audience to connect, e.g. the phone number for beneficiaries to call in case they have a complaint
- h) Points for closing/summarizing the key messages and call for action or commitment.

It is critical to ensure that the talking points are technically accurate and in line with the government guidelines. Share the talking points internally (ACF) for review and thereafter with the intended guests (outside teams) for inputs and feedback. Integrate the feedback from the stakeholders into the talking points and print out copies of the talking points for each guest and for the radio moderator. *(Sample talking points are at Annex 4)*
It is important to communicate about COVID without stigmatizing people, in order to protect them from discriminations or abuse. Make sure that the talking points are respectful of each gender, religion, ethnic group and age group. Review the language, and check that it is inclusive (e.g. addressed to both males and females, translated in adequate language, etc.) and that it does not stigmatize people with symptoms or confirmed COVID-19 infection. Be careful not to hurt people’s feelings and to create a safe space for sharing options and asking questions. Remember that in such a crisis, people may feel stressed, be afraid or angry. You need to reassure the audience and create trust. *(See Do’s and don’ts at Annex5.)*

When providing recommendations on good practices, consciously emphasize that everyone has a role to play and ensure that all the prevention and hygiene tasks are not only a woman’s job. Women generally have heavier workload than men, they have limited access to health services, limited time to breastfeed, and they are the ones who take care of the children and of the sick relatives. In case of COVID-19 outbreak, their workload may be increased during crisis. As ACF, we try to mitigate the impact of COVID on women by encouraging solutions like task sharing and collaboration between household members, participation of men in household tasks and child care, and encouraging family members to provide emotional support to women.

II. **ON THE DAY OF THE TALK SHOW**

**Final preparation:** a) Mobilize all guests to reach at the radio station one hour before the talk show to enable the panelists to peruse through the talking points as a team and agree on which questions will be answered by whom, in line with their areas of expertise.
b) Arrange the necessary stationery (attendance and payment form for guests), notebooks and pens for use while taking notes during the show that will inform the activity report. The guests will need to use the stationery to note down the questions from the audience.

c) Share copies of the final talking points with the DJ who is going to moderate the show, indicating the names/title of the guest against the question to which they will respond. The program moderator should make herself/himself available at least 30 minutes before the show to enable you to discuss the flow and key points of the show with her/him.

During the talk show, the activity coordinator should keep track of the agreed program flow and remind the radio moderator using nonverbal communication in the studio, if required. The show should be participative in a way that allows audience engagement through calls, SMS and social media (e.g. WhatsApp, Facebook messages).

NB: in the middle of the program, the moderator should keep reminding the audience about the topic of discussion and the guests on the show. This is because some listeners join the show in the middle, so we want them to catch up with rest of the listeners.

NB: Have someone in charge of documenting the activities: Take a few photos during the show, take notes of Q&As, in particular questions that could not be addressed, and need follow up, and make sure the show is being recorded. The recording will be useful for reporting and can be used as a tool for future activities (e.g. to replay it during training sessions and share it on social media).

You may receive questions that are very specific and not directly related to WASH activities (e.g. questions related to breastfeeding in COVID context or having sex and use of family planning method in COVID19 context). These questions are important to the audience and their daily life, and therefore, they should be addressed. Contact experts from other domains/sectors to help you answer these questions or invite an expert from relevant sectors (e.g. protection, SSR, nutrition) in the next panel, to ensure that clear and trustable information will be shared. Record these questions and answers in a Frequently Ask Question (FAQ) document, to share the information with staff and Community Volunteers.

After the talk show: The activity coordinator must be given the audio recording (DVD or USB) from the radio station as a means of verification for having conducted the activity. Compile a talk show report capturing the activity, including but not limited to: date, topic, duration, time of the show, name of moderator, name of the radio station, guest details, discussion points, key achievements, all calls/questions from the audience, challenges experienced and way forward. (Sample report is at Annex 6)
III. TAKING THE SHOW BEYOND RADIO

Developing and disseminating FAQs: As mentioned earlier, compile the list of questions and answers from the talk shows and develop a document on Frequently asked questions (FAQ) on the topic. As these are questions that have come from the community, the FAQs will be very relevant for identifying and addressing local myths and misconceptions, especially related to COVID-19. Ensure that the responses to all questions are technically verified. These can then be shared with frontline staff for sharing with the community during household visits or through phone calls, SMS and using social media.

- Post it on social media, using WhatsApp, Facebook and other popular social media to help disseminate information from trusted sources, fight rumors and fake news.
- Share with your family and friends, for them to learn about your work and about COVID prevention
- Share it with your colleagues who are working in a different sector (e.g. nutrition, FSL, MEAL, logistic, finance) for them to be aware of programs activities and learn about COVID, and ask them to share it with their friends and family as well.
- Share with colleagues working in a different region or country, partners: MoH, NGOs, etc.
- Share it as much as possible: Make it a buzz!

Finally, it is strongly recommended to evaluate the effectiveness of your talk show series for future learning. This could be done through the community-based colleagues/volunteers or if there is an overall program evaluation planned, to include specific questions related to the radio shows. (See sample set of questions at Annexure 7).
# ANNEXURE 1 – SAMPLE LISTENERSHIP SURVEY TOOL

## RADIO LISTENERSHIP SURVEY: KYANGWALI REFUGEE SETTLEMENT

<table>
<thead>
<tr>
<th>S/ N</th>
<th>Location</th>
<th>Name of the respondent</th>
<th>Age</th>
<th>Sex</th>
<th>Title of respondent</th>
<th>Name of the radio station you listen to</th>
<th>Name of the radio station you listen to - 2</th>
<th>What is a convenient time in the day to listen to health education program</th>
<th>Do you have radio at home? If no, what do you use.</th>
<th>Which person in your HH listens most to radio programs?</th>
<th>Which person in your HH controls the radio receiver?</th>
<th>Languages you understand during radio program</th>
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ANNEXURE 2 – SAMPLE TERMS OF REFERENCE

请求制作并播放广播信息和访谈节目的申请。该申请旨在为项目提供即时基本需求，并通过人道主义中心化方法和综合基本需求的方法来提高难民在Kyangwali难民营的应对能力。

背景：
Action Against Hunger (ACF) 是由 Danish Refugee Council (DRC) 领导并与 ECHO 共同资助的联盟的一部分，联盟旨在向刚果难民提供援助。Kikuube 区的 Kyangwali 难民点。Action Against Hunger 负责实施水、卫生和环境卫生 (WASH) 活动。

ACF 重新评估了影响因素并正在开发一种社会行为改变沟通策略，以利用创新和参与工具积极影响态度和行为，使受益者能够采取适当的卫生和卫生行为。安全的排泄物、手部卫生和安全的水处理是主要焦点，这些将引导项目使用 SBC 信息。

媒体平台，如参与性的广播讨论节目，已被识别为增加意识和影响行为改变。一项广播听众调查表明，大多数人喜欢听 Kaguvi 和 spice FM，而大多数人则听广播节目从 7:00pm-8:00pm。较少的人参加发展/健康相关节目，而大多数人则听音乐。人们愿意将广播节目播放到 Kiswahili 和 Runyoro，以及混语。这些调查结果非常关键，有助于指导广播活动的实施。

广播活动的目标是：
- 提倡理想的 WASH 行为
- 激励社区成员参与推广目标群体并意识到采用理想 WASH 行为的重要性
- 增加知识和改变，促进积极行为的实践，以及通过参与性广播访谈节目

Action Against Hunger 因此寻求一个有能力的广播电台制作并播放一个有效的广播活动，以提高意识并有助于改善态度和行为。该活动将包括 Kyangwali 难民点的社区，并将延伸到 ECHO HIP 项目。

该活动将涉及制作和播放广播信息和访谈节目的制作和播放，以及参与型广播节目和互动访谈节目。团队将与参与者合作，准备节目内容。团队将前往项目地点捕捉社区声音，这些声音将被嵌入节目中。听众将参与互动，通过电话和短信发送信息，滚动播出节目内容。

所有信息和访谈必须符合以下准则；
<table>
<thead>
<tr>
<th>Target Population</th>
<th>Rural / Semi Urban / areas (Men, Women, Youth and Children) – refugees and host communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Areas</td>
<td>Kavule, Maratatu villages in Kyangwali refugee settlement, Kikuube District</td>
</tr>
<tr>
<td>Production</td>
<td>January 2020 – April 2020</td>
</tr>
<tr>
<td>Key messages / themes</td>
<td>• Handwashing, safe disposal of faeces, Safe water and food handling</td>
</tr>
<tr>
<td>Requirements</td>
<td>• Willingness to air project talk shows in the recommended time (6-7Pm)</td>
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<td>• Ability to moderate project shows in the recommended languages of Swahili and Runyoro.</td>
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<td>• Willingness of the moderator to follow the talking guide as provided by the project staff.</td>
</tr>
<tr>
<td>Airing</td>
<td>• Mobilise listeners on the communicated date of the talk show through DJ mentions (4 mentions) on the importance of the show on the day when the show will be conducted.</td>
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<td>• Airing 540 spot messages (6 per day) two in Swahili, Runyoro and Lugegere languages per day respectively.</td>
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<td>• Airing 144 WASH promotion announcements as shared by the project contact person.</td>
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<td></td>
<td>• Submit all talk show recordings to ACF staff as a means of verification for the activity to enable processing of their payments</td>
</tr>
</tbody>
</table>

**SELECTION CRITERIA** - The agency/service provider will be selected in line with the radio listenership survey report that was conducted among the listeners in the project area.

**Technical Proposal will include:**
- Demonstrated work in the dissemination of WASH messages and developing/conducting media campaigns.
- Brief radio profile (location, contact person, coverage/listenership etc.)
- Ability to provide moderators who are fluent in Kiswahili, Runyankole and Alur languages with experience in moderating health related programs.
- CVs of proposed radio program moderators
- Expression of interest outlining how the agency meets the selection criteria and their understanding of the TOR.
- A proposed methodology and work plan with timeframe.

**Financial Proposal will include:**
- Detailed itemized fees- airig costs in line with the required services above
- All taxes applicable and valid tax exemption certificate in case of any exemption.
- Registration details, operating licence and Tax Identification Number (TIN)

**How to submit your proposition:**
Interested Organizations having relevant expertise and experience can submit their technical and financial proposals (Hard and Soft copies) in two separate sealed envelopes by 20th January, 2020 to the base log baselog-ky@ug-actionagainsthunger.org and copy washapm-ky@ug-actionagainsthunger.org; fieldmngr-ky@ug-actionagainsthunger.org.

Please mention on left top corner of envelope in bold "TECHNICAL AND FINANCIAL PROPOSAL FOR RADIO CAMPAIGN"
The District Health Officer (DHO),

Kikuube District LG.

Dear Sir,

RE: Invitation to participate in a radio talk show at Kagadi Kibaale Community Radio station on Corona Virus Disease (COVID-19, Question and Answers Show).

Action Against Hunger (ACF) is an International Non-Governmental Organization committed to ending world hunger. ACF has a longstanding presence in Uganda with programs ongoing since the 1980 food crisis in the Karamoja Region. In recent years, we have focused our efforts on the growing refugee crisis in Uganda by delivering a unique blend of nutrition, WASH and Food Security & Livelihood (FSL) interventions. Currently, ACF operates in Adjumani, Yumbe, Kiryandongo and Kyangwali settlements. In Kyangwali Refugee Settlement, we have implemented a multi-sectoral nutrition, WASH and FSL interventions since April 2018.

In partnership with Lutheran World Federation (LWF) and Danish Refugee Council (DRC), ACF is implementing a one-year and two months (March 2019-April 2020) Community Hygiene Improvement Project with funding from European Union Trust Fund (EUTF) in Kyangwali targeting 1,951 People with Special Needs (PSNs).

With this communication, I write to invite you to participate in a radio talk show at Kagadi Kibaale Community Radio (KKCR) on Thursday 2nd April 2020. The theme of the discussion will be “Corona Virus Disease 2019, Question and Answers Show”. The show will begin at 6:00 PM and end at 7:00PM.

For more information, please contact the activity coordinator ……………………… at ………………………

Very sincerely yours,
ANNEXURE 4 – SAMPLE TALKING POINTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Myths and misconceptions on COVID-19 (Question and Answers session)</th>
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<tbody>
<tr>
<td>Target Audience</td>
<td>Kyangwali Refugee Settlement, Kikuube district</td>
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<tr>
<td>Guest team</td>
<td>ACF Staff, DHO, DHI, DHE and VHT/HP</td>
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<tr>
<td>Duration</td>
<td>One hour</td>
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<tr>
<td>Time of the show</td>
<td>5:00-6:00 Pm</td>
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<tr>
<td>Radio</td>
<td>Kagadi-Kibaale Community Radio (91.7 FM)</td>
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1. **Moderator:** Where have you come from?
   **Guest:** We are from Kikuube district, Kyangwali Refugee settlement camp, we are implementing a one year project (March 2019 to February 2020) in Kavule, Maratatu and Mombasa villages in Kyangwali refugee settlement camp. The project is being implemented by three partners, including Danish Refugee Council (DRC-lead), Lutheran World Federation (LWF-shelter/cash) and Action Against Hunger (ACF-WASH) with funding from European Union Civil Protection and Humanitarian Aid (ECHO). We are targeting 1879 beneficiaries in Kavule, Maratatu and Mombasa for shelter, cash, latrine and health education (proper disposal of faeces, latrine construction and proper use, hand washing and safe drinking water handling).

2. **Moderator:** Why are you here? (Purpose of the show):
   **Guest:** We are here to address the community myths and misconceptions on COVID-19. Additionally, in the last talk show that we held here, we realized that our listeners had many questions on COVID-19 and because of time constraint, we did not answer them all. As a result, the District Health Officer (DHO) of Kikuube district highlighted the need for a talk show focusing on answering the very important questions that were not responded to in the last talk show. After answering all the questions, we shall then give a chance to other listeners to ask more questions on the same and I assure them that we shall answer them all this time round.

3. **Moderator:** Okay thanks for caring about the health of your people. Our listeners, I have ...number of questions that some of you asked last time, but the guests did not have enough time to respond to them.
   **Moderator:** Let the guests respond to them, one at a time.

   1. **Moderator:** Is it true that any nearest government facility can test COVID-19?
   2. **Moderator:** How can I differentiate normal flu from COVID-19 virus?
   3. **Moderator:** How do you expect us to wash hands at all times, as you are saying when we do not have water in Kyangwali refugee settlement?
   4. **Moderator:** How many times should I wash my handkerchief a day in order to protect myself from COVID-19?
   5. **Moderator:** Does the disease catch everybody or it is for specific types of people like the elderly?
   6. **Moderator:** Some people refuse to hand wash, what can we do with such people?
   7. **Moderator:** What happens in case a household has more than ten people and they want to have a meeting, will you refuse to let them meet?
8. **Moderator:** We welcome other questions from our listeners.
   Note: The guests and the moderator note all the questions from the listeners.

4. **Moderator:** Any additional key messages for the listeners?

   **Guest:**
   - Wash your hands with clean water and soap regularly
   - Avoid contact with anyone with a cold or flu-like symptoms.
   - Ensure covering the nose and the mouth when sneezing and coughing with a tissue or bent elbow.
   - Avoid spitting in public, if you must spit, use a tissue and carefully dispose.
   - Avoid handshakes and hugging at all times
   - Avoid touching your eyes, nose and the mouth. This is because the hands touch many surfaces including money, which can be contaminated with the virus, and you can transfer the virus to yourself.
   - Keep a distance of at least one meter from anyone who is coughing or sneezing and remind them that they need to have a face mask to avoid infecting others.
   - Self-isolation (stay at home)

5. **Moderator:** In case a listener would like to understand more about COVID-19, what can he/she do?

   They can link up with any VHT/HP and community leaders that they know. We have trained them on basic signs and symptoms, prevention measures and referral lines for COVID-19 suspected cases.

6. **Moderator:** Listeners can also call on the following MoH lines for support

   ![For more information, call the Ministry of Health toll free line on: 0800 100066, 0800 203033 or send a free SMS to Ureport on 8500](image)

7. **Apart from COVID-19, do you have any update on community activities for our listeners?**

   - ACF and UNWFP informs the community of Kyanwali Refugee settlement that Services for malnourished children under five and pregnant women are on going at Kasonga H/C II, Kyangwali H/C IV, Nguruwe H/C II, Mombasa H/C II, Rwenyawawa H/C III, Malembo H/C II, Maratattu B H/C II, Maratatu and D H/C II, Kavule H/C II. Clients from Mukunyu are advised to seek services at Malembo H/C II.

**Moderator:** "This show was brought to you with the financial support of the European Union. Its contents are the sole responsibility of Action Against Hunger and do not necessarily reflect the views of the European Union."
ANNEXURE 5 – TIPS FOR COMMUNICATION ON COVID-19 WITHOUT STIGMA

WHEN TALKING WITH PERSONS WHO ARE AFRAID OR PRESENT SYMPTOMS

- Be respectful, polite and empathetic with people who present signs of suspected COVID19
- Be aware that household members whether sick or not, may be stressed or afraid.
- The most important thing you can do is to listen carefully to questions and concerns.
- Use local language and speak slowly and clearly, use the IEC to help people understand your explanations.
- Answer any questions and provide correct information about COVID-19.
- You may not have an answer for every question: a lot is still unknown about COVID19 and it is okay to admit that.
- If available, share information poster, pamphlets or handouts with participants.

WHEN TALKING ABOUT PEOPLE WHO PRESENT WITH SYMPTOMS OR HAVE CONTRACTED COVID19

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk about the new disease COVID19</td>
<td>Don’t attach a place, nationality or ethnicity to the virus. It is not a “Chinese virus”</td>
</tr>
<tr>
<td>Talk about people sick with or presenting symptoms of COVID19</td>
<td>Don’t call sick people “person transmitting the virus” or “persons contaminating”. People should not be blamed, held responsible for being sick, or stigmatized for being sick.</td>
</tr>
<tr>
<td>Be specific when you talk about COVID risk, using scientific information and information from guidelines.</td>
<td>Do not promote spreading of rumors or fake information.</td>
</tr>
<tr>
<td>Be positive and put emphasis on the effectiveness of preventive measure to be taken. Be gentle and encourage people to practice these.</td>
<td>Do not use fear, threatening or aggressive messages.</td>
</tr>
<tr>
<td>Insist on the importance to self-isolate at home or go to their health facility if they become very sick</td>
<td>Do not promote negative opinions on health systems and health workers.</td>
</tr>
</tbody>
</table>
ANNEXURE 6 – SAMPLE TALK SHOW REPORT

COVID-19 RADIO TALK SHOW ONE REPORT

NAME OF RADIO: Kagadi Kibaale Community Radio (91.7Fm)
TOPIC OF DISCUSSION: COVID-19 Sensitization.
TARGETED AUDIENCE: Kyangwali Refugee settlement
TIME OF THE SHOW: 6:00-7:00Pm
DURATION: 1 hour
DATE OF THE SHOW: 26th/March/2020
NAME OF MODERATOR: Kisembo Gustave
Report by: Musasizi Juma, APM WASH, Action Against Hunger.

A. Introduction:
Towards the end of 2019, the world was alerted about a cluster of pneumonia patients in Wuhan City of China. One week later, on 7 January 2020, Chinese authorities confirmed that they had identified a novel (new) coronavirus as the cause of the pneumonia. Since the first cases were reported, the virus has since spread all over the world. In Uganda, an index case was reported on 20th-Mar-2020. To date, 48 cases have been tested and confirmed. A further total of 670 contacts of the affected cases are being followed up. Two of the 48 cases were traced to neighbouring Hoima district.

Considering the novelty of the disease, the absence of a vaccine and or medicine. Various countries have implemented varying degrees of methods aimed at preventing spread. To date, Uganda has since implemented partial lockdown of the various public services and facilities.

Against this background, the talk show was aimed at:
- Sensitizing the audience on COVID-19 prevalence, signs and symptoms, prevention measures, community surveillance and reporting structure for suspected cases.

B. Guest details:

<table>
<thead>
<tr>
<th>S/N</th>
<th>Name</th>
<th>Title</th>
<th>Contact Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kababwijja Shillah</td>
<td>District Health Educator</td>
<td>0773742911</td>
</tr>
<tr>
<td>2.</td>
<td>Dr. kwikiriza Nicholas M</td>
<td>DHO-Kikuube</td>
<td>0782783288</td>
</tr>
<tr>
<td>3.</td>
<td>Barongo Godfrey</td>
<td>DHI-Kikuube</td>
<td>0777701110</td>
</tr>
<tr>
<td>4.</td>
<td>Zabayo Habimana</td>
<td>Hygiene Promoter</td>
<td>0777431664</td>
</tr>
<tr>
<td>5.</td>
<td>Musasizi Juma</td>
<td>ACF, APM ECHO</td>
<td>0789465508</td>
</tr>
</tbody>
</table>

C. Achievements:
- The moderator started the show with music to attract the audience into the show.
- The moderator introduced the show by playing WASH ECHO HIF project recorded spot messages on proper handwashing.
• There was a good mixture of Swahili (RWC III, HP, MTI staff and ACF staff), Runyolo languages (DHE). This made the show beneficial to both the host and refugee communities.
• The show was very lively and attracted many callers from the targeted audience
• The DHI thanked and encouraged the audience to continue embracing the presidential directives on the prevention of the spread of the COVID-19.
• The guests concluded the show by sharing the toll free line with the audience for more questions on COVID-19.

Call details

<table>
<thead>
<tr>
<th>Caller location</th>
<th>Sex of callers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
</tr>
<tr>
<td>Kikuube district</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total number of callers</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

SMS details

<table>
<thead>
<tr>
<th>Number of SMS</th>
<th>Location</th>
<th>Sex</th>
<th>Total number SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>00</td>
<td>00</td>
<td>00</td>
<td></td>
</tr>
</tbody>
</table>

D. Questions asked

<table>
<thead>
<tr>
<th>Location of caller</th>
<th>Sex</th>
<th>Question asked</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bukinda, Kyangwali S/C</td>
<td>F</td>
<td>1. Thanks so much for the educative show</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Why is it that business is still normal in Kyangli refugee settlement, despite the presidential directives on the prevention of the spread of COVID-19.</td>
</tr>
<tr>
<td>2. Kyangwali</td>
<td>F</td>
<td>3. Why is it that Police is not implementing in Kyangwali as per the presidents directives.</td>
</tr>
<tr>
<td>3. Kyangwali</td>
<td>M</td>
<td>4. You should answer all our questions, we always ask you questions and you do not answer them.</td>
</tr>
<tr>
<td>4. Kyangwali</td>
<td>M</td>
<td>5. How and where is the government keeping the 14 people with COVID-19?</td>
</tr>
<tr>
<td>5. Kyangwali</td>
<td>M</td>
<td>6. Is it true that COVID-19 can be testing at any government facility?</td>
</tr>
<tr>
<td>7. Kyangwali</td>
<td>M</td>
<td>8. There is no way we can hand wash at all times in the settlement without water.</td>
</tr>
<tr>
<td>8. Kyangwali</td>
<td>M</td>
<td>9. How many times should I wash my handkerchief a day in order to protect myself from COVI-19?</td>
</tr>
<tr>
<td>9. Kyangwali</td>
<td>M</td>
<td>10. Does the disease catch everybody?</td>
</tr>
<tr>
<td>10. Kyangwali</td>
<td>F</td>
<td>11. Please, you stop taking calls and you answer the ones you have received.</td>
</tr>
<tr>
<td>11. Kyangwali</td>
<td>M</td>
<td>12. The show is good but you should work on the problem of water scarcity.</td>
</tr>
</tbody>
</table>
12. Kyangwali M 13. Some people refuse to hand wash, what we can do with such people.

13. Kyangwali M 14. What happens in case a household has more than ten people and the want to have a meeting, will you refuse them to meet.

E. Challenges:
- The moderator left many calls on the studio line.
- There wasn’t enough time to answer all questions from the audience
- Callers took long on the studio line

F. Way forward:
- The program team should insist on using the small studio, it has very clear caller lines than the big studio.
- Continue timely sharing the talking points to the guest team and the moderator time to enable good preparation on the side of the guests.

- The moderator should make himself available to the guest team at least 30 minutes before the show for proper orientation on the plan of the show.

G. Recommendations:
- We need to organize a special talk show on Questions and Answers on COVID-19, to address the many community myths and misconceptions on COVID-19.
(a). In your household, who are the people who listen to the radio?
   a) Husband/male head of hh
   b) Woman/female hh head
   c) Son/Young men
   d) Son/Young female
   e) Elder women
   f) Elder men
   g) Other specify

(b) Did you ever listen to a radio talk-show program from ACF?
   Yes/no

(c) If yes, what did you think about it?
   a) Don't know/don't remember
   b) Useful
   c) Not useful
   d) Liked it/interesting
   e) Did not liked it/boring
   f) It was not in my own language/could not understand very well
   g) Other:...........

(e) Did you listen to any spot messages from ACF?
   Yes/no

(d) If yes, what did you think about it?
   a) Don't know/don't remember
   b) Useful
   c) Not useful
   d) Liked it/interesting
   e) Did not liked it/boring
   f) It was not in my own language/could not understand very well
   g) Other:...........

(e) What key messages did you learn from the spot messages?
   a) Safe disposal of faeces
   b) Proper handwashing
   c) Safe water handling processes
   d) Proper latrine operation and mainenance
   e) Signs, symptoms and CORONA-19 prevention measures

(f). What do you recommend to improve communication efficiency of ACF spot messages?
   a) Shorten the duration of the spot messages
   b) Play the messages more times in a day
   c) Change the messages playtime
   d) Others, specify...