This project is being implemented with the radio broadcasting federations of the target countries. It seeks to improve the dissemination of preventive information to the populations concerned, and their acceptance of these messages. The aim is to prevent the spread of the Ebola epidemic. It involves boosting the capacity of local radio stations in the countries at risk (Senegal, Mali, Côte d’Ivoire, Burkina Faso, Togo and Benin) to produce and broadcast preventive information and help to change the behaviour of “traditional leaders” as well as representatives of the medical profession.

**AIMS**

- To inform local people and help to change their behaviour with regard to the disease.
- To supplement nationwide campaigns by devising and launching radio programmes which give information conforming to the strategies of the national action committees against the Ebola virus.
- To encourage and train radio stations to cater better for traditional sections of the local populations and their customs, and involve local opinion leaders in programme production, in order to reduce resistance to change.
- To provide a multimedia information kit about the disease, for journalists and beneficiary radio stations.
- To identify preventive and information initiatives in the countries concerned, which these stations could relay.
FOR WHOM?

→ Journalists/presenters with a background in local radio in Senegal, Mali, Côte d’Ivoire, Burkina Faso, Togo and Benin, 12 of whom are earmarked as local trainers.

→ Town and country listeners and communities in the countries served by the project.

WHEN?

October 2014 onwards

HOW?

→ CFI experts to train 108 journalists from 108 local radio stations.

→ Strengthen the teaching and radio production skills of trainers in each country (12 people).

→ Pass on the initial training through local radio federations, with the help of local organisations engaged in action against the disease with other radio stations.

EXPECTED RESULTS

3 months

→ Radio journalists will be informed about the nature of the disease, ways in which it is transmitted, and prevention methods and policies.

→ Journalists/presenters in the target countries will be trained in the techniques and specific features of planning documentaries which highlight health issues.

→ Health programmes and messages will be produced in line with national prevention campaigns. These programmes and messages will involve traditional opinion leaders on issues of tending the sick, funeral rites and other traditional factors which may spread infection.

→ Radio stations in the target countries will broadcast responsible information on the issues associated with preventing the Ebola virus and raising awareness of the disease.

→ Information will be disseminated on the role and functioning of treatment centres and action to make people less hostile to health infrastructure, and against rumour-mongering.

CFI: the French media development agency

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business and Media and Development.

The “Media and Development” programme helps media organisations to take ownership of development issues (education, health, gender) by strengthening the relationship of trust between journalists and civil society.

Contact

Anne-Sophie RICCO / Project manager
Tel: +33 (0)1 40 62 32 09 / asro@cfi.fr

cfi.fr