In light of the Covid-19 pandemic, there has been a surge in programmes tackling this global health crisis. Having been overrun by this flood of information of varying quality, the peoples of the Sahel and young people in particular, sometimes find it difficult to identify what is true from what is false, what is useful and what is superfluous.

MediaSahel Covid-19 supports the production and broadcasting of reliable and quality content on the coronavirus, by adapting media content already produced through the MediaSahel project and by offering new information and content to increase awareness. The organisation benefits from additional funding from the French Development Agency (AFD) as part of the French Covid-19 – Health in Common initiative.

AIM

To improve the access of the populations in the Sahel, and of young people in particular, to reliable, gender-sensitive information focusing on their concerns in relation to Covid-19, so that they can have a better understanding of how they can play a part in combating this pandemic and its consequences.

FOR WHOM?

- Citizens of the six countries of the Greater Sahel (Burkina Faso, Mali, Niger, Senegal, Mauritania and Chad) and marginalised youth in particular;
- Journalists (radio, web), bloggers, influencers and young CSO representatives.
WHEN?
From April to September 2020.

HOW?

- Production and broadcasting of content on a national level in Burkina Faso and Mali: special radio programmes about the coronavirus in French and in local languages;
- Support for youth-led initiatives in Burkina Faso, Mali and Niger: local awareness raising, provision of support for vulnerable people, production of media content, participation in radio programmes, etc.;
- Production and broadcasting of content on a regional level:
  - 20 humorous videos that raise awareness of coronavirus, broadcast on social networks and television channels;
  - 20 video spots under the title of “Coronaverif”, aimed at raising awareness of and dismantling false information associated with the virus (in association with the “Priorité Santé” programme produced by RFI);
  - 12 weekly programmes broadcast by the network of radio stations in partnership with MediaSahel and the Alliance Droits et Santé.

EXPECTED RESULTS

- The peoples in the Sahel, and marginalised young people in particular, will have access to reliable and good-quality information that is adapted to the expectations and needs;
- False information will be dismantled, especially among young people;
- The combating of the disease, thanks to the broadcasting of good behaviours to adopt;
- Support for the development of youth initiatives to contribute towards the overall effort to inform and combat the pandemic.

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 Enterprise, 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.

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