

Ministry of Health Bilharzia Prevention Communication Campaign

Radio Station Community Outreach Activities

November 9 2017

1. Background

Since August 2017, Live Radio talk shows with Health experts have been broadcast on 24 radio stations that reach 43 Bilharzia highly endemic districts. Talk shows are one of the approaches used by the Ministry of Health Bilharzia Prevention communication campaign supported by Johns Hopkins University Center for Communication Programs to promote prevention of Bilharzia.

As part of this campaign, each of the 24 radio stations that aired health talks shows with health experts will hold a community outreach activity in the areas surrounding the radio station.

2. Scheduling of the community outreach activities

25 radio stations will carry out a community outreach activity in November 2017. A schedule detailing the actual dates, venues and times for these outreach activities will be discussed with the radio stations and shared. The schedule will be spaced out throughout the month of November to allow the agency / client representatives the opportunity to participate in some of the outreach activities. Breaks between the out reaches will also allow for CCP / Agency reviews to identify areas for improvement and best practices for application in subsequent outreach activities.

For those radio stations that have regular community listeners groups, the out reaches will be pegged on to the timing for such activities.

3. Objectives of the Radio station community outreach activities

- To provide listeners an opportunity to learn more about Bilharzia and engage with the health experts on prevention and control practices within their social context.
- Provide listeners with information on service locations and alternative prevention practices they can adopt.
- To give listeners an opportunity to directly interface with the radio presenters and health experts of the Bilharzia radio call in talk shows
- Provide the campaign target audience an additional opportunity for further interaction
- Give the audience an opportunity to share their experiences, intended actions following the Bilharzia awareness campaign and commit to personal and community actions.

4. Format of the Community outreach activities

Option one: Four stations that have the capacity to carry out live broadcasts with have live information feeds into the studio. In this instance, health experts will interface with the communities at agreed locations. The events will be broadcast live from the locations. In these cases, the events will take place on the usual day for the call-in program broadcasts.

Option 2 21 stations do not have the capacity to carry out live broadcasts. These stations will record the community outreach events. Recordings will later be edited in to one-hour programmes and broadcast during the usual day/time for the expert hosted call in programs. CCP will provide guidelines to the stations concerning what should be included in the recorded programmes.

Much as most of the pre-booked talk shows are scheduled for night time, the radio stations will carry out community outreaches during the day. Since it is planting season in most areas, it might be difficult to get household members, especially mothers, early in the day. Radio stations will be encouraged to hold the out reaches during late afternoon.

Presenters and health experts who featured on live radio talk show broadcasts with health expert will host the community outreach activities.

The format for both Options 1 and 2 of the community outreach activities will be as stipulated under section 6.

5. The Bilharzia Quiz and radio community outreach activities

The Bilharzia quiz will also be part of the community outreach activities. In addition to the T-shirts, partners will be invited to provide prizes for the contest. They will be given an opportunity to give out such prizes during the community live broadcasts. Partners that have been approached and shown interest include Bata Uganda (display of boots) and Bakawa and Sons (display of gloves and boots and possible discounts on some items).

A total of 125 winners will be awarded during the live community broadcasts. Each radio station will award prizes to 5 people who respond correctly to the quiz questions. (Details of the quiz questions and correct answers are under Appendix. 2)

Photos of winners of the quiz contest will be taken during the awards. With consent of individuals involved, these photos will be placed on the Bilharzia Prevention Facebook page.

6. The flow of the community outreach activities will be as follows;

Section One: Engaging and exciting the audience.

1. Play the Bilharzia jingle, Bilharzia spots, and Bilharzia skits while the audience gathers. (CCP will provide small speakers for this purpose in places where the stations do not have the equipment)
2. Introduction: State that the event is organized by the radio station and say, **“This event is brought to you by the Ministry of Health Bilharzia Prevention Campaign.”** Explain that the programme is being recorded for broadcast or that it is being broadcast live.
3. Short talk by the health expert about Bilharzia using a printed illustration of the Bilharzia life cycle, and following an outline provided by CCP. The health expert and presenter will encourage the audience to ask questions; and experts will answer them.

4. Remind the audience: “we can stop Bilharzia with 3 easy steps:

Step 1: Avoid contact with lake, river or swamp water;

Step 2: Take the free medicine provided by the Ministry of Health each year.

Step 3: Relieve yourself in a latrine or toilet and NEVER in or near a body of water.

Put a stop to Bilharzia before Bilharzia stops you!”

5. Play the jingle.

Section Two: Audience involvement---quiz and testimonials

6. Presenter asks the first quiz question and after three people have attempted to answer, the expert will provide the correct answer. The expert/presenter will award t-shirts to those who answer the question correctly.

7. The presenter will ask the audience to share stories/actions they have had concerning Bilharzia, what actions they take to protect themselves from Bilharzia, and what, if anything, they intend to do differently following sensitization about Bilharzia.

8. Remind the audience: “we can stop Bilharzia with 3 easy steps:

Step 1: Avoid contact with lake, river or swamp water;

Step 2: Take the free medicine provided by the Ministry of Health each year.

Step 3: Relieve yourself in a latrine or toilet and NEVER in or near a body of water.

Put a stop to Bilharzia before Bilharzia stops you!”

9. Play jingle

Section 3: Wrap up and Closing

10. The presenter will ask 2 - 4 more quiz questions and winners will receive t-shirts. The expert will provide the correct answers to the questions after each has been asked and answered by the audience. There will be a total of 5 t-shirts available for winners. So, this will dictate how many quiz questions can be asked.

11. Presenter invites the audience to tune into the next Bilharzia expert hosted talk show, giving the date and time and station. If the programme is being pre-recorded, tell the audience the date, time, and station where they can listen.

12. Remind the audience: “we can stop Bilharzia with 3 easy steps:

- Step 1: Avoid contact with lake, river or swamp water;
- Step 2: Take the free medicine provided by the Ministry of Health each year.
- Step 3: Relieve yourself in a latrine or toilet and NEVER in or near a body of water.

Put a stop to Bilharzia before Bilharzia stops you!”

6. Possible venues for the community broadcasts

Participating radio stations will be encouraged to utilize places like markets, landing sites, schools, churches where there are likely to be many people congregating. VHTs and Vector Control Officers in different Bilharzia endemic sub counties will be consulted for suggestions of appropriate venues for the community outreach activities.

Radio stations that normally carry out community outreach activities will be encouraged to utilize venues they regularly use for such activities.

Venues for the community outreach activities should be close to the radio stations.

7. Branding

The Vector Control Officers who are also health experts for the talk shows, presenters, and VHTs will be given Bilharzia campaign T-shirts to wear during the shows. There are a total of 4 t-shirts provided for this at each event.

The presenter will announce that the program is sponsored by the Ministry of Health Bilharzia Prevention Campaign, and will say the slogan at the beginning and end of the event:

“Put a stop to Bilharzia before Bilharzia stops you!”

8. Mobilization for the community outreach activities

The outreach programs will be publicized by the radio stations during the week before they take place through sweepers, announcements, and DJ mentions. Presenters for the sponsored programs will invite listeners to participate in the outreach programmes during their sponsored programmes. A schedule detailing date, venue and time for each station’s outreach will be shared as scripted DJ mentions that presenters will read during sponsored programmes during the week leading up to the outreach programmes. The agency will also record announcements and sweepers for each station to broadcast prior to the outreaches.

CCP will work with the MOH VCD to inform the DHOs, VCOs, and DHEs for each district about the events, locations and times, and will request the Village Health Team members assigned to the event locations and District Focal Persons to assist with mobilization of participants for the community outreach activities. Participating radio stations will also be encouraged to utilize those VHTs that normally assist whenever the stations have similar activities.

9. Permission to hold the community live broadcasts

In order to comply with the Uganda Communication Commission regulations and the requirements under the Public Order Management Bill, the Agency will seek a general permit that allows all radio stations to conduct the community live broadcasts.

The District Health Offices in the respective areas for the outreach will be approached for a letter that facilitates the approval process for the community activities.

In view of the current political environment, all radio stations will be cautioned to refrain from any utterances or activities that will link the community outreach activities to the current political debates.

10. Publicity for the community broadcasts

The following channels will be used to publicise the community outreach activities

- Market day announcements where there are market days near by
- Church Sunday services
- At the mosques
- Within health facilities
- Public announcements by the Vector Control officers and VHTs
- The Bilharzia prevention Face book page – Specific messages that prompt the public to look out for the community outreach activities
- There will be specific radio mentions and sweepers about the community outreach activities.
- During the Radio Quiz contest scheduled for every Friday of the week on all stations apart from Arua one (Saturday), the presenters will be requested to encourage listeners to look out for community outreach activities – as an opportunity for getting more information about Bilharzia and to participate further in the a quiz contest
- The 24 radio stations featuring the sponsored programs will also be requested to publicise the community outreach activities via their Facebook pages.
- Photos of the community outreach activities will be taken by the agency and featured on the Bilharzia prevention Facebook page to encourage other listeners to be available for similar activities when they happen in their communities. The agency will explore opportunities for featuring these events in the print media.

11. Monitoring of the Community Broadcasts

A CCP consultant will be present to observe each community outreach activity and will complete a short report of each one (Monitoring Form attached as Appendix 3). Agency representatives will observe selected outreach activities. CCP will explore the possibility of engaging a volunteer photographer/writer to capture photos and personal stories related to the campaign's messages and effects.

The following parameters will be used to gauge the performance of the community outreach activities

- Number of people who participate in the community outreach activities (by age and gender)
- Key responses from the participating audiences during the broadcast.
- Statements and commitments by community leaders present
- People buying related products eg. gum boots or gloves
- Testimonies from audiences members (during the community broadcasts) regarding actions they have or will undertake to prevent and control bilharzia.

In order to gauge participation in the community broadcasts CCP consultants/agency representatives will make a head count of the people who attend the outreach events, indicating whether they are male/female and adult/child.

12. Orientation for Radio Presenters / Health Experts to the requirements for the community outreach activity

CCP will arrange an orientation for the experts who are scheduled to participate in the outreach programmes. The agency will make arrangements to brief Radio Presenters to participate in the orientation as well. The two CCP consultants will co-facilitate the briefing, which will take place in Kampala. During the briefing, the consultants will share this concept note and will go through the programme outline. Experts will get a chance to use the visual aid showing the Bilharzia life cycle to explain what Bilharzia is and how one gets it.

12. Participation of the agency and CCP

The agency and the representatives from CCP will participate in selected community outreach activities. A schedule of who participates in which event will be discussed and shared. Participating teams will be expected to do the following:

- Identify best practices (in terms of the approach to the outreaches) that can be replicated in subsequent community outreach activities
- Identify service locations where participants can be referred for more information or support. These may include health and other social services including where to buy gum boots, gloves, latrine building advice or supplies, among others.
- Identify areas for improvement and share with the rest of the team (agency/client)
- Document what transpires during the events– photography and notes of what transpires (actions the audience is taking/intends to take, testimonies from the audiences and number by gender and age of participates at the events)
- Complete the outreach monitoring form and share with CCP.

Appendix 1 : Roles and Responsibilities

	Activity	By who	By When
	Briefing of radio stations about the community outreach activities	Agency / CCP	6 November
	Brief MOH VCD about community outreach activities	CCP	6 November
	Schedule times/locations for outreach programmes	Agency	6 November
	MOH letter to DHOs, copied to DHEs and VCOs informing about the outreach programme in their district and asking for the DHE and VCO to mobilize people to participate	CCP/MOH	6 November
	Orientation for Experts and selected presenters in Kampala	CCP/Agency	8 November
	Scripting DJ mentions/sweepers publicizing each outreach and sharing these with the radio stations	Agency	6 November
	DJ mentions/sweepers/announcements broadcast	Agency	7 – 17 November
	Informing and enlisting VHTs and District Focal Persons to mobilize for the outreaches	CCP/radio stations	6 – 17 November
	Branding of the events and lead participants (T-shirts)	CCP	During events
	Documentation of the community outreach activities	Agency/CCP	During events
	Follow up with partners who have confirmed participation (Bata, Ayo Insurance, Bakawa & Sons)	CCP	6 – 10 November
	Monitoring of the event (filling in Event Activity form)	CCP Consultants	During events
	Talking points for the Health experts	CCP	6 November
	Matrix showing who participates in which outreach	CCP/Agency	7 November

Appendix 2

Quiz questions and responses (Use only 3 - 5 during the outreach—you only have 5 t-shirts for prizes for each outreach. One question that must be asked during each outreach quiz is question 8)

1. What is Bilharzia?

Bilharzia is a disease that people get when they get in contact with lakes, rivers, dams and swamps where Bilharzia worms live.

2. What are the causes of Bilharzia?

Bilharzia is caused by a tiny worm that is found in lakes, rivers, dams and swamps. It is not caused by witch craft.

3. Who is at risk of getting Bilharzia?

Anyone can get Bilharzia as long as they get into contact with lake, river, dam or swamp water where the Bilharzia worms live. The following people are more likely to get Bilharzia

- Anyone involved in rice farming or any other farming that requires getting into contact with water
- Anyone involved in fishing
- People doing domestic chores, such as washing clothes, in rivers, lakes or dams.
- Children who play or swim in rivers, lakes, dams or swamps.
- People who are involved in recreational activities that involve getting in contact with water at beaches.

4. How does Bilharzia get into the body?

Correct answer: A person gets Bilharzia when his/her skin comes into contact with river, lake or swamp water that is contaminated with Bilharzia worms.

Additional information the expert should provide: The worms enter through the skin, then move through the body to the blood vessels of the lungs and liver. From there they may move to the veins around the bowel or bladder. The worms will lay eggs which can either be passed in the urine or faeces, or remain in the body and damage their liver or other organs.

5. How does Bilharzia get into the water?

Correct answer: Infected people can release Bilharzia eggs into lakes, rivers or swamps if they urinate or defecate in or near it.

Additional information the Expert should provide: This will start a new cycle of infection when someone else comes into contact with the water during ordinary daily activities such as washing, bathing and swimming.

6. How common is Bilharzia?

Correct answer: Bilharzia is very common. Many people in Uganda have Bilharzia and do not know it.

Additional information the Expert should provide: One out of every 3 children between 2 and 5 years of age in Uganda have Bilharzia. One out of every 2 adults in Uganda have Bilharzia.

7. What are the signs and Symptoms of Bilharzia?

Correct answers (must mention at least 3 of these): Symptoms of Bilharzia include a rash or itchy skin (swimmer's itch), fatigue, fever, chills, cough, muscle aches, abdominal pain, diarrhea, swollen belly, vomiting blood, and blood in the urine or faeces.

Additional information the Expert should provide: Symptoms of Bilharzia are often confused with other illnesses and are usually mild for several years. If left untreated for some time, however, Bilharzia can cause the belly will swell up and the person may start vomiting blood.

8. How can you protect yourself from getting Bilharzia? (This question must be asked during each outreach)

Correct answer: The only way to protect yourself and your children from getting Bilharzia is to avoid contact with lake, river, dam and swamp water that is contaminated with Bilharzia.

Additional information the Expert should provide: Here are some suggestions to help you and your family do that:

1. Use borehole, well, or treated water for bathing and washing laundry and dishes. Never bathe or do your washing in a lake, river or dam.
2. If you must step or stand in lake, river, dam or swamp water, wear boots.
3. If you must put your hands in lake, river, dam or swamp water, wear rubber gloves.
4. If you do not have access to borehole, well or treated water, collect water in a container and let it sit for 24 hours before use. This will allow the Bilharzia worms time to die before you use the water.
5. If you must go into lake, river, dam or swamps, do so before 8 am, when there are fewer Bilharzia worms.

8. How can we stop Bilharzia from spreading?

Correct answer: We can stop Bilharzia from spreading by doing 3 easy things:

- 1) Avoiding direct contact with lake, river, dam, or swamp waters.
- 2) Taking the free Bilharzia medicine provided in communities and schools every one or two years.
- 3) Always using toilets or latrines and NEVER defecating or urinating in or near a lake, river, dam or swamp.

Appendix 3

Community Outreach Programme Outline

PURPOSE:

- To inform the audience about Bilharzia—what it is, how it is spread, and how to prevent it.
- To hear from community members about what they are doing to protect themselves from Bilharzia

OBJECTIVES:

After participating in the show, the audience will:

Know

- What Bilharzia is and how it is spread
- How to prevent Bilharzia

Feel

- Concerned about Bilharzia
- Committed to doing something to protect themselves from Bilharzia

Do

- Discuss Bilharzia with their friends and family
- Take some action to reduce their risk of Bilharzia.

CONTENT

SECTION ONE: Engaging the audience

Introduction: State that the event is organized by the radio station and say, “This event is brought to you by the Ministry of Health Bilharzia Prevention Campaign.” Explain that the programme is being recorded for broadcast or that it is being broadcast live.

Invite audience participation: Ask how many people in the audience have heard about the Bilharzia Prevention Campaign. Tell them that you will be asking them questions later and giving prizes to those who can answer correctly so they should listen carefully.

Short discussion and Q&A with the Bilharzia expert: Introduce the Bilharzia expert, then ask the following questions. Invite the audience to ask questions throughout this discussion. Chances are they will ask some of these questions for you:

1. **Tell us about the Bilharzia prevention campaign. What is it all about?**

Key Content: The Ministry of Health has launched a radio campaign to inform people about Bilharzia and encourage them to protect themselves and their families.

2. What is Bilharzia and why is the Ministry concerned about it?

Key Content: Bilharzia is a serious disease that affects many people in Uganda. It is caused by tiny worms that live in river, lake, swamp or dam water. When a person's skin comes into contact with water that is contaminated with Bilharzia, the worms enter their body, and over time cause serious problems.

3. How does the Bilharzia get into the water in the first place?

Key Content: Using the illustration of the Bilharzia life cycle, the expert should explain the life cycle of Bilharzia, emphasizing that it gets into the water when someone defecates or urinates in or near the water.

SECTION TWO: QUIZ AND AUDIENCE INVOLVEMENT

4. Remind the audience: “we can stop Bilharzia with 3 easy steps:

Step 1: Avoid contact with lake, river or swamp water;

Step 2: Take the free medicine provided by the Ministry of Health each year.

Step 3: Relieve yourself in a latrine or toilet and NEVER in or near a body of water.

Put a stop to Bilharzia before Bilharzia stops you!”

5. Play Jingle

6. Ask a quiz question about what has been covered so far—use the quiz questions in Appendix 2. Give a t-shirt to the first person to correctly answer. Allow the Expert to give a full answer and explanation.

7. Continue discussion with Expert about how to prevent Bilharzia, using these questions. Invite audience questions.

What is the Ministry of Health telling people to do in order to protect themselves from Bilharzia?

Key Content: The best way to protect yourself from Bilharzia is to avoid contact with lake, river, swamp or dam water that is contaminated with Bilharzia.

In addition, you should take the free Bilharzia medicine provided in communities and schools one every year. This will kill any Bilharzia worms living in your body.

To stop the spread of Bilharzia, always use latrines or toilets and never defecate or urinate in or near a body of water.

People in this community work or bathe in the river/lake. How can they reduce contact with the water?

Key Content: We're telling people they can reduce contact with Bilharzia-contaminated water in a number of ways:

- Use well or borehole or treated water for bathing and washing clothes or dishes
- If that's not possible, collect water from lakes or rivers and let it stand for 24 hours before using it. This will kill the worms that cause Bilharzia. So, it can be used for bathing and washing but it will still not be safe to drink.
- If you must enter the water, do so before 8:00 am, when there are few Bilharzia worms.
- If you must walk or put your hands in Bilharzia-contaminated water, wear water proof gloves or boots.

8. **Quiz questions:** Refer to the quiz questions. Ask a question and invite audience members to answer. Then give prizes to the first who answers correctly. Give the expert time to expand on the answers.

9. **Testimonies:**

- Ask the audience if any of them have had Bilharzia and invite a few to describe their experiences. Invite audience members to ask questions, and give the Expert time to correct any misconceptions or incorrect information.
- Ask the audience if anyone is doing anything to protect themselves from Bilharzia and give them a chance to describe what they are doing. Give the Expert time to correct any misconceptions or incorrect information.

10. **Quiz question:** Ask another question and invite audience members to answer. Then give a prize to the first one who answers correctly. Allow expert time to expand on the answers.

SECTION THREE: Wrap up and Conclusion

11. Play the jingle

12. **Where to get more information and services:** Ask the Expert to introduce the local health worker/VHT who they can go to with their questions.

13. ***Invite audience to tune into the next hosted call-in talk show:*** Give the station, time, and date of the next call-in programme and invite all to tune in. If the outreach is being pre-recorded, tell the audience they can listen to themselves on the next programme and when.

14. ***Conclusion and credits:*** Thank the audience and Expert. Remind the audience: “Luckily, we can stop Bilharzia with 3 easy steps:

Step 1: Avoid contact with lake, river or swamp water;

Step 2: Take the free medicine provided by the Ministry of Health each year.

Step 3: Relieve yourself in a latrine or toilet and NEVER in or near a body of water.

Put a stop to Bilharzia before Bilharzia stops you!

This programme has been brought to you by the Ministry of Health Bilharzia Prevention Campaign.”

15. Play jingle and spots