

Operational Plan

Tataba and Sigana Community FM Radio

Khabru Mamahe health learning programme

ORGANISED BY THE COMMONWEALTH OF LEARNING 2009



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http://www.wikieducator.org/Community_Media/Isabel

<http://isabel-youth.ning.com>

Khabru Mamahe - Sweet Illness

This is one of the four learning programmes to be developed over three months starting November 2009. The programme was designed at the participatory planning workshop held in Buala, Oct 20-22, 2009. The Khabru Mamahe programme was further reviewed and developed in the content and skills workshop held between Nov 16-19 2009.

Programme Information

Name

The name *Khabru Mamahe* is local Meringe language for "Sweet Illness" or Diabetes. The programme will educate us about about prevention and maintenance for sufferers, and how a health lifestyle is all-important.

Location

This learning Programme is located at Tataba.

Issues / topics

The main topics of the programme will be **Healthy Lifestyle**

- Diabetes (Prevention and support for people with the disease)
- Substance abuse

Who are the learners / target audience

Victims/people with diabetes, potential victims and abusers

How long will the radio programmes be

25 minutes

How often will the programmes run

Weekly 7.30-7.45pm

Message Matrix

Bad Practice	Consequences	Good Practice	Benefits
Issue: Diabetes			
<ul style="list-style-type: none"> • Lack of physical activity • Consumption wrong type food (quality and quantity) • Poor balanced diet • Laziness (lack of physical exercise and no grown foods from garden) • Over eating • Food preference for geasy foods • Smoking and drinking alcohol • Eating at wrong time • Skip breakfast and eat only one big meal in evening 	<ul style="list-style-type: none"> • Reduced metabolism • Build up of glucose fates • Increased level of glucose in system • Respiratory problems • Increased blood pressure • Develop bad habits • Amputation • Retinopathy (blindness) • Dependence on money, leading to eating only processed foods and increased risk of diabetes • High sugar level; increased weight/obesity • Children’s health affected • Increased risk 	<ul style="list-style-type: none"> • Lots of physical exercise and activity • Right type of food • Eat lots of vegetables and fruits • Good balanced diet • Demonstrations of good cooking methods (i.e. not over cooked) • Awareness • Early screening of weight • Save earned money for other things and rely on garden grown food instead • Eat/think before eating • Consumer rights – encourage mothers to sell wholesome snacks i.e. cassava chips 	<ul style="list-style-type: none"> • Healthy body and mind • Less number with diabetes • Healthy lifestyle • Increased productivity • Good livelihood • No diabetes

Programme Matrix

Week	Topic	Communication/Learning Objective	Target	Sources	Other needs/resources
1	Publicity	Awareness	Public	Radio operators Committee	Posters Radio
2	Diabetes overview	Understand impacts of diabetes around Tataba area	Diabetic patients Pregnant mothers Youth	Nurse in charge Provincial statistics National hospital statistics	Telecommunication Regular tours Voice recorders
3	What is diabetes	Understand diabetes	As above	Nurse in charge	Nurse in charge
4	Causes	Understand causes, contributing factors to diabetes	As above	Nurse in charge	Nurse in charge
5	Types, signs and symptoms	Understand types, signs and symptoms	As above	Victims, patients	Transport Voice
6	Importance of diet	To keep ideal weight; To keep the blood sugar level as normal as possible; Meal preparation	Diabetic patients Youth Pregnant mothers Children	Nurse in charge Mother/group Community Dietician CBR	Voice recorders Drama group
7	Importance of exercise	Inactive; Walking; Paddling etc;	As above	Community - youths - mothers - teachers Sport committees	Manpower Trainers
8	Footcare for diabetics; how to avoid injury	Check your foot daily; Report any sores; Radio awareness;	Diabetic patients	Nurse CBR Teacher Leaders/chiefs	Pamphlets Posters
9	Earning revenue from children	To educate mothers and fathers round Tataba ward	Food sellers at schools Teachers	Drama group Teachers health workers	Radio interview posters

10	Why is diabetes a problem/complication?	Good understanding about the problem	Parents Youth Diabetic patients	Nurse HPO/Buala	2-way radio Mobile, email, FM radio, Youth
11	Prevention	Understanding way of preventing	As above	As above	FM radio, 2-way radio, email
12	Who will get diabetes (who are high risk)	Understanding risk	As above	As above	As above
13	Treatment/management	Understanding treatment/management	Parents Youths Patients	As above	As above
14	Over eating	Understand the impacts of over-eating to mothers and children in and around Tataba	Community around Tataba	Nurse in charge, mothers, fathers, fat boys	Nurse support Relevant info Broadcaster
15	Smoking / drinking alcohol	Understanding side effects of financial availability	Youth, family, Fathers	Small businesses Enterprises	Pamphlets Information Broadcaster
16	REVIEW HEALTH PROGRAM				

Detailed design for Programmes 1 and 2

Programme 1 - Publicity

Objective: To raise Awareness about the Khabru Mamahe Learning Programme

Time	Item / format	Who / How / When / Live or pre-recorded / resource persons / needs etc	Preparations
20 secs	Signature tune	Group 3 volunteered to write lyrics and record Wednesday Group 1 suggested to use pan pipe traditional Isabel music Fisheries guitar could be used 2 verses, one in pidjin, one in language Needs to be quite general to introduce "Khabru Mamahe" (i.e. not too specific about one sub issue such as food)	Group 3 - write lyrics - borrow guitar - chose pan pipe music - practice - record at FM studio
1 min	Announcer's introduction	This will be live. Broadcaster will prepare a script pidjin and language to briefly introduce the program, and explain that in this episode listeners will learn all about the series of programmes and what is inside them.	Write script (Broadcaster)
4 min	Talk Session	Group 1 suggested that this will be a live talk session with interviewer featuring: <ul style="list-style-type: none"> Chairman (explain the overall purpose of the programs to educate about diabetes etc) Nurse (explain that it's in partnership with the health authorities) Youth (explain the drama and learner support) Broadcaster (explain there will be 12 episodes, each will have xyz inside them, etc) 	Write scripts (Group 1)
10 secs	Bridge	Music or jingle by the drama group	(Group 2)
1 min	Intro for drama	Nurse or broadcaster will explain this is a weekly drama episode	Script
4 min	Drama part 1	Group 2 will write and rehearse a drama. The same characters will be used for each episode. The first episode will raise awareness about the program and why it's needed etc. The drama will be recorded on Thursday and also performed (village or school)	Drama group to work on drama and record in FM studio by Thursday evening
30 secs	Jingle	"Ima balu gaoga tho mamahe give 'e khabru"	Arrange time with school and record

		(Think before eating / Diabetes we are beating) To be recorded by school children, facilitated by Group 1	(Group 1)
4 mins	Drama part 2	Second half of the drama	(Group 2)
2 min	Riddle	The first episode might omit the riddle	
3 min	Music	Selected from island music	Selected by broadcaster. Can be requests with callers giving views.
1 min	Summary	By the broadcaster live	
1 min	Signature tune	Same as beginning but longer	
22 minutes			

Detail for Programme 2 - Overview of diabetes

Objective: To understand the impacts of diabetes in the Tataba area

Time	Item / format	Who / How / When / Live or pre-recorded / resource persons / needs etc	Preparations
20 secs	Signature tune	Completed in first episode	
1 min	Announcer's introduction	This will be live. Broadcaster will prepare a script pidjin and language to briefly introduce the program, and explain that in this episode listeners will learn about the impacts of diabetes in the Tataba area.	Script
4 min	Talk Session	Group 3 suggested that this will be a live talk session with interviewer featuring: Health worker CBR	Health stats
10 secs	Bridge	Music or jingle by the drama group	
1 min	Intro for drama	Nurse or broadcaster will explain this is a weekly drama episode	
4 min	Drama part 1	Group 2 will write and rehearse a drama. The same characters will be used for each episode. The drama will be recorded and also performed (village or school)	
30 secs	Jingle	New jingle needed – or use same one as episode 1 To be recorded by Group 1	
4 mins	Drama part 2	Second half of the drama	
2 min	Riddle	Riddle needed. This can be by school children and/or the youth drama group.	
3 min	Music	Selected from island music	
1 min	Summary	By the broadcaster live	
1 min	Signature tune	Same as beginning but longer	
22 minutes			

Operational Plan for Khabru Mamahe

In order to pool skills and equipment resources, it was decided to implement the programme as a joint operation between Tataba and Sigana on a 50-50 basis.

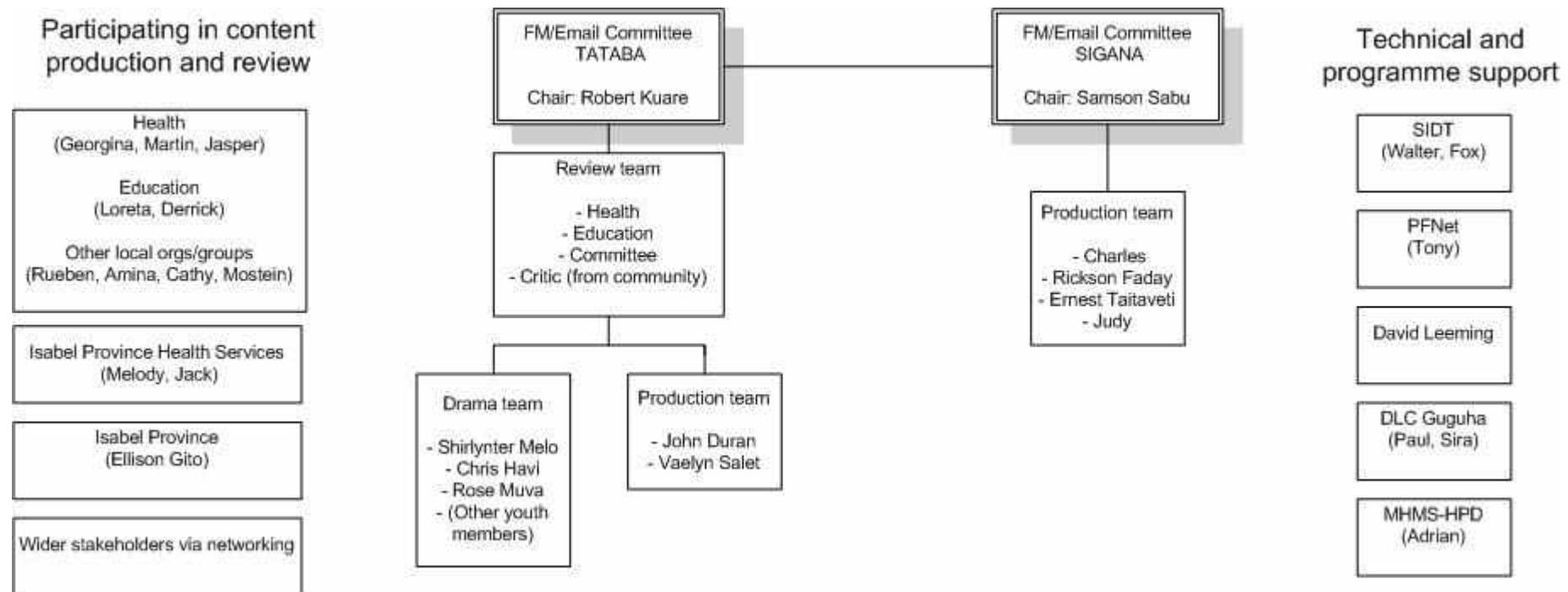
The learning programmes will be produced in Tataba and recorded content shared with Sigana every 2 weeks when the committees meet.

Sigana can then add their own supporting commentary and local content etc to make their own versions of the programmes, using the Tataba materials as the main content.

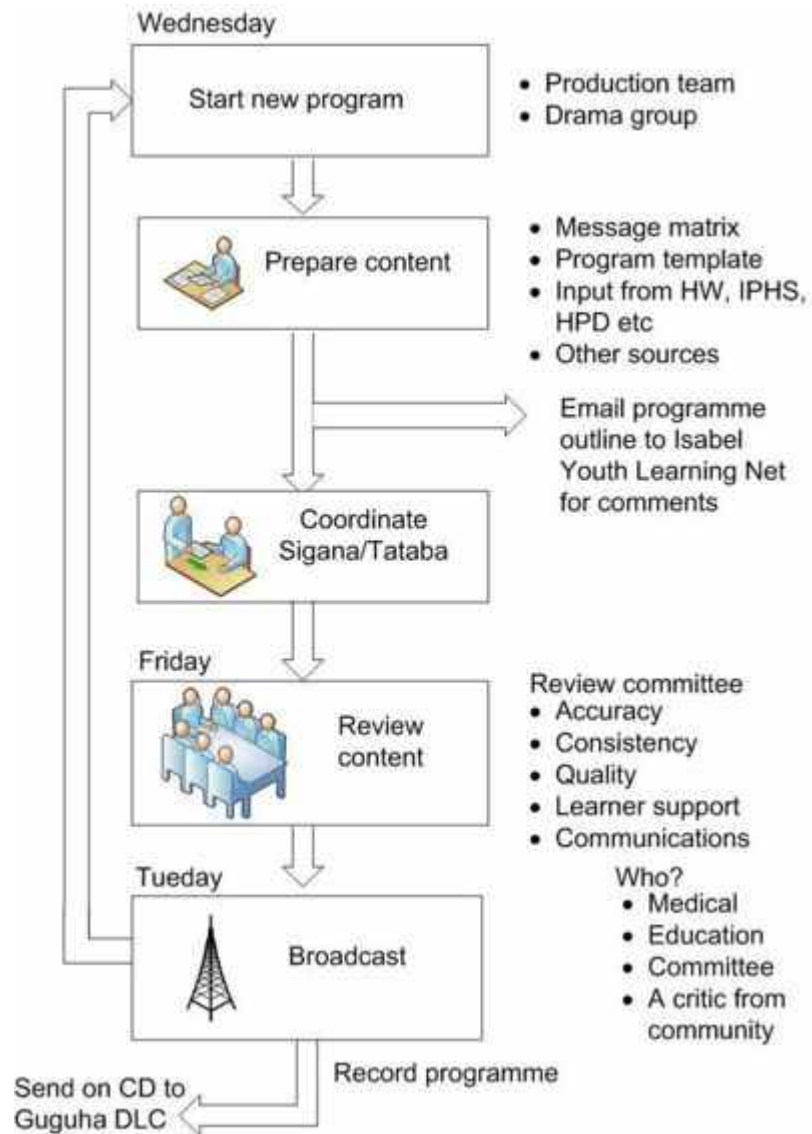
Timeline

Transmitter completed and returned to Tataba	4 th Dec	
SIDT finalise agreement with COL	4 th Dec	
Operating budget advanced to Tataba FM Chairman by SIDT	11 th Dec	50% of budget advanced to Committees on signing Funds to be advanced as cash to Tataba Chairman
Publicity	Until 11 th Dec	Parts of first programme can be used in FM broadcasts
Production		The production teams can start working on Programme 2 as soon as they are ready
Programme 1 broadcast	8 th Dec	Publicity – full programme with learner support
Programme 2 broadcast	15 th Dec	(Diabetes Overview)
After evidence of 5 programmes produced, broadcast and recorded for upload at Guguha	3 rd week January (approx)	Final 50% of budget advanced to Committees Funds to be advanced as cash to Tataba Chairman
Programme 12 broadcast	1 st week March	

Organisational structure



Production Cycle



Role of the Committees

Responsibilities

- Implement the work plan
- Monitor activities and check scheduled outputs (i.e. the weekly programmes with their learner support activities)
- Coordination
 - Ensure review team meets each week
 - Tataba/Sigana committees and production teams meet every 2 weeks to discuss progress and share content and ideas
- Monitor staff especially those with honoraria
 - Ensure staff carry out their assigned duties defined by their TORs
 - Ensure monitoring and communications plans are implemented
 - Ensure programmes are recorded and shared with Guguha on CDs sent on ship etc
- Management of assets and equipment
 - Carry out inventory
 - Monitor equipment / audit against inventory once a month
- Sustainability
 - Seek to clarify ownership of the FM stations with IPG
 - To engage with IPG to develop understanding and collaboration
 - To seek private sector sponsors
 - To develop a mid-long term strategy for the development of the FM radio stations and seek funding from donors, linked to the benefits (such as the current health learning programme and the Isabel youth project)
 - Seek and request training opportunities for participants, especially technical and youth drama etc

Financial Plan

DRAFT - TO BE DECIDED

The budget will be shared equally between Tataba and Sigana.

- Airtime \$3,000
- Studio and equipment usage \$3,000
- Coordination, transportation and communication \$2,500
- Honoraria for production team \$4,000
 - Tataba \$100 (Sigana \$50) per person per program broadcast, 2 persons, up to 12 programmes
- Equipment \$3,000
- Consideration should be given for a small stipend to be paid to the drama group for each production. This can be used for refreshments, etc

TOTAL SBD \$15,500

Terms

The budget is to be used to maintain the station so that the productions can take place. For example, printer ink and paper, batteries for recorders, reasonable communication costs (i.e. email and Breeze card charges) and miscellaneous items needed by production and drama teams.

- First 50% on signing
- Remaining 50% on completion of 5 programmes

Administration

- SIDT to administer.
- Financial reporting
 - interim report (end Dec)
 - final report (end Feb)
 - final acquittal (when funds are fully utilised)

Role of Review team

A review team made up of members from the Health (Clinic), Education (i.e. School Board), Committee and someone from the community will meet with the production and drama teams (Tataba) each week to review the upcoming programme. The Committee will check that this happens.

- Production team and drama group to outline their content and story lines etc
- Review medical accuracy of the content

Review consistency with the programme matrix

- Review quality of the content – criticise and improve
- Check that there is good participation of the community (school, women, youth, etc)
- Production and drama teams to incorporate recommendations
- Inform FM Committee
- Inform IPHS via Health 2-way radio

Role of the Youth Members

- Youth are support groups
- Develop drama on issues for the radio dramas
- Public performances (approved by medical committee)
- Create 1 episode per week (referring to programme schedule)
- Record for the radio programmes
- At least one performance for learner support at suitable occasions
- Look for sponsorship
- Seek to link with NGOs to offer outreach via drama (i.e. market the group to NGOs)

Role of Health Workers

1. Data collection
 - Clinics
 - Provincial health services
 - MOH / Diabetic Centre
2. Provide information to production team
3. Organising staff schedule
4. Review production content
 - Programme episodes
 - Schedule must be systematic
5. Linkage with IPHS for endorsement
6. Implementation with production team
7. Monitoring of programmes
8. Evaluation and review
9. Incorporation into official health programme
 - Seek budgeting support options with IPHS, MHMS
 - Integrate into IPHS programme following review
 - Coordinate to create efficiencies; i.e. sharing transport
10. Motivation
 - Award certificates to recognise good work
11. Reporting

Production team TOR

1. Technical duties
 - Broadcasting
 - Recording content
 - Editing content
 - Interviewing
 - Drama (character)
 - Jingles
 - Music
 - Quizzes
 - Recording and archiving programmes
2. Planning
 - Production
 - Training
 - Finance
3. Financial monitoring and accounting of consumables (CDRs etc)
4. Translating content into local languages
5. Training of announcers
6. Maintenance
 - stationery and consumables
 - equipments (and safe keeping)
 - Arrange transport
7. Reporting
 - To committee (using template at agreed intervals. Template includes training and resources needs)
 - By email to the Isabel Youth network (descriptive updates for information o wider stakeholder group)
 - Sharing radio programmes burned on CD and delivered on the weekly ship with Guguha (for distribution)

Communication Plan

The communications will include PFNet email, text messaging and 2-way health radio calls.

Tataba will be responsible for weekly reports but Sigana can also benefit from the communications.

The communications plan will consist of the following:

1. Reporting of progress to programme partners
2. Sharing of ideas with the “community of practice” (wider stakeholder group) so that they can help strengthen the content
3. Technical support including regular planned mentoring emails and ad-hoc help requests

The required communications will consist of:

1. One email to the Isabel Youth Learning Network each week. This can be sent after the review meeting. Please include the following in the email:
 - State that this is a regular weekly update as part of the health learning programme “Khabru Mamahe”
 - If there is no substantial progress, please do send the email anyway, and just explain that there is nothing to report (but give and background info)
 - Report briefly on any programme that may have recently been broadcast.
 - Give progress update on the current radio programme.
 - Give a brief outline of each of the formats that you are developing (i.e. outline for drama, school quiz, talk session etc)
 - Give any comments and recommendations of the review committee so that stakeholders can see the local monitoring process is working.
 - State any community reactions, observations from the health clinic, etc
 - Anything else you want to add
2. One radio call between the Tataba clinic and Buala Hospital each week, reporting that the content has been reviewed by health workers for accuracy, and at the same time the content ideas can be discussed and ideas from IPHS be shared with the local team.
3. SMS texting will be used on an ad-hoc basis to ensure critical programme management messages are conveyed to the Chairman and key persons.

Monitoring Plan

The monitoring plan will consist of:

1. The weekly review meetings will monitor programme activities and outputs, and also the accuracy of health related messages with reporting to MHMS via IPHS
2. Rural Health Clinics in the zone will be used to report back to Tataba clinic the response of the community to the health learning programmes
3. During the programme, activities such as listener surveys and feedback from learner support meetings can be conducted