



## MENTAL HEALTH **ON AIR**

“We are saying we are building the youth to be the next leaders. So, if we have youth who are mentally ill, who are stressed, how do we have good leaders?” This is a question Malawian teacher Lucious Zimba asks in the documentary *Mental Health on Air: Healthy minds, resilient communities*.

It’s an important question, as mental illness affects youth regardless of where they live. In Malawi and Tanzania, where mental health issues are highly stigmatized and underfunded, depression and anxiety were the topic of two radio programs aimed at young people.

Using hip hop beats, drama and celebrity interviews, the hosts of *Positive Mood* (on air in Tanzania) and *Nkhawa Njee—Yonse Bo (Depression Free, Life is Cool)* (on air in Malawi) engaged listeners on a tough topic.

These radio programs, along with school-based listening clubs, teacher-training and training of primary care workers, have had a huge impact on the schools,

communities and young people they reached. They started a conversation about mental health that hadn’t previously taken place.

This impactful project is the subject of the documentary *Mental Health on Air: Healthy minds, resilient communities*, filmed by CBC Ottawa’s Omar Dabaghi-Pacheco, which was launched this fall at screenings in Ottawa and Toronto. Watch the documentary on our website.

Our youth mental health project is drawing to a close, but has had an incredible impact since its debut three years ago. More than 3,000 youth have approached their teachers with concerns about mental health and more than 1,000 have been treated for depression.

Together this work will ensure that youth in Malawi and Tanzania can discuss their mental health and receive appropriate care and support when needed.

We currently have a small extension of the project and are hoping to be able to fully extend this program in the future.

So far  
we have

Reached more than  
**500k**  
youth over the radio in  
Malawi and Tanzania with  
an entertaining radio show.

Trained more than  
**400**  
teachers to integrate  
mental health into their  
classroom teaching.

Trained more than  
**200**  
primary care workers to  
identify, diagnose and treat  
mental illness for youth.



## Equipping Uganda for reforestation

### Radio and apps for reforesting landscapes

We are happy to share a fantastic video that was created about our project promoting practical reforestation practices in Uganda in partnership with the International Union for the Conservation of Nature (IUCN).

[http://bit.ly/IUCN\\_FRIVideo](http://bit.ly/IUCN_FRIVideo)



## Thank a Farmer Results

Our fall Thanksgiving campaign was a great success this year. Thank you to all who shared their messages of thanks.

717 new follows, matched \$1 per follow = **\$717**

35 messages, matched \$20 per message = **\$700**

\$1,280 in donations, matched 3:1 = **\$5,120**

**Total = \$6,537**

## Building resiliency In the face of climate change

The recent climate conference in Paris has brought attention to a simple fact: While African farmers have done the least to contribute to climate change, they are suffering the most from its impact. Climate change threatens the food security of people who depend on small-scale agriculture, as it contributes to erratic rainfall patterns, extreme weather and desertification.

We believe that African farmers on the front lines in the face of climate change have the right to timely and practical information that can make their lives better.

Timely radio programs can be a powerful tool for helping African farmers understand and adapt to

changing weather patterns.

We work closely with partner radio stations to produce and broadcast participatory radio programs that provide practical, detailed information on these adaptive agricultural practices. These radio programs—broadcast in local languages and featuring the voices of local farmers—give farmers the confidence they need to move from awareness to implementation.

With greater resilience to rising temperatures, decreased rainfall and extreme weather, farmers can produce more food and achieve greater food security without compromising local landscapes.

### In Africa, climate change presents the risk of:

Up to  
**50% decrease**  
in agricultural yields in some countries by 2020.

Up to  
**90% decrease**  
in net crop revenues by 2100.

## Results

### Climate change adaptation work in Ghana

Our climate change adaptation work, with partners Canadian Feed the Children and GIZ, has achieved great results:

- More than **283,000 farmers** applied a new resilient practice they learned about from the radio program.
- Farmers who had access to six months of radio programs about climate change and adaptive techniques scored **46% higher** on a knowledge quiz versus farmers without access to the radio program.
- Approximately **78% of Ghanaian adults** who listened to at least one broadcast tried at least one adaptive practice. Approximately 68% of these listeners tried at least three adaptive practices.





## Farming as the weather changes

A farmer's success is tied to the weather—especially in Africa. When farmers can't rely on the timing of the rainy season, or on other weather patterns they have known for decades, their work becomes more challenging. Climate change, deforestation and desertification are affecting the harvests—and food security—of many farmers.

In the northern regions of Ghana, a radio program has provided farmers

with information to help them adapt. "I heard through Lom FM how to farm in the dry season and I was able to do it myself," said Yarbout Peter, pointing to her small field of neatly planted rows. Yarbout learned which crops will best thrive, even if the timing of rainfall is uncertain. During the rainy season, Yarbout planted yams, following the suggestion of agricultural extension agents featured on the broadcasts of Lom FM.

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*"I used some to eat and I sold some, and through that I was able to get money to pay my boy's school fees."*

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When the dry season comes, she will supplement her family's diet and income with okra, tomatoes and chili peppers, now that she knows how to grow them.

*Kpakora Yoo (Farmers' Time), Lom FM's agricultural program, offered advice on seasonal vegetables, as*

well as practices to conserve water, protect soil, produce crops in drier conditions and quickly adapt to unpredictable weather patterns.

Farmers also asked for key information such as weather projections and marketing information, which they can use to ensure a quality harvest and a good price in the marketplace. The widespread adoption of cellphones, even in rural Africa, has allowed broadcasters to share such vital information with their listeners in new ways.

Through Farm Radio International's beep4weather service, broadcasters delivered weather forecasts and related agricultural advice with the help of SMS text messaging. More than 1,500 Ghanaian farmers subscribed to receive updates, tips or reminders to tune in via text message. This connection is enhancing the role of radio broadcasters as an important resource in rural communities.



## Chair of board recognized as champion of Radio and food security

We would like to congratulate Doug Ward, chair of the board of FRI, for his appointment to the Order of Canada. Doug Ward has been a champion of radio and its impact on food security for many years.

Doug's radio expertise extends from a lengthy career with CBC, where he co-authored the English Radio Report in 1970 that helped make CBC radio what it is today. He

was also part of the team that created *As It Happens* and director of CBC Northern Services.

Doug has always been an advocate of audience-centred radio. With CBC Northern Services, he promoted the hiring and training of native northerners to create radio programs that reflected the local cultures, voices and concerns.

Doug brought this vision of audience-centred radio to FRI when he joined the board of FRI in 2000.

"Radio can help people name their concerns and aspirations, and then speak together and speak to power to influence change. This is particularly true now in Africa with the ubiquity of cell phones," says Doug.

In his 15 years with FRI, Doug has contributed to much of our work, including the development of Barza Wire, our newswire for African broadcasters, the creation of Broadcaster How-To guides, and development of standards for farmer programs.

Join us on

## World Radio Day!



We know radio has an incredible impact. Yet in the digital age, the way radio is produced, shared and listened to is changing. Join us on World Radio Day to celebrate the unique power of radio to touch lives and bring people together across every corner of the globe.

On World Radio Day, FRI and the Canadian Commission of UNESCO want to start a discussion about how radio is changing — and how it's changing the world. CBC's Piya Chattopadhyay will moderate our guest panel, which includes Nora Young (host of CBC's *Spark*), Katie Jensen (producer of *CANADALAND*)

and Doug Ward, C.M., (chair of the board of FRI and a co-founder and producer of CBC's *As It Happens*). Featured guests include Jesse Brown (host of *CANADALAND*) and Nick van der Kolk (host of *Love + Radio*).

This event will be live webcast around the world! Join us Saturday, February 13 from 1:00 p.m. to 2:00 p.m. ET. (The event will be webcast in English and French.)

Visit [farmradio.org/boom-box](http://farmradio.org/boom-box) for more information. Or check out our Facebook and Twitter feeds.

Don't miss out!

### Broadcaster profile

## Dickie Shumba a.k.a. The Diktator



Having worked as a radio DJ for six years, Dickie Shumba, popularly known as The Diktator, knew the ins and outs of radio presentation, but like most Malawians, talking about mental health was something new.

The Diktator, also a well-known Malawian rapper, was voted by the

youth of Malawi to be part of Farm Radio International's youth mental health project, which includes a radio show airing on MBC Radio 2.

"At first I was excited but I was also nervous, in that I didn't know anything about mental health. I didn't even know it was a problem. I thought, 'Okay I've been put on this show, what will I be saying?'"

Like the youth who listen to his half hour radio show, *Nkhawa Njee—Yonse Bo* (*Depression free, life is cool*), Diktator is being challenged to rethink depression and break down stigmas.

"We're learning a lot, we're still in the process of learning," he says, adding that it's one aspect of working on the show that he enjoys.

The passion and enthusiasm that Diktator has brought to the show has made it the most popular youth program in the country and made learning about mental health entertaining. "The way I present *Nkhawa Njee* is totally different than another program because I am always hyped up. It's for young people, so I have to be a young person as well."



Supporting broadcasters in developing countries to strengthen small-scale farming and rural communities.

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