WHO WE ARE
We are an international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communication tools: radio and mobile phones.

OUR MISSION
We make radio a powerful force for good in rural Africa — one that shares knowledge, amplifies voices and supports positive change.

WHAT WE DO
We have cultivated partnerships with radio stations in Africa to design and run interactive radio programs that help millions of people improve their lives and connect rural communities. We support a network of thousands of radio broadcasters across sub-Saharan Africa with training and resources as they improve their radio programs. We emphasize innovation by using mobile phones and new technologies to make radio more interactive and inclusive. And, we take radio beyond the broadcast and use these tools to facilitate conversations and build connections.

OUR WORK IN 2022-2023

24.1 MILLION
Rural people listened

4.8 MILLION
Listeners improved their practices

778
Broadcasters trained

You’ll find QR codes scattered throughout these pages. These link to our “digital extras.” Use your smartphone’s camera to scan them, or find all of the extras at farmradio.org/annual-report-2022-23.

Cover: The San women’s listening group laughs around their radio set in Mali. © Simon Scott

Evelyn Oduro takes a break from her work as a mechanic to pose with the radio where she listens to programs empowering women in the trades. © Randolf Kwesi Anane
Dear Friends,

We are delighted to present to you the Farm Radio International 2022-23 Annual Report, a snapshot of the remarkable progress and impact we’ve achieved over the past year. It is with immense gratitude and pride that we share the stories of transformation and growth that have marked our journey this year, despite what felt like so much bad news.

In a world that continues to grapple with unprecedented challenges, the dedication and resilience of our team, supporters and partners have been nothing short of awe-inspiring. We have navigated the country-specific and complex realities of economic disruptions, disasters, climate change and conflict with innovation, adaptability and unwavering commitment to our mission: to make radio a powerful force for good in rural Africa — one that shares knowledge, amplifies voices and supports positive change.

Throughout this year, we’ve seen firsthand how our network of African radio partners, the radio programs we’ve developed with them and the digital innovations we’ve delivered have played a pivotal role in addressing critical issues, from food security and climate resilience to gender equality and youth empowerment. By harnessing the power of media, we’ve amplified the voices of farmers through powerful On Air Dialogues (see page 20), increased the reach and effectiveness of public agricultural extension workers (page 19) and community leaders, and expanded access to the knowledge and resources that farming families need to thrive. At least 24 million rural people in Africa have directly benefited from these efforts.

We’ve worked hand in hand with African broadcasters, local and national organizations, governments and international agencies to create lasting change in communities across Africa. Together, we’ve built bridges of understanding and shared knowledge that transcends boundaries.

In this report, you will find stories of transformation and hope, as well as data-driven insights that underscore our commitment to transparency and accountability and that inform our programs. We’ve reached new milestones in our projects, expanded our reach and adapted to the evolving needs of the communities we serve.

None of this would have been possible without your unwavering support. Your belief in our vision and your generous contributions have been the driving force behind our accomplishments. Thank you! As we celebrate the achievements of the past year, we also look forward to the opportunities and challenges that lie ahead.

The year 2022-23 marks a new chapter in our journey, and we are excited to continue working with all our partners and supporters to make a meaningful impact in the lives of millions. We invite you to explore the pages of this annual report, join us in reflecting on our achievements and stand with us as we pave the way for a brighter, more sustainable future.

Kevin Perkins,
Executive Director

Jean Christie,
Chair of the Board of Directors
BY THE NUMBERS

RADIO PROJECTS
We work with partners — like African radio stations — to design and develop communication for development projects with an impact. These projects achieve specific development outcomes like better agricultural practices, climate change adaptation, gender equality or improved health practices and use these tools to facilitate conversations and build connections.

60 MILLION
People covered

24.1 MILLION
Regular listeners

4.8 MILLION
Improved their farming, health or nutrition practices

30
Projects

16
Countries

369
Radio station partners

93
Languages

RADIO NETWORK SERVICES
Better-informed and better-connected broadcasters means better-informed and better-connected communities. We serve a network of radio stations across Africa with resources like guides, scripts and training to improve their programming. And we work with those broadcasters to spearhead network-focused radio campaigns using those resources.

1,332
Network members
(111 new)

38
Countries

66 MILLION
Listeners to network-based programming (learn more on page 5)

7,965
Individual broadcasters receiving our resources
(2,626 by WhatsApp and 3,788 by email)

102
New radio resources created
RADIO INNOVATIONS

Training
When broadcasters have the skills to serve their communities, everyone benefits. We work to train radio stations to serve their communities with high-quality, high-impact, mobile-supported interactive radio programs. Using both online learning methods and in-station training and coaching, we ensure all the broadcasters we work with can build their skills.

122 Stations trained
778 Broadcasters trained in-station
(321 women and 211 youth)
83 Broadcasters participated in distance learning activities

Interacting with listeners
We work to ensure that interactive radio is not just a tool for dissemination, but also a tool for dialogue and conversation. "Uliza Interactive" is a suite of tools we use to bring mobile phones into the picture and create space for people to answer polls, access call-in lines and leave questions, all so their opinions and concerns can be amplified.

88,976 Unique callers
1,188,977 Interactions
451 Community listening groups

A listener in the Moroto District of Uganda. © Simon Scott
WHAT WE DO

Farm Radio’s work encompasses three areas: Radio Projects, Radio Network Services and Radio Innovations, which work across several important themes. In the coming pages, you’ll see the width and breadth of this work.

RADIO PROJECTS

From our Scaling Her Voice on Air project (see page 8) in West Africa to our iHeard project (see page 16) in Malawi in East Africa, Farm Radio works with our radio partners and other stakeholders to build and design interactive radio for sustainable development projects. These high-impact projects are participatory and inclusive and both share knowledge with and amplify the voices of the people they serve.

In 2022-23, we partnered with **22 development organizations to build and implement 30 communication for development projects in 16 countries** in sub-Saharan Africa. These were gender-inclusive, youth-forward and locally relevant radio productions built with 369 existing radio stations, as well as local women’s rights organizations and government partners, to ensure the effects of these radio programs can continue long after the projects end.

These projects enabled 7,250 episodes of interactive radio to be aired in 93 languages, directly serving more than **24 million listeners** across the continent. Our post-project evaluations confirmed that almost 5 million of those listeners were inspired to make a change as a result of these projects.

RADIO NETWORK SERVICES

Radio broadcasters are at the heart of Farm Radio’s work. We support a network of more than 1,300 broadcasters in 38 countries with text-based information resources, training and learning opportunities, in addition to building a network for them to interact and share ideas with each other. Using these services, our radio partners can improve the quality and quantity of interactive radio programs for sustainable development across the continent.

Through projects like Public Health and Vaccine Communication at Scale (see page 18), we invite many stations in our network to use our resources and work with our support to plan and run their own campaigns on relevant and important topics — thus allowing us to reach an additional **66 million listeners**. These “network-based” initiatives ensure that broadcasters can meet the unique
needs of their own communities using their own local expertise, backed up with good information, good planning and design, and support from our network team.

We added 111 new radio stations to our network this year. We kept them communicating with and learning from other stations via 17 regional WhatsApp groups and through facilitated online discussions.

In a survey completed by 335 of our broadcaster partners this year, 94% said they had used our resources and services in the past year — **69% said they used them at least weekly**. These resources were translated into 24 local languages this year and ranged from guides on how to approach sensitive issues, to audio-based FAQs (frequently asked questions) about COVID-19 vaccination.

And we know that these trainings and resources are improving broadcasts across the continent. **Four in five of the broadcasters who responded to the survey said they felt much more confident producing and airing programs on gender issues than the year before** — and more than a third said that our suggested interview questions had helped them understand issues related to gender and sexual and reproductive health and rights.

**RADIO INNOVATIONS**

Whether it's new and entertaining radio formats that promote listenership, or digital technologies that make radio more interactive and promote dialogue, our innovation teams were busy making Farm Radio's brand of sustainable interactive radio for development unique.

This year, our team continued to streamline Uliza Interactive, our digital suite of tools into four categories. The result? In 2022-23, **broadcasters across sub-Saharan Africa engaged 88,976 listeners in discussions using their phones**, and provided answers to their questions about farming practices, health, how climate change is affecting them, the role of women and girls in society — the list goes on.

This year we introduced a new and improved version of **Uliza Answers**: a feature where rural people who call in can leave questions — and subject matter experts can answer those questions directly and on air. We strengthened **Uliza Alerts**, an automated voice and text broadcasting service that sends targeted text and voice messages to consenting radio listeners — allowing us to send important messages or reminders. We continued to use **Uliza Info**, an interactive voice response system where farmers call in and navigate content menus using simple audio prompts. Finally, we used our **Uliza Poll** system in our On Air Dialogue programs to gather the views and experiences of thousands of rural people (more on page 20). By using this call-in polling system, radio stations interact with their listeners in real time and collect feedback to improve their radio programs. Above all, it brings the voices of people who otherwise would not be heard to the airwaves.

This farmer in Hitosa, Ethiopia, crouches in his field during a visit by Farm Radio International to his community. © Simon Scott
From planting nourishing crops, to using regenerative agriculture practices, radio is spreading awareness about effective farming strategies and equipping farmers to make decisions on how best to grow and market food and feed their families.

In 2022-23, we delivered a total of 20 projects with a strong focus on agriculture and food security — more than half of all our projects. In addition, we developed and distributed 40 new resources about agriculture and food security this year (like scripts, backgrounders and how-to guides) to our network of partner radio stations.

In Tanzania, this meant working with five radio stations to increase access for more than 2 million listeners to radio programming on how to farm in an ecologically sustainable way. We formed 80 community listening groups so farmers could discuss and implement what they learned in the programs.

In Nigeria, interactive programming in eight states and four value chains (Irish potato, maize, rice and cassava) reached 10 million listeners. One example of the results: the number of cassava farmers with only radio to guide them who used proper spacing of their plants (a simple but enormously helpful practice promoted on the radio programs) grew from 32% to 70% over the course of the project.
PROJECT SPOTLIGHT:
SCALING HER VOICE ON AIR

Burkina Faso, Ghana, Mali, Senegal

This year, Farm Radio wrapped up one of our most consequential projects ever: Scaling Her Voice on Air. The project had dual goals: improve food security for small-scale farmers across West Africa and improve the lives of women in those communities.

We engaged women to build radio programs that were exactly what they wanted to hear. We involved men to change their own attitudes toward gender equality. We worked to increase food security by using creative and entertaining radio formats like radio dramas. Topics ranged from proper food hygiene and nutrition, to preventing gender-based violence, to intercropping and agroforestry — mixing agriculture and women’s rights throughout.

We’re pleased to report the final results of this project this year. But while the project has ended, the radio programs have not. Seven of our partner stations in Mali are still broadcasting these programs and 12 stations in Ghana are doing the same.

“I hope that these programs will continue for the benefit of women especially, and my entire community.”

Adja Malado Diakité,
Host of Moussou Djôyôrô (The place of women in society), Radio Wassoulou, Mali

AT A GLANCE:

6.7 million listeners

52% of listeners tried new agricultural and nutritional practices discussed during the programs (322,000 women, 683,000 men, 167,000 youth)

59% of listeners, or 1,520,000 people, tried new practices related to gender equality, like sharing domestic chores, discussing budgeting or improving conditions for women. That’s 570,000 women, 970,000 men and 460,000 youth

The number of people living in food insecurity decreased from 2,121,400 to 1,614,700 (a decrease of 24%)

Scores on knowledge questions about good agricultural practices increased for women from 38% to 69%, for men from 44% to 66% and for youth from 41% to 66%

30% increase in positive attitudes and perceptions towards gender equality

in partnership with Canada
Though small-scale farmers in Africa generate only a small proportion of greenhouse gas emissions, they are already experiencing the impacts of climate change on their farms. More than 14,000 rural people in Burkina Faso and Ethiopia who participated in our On Air Dialogues about climate change told us that they are witnessing changes in rainfall patterns, hotter and drier temperatures, and biodiversity loss.

Globally, agriculture has been one of the leading sources of greenhouse gas emissions. Done right, however, agriculture can do the opposite — it can pull carbon into the soil, restore fertility, conserve moisture, help rural communities adapt to changing weather patterns and even slow down climate change. Regenerative agriculture uses practices like crop rotation, intercropping and mulching to improve the soil, ensuring that there's enough nutritious food to feed a growing population and that farmers can continue farming in their community for generations to come — which is why we incorporate practices like these into many of our programs.

In Uganda, this meant reaching an estimated 70% of all Ugandans with reliable information about circular and regenerative agriculture, thanks to a project funded by the IKEA Foundation. As of March 2023, the 12 participating radio stations had broadcast 260 episodes of radio programs about these themes, and listeners had completed 55,000 mobile interactions with their radio station.
Project Spotlight:
On-Air for Gender-Inclusive Nature-Based Solutions

Burkina Faso, Côte d’Ivoire, Ethiopia, Ghana, Uganda, Zambia

This project, which will run until 2027, is sharing the stories of rural communities that are adapting to climate change by working in partnership with nature. In the first year of the project, we ran 24 On Air Dialogues to find out rural Africans’ experiences with climate change and the supports they need to adapt to a changing climate. In subsequent years, we will produce more than 200 radio documentaries in six countries about local Nature-based Solutions, and will run interactive radio programs that guide listeners in implementing those solutions in their community.

We are also partnering with Carleton University’s School of Journalism and Communication to produce a podcast that educates Canadians on climate solutions coming from African communities and how Canada can support them.

“A climate change-related gathering was conducted in my neighbourhood. As a community, we decided to begin planting trees to combat climate change, conserving biodiversity.”

Mwanambuyu Mutukelwa,
Lukulu District, Zambia

At a Glance:

- 98 broadcasters trained on producing and delivering On Air Dialogues
- 24 On Air Dialogues hosted on 25 stations
- 20,716 callers (17,314 men, 3,402 women, 14,476 youth)
- 136,108 mobile interactions with listeners
- 132 stakeholders engaged

Digital Extra
Hear what farmers had to say about climate change
Themes of Our Work

Gender Equality and Inclusion

Using the power of dialogue, we amplify local efforts that challenge societal norms and transform unequal power relations among individuals, within communities and in policy making. Our efforts include ensuring that the voices of diverse women or youth are heard through accessible interactive radio, connecting local experts in women’s rights or inclusion with radio stations to magnify their work, and creating opportunities for decision-makers to act on what we learn from the most marginalized listeners. Additionally, 39 of the resources we produced for broadcasters focused on gender equality issues this year — and more than 80% of surveyed broadcasters who use our resources said that they felt much more confident broadcasting about these sometimes challenging topics.

This year, in Ghana, we ran 67 episodes of programming that used radio dramas — and a podcast — to encourage young women to pursue highly-demanded trades often dominated by men. In Mozambique, we worked with PCI Media to air interactive radio on two stations about the experiences of youth employed in agriculture, which challenged norms that discourage youth and women from these jobs.

In Mali, interactive radio programs aired by 12 stations aimed to eliminate gender-based violence and improve women’s sexual and reproductive health through topics determined by Malians. 197,071 people have interacted with the programs using their mobile phones.

In Cote d’Ivoire, we finished airing a Drama+ series on gender equality and agroecology for cocoa farmers. 97% of listeners told us they gained new knowledge about gender-related issues because of the programs and 93.5% of the women surveyed said that their economic opportunities had improved.

The women and youth community listening group members pose with their radio after conversations about how a program will impact them specifically. © Nebiyu Yetsedaw
**PROJECT SPOTLIGHT:**

**GIRLS’ EDUCATION IN MALI**

**Mali**

The five-year “Défi education des filles au Mali,” or DÉFI, project is changing minds about girls’ education in conflict-affected areas in Mali.

Défi (challenge) is a good word for the project, because Malian people are experiencing great insecurity and instability. It has made some of the programming difficult since displacement and the sabotage of telephone networks by armed groups has affected communities and the radio stations that serve them.

We met the challenges alongside radio and knowledge partners, and successfully produced and aired a season of Drama+ combined with additional series that addressed obstacles to the education of young women, like child labour practices, forced marriage and even parents’ attitudes about the value of having their daughters go to school.

So far, we’ve seen 73% of listeners putting into practice the advice given by Malian technical experts in the broadcasts. Community leaders have said that the enrollment rate of girls in schools is rising, while rates of forced marriage are falling.

As one 31-year-old woman from Ségou told us: “A girl’s schooling is very advantageous. If a girl goes to school, it’s like a whole family goes to school, a community goes to school and a nation goes to school. The importance of a girl’s schooling cannot be overstated.”

**AT A GLANCE:**

- **8** radio stations
- **277** episodes broadcast in 2022-23
- **465,000** listeners
- **82,456** interactions

**DRAMA+**

Drama+ is a Farm Radio program approach that uses on-air theatre in concert with conversation to address sensitive topics. Drama is often the best approach when there are topics that challenge societal norms, or where people might put themselves at risk to tell their real stories. We work with local professional writers, who put fictional characters into realistic and relatable situations and make them have conversations people might be afraid to have at home. The “+” represents what comes next: live conversations that bring in experts who discuss practical topics and advice that people who see themselves in the drama can use.
# An Overview of Farm Radio Projects

## 1. Senegal Coverage: 1,162,000
- **Active Projects:** 2
- **Radio Stations:** 19
- **Broadcasters Trained:** 16 women, 13 men
- **Number of Episodes Aired:** 290

## 2. Sierra Leone Coverage: -
- **Active Projects:** 1
- **Radio Stations:** 20
- **Broadcasters Trained:** -
- **Number of Episodes Aired:** 200

## 3. Mali Coverage: 3,082,000
- **Active Projects:** 6
- **Radio Stations:** 41
- **Broadcasters Trained:** 57 women, 108 men, 110 youth
- **Number of Episodes Aired:** 816

## 4. Côte d’Ivoire Coverage: 769,000
- **Active Projects:** 5
- **Radio Stations:** 30
- **Broadcasters Trained:** -
- **Number of Episodes Aired:** 1,769

## 5. Burkina Faso Coverage: 3,031,000
- **Active Projects:** 5
- **Radio Stations:** 28
- **Broadcasters Trained:** 173 women, 157 men, 36 youth
- **Number of Episodes Aired:** 507

## 6. Ghana Coverage: 4,398,000
- **Active Projects:** 12
- **Radio Stations:** 52
- **Broadcasters Trained:** 7 women, 56 men, 30 youth
- **Number of Episodes Aired:** 1,451

## 7. Togo Coverage: -
- **Active Projects:** 1
- **Radio Stations:** 24
- **Broadcasters Trained:** -
- **Number of Episodes Aired:** 240

## 8. Nigeria Coverage: 13,164,000
- **Active Projects:** 4
- **Radio Stations:** 17
- **Broadcasters Trained:** 28 women, 43 men, 16 youth
- **Number of Episodes Aired:** 259

*“Broadcasters trained“ refers to the radio producers and hosts trained on site by Farm Radio. For our network-based projects, we work with and train broadcasters at a distance to use our scripts and other resources to create their own impactful radio shows. We track their programs and their programs’ coverage in different ways.*

- **Countries where we have active projects and network-based projects**
- **Countries with radio stations that are members of our network**
<table>
<thead>
<tr>
<th>Region</th>
<th>Coverage:</th>
<th>Active Projects</th>
<th>Radio Stations</th>
<th>Broadcasters Trained</th>
<th>Number of Episodes Aired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic Republic of Congo</td>
<td></td>
<td>1</td>
<td>10</td>
<td>-</td>
<td>116</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>14,235,000</td>
<td>8</td>
<td>17</td>
<td>2 women, 18 men</td>
<td>277</td>
</tr>
<tr>
<td>Uganda</td>
<td>12,552,000</td>
<td>3</td>
<td>27</td>
<td>22 women, 27 men, 17 youth</td>
<td>389</td>
</tr>
<tr>
<td>Kenya</td>
<td></td>
<td>1</td>
<td>30</td>
<td>-</td>
<td>1,769</td>
</tr>
<tr>
<td>Tanzania</td>
<td>7,089,000</td>
<td>3</td>
<td>13</td>
<td>-</td>
<td>215</td>
</tr>
<tr>
<td>Zambia</td>
<td>859,000</td>
<td>2</td>
<td>20</td>
<td>-</td>
<td>197</td>
</tr>
<tr>
<td>Malawi</td>
<td></td>
<td>2</td>
<td>27</td>
<td>14 women, 31 men</td>
<td>284</td>
</tr>
<tr>
<td>Mozambique</td>
<td></td>
<td>2</td>
<td>17</td>
<td>2 women, 4 men, 2 youth</td>
<td>170</td>
</tr>
</tbody>
</table>

Digital Extra
Meet Brenda from our office in Uganda as well as Princess and Laila from our office in Ghana, and hear about some of their highlights from the past year.
THEMES OF OUR WORK

HEALTH

The COVID-19 pandemic reminded us that the challenges of good health, productive farming and food security are all related to each other — especially in rural Africa, where health, nutrition and farm yields are inextricably linked. All of them depend on having reliable information readily available and easily understood in your own language. Strong and dependable health information systems are a vital part of good public health. In 2022-23, we worked with partners on health information campaigns related to nutrition, sexual and reproductive health, unsafe health practices and COVID-19 prevention.

In Burkina Faso, we reached 560,000 listeners with programs on health and nutrition. In Côte d’Ivoire we launched a four-year project with WUSC to reach more than 260,000 parents and teenagers with engaging and culturally aware on-air discussions about sensitive topics like taboos around contraceptive methods.

As COVID-19 vaccines became available across Africa, we worked in 16 countries (more on page 18) to encourage people to get vaccinated — reaching 66.2 million listeners and resulting in a 12% increase in vaccination rates in those areas.

WHAT IS “SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION”?

Social and behaviour change communication combines the use of mass media to change individuals’ and communities’ attitudes and knowledge, with strategic communications and advocacy to lower barriers and influence societal policies that enable that change.
PROJECT SPOTLIGHT:
iHEARD - INNOVATIONS IN HEALTH, RIGHTS AND DEVELOPMENT

Malawi

The five-year iHeard project, implemented by a consortium led by CODE, aims to reduce barriers to sexual and reproductive health and rights for adolescent girls and young women in Malawi.

Working across the sectors of health, education and communication, Farm Radio is supporting local media partners to implement a social and behaviour change communication strategy. This empowers young people with a better understanding of their rights, access to opportunities and the confidence to advocate for themselves, as well as information on where and how youth can access quality health services. Thanks to cooperation between different partners with expertise in health and education, this means that as demand for health services increases due to education, youth will have professional healthcare workers who are able to address their needs.

This year, our communication partners made exciting strides. Viamo, a social purpose business that offers an interactive voice response system (the “3-2-1 Platform”) built 30 mobile-phone accessible messages and an educational game on sexual and reproductive health. Girl Effect aired 26 episodes of the Zathu radio talk show alongside listening sessions with 6,820 youth group members to collect stories and questions for later programs. Farm Radio Trust, our sister organization, launched the first 18 episodes of a 52-week country-wide series on similar topics. The series also promoted a call-in centre run by a health partner: Banja La Mtsogolo.

We are already seeing results: increased demand for contraceptives and family planning information. **The number of youth receiving sexual health services at our partners' clinics has risen 164% since the project began.**

**AT A GLANCE:**

- 5 stations
- 1.6 million youth listeners
- 2 languages
- 10 consortium partners
- 81,453 callers to Viamo’s 3-2-1 service (29,871 women)

*Popong Margret, a member of the Apaloyang Junior Farmer Field School in Loputuk Village in the Moroto District of northeastern Uganda, shows the tomatoes from her kitchen garden that she grew, in part thanks to radio programming addressing food security issues stemming from COVID-19 shutdowns. © Simon Scott*
Radio plays a vital role during an emergency. When a natural disaster strikes, we turn to the news to find out the latest information and learn how others are coping. This is even more the case in Africa, where radio remains the most trusted and accessible source of information.

We saw this firsthand when Cyclone Freddy devastated parts of southern Africa in February and March 2023. Radio stations helped their communities weather the storm and begin the recovery process: communicating official government updates, answering listeners’ questions and dispelling rumours, requesting and coordinating donations for survivors, and more. Climate change means these disasters will become more frequent and more severe — our radio partners need to be ready to broadcast timely, potentially life-saving information.

From 2020 to 2022, our emergency response focused on the COVID-19 pandemic. We’ve run projects to support radio stations and broadcasters, promote public health measures and vaccination, and support communities’ economic recovery.

We’ve also run radio programs that boost farmers’ productivity in regions of east Africa grappling with food insecurity (aggravated by the war in Ukraine) and that help life keep going in times of crisis, including promoting women and girls’ rights, such as our project about girls’ education in conflict-affected Mali (see page 12).
Project Spotlight:
Public Health and Vaccine Communication at Scale (VACS)

Burkina Faso, Côte d’Ivoire, Democratic Republic of the Congo, Ethiopia, Ghana, Kenya, Malawi, Mali, Mozambique, Nigeria, Senegal, Sierra Leone, Tanzania, Togo, Uganda, Zambia

We worked with more than 200 radio stations in 16 countries on campaigns about COVID-19 prevention and vaccination. Besides sharing accurate information about COVID-19 protection and boosting vaccine confidence, the project aimed to improve gender equality in local COVID-19 responses.

To assist broadcasters in communicating about the virus and vaccine, we produced 34 gender-responsive written and audio resources, which included frequently asked questions, radio spots and suggested interview questions. We translated these resources into more than 20 languages. We also ran trainings for radio producers and facilitated 68 WhatsApp discussions, where broadcasters could ask questions to local experts.

Each country designed its own campaign based on local realities. Radio stations broadcast COVID-19 information across programs and time slots to ensure the widest possible reach. They used a variety of formats, including interviews, call-in shows, radio dramas and songs. To ensure that programs were locally relevant and accessible, stations worked with influential community members and broadcast in local languages (89 in total).

“When they came to vaccinate us, I was really worried. But I remembered the advice on Radio Uyesu programs. I got vaccinated.”

Achata Traore, Koutiala, Mali

At a Glance:

- 66.2 million listeners
- 77% listenership rate (49% women, representing 32.7 million women)
- 44,569 mobile interactions

Results

• 77% of women and men listeners decided to get vaccinated against COVID-19
• 12% average increase in vaccination rates for listeners compared to non-listeners (13% for women, 11% for men and 12% for youth)
• 81% of those surveyed, on average, indicated that it was the radio campaign that encouraged them to get vaccinated
GREEN LEAF PLATFORM

Green Leaf Platforms are a particular approach of Farm Radio International. These radio-centred communication platforms provide ongoing, high-quality “e-extension” information services to farmers. They are hosted by radio stations with the support of local agricultural extension workers. They use a unique, popular and effective radio format (the *Green Leaf Radio Magazine*), and boost the reach and impact of the show using other digital e-extension tools. We directly involve many farmer-serving organizations so that, together, they can provide the resources needed to sustain the Green Leaf Platform beyond the life of a single project.

The Green Leaf Platform was first developed in Ghana. The model has been recognized by the Government of Ghana as an integral part of its public extension service. Our listener surveys found that 66% of Ghanaians tune in regularly to a Green Leaf show.

Building on our positive experiences in Ghana, we introduced the Green Leaf Platform model in Uganda. Working with the Ministry of Agriculture in Uganda and the financial support of the IKEA Foundation, we worked with 12 radio stations to develop and air 158 Green Leaf episodes — each series airing in a different language. Ugandan partners contributed over $117,500 toward the production and broadcast of these popular programs.

In total, 69 radio stations carried *Green Leaf Radio Magazines* in Ghana, Mali, Nigeria and Burkina Faso, providing the base for a system that will improve farmers’ access to information well into the future.

**WHAT IS E-EXTENSION?**

Agricultural extension is the process of educating and informing farmers on new farming techniques in order to boost agricultural production and improve farming practices. Often run by national governments, individual extension agents are tasked with meeting with hundreds, if not thousands, of farmers. E-extension, therefore, is the use of information technology (like radio, videos, social media and mobile phones) to facilitate this process and reach more people from a distance.

**DIGITAL EXTRA**

**MEET A BROADCASTER RUNNING A GREEN LEAF PROGRAM**

Addia Ibrahim poses for a picture with her 18-month-old child in the community of Babato Kuma in Northern Ghana. © L. Manuel Baechlin
Climate change is already here and affecting rural Africans, but they are taking measures to adapt. That’s what more than 14,300 Burkinabes and Ethiopians told us in a series of On Air Dialogues in October 2022. We wanted to know how climate change is affecting rural people, what adjustments they’ve made on their farms and what governments can do to support the most vulnerable as they adapt to climate change.

On Air Dialogues are an innovative type of interactive radio programming that uses mobile phone-based polling to gather thousands of rural people’s perspectives on issues that affect them. We then bring those responses to national and global leaders — in this case, during an event at the United Nations Climate Change Conference (COP27).

**QUICK FACTS FROM THE 2022 ON AIR DIALOGUES ON CLIMATE CHANGE**

- **7** radio stations
- **21** On Air Dialogue episodes
- **14,356** callers
- **122,529** poll responses
- **9,317** audio comments

**WHAT WE HEARD**

- Almost 90% of respondents identified changes due to climate change in their region. The most-common changes related to the timing of the rainy season and the quantity of rainfall.
- More than 90% of respondents told us they are taking steps to adapt to the effects of climate change in their communities and on their livelihoods.
- 96% of participants in Burkina Faso and Ethiopia agreed that it was important to take action to protect biodiversity as a response to climate change.

“I need small-scale irrigation technologies that would help get water to crops and fight drought.”

A woman farmer in Uganda

*This research was led by Farm Radio International in partnership with the International Fund for Agricultural Development (IFAD) and seven partner radio stations ahead of the 2022 United Nations Climate Change Conference, COP27. The research was made possible by financial support from IFAD and Global Affairs Canada.*
PUBLIC ENGAGEMENT

This past year saw many opportunities to engage with global citizens. Our webinars and online events engaged 690 people who learned about and explored a range of topics, including food security with the World Food Programme, and the results of Scaling Her Voice on Air. We also launched a new series of online events called “In conversation with,” which pulled back the curtain on the finer details of our work.

ADVOCACY

Organizations like Farm Radio are committed to combatting information poverty, advancing communication justice and strengthening the role of media in social change. We can’t do it alone: the policies, programs and investments of governments around the world are key to ending information poverty. This past year, we joined forces with other like-minded organizations to advocate for more and better support for media and communication for development programs in Canada’s development assistance financing. We submitted a pre-budget brief highlighting the need for dedicated funding for media and communication for development projects and we published an op-ed in The Hill Times about Canada’s important role in combatting information poverty in the world.

AWARDS

In 2022, Farm Radio International’s work on COVID-19 was recognized by the International Telecommunication Union with the WSIS Prize for Media. We were also honoured to receive a Cooperation Canada award for Innovation and Impact.

CHARITY INTELLIGENCE

Transparency and accountability are fundamental to achieving the impact and scale we do. So it’s an honour, as always, to be recognized by Charity Intelligence with their distinguished 5-star rating for our reporting work.

Charity Intelligence Canada

DIGITAL EXTRA

CANADA HAS A ROLE IN TACKLING INFORMATION POVERTY — SCAN HERE TO READ MORE!

A listener calls into a radio program in Chimonjo Village, Malawi. © Bennie Khanyizira
The Farm Radio Awards

We are proud to celebrate the exceptional broadcasters in our radio network with two annual awards. Congratulations to this year’s winners!

The George Atkins Communication Award

Named after Farm Radio’s founder, this award is presented to broadcasters who serve their rural audience with dedication and are committed partners of Farm Radio International.

- **Sakina Majawa, Chanco Community Radio, Malawi**
  Sakina Majawa draws on her background in government agricultural communications to produce three programs about the local agricultural calendar, climate change and the weather.

- **Evelyn Balozi, Utume FM, Tanzania**
  Evelyn Balozi wears many hats at her radio station. She is working on a program that discusses step by step how to grow crops in ecologically-friendly ways.

- **Hortense Lamboni, Radio Rurale Communautaire des Savanes, Togo**
  Hortense Lamboni has been a journalist and presenter for three years and broadcasts programs on youth, gender and agriculture.

The Liz Hughes Award for Her Farm Radio

Named after a former board member and CBC journalist, this award recognizes radio program teams dedicated to serving women listeners and whose program addresses gender equality and raises the voices of women.

- **Égalité des genres et équilibre social, Radio Évangile Albarka, Togo** (Grand Prize winner)
  Égalité des genres et équilibre social (Gender equality and social balance) discusses the norms and beliefs that make rural women dependent on men, including practices that undermine women’s access to and control over resources.

- **Keneya blon, Radio Baoulé, Mali** (runner-up)
  Keneya blon (Health corridor) is an informative and engaging program that aims to improve the sexual and reproductive health of women and girls, as well as strengthen the prevention of and response to gender-based violence.

- **Duond Mikayi, Radio Mikayi, Kenya** (runner-up)
  In long feature programs, Duond Mikayi (The voice of the matriarch) aims to both celebrate and empower women in a variety of traditional and non-traditional roles.
TREASURER’S REPORT

Our financial statements for the year, audited by Deloitte, and summarized in the tables to the right, tell the story of a strong and impactful year of results, but with a one-time use of unrestricted net assets to support investment in stronger administrative and resource development capacity. The full audited statements are available on our website, or via the QR code to the right. Please don’t hesitate to contact us if you have questions.

It was a steady year in terms of revenue, with grants and contributions from funders and charitable donations from individuals and foundations remaining at just over $10 million. We were pleased to sustain this level of income one year after receiving record revenues for work on the COVID-19 pandemic and its aftermath. A key factor in revenue stability was the beginning of an exciting five-year project about Nature-based Solutions for climate adaptation, funded by Global Affairs Canada. Additionally, our Canadian supporters generously sustained the high level of support they offered for our work in 2021-22.

Administration costs, while staying close to 8% of revenue, grew in 2022-23, in part because of one-time investments that we made in implementing new administrative systems like our new cloud-based Enterprise Resource Planning software. This will be an important tool that will help us better manage future growth but required some up-front investment. We also invested more in boosting our fundraising and resource development capacity, which will pay dividends in future years. As a result, we incurred a modest deficit of 0.8% of revenues, tapping our unrestricted reserves to support these investments. We are determined to make this a one-time occurrence, and have budgeted for a surplus again in 2023-24.

The Finance, Audit and Risk Committee of the board continued to provide sound oversight, monitoring financial results and organizational risks closely. Good financial management requires sound financial policies, and the committee worked with staff to monitor compliance with them, and introduce new policies as required.

Ravi Gupta
Treasurer, Board of Directors

Anena Lilly, a member of Mego Lapit farmers group in Tegot village, Acoyo parish, in northern Uganda, weeds her garden which has grown consistently since radio programming helped her group learn to produce and market the crops. © Simon Scott
**Financial Summary**

## Statement of Revenue and Expenses

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Program grants/contracts</td>
<td>$9,093,391</td>
<td>$9,640,678</td>
</tr>
<tr>
<td>Donations from Canadians</td>
<td>$1,189,538</td>
<td>$1,133,247</td>
</tr>
<tr>
<td>Other income</td>
<td>$17,577</td>
<td>$46,997</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$10,300,506</td>
<td>$10,820,922</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct program expenses</td>
<td>$8,956,683</td>
<td>$9,222,843</td>
</tr>
<tr>
<td>Fundraising and public engagement</td>
<td>$568,159</td>
<td>$523,185</td>
</tr>
<tr>
<td>Administration</td>
<td>$862,273</td>
<td>$815,194</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$10,387,115</td>
<td>$10,561,222</td>
</tr>
<tr>
<td><strong>(Deficiency) Excess of revenue over expenses</strong></td>
<td>$(86,609)</td>
<td>$259,700</td>
</tr>
</tbody>
</table>

## Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,010,455</td>
<td>$2,429,835</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$93,696</td>
<td>$107,061</td>
</tr>
<tr>
<td>Project receivables from funders</td>
<td>$1,184,258</td>
<td>$1,665,505</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$41,917</td>
<td>$53,552</td>
</tr>
<tr>
<td>Capital assets</td>
<td>$37,897</td>
<td>$28,669</td>
</tr>
<tr>
<td><strong>Total Current Assets:</strong></td>
<td>$2,368,223</td>
<td>$4,284,622</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank loan</td>
<td>-</td>
<td>$20,000</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$329,636</td>
<td>$402,183</td>
</tr>
<tr>
<td>Deferred fundraising revenue</td>
<td>-</td>
<td>$110,000</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>$1,146,690</td>
<td>$2,773,932</td>
</tr>
<tr>
<td><strong>Total Current Liabilities:</strong></td>
<td>$1,476,326</td>
<td>$3,306,115</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>$891,897</td>
<td>$978,506</td>
</tr>
</tbody>
</table>

## Year-to-Year Change

### Revenue

2021-22 vs 2022-23

- **Revenue**: $10,820,922 vs $10,300,506
- **Down 5%**

### Donations from Canadians

2021-22 vs 2022-23

- **Donations from Canadians**: $1,133,247 vs $1,189,538
- **Increased 8%**

### Program Revenue

2021-22 vs 2022-23

- **Program Revenue**: $9,640,678 vs $9,093,391
- **Down 6%**

*We saw a small slowdown this year in requests for our work after a boom during the COVID-19 pandemic.

An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards. The above is a snapshot of the financial statements for the year ended March 31, 2023, with comparative information for 2021-22.
Thank You

Board of Directors

Our Board of Directors brings valuable insight, leadership and expertise to Farm Radio International. Many thanks to those who made up our board this year.

We would like to thank John van Mossel whose term as past chair ended this past year for his leadership. We’d also like to thank Caitlynn Reesor, who retired from the board this year, for her dedication to Farm Radio International.

Jean Christie (Chair)
Independent consultant, international development cooperation and human rights

Mark Elliott (Vice chair)
Co-founder, Venture Accelerator Partners

Ravi Gupta (Treasurer)
International development finance and leadership expert, CPA, CMA

Chinazom Chidolue
Securities analyst and MBA - University of Oxford

Corina Chevalier
Communications director, Manulife

David Gutnick
Writer, radio documentary and podcast producer

Eshete Hailu
Senior advisor/manager, Indigenous Services Canada

Gisèle Yasmeen
Associate vice-president, International, University of Ottawa

Gulzar Samji
Independent consultant, international development, the environment, and prevention of violence against women and children

Jared Klassen
Agricultural finance and multilateral programs, Global Affairs Canada

Jo-Anne Bund
Lawyer with an expertise in governance, human resources and corporate finance

Morag Humble
Director, health and gender equality, Alinea International

Mwatima Juma
Chair, Tanzania Organic Agriculture Movement

Nora Young
Broadcaster, host and creator of Spark on CBC Radio

Pierre Kadet
Senior regional director for the West Africa, Middle East and North Africa (WAMENA) programs, Mennonite Economic Development Associates (MEDA)

Project and Knowledge Partners

We also work with local women’s and youth organizations to build lasting systemic change — these organizations know their communities best and will continue to advocate for their communities long after projects end.

Overall, we engaged with 182 civil society organizations, farmers’ groups, women’s organizations and others who provided meaningful support to our projects this year. An additional 773 organizations contributed expert knowledge, interviews and support to our network team. In West Africa, we partnered with 68 local women’s organizations on our Scaling Her Voice on Air project.

An additional thank you to the African governments and ministries who trusted Farm Radio to play a role in developing and delivering strong communication policies and services for their rural constituents.

While there is not enough space here to name all of these organizations, please know your expertise, input and advocacy for the communities you support does not go unnoticed. We could not do this work without you.

A member of the Community Listening Group near Segou, Mali. © Simon Scott
FUNDING AND DEVELOPMENT PARTNERS

The work we do would not be able to reach the same scale without the following organizations who fund us and who we work with to keep our programs running year after year. They make what we do possible.

$3,000,000+ projects

- Global Affairs Canada

$1,000,000+ projects

- CODE (with funds from Global Affairs Canada)
- MSI Reproductive Choices (with funds from Global Affairs Canada)

$500,000+ projects

- IKEA Foundation

$200,000+ projects

- ACDI/VOCA - USAID
- Alinea International
- ALMA Productions
- Biovision International
- German Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ)

$100,000+ projects

- Canadian Foodgrains Bank & Canadian Food Security Policy Group
- Diageo
- Enabel
- Lively Minds
- Ministry of Food and Agriculture, Ghana
- WUSC

Under $100,000 projects

- AGRA
- CABI
- Canadian Feed the Children (with funds from African Development Bank)
- Cooperative Development Foundation of Canada (CDF)
- Food and Agriculture Organization of the United Nations (FAO)
- International Finance Corporation (IFC)
- Mercy Corps
- Ministry of Agriculture, Ethiopia
- World Food Programme

DONORS

We are ever thankful for the thousands of generous individuals, religious orders and family foundations who provide a vital source of financial resources for our work. You allow us to put funding where the need is greatest. We would like to give special recognition to:

Airlie Foundation
Audrey Kenny
Burgetz Family Foundation held at Abundance Canada
Congregation of the Sisters of St. Joseph in Canada
Craig Barlow
David Frere
Doug Ward
Gestion Maurice et Donna Assh Inc
Gloria Walsh

Hughraine Fund held at the Kitchener and Waterloo Community Foundation
Les Soeurs de la Congrégation de Notre-Dame
M. Geyer
MF Trust
Oscroft Limited
Susan Prior
The Estate of Pamela L. Harte
The Estate of Van Egmond
The Laura Tiberti Foundation
We work in partnership with hundreds of radio stations across 38 sub-Saharan African countries and have offices in Burkina Faso, Côte d’Ivoire, Ethiopia, Ghana, Mali, Nigeria, Tanzania and Uganda. We also work closely with strategic and implementing partners in the Democratic Republic of the Congo, Kenya, Malawi, Togo and Zambia.

Together, we reach tens of millions of small-scale farmers and rural Africans with life-changing information and opportunities to have a stronger voice in their own development.