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PSC. India. Media Workshop on Radio in Support of Mother and Child Development, held in Bangalore, Karnataka, 11-16 June 1984. Note by Dr. D.S. Vyas, UNICEF, New Delhi

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Notes

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The radio workshop was attended by 60 people from child development projects of the State of Karnataka, and the All India Radio stations throughout the state. The workshop selected topics for radio programmes which were to be aired in the local language and various dialects in specific areas. It was hoped that the awareness created by the radio programmes would generate demand among rural families for more and better medical and health services.

Print Name of Person Submit Image

SAROJA DOUGLAS

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MEDIA WORKSHOP ON RADIO IN SUPPORT OF
MOTHER AND CHILD DEVELOPMENT IN KARNATAKA,
Bangalore, June 11 - 16, 1984.

by: D.S. Vyas, INF/PSC

The Radio Workshop was attended by 60 participants and resource persons drawn from Child Development projects of the Department of Social Welfare, Directorate of Health Services, the Adult Education Department, the Betterment Committees, the University of Agricultural Sciences and the All India Radio stations in the state of Karnataka. They represented a cross section of grass-root level workers, supervisory staff, the subject-matter specialists, radio programme producers and voluntary agencies responsible for village level development programmes. For the first time, voluntary workers like trained dais and village betterment committee members as also adult educators, participated in a Radio Workshop, to work out an information support strategy involving radio and other media for the development of mothers and children in rural areas of Karnataka.

The outcome of the Workshop, with focus on 'the first year of a child's life' in rural areas of Karnataka could be summarised as follows -

1. After studying the maternal and child rearing practices through extensive field visits for two days, the Workshop identified the problems and, based on these, evolved 48 message topics on which rural families require scientific information support. The Workshop recommended radio programmes on 27 of these topics to be broadcast by AIR Bangalore. The scope of these message was worked out for the guidance of the media producers.
2. The Workshop also recommended that other stations of Karnataka viz. Gulbarga, Dharwad and Mangalore, broadcast the same messages after appropriate modifications suggested by the local programme committees.
3. It was agreed that Bangalore, Mysore and Bhadrawati stations of AIR broadcast the identified messages each Monday from 6:50 to 7:35 in the evening to be followed by a repeat broadcast of core messages every Friday from 1:40 to 2:00 in the afternoon. The Dharwad and Gulbarga stations of AIR would broadcast the messages every Monday from 6:20 to 6:40 p.m.; the Mangalore station on Wednesdays from 6:50 to 7:20 p.m. with a repeat broadcast the following Sunday from 1:30 to 2:00 p.m.

4. The broadcasts would be in Kannada with compering in the local dialect of Tulu in the case of Mangalore. In the case of Gulbarga and Dharwad the comperes would use the local dialect which has a preponderance of Marathi words. The broadcast from Bangalore would be in Kannada as that is the only language of the region.
5. The identified messages with scope of coverage under each topic would be brought out in booklet form for the use of anganwadi workers, animators of listening groups, media producers and others to serve as a guidebook for media production and message dissemination.
- / in general 6. Rural parents/will be encouraged to listen to message broadcasts but mothers will be organised into listening groups with anganwadis or mahila mandals as focal points to facilitate group listening and discussion of the messages.
7. Voluntary agencies like betterment committees and adult education councils will be encouraged to organise listening groups in their areas of operation.
8. To facilitate group listening each group will be provided with a transistorised radio set which will be operated by the group animator.
9. The group animator and agency/department concerned will be responsible to keep the transistor set in working order.
10. The listening groups will be encouraged to listen to broadcasts each week and discuss the same.
11. The reactions and observations on the programmes will be fed back to AIR so that the broadcasters can improve the input of the programme and also provide listeners the information sought by them.
12. To ensure regular feedback on the broadcasts, each listening group will be provided necessary mail stationery so that the same can be recorded and posted to AIR.
13. In order to further disseminate the broadcast messages to rural families beyond members of the listening groups, group members, particularly the animators (Anganwadi workers) will be expected to discuss the messages with those they meet during regular home visits and other formal and informal congregations.
14. Group animators will be given brief training, with the help of local institutions (extension education agencies) in group organisation, communication process, discussion leadership, care and maintenance of transistor sets, use of support material and other aspects of group working.

15. To handle and process feedback correspondence and ensure its proper disposal, one field official will be entrusted with the responsibility of liaising with each radio station during the period the series is broadcast.
16. For facilitating production of field based radio programmes by AIR, the Department of Social Welfare will ensure proper facilities and cooperation involving Anganwadis, Mahila Mandals and other listening groups.
17. To make the programme in reality a multi-media support for mother and child development, pamphlets and posters on the various messages will be brought out by the Directorate of Health Services well in advance and distributed among the listening groups at least a week prior to the broadcast of the message.
18. Government agencies like the Field Publicity units and Health Education Bureau of the State will also use their communication channels to disseminate the messages in the field.
19. It is hoped that the awareness created by the communication input provided to rural families will generate demand for more and better medical and health services. The Workshop, therefore, desired that the Medical and Health Department should gear up their services to handle the increased demands for medical and health services.
20. The whole communication support provided through radio and other media will be monitored and evaluated by an independent agency both concurrently as well as at the end of the broadcast series.
21. Each radio station will have, under the chairmanship of its Station Director, a Programme Committee to help production planning, supervision and monitoring of the broadcasts. The members of the Committee will be representatives of the Department of Social Welfare, Directorate of Health Services, a specialist each in Nutrition, Gynaecology & Paediatrics and voluntary agencies participating in the project.
22. To oversee implementation and evaluation of the whole media support project, a Steering Committee will be set up under the Chairmanship of the Director, Social Welfare, Karnataka. The Committee will consist of representatives of AIR, Directorate of Health Services, Directorate of Adult Education, the agency responsible for training group animator, the agency concerned with evaluation, other media units like Field Publicity, DAVP, Song and Drama Division, Doordarshan and the Department of Public Relations:

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