

Contribution 1:

Greetings from Tunisia!

Dear William,

I found the discussion about the impact of Radio as a behaviour change tool very interesting.

To be brief and concise, as a young person working as a peer educator in Sexual Reproductive health issues, I'll try to answer the 3 questions that you mentioned

1. How do you define the term, entertainment-education?

Entertainment Education: Is a way to combine Education with leisure activities in order to improve the transmission of the Information given.

For example, for me as a peer educator in my work with high school students or even college students, instead of using classical ways to educate people about different issues like: lectures, discussions, info stands, etc. We use other methods including games, role plays and even local Radios interventions

2. Do you think Radio interventions really work?

Yes, I do. As you mentioned in your email, Radio is more reachable than other ways of communication (including TV and Internet) and in a developing country like mine, there is still a proportion of the population that can't afford other media tools.

This means that Radio interventions, if well conceived, could have a huge impact on a big proportion of the population.

I will give an example related to our topic: In my country, by the 1st of December there are some TV and radio programmes based on discussion and real life stories about people infected with HIV/AIDS.

Only this year, in Radio, many persons who are HIV + dared to speak and tell their stories, this included College students, young girls and boys, etc.

That show had a huge impact in audience because they felt it was so real and so close to their real lives (and am speaking especially about youth)

In this special case, the same people who talked in the radio couldn't be able to speak in TV because they were afraid to reveal their faces.

3. Also, are the effects long-lasting, or do they disappear after the program ends? What are your thoughts on these questions, and what experience have you had that supports your answers?

Well, the long lasting effects are related to the sustainability of the program itself meaning that if the program continues to raise awareness about a specific or different topics, the effect will be long lasting but if it is all about one show , it wouldn't have the same effect.

For example, again with the topic of HIV/AIDS. If the Radio programme has a special week session to discuss this issue (or related issues like SRH) , the impact will be more powerful because this will raise many questions in audience, they will start to ask why

the radio is stressing on this subject? Is it a problem in my country?, Am I concerned too?, etc.

The effects are also related to the nature of the radio show and it's impact. If the audience is chocked, it is difficult to forget quickly about the topic but if they were just listening to information this wouldn't be long-lasting.

---These are few of my thoughts about this interesting subject that i wanted to share with you.

Greetings again from Tunisia!

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Contribution 2:

Hi Willian,

I am Dr Myo Min from Myanmar.

Let me put some to your discussion point as under; 1. Radio is still a powerful tool for behavior change for rural community in Myanmar because it can reach up to almost all of rural areas. However urban community prefer to TV and other media.

2. Next radio is affordable to all .It is not expensive at all. Air time is also more than TV broadcast.

3. Another good thing with radio broadcast is that the audiences just need to listen while they can do other things like cooking. They don't need to spare time for listening to it. It is very useful for those who are very busy with works.

4. In term of production, a radio play is easier to produce and less costly than TV.

5. However it has some weaknesses

- According to adult learning theory, just with listening, you can memorize only 10-15% of all but fro TV, it consist audio-visual you can memorize more may be up to 20-30%

- Sometimes it is not as attractive as TV and drama 6. However radio has still important role in BCC program in Myanmar.

7. Whether it is longer lasting may be depends on other factors like interest and preference on the topic or subject.

8.Lastly radio can contribute spreading knowledge and information, one of the six factors needed to change Behaviors(Knowledge, skill, support, self-efficacy , Benefit and modeling) That is according to Social learning theory of Albert Bandula.

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Thanks and best regards,

Myo Min, Dr.

Myanmar

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