RADIONOVELA
Tiempos de huracanes
A TOOL TO PROMOTE A CULTURE OF RISK MANAGEMENT IN RURAL COMMUNITIES

INTER-AGENCY INITIATIVE FROM: ISRD, PAHO, IOM, in collaboration with CEPREDENAC

Sept. 2001- Dec. 2002

2003 Self-sustained campaign
WHY RADIO?

• Excellent means of awareness-raising on risk management and disaster prevention.
  
  • Very cost-effective

• Good geographical coverage, specially in rural isolated areas through local radios
  
  • Heterogeneous audience

• Participatory processes, where dialogue is possible between technical know-how and popular knowledge, result in the “ownership” of knowledge.
WHY A SOAP OPERA?

- **INNOVATIVE** - Personal identification processes
  - Empathy by the listener, thus contributing to the occurrence of real changes in population behavior.

- **DIDACTIC**
  - Reinforces disaster prevention and mitigation concepts
  - Analizes risk factors and causes

- **ENTERTAINING**
  - Motivates interest and curiosity: better access to project beneficiaries
OBJECTIVES

I) **Raise awareness** among rural communities and families about the importance of disaster prevention, highlighting mass migration, smuggling and trafficking as potential consequences of disasters.

II) Promote and develop information, education, training and social organization processes to **foster discussion, analysis and changes**; and the inclusion of **gender roles** in the disaster context and beyond.
1) **La Srta. Julia**, community with no grassroots organizational mechanism whatsoever, depends on the powerful Major.

2) **Río Amarillo**, miner’s town, unorganized, that suffers negative consequences of a hurricane, when its river grows excessively.

3) **Bahía Azul**, unorganized coast town in a small bay, its citizens experience the direct consequences of a hurricane that test the town’s ability to respond to it, including corruption issues and organization and reconstruction demands.

4) **La Esperanza** is an organized community that successfully deals with a hurricane’s indirect effects. However, structural risk factors are discovered and the community has to be relocated.
MIGRATION AND GENDER - Topics

1) **La Srta. Julia** – Masculinity and male roles (ex. Juan tries to reach the U.S. irregularly), migrant men suffering from social and emotional problems (fear/insecurity), because of being uprooted.

2) **Río Amarillo** – Tolerance, equity and respect, internal migration

3) **Bahía Azul** – Change of female roles (reproductive, productive and active participants in the community). Ex. Empowerment of Isabel post-disaster.

4) **La Esperanza** – Migrant female domestic workers with vulnerable labor situations.
RESULTS

✓ Soap opera simultaneously **broadcasted** by 46 radio stations in Central America, including educational and promotional radio spots, internet radio (satellite downloading).

✓ **Facilitator guide** to conduct participatory community workshops independently from the radio broadcasting; disseminated thanks to strategic alliances with Ministries of Education, local governments, NGOs, partner agencies.

✓ **Promotional materials** for national, regional and hemispheric events.

✓ Importance of **gender analysis** in disasters highlighted.

✓ Two **impact studies** done (2002 & 2003 campaigns), including impact on beneficiaries (qualitative) and study on reception (quantitative).
2002 CAMPAIGN: Impact and Reception study

Broadcasting in 46 stations – 5 did in-depth study on audience perceptions:

- Guatemala 9 radio stations, El Salvador 5, Honduras 6, Nicaragua 5, Costa Rica 18, Panama 3
- Questionnaire and methodological guide distributed
- "This is how the campaign goes"
- Number of calls and letters received
- Lessons learned by listeners
- Programs to insert campaign
- Usefulness of soap opera/suggestions
Who listened to the Soap Opera?

- Majority women, housewives/students
- Urban & rural

Depends on the radio stations and broadcasting hours: 20-50 years

Lessons learned by audience

- 46% listened in order to learn.
- 68% of surveyed people remembered key messages.
- Majority understood the main message of the soap opera: prevention through community organization.
- Women remembered different messages than men.
- Characters were role models, since they embodied values like “solidarity, caring for others, honesty and human touch”.

RADIONOVELA

Tiempo de huracanes
• High identification level w/characters and situations: Ex. Organized women.

• Positive feedback thanks to active participation of audience

• CA audience: around 4 million people

• Seminars, discussions and focus groups organized
What are the changes? Some quantitative indicators

- # of individuals and groups that listened to the Soap Opera, disaggregated by sex and age.
- # of women and men that actively participated in the surveys, disaggregated by professional background
- % of women involved in disaster preparedness activities (communities’ task forces)
- # of persons migrating because of hurricanes/floods in a particular town, disaggregated by sex and age.
Gender analysis is a concrete tool to incorporate the gender dimension to any kind of project