

Evidences

Study #2088

Contributing Projects:

- P264 - [Regional Program Leader] SEA: Regional and National synthesis, engagement and support

Part I: Public communications

Type: OICR: Outcome Impact Case Report

Status: Completed

Year: 2017

Title: Millions reached by a radio campaign on climate change adaptation and mitigation in the Philippines

Short outcome/impact statement:

CCAFS, together with the Philippine Federation of Rural Broadcasters (PFRB), implemented a radio campaign called, "Climate Change i-Broadkas Mo" (Let's disseminate) that informed rural communities about CSA principles and practice. A set of 156 expert interviews and 165 scripts in local languages were prepared and distributed to 153 rural broadcasters. These were aired in at least 63 radio stations nationwide, reaching an estimated two million listeners. An offshoot school-on-the-air program was recently launched with more than 10,000 farmer enrollees.

Outcome story for communications use:

Radio scripts produced:

<https://drive.google.com/folderview?id=0B5WDk4vUwyZTnY4V04wVnA1VTA&usp=sharing>

<https://drive.google.com/folderview?id=0B5WDk4vUwyZN2hMM1BSTW1CNjA&usp=sharing>

CCAFS Blog:

Communicating climate-smart agriculture via school-on-the-air:

<https://ccafs.cgiar.org/blog/communicating-climate-smart-agriculture-school-air#.WtIQTS5ubIU>

Vietnamese farmers, media share their climate-smart agriculture experiences with Filipino broadcasters:

<https://ccafs.cgiar.org/blog/vietnamese-farmers-media-share-their-climate-smart-agriculture-experiences-filipino#.WtgY3S5ubIV>

Rural folks to hear more climate-smart agriculture options 'on-air':

<https://ccafs.cgiar.org/news/rural-folks-hear-more-climate-smart-agriculture-options-%E2%80%98-air%E2%80%99#.WKafOG9950w>

News stories about the campaign:

Philippines: Radio campaign to promote climate-smart technology in farming communities:

<http://news.irri.org/2015/07/philippines-radio-campaign-to-promote.html>

100 rural broadcasters attend Seminar Workshop on Climate Change in Koronadal City:

<http://www.southcotabato.gov.ph/100-rural-broadcasters-attend-seminar-workshop-on-climate-change-in-koronadal-city/>

Pitong Rural Broadcasters, Nakauwi na ng Pilipinas Matapos Makumpleto ang Educational Trip ukol Sa CSA sa Bansang Vietnam: <https://www.facebook.com/DAMaguindanao/posts/638925632957471>

Activity Photos:

Workshop in Luzon:

https://www.facebook.com/ruralbroadcasters.pfrb/media_set?set=a.518791438289858.100004770187092&type=3

Workshop in South Cotabato:

https://www.facebook.com/ruralbroadcasters.pfrb/media_set?set=a.537982959704039.1073741838.10004770187092&type=3

Workshop in Visayas:

https://www.facebook.com/ruralbroadcasters.pfrb/media_set?set=a.700325263469807.1073741842.10004770187092&type=3&pnref=story

Links to any communications materials relating to this outcome: <Not Defined>

Part II: CGIAR system level reporting

Link to Common Results Reporting Indicator of Policies : No

Stage of maturity of change reported: Stage 1

Links to the Strategic Results Framework:

Sub-IDs:

- Increased household capacity to cope with shocks
- Enhanced capacity to deal with climatic risks and extremes (Mitigation and adaptation achieved)

Is this OICR linked to some SRF 2022/2030 target?: Yes

SRF 2022/2030 targets:

- Increased rate of yield for major food staples from current 1%/year
- # of more farm households have adopted improved varieties, breeds or trees

Description of activity / study: <Not Defined>

Geographic scope:

- National

Country(ies):

- Philippines

Comments: <Not Defined>

Key Contributors:

Contributing CRPs/Platforms:

- CCAFS - Climate Change, Agriculture and Food Security

Contributing Flagships:

- FP4: Climate services and safety nets

Contributing Regional programs:

- SEA: Southeast Asia

Contributing external partners:

- PFRB - Philippine Federation of Rural Broadcasters

CGIAR innovation(s) or findings that have resulted in this outcome or impact:

<Not Defined>

Innovations: <Not Defined>

Elaboration of Outcome/Impact Statement:

During the radio campaign, 156 ready-to-air audio expert interviews and 165 radio scripts were produced in five local dialects, exceeding the targets of 108 expert interviews and 144 scripts [1]. These were distributed to 153 PFRB members and other community radio practitioners. The broadcast materials [2] worked around the basic concept of climate change, CSA T&Ps in rice farming, and other related scientific areas.

After the campaign, a study was conducted to assess the utilization of the materials and users' acceptance of the information. Results showed that 63 PFRB members aired the expert interviews and read the scripts on-air. Eighteen of the 63 PFRB members conducted follow-up discussions, while six of them committed to continue beyond the campaign duration, three of them conducted further interviews with local experts, and one member had plans to re-run the series. An estimated 2,000,000 listeners were reached by the radio campaign (based on coverage and listenership). Most of audiences were appreciative of the new knowledge gained.

As a form of incentive, 60 participating broadcasters were given certificates of appreciation and 12 of them were given plaques. Three broadcasters were awarded with a major prize, which included a field visit to see CSA and CSV demonstrations in Vietnam. Interaction with Vietnamese media was also organized for the broadcasters to share their experiences and best practices in climate change reporting.

As offshoot of the radio campaign, a school-on-the-air (SOA) project on CSA was conceptualized and launched in Cagayan Valley, Philippines in March 2018. Implemented by the Philippine Department of Agriculture (DA)—through its Regional Field Office 2 (DA-RFO2)—together with PFRB, the Philippine Agriculture Journalists, and CCAFS SEA, CSA T&Ps were communicated to more than 10,000 initial farmer-learners in the major rice producing provinces in the region.

With the success gained by the project, PFRB proposed a second round of the campaign that involves production of other formats of broadcast materials (e.g., jingles and mini dramas); conduct of training workshops; establishment of web portal and use of online platforms; and carrying out of evaluative study on the efficacy of the campaign and usage of broadcast materials produced [3]

References cited:

- 1- List of Rural Broadcasters who participated in the Campaign
- 2- Broadcast Materials Utilization and Assessment Report
- 3- CCAFS Working Paper: Climate change reporting for rural broadcasters Engaging rural media for community mobilization on climate-smart agriculture in the Philippines

Quantification: <Not Defined>

Gender, Youth, Capacity Development and Climate Change:

Gender relevance: 0 - Not Targeted

Youth relevance: 0 - Not Targeted

CapDev relevance: 1 - Significant

Main achievements with specific **CapDev** relevance: Through the campaign, 156 ready-to-air audio expert interviews and 165 radio scripts were produced in five local dialects. These were distributed to 153 PFRB members and other community radio practitioners

Climate Change relevance: <Not Defined>

Other cross-cutting dimensions: <Not Defined>

Other cross-cutting dimensions description: <Not Defined>

Outcome Impact Case Report link: [Study #2088](#)

Contact person:

Rogelio P. Matalang

President, PFRB

rpmatalang@yahoo.com