

Activity 2.2.1 CUTS VCA COMMUNITY RADIO PROGRAMMES ON CLIMATE CHANGE DIALOGUE/SIMULATION EVENT ON 23RD SEPT 2022 AND 4TH NOV 2022 RESPECTIVELY.



Ken (CDF), Queenter (Gender), Flora (Environment), Ken (Planning & Budget) @ Radio Arise 89.5 FM

Director Roy, Queenter (Gender) and Leonida (HCSO) @ Gulf Radio

Introduction

Use of local radio FM stations is an influential tool used by development partners, CSOs, private sector and government agencies to share critical project information and acts as a platform for strategic engagement between those in authority, development partners and community members to disseminate information and promote dialogue with possibility of reaching consensus and solutions to a number of development concerns.

The CUTS VCA project adopted use of local FM radio as mode of disseminating information and engaging stakeholders and residents of Homa Bay County on issues regarding climate change action. CUTS endeavored to mobilize and engage different panelists with vast knowledge and experience on Climate Change Planning and Budgeting/ Financing, Environmental and Gender issues, and also engaged the community climate change champion to be the panelist for the radio programme.

Sessions Objectives

- i. To create public awareness on the VCA program in Homa Bay County.
- ii. To sensitize members of the public on climate change challenges and proposed mitigation plans.
- iii. Gender Sensitization on gender aspects of climate change.
- iv. Feedback from the general public on climate issues.



The first Session of FM Radio programme was conducted on the 23/9/2022 from 7am to 9 am and hosted by Radio Arise 89.5 FM belonging to the Catholic Diocese of Homa Bay, Kenya and that reaches of over **7,800 listeners** within and beyond Homabay County most of which are Christians.

The second Session of FM Radio programme was conducted on the 4th November 2022 from 7:30am to 9:30 am through Gulf Radio 88.3 FM with a coverage is approximately **750 persons** (Lowest) but goes beyond **a million listeners**.

Sessions Outcome

- The radio shows reached the targeted audience and members of the community were sensitized on climate change impacts and mitigation plans.
- Members of the public got an opportunity to interact and ask questions to the panelists on climate change issue.
- Several suggestions for mitigation of climate changes was raised and adopted.



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General Comments

Although the targeted audience was reached through Radio program, network coverage of the Radio Arise 89.5 FM Station did not reach the remote areas of the Suba South and other parts of the county. Due to this, the panelists recommended the use of other mainstream media like Ramogi FM, Radio Lake Victoria, Nam Lolwe, Mayienga FM, Ekialo Kiona, for future consideration.

Conclusion

The sessions ended on a positive note with the listeners urging for a continuation of the programme by the panelists.