

# Healthy Communities

Isabel Province, Solomon Islands

## Report on mission to Buala, Isabel, Feb 9th-13<sup>th</sup>, 2013

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### Introduction

The purpose of the mission was to follow up on a C4D workshop held in Buala in September 2012, facilitated and reported on by Professor Jerry Watkins. The following was achieved:

- A half-day meeting was held at Mothers Union Resthouse attended by 13 people including representatives from Isabel Health Services (IHS), IPG departments responsible for education, women and tourism, the Isabel Investment Corporation (IIC), Mothers Union, Telekom/Isabel Musicians Association.
- Four “for real” Community Learning Programmes (the C4D model used by Healthy Communities) were identified as priorities and were outlined. These included the following topics:
  - Health: Learning about NCDs, mental health risk factors and sanitation. This CLP is to be lead by the IHS
  - Family Violence: breaking down the barriers for victims of family violence. This CLP is to be led by the alliance Isabel United Against Family Violence, including IPG Women’s desk, IHS FV officer, Isabel Police and others.
  - Tourism: Learning for communities in customer service and standards, and in accessing assistance for tourism start-ups in villages. This CLP is to be led by the IPG Tourism desk partnering with local operators
  - Environment and conservation: To add a CLP for the ongoing programme of Mothers Union and The Nature Conservancy (TNC) to mobilise communities especially women to develop sustainable management plans and protect their environment
- A model for the reorganisation of the FM radio stations including Buala FM and the Isabel Learning Network (ILN) was worked out between IIC GM Henry Marau, IPG AO Dudley Vunagi and the author.

This was intended to be presented to the next meeting of IPG Executive as an official agenda item.

- A follow up meeting was held with the Mothers Union Coordinator to agree on next steps for a C4D opportunity identified during the September workshop. This would involve COL support for a C4D component for the Positive Parenting programme.

# 1. C4D planning meeting to follow up Sept 2012 C4D workshop

On Monday 11<sup>th</sup> February, a half-day meeting was held at Mothers Union Resthouse attended by 13 people.

## Participants list

Name	Title	Organisation	Tel/email
Joel Miriki	Supervisor Health Promotion	HIS	7602338
Ambrose Kikolo	Nurse Educator	HIS	7716525 agali00479@gmail.com
Helen Marau	Clinical Nurse Consultant – Family Violence	IHS	7402861 helenmarau@yahoo.com.au
Nixon Koligehegna	Environmental Health Officer	HIS	7440520 nixonkoligehegna@yahoo.com.au
Rolley Bogese	Telekom Officer President	Telekom Isabel Musicians Assoc.	7454901 Rolley.bogese@telekom.com.sb
Loretta Soaki	Women’s Desk Officer	IPG	7602027
Brenda Manedika	Tourism Officer	IPG-Community Affairs	tourisabel@gmail.com 7602057
Vivien Bara	Community Development Coordinator	Mother’s Union	7734087
Tatayuki Fukuda	Volunteer teacher	JICA	Takayuki19850430@gmail.com
Karen Jenny Woods	Education officer (admin)	IPG-Education Division	7689621 karrenjw@yahoo.com
Moira Dasipio	President MU (D.of Ysabel)	Mothers Union	35136
Henry Marau	General Manager	Isabel investment Corp.	7578624
David Leeming	Facilitator	Consulting for COL	

## Agenda

1. Welcome and attendance sheet
2. Introduction – recap on history of the Isabel Learning Network by Henry Marau
3. Briefing and recap by David Leeming (see slides used in the annex)
  - C4D workshop
  - COL Healthy Communities programme
  - The next steps
4. Discussion on the ownership / institutional basis of the FM stations
5. Group activity: Identify / agree on 3-4 C4D programmes and write preliminary outlines

## Outcomes

Participants expressed their opinions on the ownership of the Buala FM station, and the rural stations. These are stated in the next section of the report, where this issue is addressed.

The four CLP outlines are shown in the table next page. Participants were asked to identify real opportunities from their current programmes, where there would be the commitment of all the partners to a CLP development process over 2 years, including baseline research and evaluation of the CLPs and their impacts. Thus, these programme ideas represent the firm wishes of the participants for which CLPs should be developed under Healthy Communities.

	<b>Health</b>	<b>Gender Violence</b>	<b>Tourism</b>	<b>Environment</b>
Workshop participants	Joel Miriki (IHS-HP) Ambrose Kikolo (IHS-NE) Nixon Koligehegna (IHS-EH)	Helen Marau (IHS-CNC) Loretta Soaki (IPG-WDO) Vivian Bara (MU-CDC)	Rolley Bogese (Telekom/IMA) Brenda Manedika (IPG-TO) Takayuki Fukuda (JICA) Karen Jenny Woods (IPG-EOA)	Moira Dasipio
Main topic	<b>Iumi tugeta stap helti (community health)</b>	<b>Break the silence – end the violence</b>	<b>Welkam oloketa tuaris lo ples blong iumi</b>	<b>Environment and Conservation</b>
Sub issues	Sanitation NCD Mental health	Under reporting / victims do not report family violence	Customer services Bookkeeping Adequate standards for health and sanitation	Sustainable fisheries and agriculture Looking after the environment
Lead partner	Director IHS	Police training officer IUAFV Sgt J Laumana	IPG Tourism Officer	Mother's Union (DOY)
Collaborating partners	IHS- HP IHS - EH CN – Mental Health CN – NCD National Dir, Mental Health National NCD coordinator	Health Services Mother's Union Youth coordinator Chiefs Women's desk officer Isabel United Against Family Violence (IUAFV) RAMSI	Local operators Community IHS Isabel Eco Tourism Association Ministry Tourism and Culture SIVB IPG-MCA	TNC World Fish MU leaders in villages Schools
Locations	FM stations villages	Kia	Targeted zones 1,2,3 Kia, Hograno, Maringe	Kia would be good place to start as Phase 1 started Dec 2012 and World Fish also present there.
Target population (learners)	Women Men Youth School children P & S	Women Men Youth	Communities – existing and potential operators	Women Schoolchildren Village leaders
Objectives	Learning about keeping healthy & settings	Break the silence Education about opportunities for victims	To education operators so that they provide best quality customer	Mobilise people to develop sustainable management plan for

	Mobilise communities to take control of own health Increase participation in health programmes about NCD Learning about risk factors for mental health	Learning about consequences Learning for traumatised Peer education – victims share their stories Encourage and promote healthy interaction eg sports	service and standards for tourists Training for local operators in better business skills Tourism facilities with better health and sanitation standards	environment Educate schoolchildren to protect and value a healthy environment
Communication channels	FM Face to face World health event days	FM White ribbon days Face to face	FM Awareness Vox pop Internet	FM (they have already used Susubona FM using local language, for awareness) F2F Mobiles Internet (blogs etc)
Costs / budgets		Workshop / field costs <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Accommodation/food</li> <li>• Stationery</li> <li>• Educational materials</li> <li>• Airtime costs</li> <li>• Generator/power</li> </ul>		

Further information on the Mother's Union CLP (Environment) from President of MU (DOY) Moira Dasipio

- The programme is ADB funded with TNC and MU implementing
- Partners include IHS (Environmental Health, Environment) and TNC officer Fred Peters based in Buala
- The objective is mobilisation of communities to produce environmental management plans for their areas (sea, land) and to protect their environment
- First phase of the programme is awareness raising with face to face sessions already taken place in Kia, Hograno E Bogotu
- The programme works with the MU Leaders in the villages as facilitators
- Materials and Kits for the management planning have already been issued / supplied by TNC
- They have already used the FM stations to good effect when available (i.e. Susubona, using local language)
- A report by Moira is available (Henry has a copy). Recommendations include need to improve communications, and to extend to remaining areas of Isabel
- The next phase 2 will be to work on the management plans.
- Phase 2 is where a CLP may be effective. It was suggested that Kia would be a good location because there is a lot of progress there and also World Fish have an office there, so they would be able to participate.
- Locations for Phase 2 will depend on roll outs

## 2. Mothers Union C4D programme – Positive Parenting

During the September workshop, an opportunity was identified to develop a C4D component for Mothers Union Positive Parenting (PPP) programme. This is an ongoing programme (see outline in Jerry Watkin's report for the September workshop).

The CD Coordinator, Vivian Bara, attended the meeting and worked with the group on the Family Violence CLP. In addition, the consultant met with her to plan next steps.

The objective for now is to agree on one of the planned training sessions of PPP and include a session by COL to assist them in designing the C4D component, which may be wider in scope than the CLPs. For instance it might less rely on the FM stations as the main channel and involve the wider communities of Isabel. This is a matter for discussion now and also for the actual training.

Vivian supplied

Potential dates. Vivian can accommodate a COL session at any of the below. Dates are not firm as she is awaiting delivery of some resources. Up to 30 participants would attend each workshop.

- Lelegia, February (too short notice)
- Buala (March/April)
- Kia (April/May)

Note. Kia is quite accessible, with flights to nearby Suavanao and also a weekly ship. As two of the CLPs that we decided on, also plan to be implemented in Kia, it might be a useful strategy to reinforce this – which would also give impetus and purpose to the revival/relocation of the FM station in Kia, which is still not completed. It would then energise Kia as a media outlet. Kia is also the second biggest population centre in Isabel.

However, COL might also consider the Buala w/s for a quick response to move the planning forward and identify practical objectives that could further advance the C4D programme during the Kia training.

Vivian has provided a suggested timetable giving two full days to the C4D planning, and a budget where we can identify appropriate sharing of costs.

Two possibilities are suggested, in summary:

1. 2-day C4D preliminary planning workshop in Buala (timing probably late March). Kia could be considered as a good site to pilot/develop the C4D programme, for the reasons stated above. The workshop could then identify some practical steps that could be taken during the subsequent Kia training.
2. To discuss and clarify the preliminary details and objectives beforehand, via email and phone (including Vivian and Jerry Watkins) and then run a workshop session at the Kia workshop with more focus on practical aspects of programme design

See below, photographs of Vivian's suggested training schedule and budget.

### 3. Restructuring / clarifying ownership of FM stations

Unclear ownership of the stations, especially Buala, has held back the potential benefits of the stations in terms of beneficial development communication.

This was discussed at the meeting on the Monday. To start the discussion, we noted that it is useful to separate out the media programming (the beneficial “communications for development”) from the media outlets (the FM stations, which need to be resourced and sustained).

The following points were made:

- When deciding the ownership of the stations, we need to remember that they were handed over to IPG by UNDP at the end of the IPDP. Therefore, IPG must decide on ownership issues, we can only advise on options
- The rural stations exist with a different management model. They are community managed. The success of this depends on the degree to which they are organised, but it can work well – as in Susubona. Ambrose explained to us that Susubona has continued to operate very well with community management.
- Rolley suggested that IPG could tender out the management of the stations to other organisations
- The Isabel Learning Network is almost set up as an association already; it has a board and an MOU.
- Several participants suggested the ownership of all the stations should be kept with IPG and they should provide an annual budget
- An annual budget already exists – about SBD 30K – in the Ministry of Works. This has been used for some maintenance.

We couldn't come to a firm agreement on a recommendation at the meeting, so Henry, Dudley and David followed this up with discussions and agreed on a suggested scheme. This is shown on the following pages.

The suggested scheme has the following features:

1. ILN to be formally established as a legal association, but as the “communications arm of IPG”
2. The linkage with IPG would be through the Board of ILN, which would be appointed by IPG through the lead Ministry, Community Affairs. The Chair of ILN would then consult closely with MCA.
3. MCA would grant ILN an annual subvention
4. Buala FM would be supervised by ILN, which would appoint the staff (suggested 3 including the technical officer who can provide support to the remote stations) and agree on a work plan with the FM Manager
5. Buala FM Manager would have freedom to manage the work plan and budget, and have editorial freedom
6. The remote stations would be required to join ILN as official Members
7. As the legal entity representing the stations, ILN ensures that legal obligations such as licensing and standards are complied with
8. Legal ownership (of all the stations) could still be with IPG or ILN. A legal opinion might be useful.

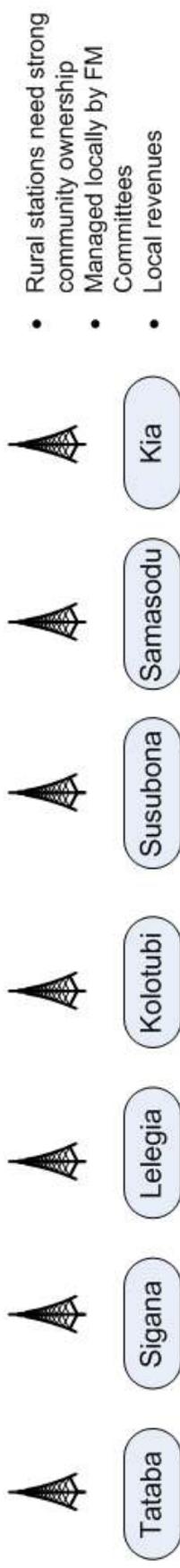
In the diagrams below, the following is also illustrated

- The sustainability of the stations depends on good programming.
- Good programming delivery requires sustainable outlet

The next step is for Dudley to discuss these suggestions with the IPG managers and Ministers, and if agreeable, to present them to the next meeting of IPG Executive in March as an official agenda item.

Following an official decision, the funding proposal already drawn up by Henry can be given to Sumitomo Metal Mining.

Interconnected to Buala FM and each other via Telekom towers - Broadcasting to > 70% of Isabel's population



Rural stations are legally members of Isabel Learning Network association

- ILN allocates funds for airtime and programme development
- Rural stations coordinate programme development with ILN
- ILN ensures stations abide by standards
- ILN provides technical support (Buala FM Technical Officer)

External funding and T.A.

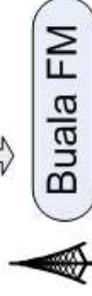
- C4D programme partners
- IPG development partner
- Sponsors and commercial clients

ILN association is eligible for:

- Media development assistance
- Spectrum licensing

**Isabel Learning Network (ILN)**  
(incorporated association)  
Mission: "Communications arm of IPG"  
*Quality communications for development (C4D) programming for Isabel in priority areas*  
**ILN Board is appointed by IPG**

- Appointment of manager & staff (min 3)
- Provide operating funds
- Approve work plan and budget
- Financial oversight



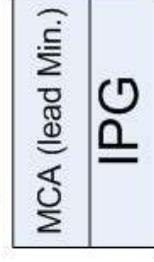
Legally a member of the ILN association  
IPG retains control of Buala FM through ILN

- Editorial and managerial independence
- Financially transparent/accountable
- Strong community ownership

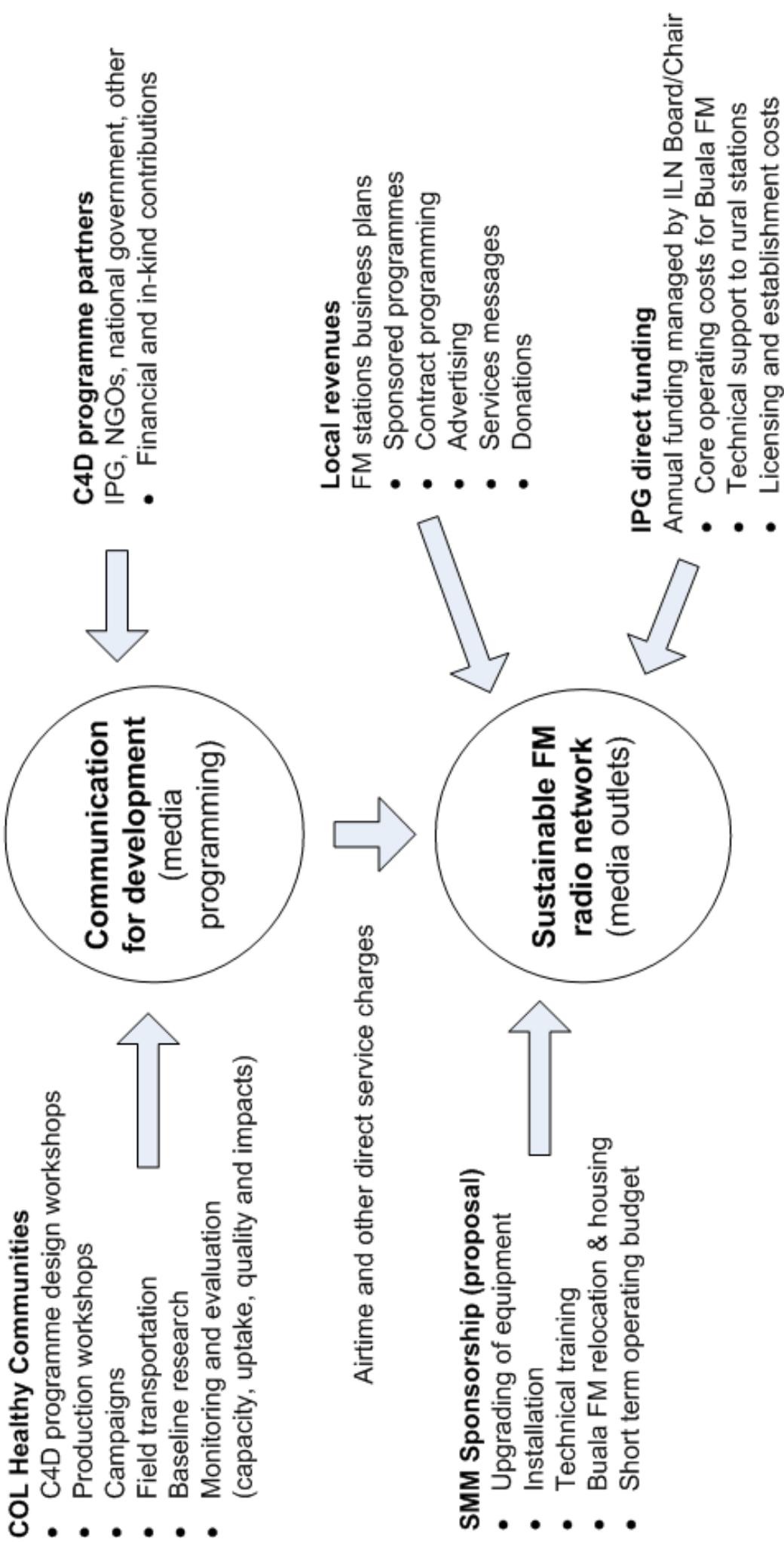
Manager, assistant and technical officer

Assistant production teams: Volunteers, Isabel musicians, Youth groups

- ILN receives annual grant from IPG
- ILN Chair works closely with MCA



# Financial Model



**Notes:**

1. Revenues could also be attracted by allowing individuals to become members of ILN association, to have a say and pay subscription fee etc.
2. In addition to radio, other channels are used for C4D, for instance mobiles, print, face to face

## 4. Networking between the FM stations

Effective networking between the stations can help with communications, sharing content, coordination of the CLP process. Furthermore, in consultations with SMM, they have expressed interest in supporting Isabel-wide communications, and in particular, provincial radio (i.e. “the Voice of Isabel”).

This could be achieved by

1. installing a new radio transmission system with coverage over the whole province
2. using repeaters to relay the Buala broadcasts
3. using AM to broadcast from Buala

However, in setting up a technical solution we wish to avoid installing new layers of infrastructure that need to be powered, maintained and licensed. For this reason, IIC and technical partners are contacting Telekom to explore the possible use of the cell phone towers to stream audio signals between the stations.

This would involve some inexpensive equipment at each station which connects to the nearest Telekom tower. A “hub” station then transmits the radio (audio) signal through the towers and rebroadcasting it at the other “spoke” stations. In this way, Buala FM could be heard over the entire coverage area of the 8 stations – which is estimated to include 70% of Isabel population. Likewise, any rural station could also at agreed times transmit through the other stations.

Buala FM is the only station with grid power supply. The others use solar power and only broadcast for a few hours in the evenings. Therefore, the probable daily schedule would be

- Buala FM streaming to the other 7 stations at a certain time for 1-2 hours per day. Probably 6-7pm
- Each evening, following the Buala broadcast, one of the rural stations in turn broadcasts their local programming to the other stations.

It is understood that there will be on-going charges applicable for such an arrangement but quite possibly these will be lower than the total cost of any alternative.

Telekom have been contacted and are considering what it would cost.

## **Annex : Slides used during meeting**

### **Communications for Development (C4D)**

- C4D is a powerful tool that can improve the chances of success of development projects,
- C4D strives for behaviour change, not just the provision of information.
- Can use many channels – media, face-2-face, print, mobiles, etc
- **Participatory communication** programmes are the most effective, especially for health promotion
- At the C4D workshop in Sept
  - Report - online
  - Report findings
  - Looked at some suggested C4D programmes (go through the steps)

## COL Healthy Communities

- COL's Healthy Communities aims to increase the capacity, quality, uptake and impacts of community health education especially for women and youth (16 countries, aims to have 60,000 learners)
- Healthy Communities has already piloted a C4D approach or model called **community learning programmes (CLPs)**. This was successful, 3 series of multiple radio programmes were produced and broadcast
  - What is difference C4D and CLP?
  - Background slides - CLP manual Susubona – example radio programme
- Healthy Communities new **3-year programme**
  - CLP development process chart
  - 2013 - Identify a few priority C4D opportunities/needs and design CLPs
  - 2013 - Conduct baseline research into the availability, uptake, capacity for, and quality of community education programming in Isabel
  - 2014 - Partners continue with the delivery of the selected CLPs, identify learners
  - 2014/2015 - Monitoring and evaluation; increased use of CLPs, national interest

## Where we are right now

- **Identify 3-4 C4D priorities** which can enhance existing programmes of Isabel partners. The topics should be what partners already want to do/are doing. (thus this is not starting a whole “new” area of work but using a proven approach to collaborate with existing development projects by adding a C4D component)
- We can start today to flesh out the programme outlines, with **locations, target audiences, topics, aims** and also thoughts about baselines for capacity, availability, quality and usage
- COL can react quite quickly to help bring the teams and stakeholders together for **programme design workshops** – April/May
- Topics for consideration:
  - Suggested topics from the C4D workshop,
  - MU/Positive Parenting,
  - NCDs / mental health,
  - Gender violence,
  - Literacy
- IPG can be directly involved through one or more departments  
This can help IPG to frame a C4D vision and think about policy development

## **Media development (media outlets)**

**vs**

## **Communication for development (media programming)**

- Healthy Communities uses multiple media channels, and having a stable FM radio network operating will be an important success factor.
- COL can help financially and in providing expertise with the media programming (CLPs) but less so with the media development (media outlets). Thus, IPG, stakeholders and partners should consider how to achieve and sustain the stable network of stations. This may be a burden in some respects but it enables the benefits (C4D programmes). The key issue is ownership.
  - Editorial and managerial independence
  - Eligibility to join international organisations and funding/training
  - Licensing of spectrum
  - Transparency in financial management and clear business planning
- Programme development can be a part of a sustainable business plan

## **Activity:**

### **Identify some C4D Programme areas**

- List of examples from workshop
- Others
  - Mother's Union – Positive Parenting
  - Gender violence
  - NCDs
  - Mental Health
  - Environment / conservation (Mother's Union / TNC)
- Outline of CLP
  - Preliminary planning template for a CLP (headings)
- Simpler outline can be done now

next

## **C4D / CLP Programme outlines:**

- Lead partner + collaborating partners
- Location(s) where the programme will be delivered
- Target audience (learners)
- Topic: main issue(s), sub issues
- Objectives (up to 3)  
(enable learning/facilitate behaviour change/motivate collective action/etc)
- Other – can be done later
  - Communication channels to be used (media and face to face)
  - Collaboration opportunities
  - Costs and budgets
  - Partnership framework (detailed)
  - Contributions / financial or in-kind
  - Training needs