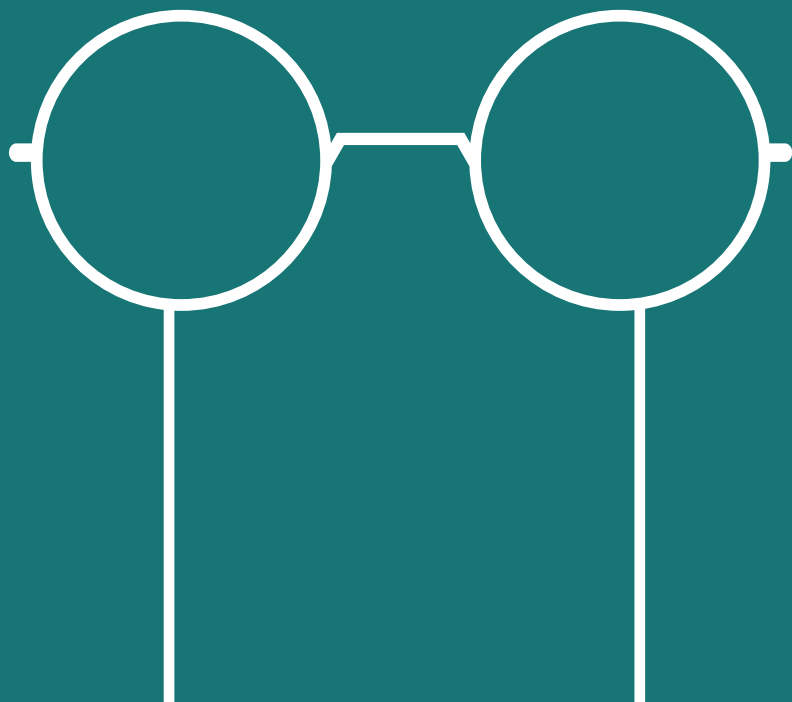


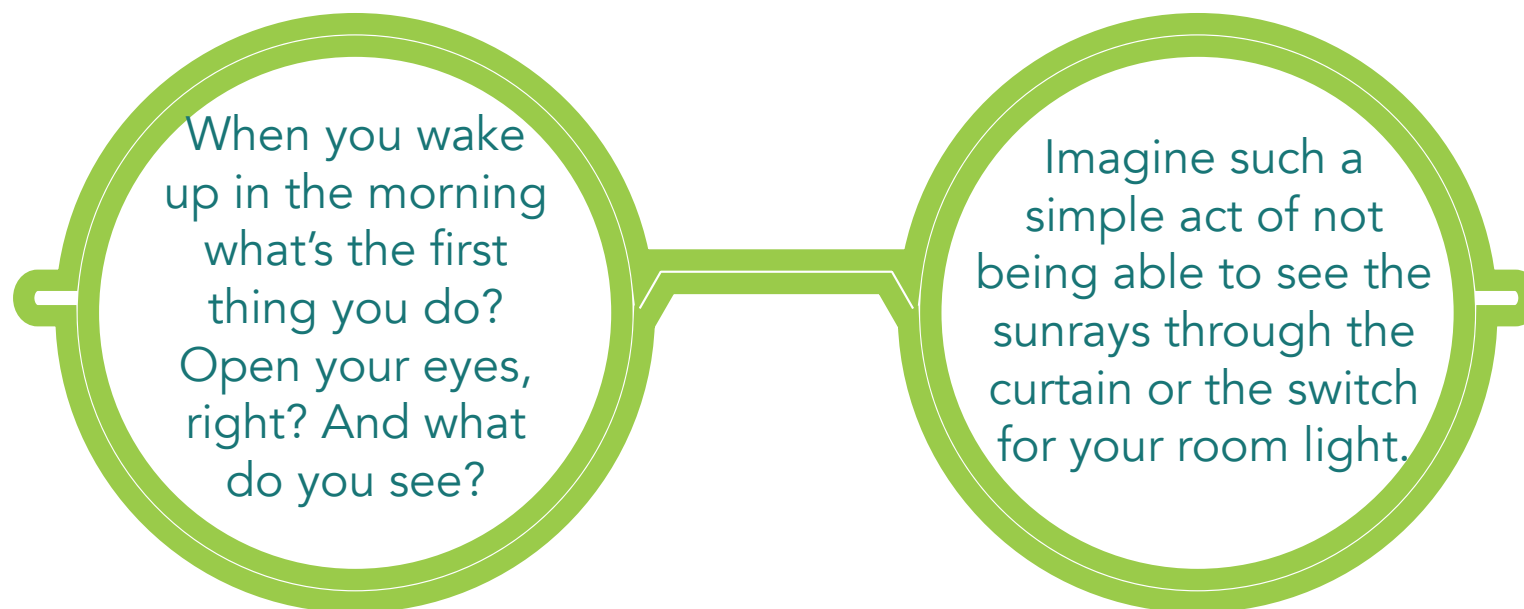
# CHILD EYE HEALTH RADIO PRODUCTION GUIDE

ZAMBIA 2016



CHILDREN'S RADIO  
FOUNDATION

## KEY INFORMATION TO INCLUDE IN YOUR RADIO SHOW



## Childhood blindness

- ★ Cataract is the clouding of the lens of the eye, which impairs vision. Untreated cataracts are the leading cause of blindness in children in Zambia.
- ★ In 2011, it was estimated that around 800 children had untreated cataract in the Copperbelt Province. Each year between 150 and 190 children are born with or develop cataract.
- ★ Cataract can be treated quite easily with surgical intervention but the timing is critical – if a child is born with a cataract they should have the surgery before they are six years old.
- ★ Many more children require treatment for other causes of blindness, such as trachoma or glaucoma, or simply require glasses.

## How to identify a cataract

- ★ You notice white, grayish-white, or yellow material in the pupil of a child's eye.
- ★ A child's eyes seem sensitive to light.
- ★ A white spot on the pupil.
- ★ Any signs that a child cannot see well (lights, mobiles, and other distractions still don't catch her/his attention.)

## KEY INFORMATION TO INCLUDE IN YOUR RADIO SHOW

## Did you know?

- ★ Zambia has one of the highest rates of childhood blindness in the world. Many children here in Copperbelt Province are born with or develop eye problems that may lead to blindness.
- ★ In developing countries (like Zambia), more than half of children die within a year of going blind.
- ★ Three-quarters of learning that happens in childhood is through sight.
- ★ Poor eye health may impact a child's ability to learn to read, attend school, and socialize. Blind children are more prone to accidents, and may have trouble finding a job later in life.

**Other  
signs of eye  
health issues**

- Lumps, bumps, swellings of the eyelid
- Discharge (secretions) or crusting on the lashes
- A drooping eyelid
- Redness of part or all of the eye

**If a child presents any of  
these signs you must**

- ★ **Go to your local district hospital or clinic or contact your local Community Health Worker or nurse for an eye test**

- ★ **For more specialized treatment, the child might be referred to the Kitwe Eye Annex Hospital**

**Find out more**

- ★ **Orbis Africa:** [www.orbis.org/pages/research/](http://www.orbis.org/pages/research/)
- ★ **Mail and Guardian:** <http://mg.co.za/article/2013-09-05-no-child-should-go-blind>
- ★ **Kids Health:** [http://kidshealth.org/kid/health\\_problems/sight/visual\\_impaired.html](http://kidshealth.org/kid/health_problems/sight/visual_impaired.html)
- ★ **Also remember there are lots of local resources: newspapers, community-based organizations, government officials, and medical providers**
- ★ **Read the fact sheet provided during the training**

Different ways to think about child eye health

- ★ Main causes and solutions of childhood blindness
- ★ Child eye care: steps to take when your baby is born
- ★ Busting myths around childhood blindness
- ★ Knowing the basics about childhood eye care



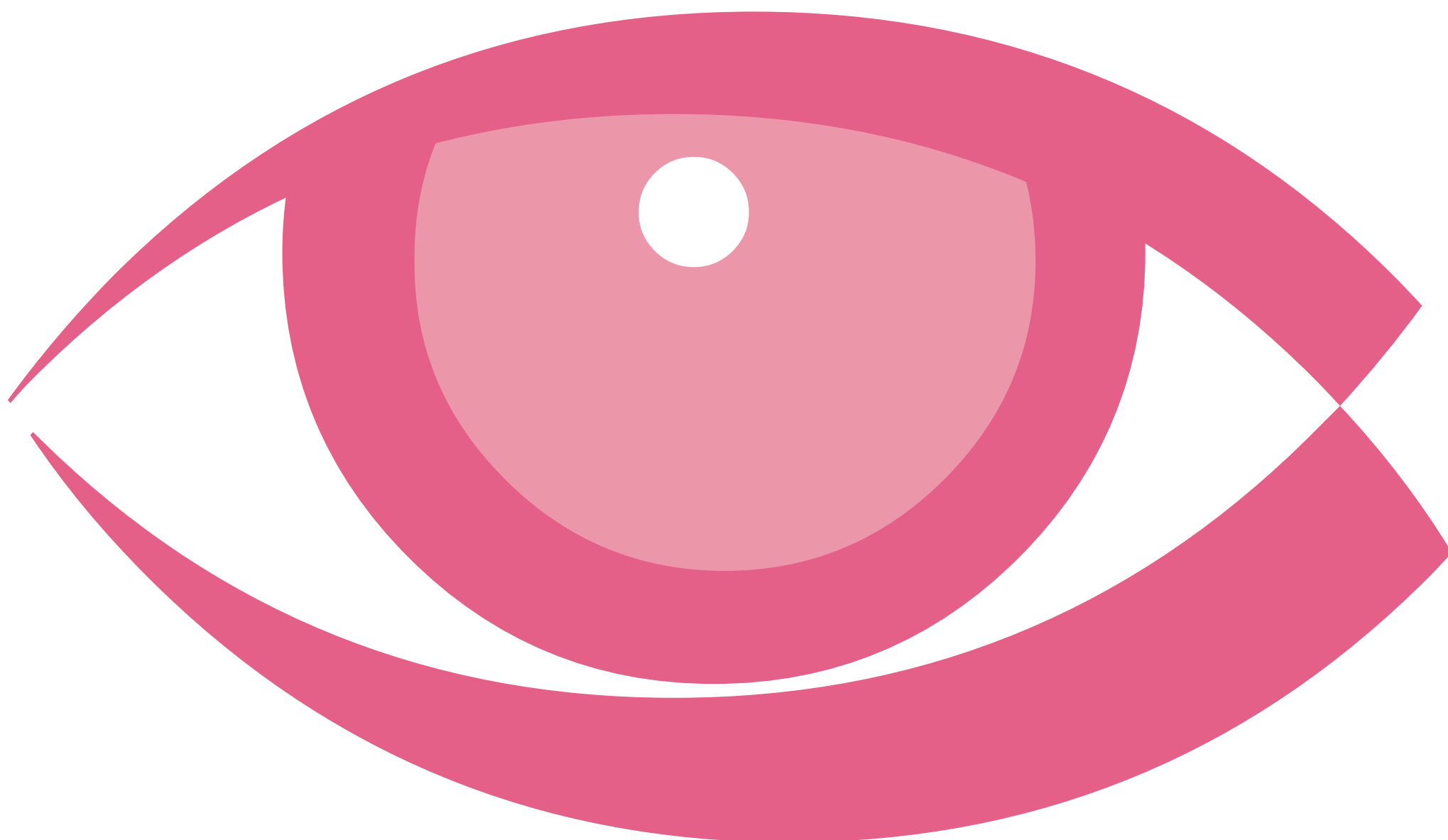
Choose one angle

**Knowing the basics about child eye care**



Decide on a few different ways to talk about the angle "Knowing the basics about child eye care".

- ★ What are the key signs of childhood blindness
- ★ What to do if you notice signs of childhood blindness
- ★ Where to go for child eye care
- ★ How to use both traditional and medical practitioners for optimum child eye care



## Formats

**Vox Pop**

**Vox Pop aim:** to get many opinions on one topic.

**Who do you talk to:** Anybody from the community.

**Question:** "What you know about child eye health? "

**Audio commentary**

**Audio commentary aim:** To get get people's opinion about a topic that they care deeply about.

**Who do you talk to:** A nurse who shares the importance of knowing about child eye health and where to go to find out more.

**Audio profile**

**Audio profile aim:** To get a first person account of someone's experience and journey.

**Who do you talk to:** A young person about their journey of suffering from childhood blindness and how they overcame it.

**Questions to ask to get the person thinking before they record their profile:**

- ★ Can you describe what your disease was and how it affected you?
- ★ What was the turning point in your recovery?
- ★ What message do you want to give to parents who believe that child blindness can be a sign of witchcraft?

**PSA**

**The aim of a PSA:** to create a public awareness message

**Message:** Raise awarness about the key signs of childhood blindness and the steps to take.

**Quizz**

Design three questions about the content of the show.

- ★ The questions can be **closed questions** to be answered by YES or NO or TRUE or FALSE  
For example: Do you think the statement: "There is nothing you can do to prevent blindness in children" is true or false?
- ★ The questions can be **open questions**, for example: If you saw a child might have an eye health issue where would you go for help?
- ★ The questions can be **multi-choice**, for example: What do you think is the leading cause of blindness for children in Zambia?

Possible answers:

- Bad luck or witchcraft
- Untreated cataract
- Children having not been vaccinated

Show outline

General Intro
Intro Vox Pop
Vox Pop
Outro Vox Pop
Music transition
Intro audio profile
Audio profile
Outro profile
Music transition
PSA
Jingle
Intro interview
Interview
Outro interview
Music transition & Jingle
Quizz
General outro
Music end

**Ethics and consent**

**This is a sensitive topic, so make sure you inform your interviewees properly and get their full consent.**



**You must always introduce your show and radio features. Then once you've played your features have a concluding statement for each one. Don't forget a final conclusion for the very end of the show.**

**Use links (facts, tips, did you knows, music) to glue it all together.**



Now write your radio script

**How to present your show**

Use your produced radio features, your research, and the suggested script and questions to write your own script.

**Suggested questions for an interview with a doctor at the Kitwe Eye Annex**

- ★ Why is it important for us to know about child eye health?
- ★ What are the main causes of childhood blindness in Zambia?
- ★ How do we prevent it from happening?
- ★ Is eye surgery dangerous?
- ★ What are the most common signs that a child might be going blind?
- ★ What advice do you have for a parent or caregiver who notices these signs?
- ★ Do you think its possible for traditional healers and medical practitioners?

[INTRO:]

Host 1: Oh yes! It's that time of the day ya'll! It's [TIME] and you're just in time for the [NAME OF SHOW] on RADIO STATION]. My name is [NAME]...

Host 2: And [NAME] is here with you too! And on today's show, we are talking about eyes! You know those two things sitting in our head we rely on from the minute we wake up!

Host 1: We are going to be speaking to people who will be sharing with us how we can prevent childhood blindness.

Host 2: Like [INSERT NAME OF YOUNG PERSON] who shares how he overcame childhood blindness.

[PLAY AUDIO PROFILE]

[OUTRO]

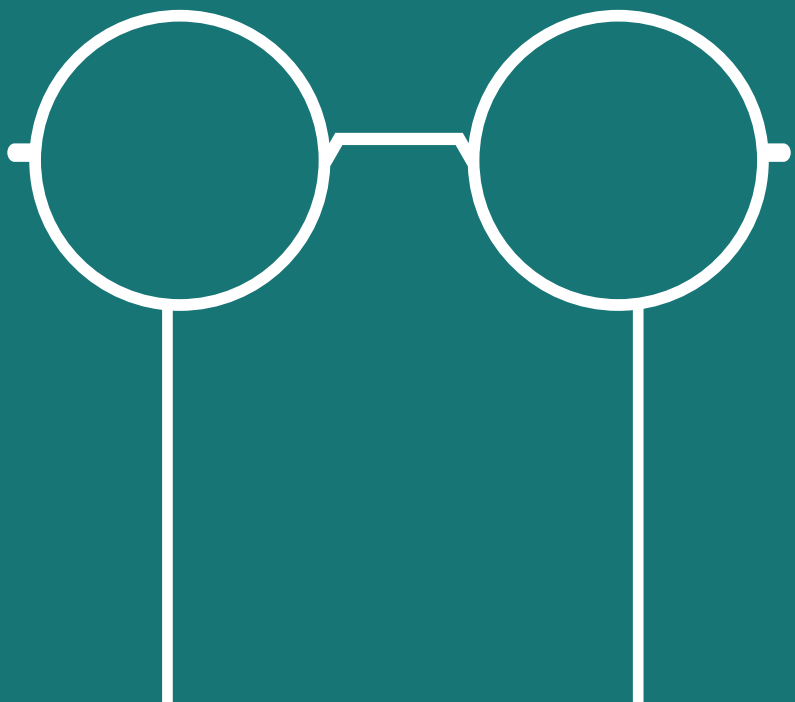
Host 1: Imagine if we all made an effort to know more about child eye health – so many young people in Zambia would not be blind now!

Host 2: Yeah, eyesight is something we take for granted everyday and this has really 'opened my eyes'!

Host 1: Well let's keep our ears and eyes open and not forget to tune into our show next week [DAY] at [TIME], Till then, it's bye from us!

**Once you've finalised your script, produced your radio features, finalised your show clock**

Prepare to present your show.



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