



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE

CAMPAIGNS AND MEDIA

ZAMBIA

INTRODUCTION

At the launch of the project and during our trainings, we asked each youth reporter what the top climate change issues were in their respective communities and countries, and this is what you all had to say:

Waste Management

Waste management was listed as the biggest concern amongst youth reporters. Youth reporters were concerned about the problem and showed motivation concrete ideas of interventions to address the waste management environmental issues their communities face. It is for this reason that we're supporting you to launch a Waste

Management Campaign!

This campaign and media guide is designed to help you think through the process of developing a series of activities that will ensure positive environmental change within your communities. This process requires identifying the issues you want to tackle, considering how big an impact you'd like to make and the steps it will take to get there.

REFRESHER ON WASTE (KR SERIES #7)

As the population continues to grow globally, the amount of things that people are buying, and therefore the waste that is being produced, is also increasing. The way that we get rid of our waste and also the way that products are made means that a lot of waste ends up in dump sites and in our oceans. This is a big problem!

Landfill sites take up a lot of space, and they are filling up faster than we are able to build new ones. They are expensive to build and the land where they are built needs to be restored to a healthy state once the landfill has become full. The land that is used as landfill sites often become polluted. The liquid produced by the landfill site (called leachate) can pollute the soil, the groundwater and nearby rivers. The landfill can also pollute the soil where the waste is dumped.

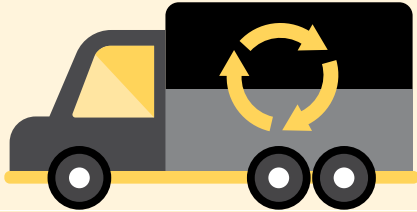
Illegal dumps are especially problematic because of the impact they have on the people who live in the areas where dumping is taking place. These dumps are dangerous

to anyone who comes into contact with them, particularly people who spend time on the dumps collecting waste for money. They can be exposed to poisons, chemical burns and can inhale dangerous gases. Illegal dumps also attract insects and rats, which can often carry diseases. Waste on illegal dumping sites is often burnt in unregulated ways that can cause dangerous fires. Burning waste also causes air pollution.

Most of the products that we throw away take a long time to break down. Sometimes when they break down, the toxic substances that they are made up of can be released into the ground or into the water supply. Food and organic waste that is thrown away breaks down easily, but when it is mixed with other waste, it produces a greenhouse gas (GHG) called methane, which traps heat in the atmosphere, which increases global warming. Things that are made out of plastic in particular can take a long time (100's of years!) to decompose.

THE STATE OF WASTE IN AFRICA: DID YOU KNOW?

In many African countries, waste management and waste collection services are still lacking.



As much as 90% of the waste generated in some areas is dumped at landfill sites.



In many cities, only around half of the waste is collected, and in rural areas, only about one quarter of waste is collected.



Even though many **African countries** do not produce the **bulk of the world's waste**, the way that waste is managed is becoming a problem.

One of the ways that some countries are trying to address the issues of waste is by banning plastic bags. Tanzania recently became the latest country to ban plastic bags.



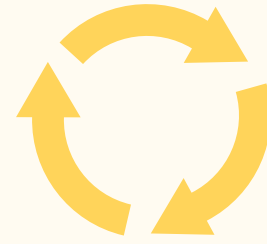
Dumping waste in cities can spread diseases, pollute rivers and cause flooding. Burning of waste causes air pollution which is bad for people's health.



The African Union has set a goal that “African cities will be recycling at least 50% of the waste they generate by 2023” (Agenda 2063)



At present,



roughly 4% of waste is recycled.

HOW TO DESIGN A CAMPAIGN

If you think about how regularly you broadcast and how often you do outreaches, you can begin to imagine how to group your outreaches together around certain elements that can turn all this hard work into a campaign. However remember that waste is a complex issue and has been mismanaged for more years than most of you have lived. An end to waste will involve individual, community, government and corporate participation. For this reason, we need to make sure that we understand what is realistic and possible in our campaigns.

When developing your campaigns remember: bigger does not mean better, small campaigns can leave great change. Think depth, not size. Think long term solutions and not temporary change.

Consider the following elements in building your campaign:

Angle: Now that you have a clear understanding of your campaign topic, consider the angle. Similar to a radio show production, consider the following when

choosing a campaign angle:

- What can you think of inside this topic of waste?
- What are all the types of things you can talk about when you think of this topic?
- If the topic they have chosen is ‘Waste’ the angles you could brainstorm include:
 - What are young people’s attitudes regarding waste?
 - How does the way waste is managed in your area affect people’s health?
 - How are people experiencing the negative impact of how waste is managed in your community? Is anything being done about it?
 - What do you think influences companies to produce less waste? Do you see any examples of this in your community?
 - What do you think influences the government to better manage the waste that is produced? Do you see any examples of this in your community?

- When you have chosen one angle, consider the following questions to ensure that the angle suits your community:
 - Can you find contacts and sources for this?
 - Will your community care about this issue?
 - Is this new, useful or interesting to your community?

Choosing an angle will help you zoom in on one issue and makes it easier for you to research, produce and create impact. Make a note of all the other angle suggestions for future campaigns. Once you have chosen your angle, develop your focus message.

Focus Message: A campaign needs to have a focused message. The focused message is consistent and repeated often. It is what you want your community “to get,” it is the golden

thread that runs through all the outreaches and media you produce. Narrow your message to something very specific, this will help you create good, clear content and messaging for what you will produce.

Intention/Goal: A campaign aims to achieve something or address a problem. It may want to grow awareness through sharing information. It may want community members to change behaviour through how people think and act. Choose an achievable goal for your campaign. Also think about how you are able to measure whether you have achieved your goal or not.

HOW TO DESIGN A CAMPAIGN

Community Resources/ Mapping: Once you have your angle, focus message and a goal set, think about the community resources you can draw inspiration and support from. These support structures come in the form of:

- People;
- Places; and
- Resources (physical resources like: books/ websites/pamphlets/newspapers).

In the community map chart provided below, list all the people, places and resources you

have access to in your community. Resources that you could approach for information on your topic and angle.

Remember that sources of information and community resources do not need to be experts or professionals but can also be average people with personal experiences related to the topic.

COMMUNITY MAPPING CHART



Take a picture of the map and share it with your facilitator!

Time bound: A campaign runs for a certain period of time. This can make something feel urgent and important. It will also take your community on a journey in tackling the issue. It is also important for campaign organisers to be able to know how much content they need to produce, how long they need to keep community members excited about one thing and how often the message requires repetition over a few days/weeks/months. The type of campaign you design will determine the timeline you set. Some things to consider when determining your timeline:

- How will you run your campaign and for how long?
- What resources are required and how much time is required to gather these resources?
- What are the different outreaches of your campaign and how long will each outreach take? E.G a phase aimed at ensuring that government policy is changed will require more time than an phase aimed at raising community awareness on.

Target Audience: Decide who you are talking to. How you create content and the style of language and of your message will be influenced by who your audience is. Are you talking to the youth, parents, community leaders, government officials or corporate firms? Your audience will also determine which media platforms you use. Think of where your audience “hangs out” the most? Radio / social media / face to face outreach? Do they like to talk back to you? How important is it for them to see themselves reflected in your campaign and in the media you produce? Choosing a champion or ambassador for your message is another good way to get specific audiences interested and engaged. Maybe a popular sports person is a good ambassador for your message, or perhaps a religious leader is most respected among the adult audience you want to reach. A popular / talented young person or young celebrity may be a winner for younger audiences.

Multimedia: As Youth reporters produce content for radio, outreaches and social media. How much more effective would your campaign be if

all these pieces of media linked up together to make your message so much stronger? Reflect and build your message across platforms. Have a radio show about your focussed topic, use the same topic for your outreach and get your audience engaged and talking about it on social media. This way there is a better chance that your audience will really understand and get your message. Drive audiences to your social media and outreach on your shows, and drive your live and virtual audiences to your radio shows. This is a smart way of linking all your media to the audience you’re talking to.

Action orientated: People feel most valued and that their contributions matter when they are asked to do something or to participate in an action. There is a feeling of belonging to something bigger, a bigger movement or group of people united in a cause, a feeling of accomplishment when groups of people are asked to do the same thing for the same cause. Some of the things you can ask your audiences to do include:

- Show up to an event;
- Call / text / voice note/ send a social media message live on air during your radio show;
- Share information about your topic, help spread the message. Maybe you have a special hashtag for your message for example: #mwanzacimatewarrior / #waste / #saveourplanet. Don’t forget to include the #AfroGreen which is shared across our network.
- Share your content (a radio format, a quote, a poster or picture) on social media through Instagram, Facebook, Whatsapp, Twitter;
- Talk to their friends and family about the campaign issue; and
- Join a community action like a litter clean-up / a protest / sign a petition / vote for someone or a cause.

Making a noise online: Many young and old people are now hanging out on social media. Using social media as a tool to further amplify your campaign is strategic and can reach global audiences. We’ve touched on how you can social media to encourage your audiences to take

action. Here are a few simple ways that you can use social media to share your environmental activism online and reach an even bigger audience:

- When posting photos and videos on social media, use the hashtag #AfroGreen to share stories of your environmental activism. If enough people start using it, we might create a multi-country online movement!
- Remember to encourage your outreach audiences to use the hashtag #AfroGreen too.
- Identify the Communications Youth Committee member in your group and coordinate with them to send photos and videos of your outreach activities to our Communications Manager.
- Connect with other online movements. For example, #breakfreefromplastic is an organisation that is trying to hold multinational companies accountable for their packaging. Help them put pressure on these companies by doing your very own brand audit of trash. Use this toolkit to learn how: bit.ly/BrandAuditToolkit

Measure the impact of your campaign:

Remember, the intention of an outreach is to address a problem usually through growing awareness by sharing information. But how can you measure whether you have achieved your goal or not? Whether knowledge, awareness and even maybe a positive behaviour has increased amongst your listeners and participants?

Quizzes are a great and interactive way to measure a change in knowledge. By drafting simple questions from the information you have shared you are able to assess your participants level of understanding on the issue you're addressing. A good habit is to conduct quizzes immediately after a radio show or outreach event when the information is still fresh in your participants memory.

Listening Groups are another way to measure your radio programming impact. The most important thing is to ensure that your radio show shares the same topic as your outreach,

and that the same information is shared across both activities. This way you can invite your participants to listen to a snippet of your radio show and facilitate a discussion on the topic, another useful way to gauge your participant's understanding of the topic and its impact on their life.

Here's an example of a Waste Management Campaign

If your project is about climate change and low impact living, and you're looking at waste, you can further **focus** this by looking into waste management at schools. You know this is a good **goal** because schools in your community are becoming littered and unsightly, which could even be a health hazard. You also know it's a good goal because the regular burning of all this waste is contributing to air pollution and greenhouse gases.

If you decide your campaign will last for a **period of four months** (one outreach per month) and you will be talking directly to your target audience of school students, you could divide your campaign plan into a series of the following subtopics:

- Month 1: Where is this waste coming from? What choices are we making and what things do we buy?
 - 1 Outreach with a quiz and listening group to measure whether you have achieved your goal or not.
 - 3 x 10 minute radio slots about waste, our buying habits that create waste and how it relates to climate change.
 - 1 x 1 hour radio show about waste, how our buying choices create waste, what kind of waste are we seeing more of, how does it affect climate change with a quiz to measure whether you have achieved your goal or not.
 - Keep the dialogue going by regularly sharing content from the campaign via social media (e.g. facts from your radio shows, SoundCloud links, photos and videos from the outreach activity, shared

posts from people who attended etc.)

- **Month 2: Waste management systems at school. Are there bins, options for recycling, and what to do about burning?**
 - 1 Outreach with a quiz and listening group to measure whether you achieved your goal or not.
 - 3 x 10 minute radio slots about waste management, waste services, and recycling.
 - 1 x 1 hour radio show about waste management in your community, and the effects of poor waste management in your community, recycling services, whether you have achieved your goal or not. With a quiz to measure whether you achieved your goal or not.
 - Reflecting content on social media.
- **Month 3: Mobilising partners, finding inspiring stories and people who can help bring change to waste management at schools**
 - 1 Outreach with a quiz and listening group to measure whether you achieved your goal or not
 - 3 x 10 minute radio slots about recycling as a job, interviewing waste pickers and local people who recycle, telling people

about next month's big school cleanup. With a quiz to measure whether you achieved your goal or not.

- 1 x1 hour radio show to interview some youth, principal or teachers from the school, interviewing waste pickers and local people who recycle, telling people about next month's big school cleanup. With a quiz to measure whether you achieved your goal or not.
- Reflecting content on social media
- **Month 4: School-wide clean-up challenge and handing over a request for better waste management systems to principal and teachers.**
 - 1 Outreach - school cleanup with a quiz quiz and listening group to measure whether you achieved your goal or not.
 - 3 x minute radio slots about and reflecting on the big school cleanup, challenging other schools to do the same.
 - Reflecting content on social media