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**PROMOTIONAL STRATEGY
FOR THE RE-LAUNCH OF
"EL ZAMBO ANGOLITA" RADIO SERIES**

February 7-21, 1998

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BASICS Technical Directive 000 BO 01 041
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ACRONYMS

AIEPI	Atencion Integrada de las Enfermedades Prevalentes en la Infancia
ASBORA	Asociacion Boliviana de Radios
BASICS	Basic Support for Institutionalizing Child Survival Project
CCH	Community and Child Health
ERBOL	Escuelas Radiofonicas de Bolivia
EZA	El Zambo Angolita
FAQ	Frequently asked questions
IEC	Information, education, and communication
IMCI	Integrated management of childhood illness
JHU	Johns Hopkins University
LAC	Latin American and the Caribbean
ORT	Oral rehydration therapy
PAHO	Pan American Health Organization
PROCOSI	Programa de Coordinacion en Supervivencia Infantil
TBD	To be designated
USAID	United States Agency for International Development

ACKNOWLEDGMENTS

This mission was completed in collaboration with the BASICS staff in Bolivia. The authors would like to express their appreciation to the BASICS staff in Bolivia for their support and guidance provided for the completion of this mission.

EXECUTIVE SUMMARY

Alfonso Contreras, BASICS IEC technical officer, visited Bolivia from February 7 through February 21, 1998, to provide technical assistance to BASICS/Bolivia in the design of a promotional strategy for the relaunch of the *El Zambo Angolita* radio series

The purposes of this mission were to—

- (1) assess radio stations' interest and limitations for broadcasting *El Zambo Angolita* (EZA) without charging for air time
- (2) build partnerships with local institutions for the promotion of the radio drama
- (3) identify potential candidates to work as BASICS consultants for the final planning and implementation of the promotional strategy

After discussing the idea of re-launching EZA with a sample of four managers of radio stations currently broadcasting EZA and ERBOL coordinator Ronald Grebe, it seems reasonable to expect that more radio stations will broadcast EZA for the relaunch. A significant number of stations have not been invited yet to broadcast EZA. Plans are being made to arrange personal visits to all the radio stations in the three districts.

Radio station managers in Bolivia did not have a common criteria in terms of whether or not to charge BASICS for airing EZA, for most local and regional stations, money was more an incentive than a requirement. National stations and the ERBOL radio network would be more likely to broadcast EZA if some revenues could be derived from private sponsors. It is recommended that BASICS and UNICEF join efforts with marketing staff from the radio stations to present EZA to potential private and public sponsors.

In addition to having better coverage by including more radio stations, it seems likely that station managers will be open to offering better air time if some formative research is conducted by BASICS on listenership preferences.

Promotional materials will be distributed after being pre-tested. Initially, the most preferred options included wall calendars, religious cards, and cooking recipes. These materials were seen as more likely to be kept than regular flyers, had a more reasonable cost compared to tee-shirts or baseball caps, facilitated making changes for accommodating new stations or broadcasting schedules, and required less distribution control than soccer balls, pens, etc.

Several promotional activities will be carried out through different channels—health workers and local Catholic groups will collaborate in the promotion of EZA. Health workers will advise mothers to listen to the radio drama and handle promotional materials at health facilities and during outreach visits. Local priests will advise church members attending Mass to listen to the

drama and will handle promotional materials through health promoters and literacy groups. The junior soccer team of the Tahuichi Academy will get media and public attention by playing against local soccer teams in the three districts. Radio stations will air promotional spots produced by BASICS in Spanish, Aymara, and Quechua.

A timetable and a task list was developed for re-broadcasting EZA from May 4 through July 10, 1998.

PURPOSE OF VISIT

Alfonso Contreras, BASICS IEC technical officer, visited Bolivia from February 7 through February 21, 1998, to provide technical assistance to BASICS/Bolivia in the design of a promotional strategy for the relaunch of the *El Zambo Angolita* radio series

Purpose of visit

- Assess radio stations' interest and limitations for broadcasting the radio drama without charging for air time
- Build partnerships with NGOs, private and public agencies, local organizations, and private individuals for the promotion of the radio drama
- Identify individual candidates to be contracted by BASICS to coordinate the implementation of the promotional strategy at the local level in the three districts

BACKGROUND

The enter-educate radio drama *El Zambo Angolita* (EZA) is a BASICS/IEC product designed to reinforce IMCI health practices at the household and community levels. Three health districts—Altiplano Valle Sur, Chiquitania Centro, and Valles Cruceños—were selected from 11 CCH districts as target districts for EZA.

The radio drama was launched on July 16, 1997, and broadcast on a weekly basis through 12 stations of the ERBOL radio network. Air time was sponsored by UNICEF, and an agreement was reached between BASICS and UNICEF in which three stations would broadcast in the three BASICS districts, while the other nine were targeted UNICEF priority areas of intervention. Preliminary monitoring data for EZA in September 1997—after the broadcasting of episode 10—showed that the listenership rate was low.

Serious concerns existed about buying additional air time. The cost of buying additional air time in the prime time schedule was considered unsustainable for using EZA as a model of intervention. By November 1997, BASICS staff in Bolivia had made arrangements with five other radio stations to start broadcasting EZA for free. This was encouraging since radio stations in Bolivia traditionally charged public health agencies, though at preferential rates. It should be noted that another radio drama produced by MotherCare had been broadcasting during the same period, using a standard pay-per-air-time type of agreement.

In this context, BASICS decided to re-launch EZA with a sustainable promotion and delivery strategy. To this end, Contreras visited Bolivia to provide technical assistance to BASICS/Bolivia for the re-launch of EZA with two specific objectives:

- 1 Build partnerships with radio stations by identifying sustainable incentives for the stations to rebroadcast EZA
- 2 Identify existing local resources likely to become involved in the promotion of EZA at the community level in the three districts

ACTIVITIES AND FINDINGS

Contreras and Lilian Brun traveled to San Ignacio de Velasco and San Miguel on February 11-13. Then, Ana Maria Aguilar joined Contreras in Santa Cruz from February 14-15 to visit the Tahuichi Academy. Gridvia Kuncar and Contreras visited Santa Cruz and Samaipata on February 14-16. And finally, Alberto de la Galvez and Contreras visited Patacamaya and Luribay on February 18, 1998.

A sample of four station managers from ERBOL and a group of seven members from the newly elected *Directiva* (board of directors) from ASBORA were contacted during this visit. EZA, as a media product, seemed attractive to radio station managers. Religious stations liked EZA's educational side and its ultimate goal of saving children's lives. Local small stations highlighted the appeal of increasing their listenership share by broadcasting EZA. Most of them acknowledged the quality of EZA as a media product, however, they were consistent in recommending that the series be broadcast on a daily basis. Ultimately, according to experienced sources from UNICEF and ERBOL, national stations will be more likely to broadcast EZA if health-related sponsors advertise in EZA segments.

In the case of the Juan XXIII radio station located in San Ignacio de Velasco, Minister Elias Cortezon requested assistance from the BASICS staff to write a proposal for Manos Unidas to get funding for 200 radios to be distributed among poor communities in the area as part of the promotional campaign for EZA.

This consultant visited Minister Hugo Ara, general director of the Social Communication School "Diakonia." After being informed of the development of EZA, Minister Ara agreed to review a sample of the episodes and accordingly advise the vicar at Santa Cruz on as to whether EZA promotional materials could be distributed through the Catholic church network.

Radio stations have only partial information on the listenership patterns of mothers. Station managers expressed interest in having such data if BASICS conducted the formative research. Station managers contacted during this visit agreed to reconsider the broadcasting schedule for EZA based on research findings. It is important to keep in mind that stations need to be informed one month in advance to make changes in their programming schedule.

Health personnel from the three districts were receptive to the idea of collaborating in the promotion of EZA. They expressed their availability for both handling promotional materials for

mothers visiting the health facilities and for providing personal advice to encourage mothers to listen to the radio drama. Nurses, health educators, and nurse auxiliaries identified additional opportunities for giving promotional materials to mothers (1) during health worker visits to rural areas—every two or three months, (2) at the Municipal Nutrition Center in San Ignacio, (3) food market '*ferial*' particularly important in Luribay, and (4) health promotion activities conducted with groups of pregnant women at Santa Isabel Hospital in San Ignacio.

Local priests from San Ignacio, Luribay, and Samaipata were contacted during this visit. There has been positive collaboration between religious groups and health services, particularly since the cholera epidemic. Local priests were open to playing an active role in the promotion of EZA among their church members. The three local priests agreed to advise mothers attending Mass to listen to EZA, and to distribute promotional materials, such as calendars and religious stamps, after Mass and through their local network.

Lcda. Carmen Vargas Vaca-Pereira was interviewed by Kuncar and Contreras as a candidate to consult for BASICS in the planning and coordination of the promotion of EZA at the local level. Vargas has field experience and training in health, communication, and community action. She has been leading efforts for Bolivian Scouts and mothers groups in support of the ORT program in collaboration with UNICEF since 1994. She is also leading the *Salvemos Vidas* Initiative, where topics from "Facts for Life" are presented and discussed with community leaders, mothers' groups, and local authorities. She completed five years of medical school training, has formal training in radio speech, community action, marketing, and advertising, and is now completing her postgraduate training in health communication. Vargas was informed of the duties required for a local coordinator in the implementation of EZA promotional plan. She agreed to be available for travel and can start working immediately.

Aguilar and Contreras meet with Bertha Pooley from PROCOSI on February 19, 1998. Pooley proposed that Aguilar give a presentation of EZA to the National Technical Committee on March 13. Pooley pointed out the possibility of promoting EZA through the *Caravana* project—sort of a Health Parade, conducted by the JHU—that will be touring the country starting in March 1998.

Contreras and Aguilar visited the Tahuichi Soccer Academy in Santa Cruz and met with Roli Aguilera, director. Over 3,000 kids 5-year old and older have received soccer training there and more than half of the soccer players from the national Soccer team are "Tahuichis." The academy has long reputation and has received numerous awards for teaching children life skills in addition to soccer. Aguilera offered his support to EZA by—

- having junior Tahuichi teams play against local teams in the three districts. Travel and meal expenses would have to be covered locally.
- having Bolivian soccer stars record promotion messages to be inserted as radio spots.

- giving Tahuichi summer camp scholarships as prizes for the radio stations to give away to their radio audiences. Winners would have to cover their own living expenses in Santa Cruz for one month.

Contreras visited Jennifer Luna and Jane Lions from CARE and discussed opportunities for collaboration. CARE is consolidating community work in maternal and child health in El Alto. Although El Alto is not in the three emphasis districts where BASICS is intervening, some radio stations targeting Altiplano Valle Sur District also cover El Alto. It was agreed that CARE will review the information package from EZA and explore possible initiatives to reinforce particular messages in El Alto. Lions expressed interest in printing some of the messages developed by CARE on maternal and child health in the promotional materials being distributed.

CONCLUSIONS AND RECOMMENDATIONS

EZA will be re-broadcasted from May 4 through July 10, 1998. Technical components for developing a final media plan and promotional strategy were identified. A time line for the completion of the communication plan was defined in collaboration with BASICS staff in Bolivia.

Media Channels

The four individual radio stations broadcasting EZA that were contacted during this visit, as well as ERBOL coordinator Ronald Grebe, expressed interest in relaunching EZA. Money for air time was an issue, although weighted differently according to the station. At this point, it seems reasonable to expect that most local and regional stations offering educational radio programs will be willing to (re)broadcast EZA without charging for air time, however, a search for private sponsors is strongly recommended prior to approaching both ERBOL and national radio stations Fides and Panamericana. BASICS and UNICEF should join efforts with marketing staff from the radio stations and present EZA to potential private and public sponsors, such as Prefecturías, FIS, PROSALUD, Grey-Suero de la Vida, and pharmaceutical laboratories, especially those manufacturing IMCI essential drugs, and other sponsors already identified by the stations.

After some preliminary assessment of radio coverage in the three districts, it appears that more radio stations could join the re-launch of EZA. To this end, all stations reaching the three districts of intervention should be contacted. The district of Altiplano Valle Sur will require coverage from at least one national radio station because of natural geographic barriers blocking the radio signals from local and regional radio stations.

Kuncar, BASICS consultant in Bolivia, is highly regarded by radio station managers in Bolivia. She stepped down as president of the ASBORA association on February 14 and received, on behalf of ASBORA, the *Condor de Oro*, which is the highest recognition given by the Bolivian government. Kuncar is very influential in the radio arena in Bolivia and her role has been crucial.

for the accomplishments of EZA to date. It is recommended that Kuncar takes the job of developing partnerships with all the radio stations in the three districts as a first priority.

Results on listenership patterns from formative research will be used to negotiate with radio stations as to the most appropriate broadcasting schedule.

In addition to radio, other media channels are also available for bringing EZA to the target audience. Loud speakers installed outside of the city council and churches are common media channels in places where individual radios are scarce, such as San Matias. CARE will study the possibility of organizing closed listening groups with mothers in El Alto.

Promotional Channels

Health workers are willing to participate in the promotion of EZA, but the extent of their collaboration is limited to distributing promotional materials to mothers at health facilities and community outreach activities, and recommending mothers to listen to the drama. It was observed that health workers lacked information about EZA, which might prevent them from advising mothers to listen to the radio series. Therefore, health workers should be informed by health district director, in conjunction with health educators, about EZA and the supporting role they are requested to play. For this purpose, regular communication channels between health workers in the district should be used, including memos and monthly meetings. A demonstration (demo) cassette and a written fact sheet should be prepared by BASICS to make health workers feel that they have "privileged information" that they can share with mothers.

Health educators from the three districts were the most likely to coordinate the implementation of the promotional strategy at the district level. Health educators were familiar with EZA, participated in community outreach programs, and had prior experience in collaborating with other local organizations.

Local priests and local religious networks seemed likely to provide effective collaboration in the promotion of EZA. Religious groups have an extensive network of human resources developing a wide range of health and education humanitarian activities in most remote rural areas. Some key radio stations, such as Santa Cruz, Juan XXIII, and Fides, are owned by the Catholic Church.

The Academia Tahuichi offered to tour its junior soccer teams to play local soccer teams as part of the promotion of EZA. Travel and meals will have to be covered with local funding.

NGOs under the PROCOSI umbrella did not have a strong presence in the rural target areas where EZA is being broadcast. BASICS will give a presentation on EZA to the National Technical Committee on March 13 to explore common ground. One potential partner being mentioned by PROCOSI was a Health Parade coordinated by Ariel Perez (JHU), touring the country starting in March 98. Also, Plan Internacional was listed among the NGOs providing support to some CCH activities in the Altiplano Valle Sur District.

Promotional Materials

Neither health workers nor religious groups showed concern about distributing any of the projected promotional materials. The most preferred promotional materials included wall calendars, religious cards, and cooking recipes.

Promotional materials will provide additional opportunities to reinforce some of the key messages conveyed by EZA. A wall calendar, for instance, could highlight one short message on each monthly page, keeping the fixed top section for an attractive design along with info regarding stations and broadcasting time(s). CARE expressed interest in inserting messages they are producing on diarrhea and nutrition.

Two local television stations—Radio Popular, and Canal 11 from the Rene Moreno University—offered to develop promotional television spots at no cost to BASICS.

Formative Research

Radio stations do not have data in terms of mothers' listenership patterns. Results from formative research should be used to refine the promotional strategy and to negotiate a better broadcasting schedule with radio stations. For this purpose, some qualitative research through focus groups should be conducted in Altiplano Valle Sur, Chiquitania Centro, and Valles Cruceños, with three main purposes:

- 1 Identify mothers' listenership patterns and their preferences in terms of time schedule(s) and radio stations for broadcasting EZA.
- 2 Identify mothers' preferences in terms of promotional materials.
- 3 Identify mothers' preferences in terms of promotion distribution channels.

Time Schedule and Implementation Plan

Relaunch May 4-July 10

Formative Research

Some formative research should be conducted prior to the re-launch. This research should be directed to assess what the mothers' preferences are in terms of radio stations, broadcasting schedule(s), incentives to be used for encouraging mothers to listen to the series, and promotional materials. Following USAID guidelines, final artwork will be pretested before printing.

- 1 Conduct focus groups in Valles Cruceños and Altiplano Valle Sur
Deadline March 2-March 4
Responsible party Ana Guzman/Gridvia Kuncar
- 2 Analyze results and give recommendations
Deadline March 5-6
Responsible party Ana Guzman/Gridvia Kuncar
- 3 Design preliminary artwork
Deadline March 9-13
Responsible party *TBD*
- 4 Final pre-test/validation
Deadline March 16-20
Responsible party Ana Guzman
- 5 Printing
Deadline March 23-April 7
Responsible party *TBD*

Develop EZA Kit

Create a promotional kit for radio station managers, health personnel, NGOs, communicators, educators, community workers, and researchers, including some or all of the following materials according to the audience

- 6 Re-edit all 50 tapes so that credits can be inserted by each participating station in place of ERBOL. Most of the participating stations now are not from the ERBOL network
Deadline March 13
Responsible party PROAUDIO
- 7 Copy 50 sets in cassettes with the 50 episodes of EZA radio series
Deadline April 3
Responsible party PROAUDIO
- 8 Write an introductory cover page, including a fact sheet and FAQ. This piece will include some testimonies from mothers listening to the series to be collected during the formative research
Deadline March 20
Responsible party Draft by Kuncar, review by Contreras

- 9 Produce 300 demo cassettes 10' to 15' long providing information and segments from the drama, highlighting its purpose, innovative enter-educate format, and quality of design
Deadline March 13
Responsible party Draft by Kuncar, and review by Contreras and De Fossard
- 10 Produce/re-edit four promotional radio spots in Spanish and two in Quechua and Aymara
Deadline April 7
Responsible party Kuncar
- 11 Complete the production guide developed for the design of EZA Recommendations were made to edit and update the sections on promotion, and monitoring and evaluation
Deadline March 6
Responsible party Contreras and Kuncar
- 12 Produce 1,000 posters of EZA, re-designing the original one and leaving a blank space at the bottom for the radio stations to fill it out with the name of the station and the broadcasting schedule for EZA
Deadline April 8
Responsible party Kuncar
- 13 Instructional booklet providing ideas on how to use the EZA series for different settings and different audiences
Deadline June 1998
Responsible party Kuncar, Contreras
- 14 Information on free copyrights and proper accreditation
Deadline April 2
Responsible party Contreras, Kuncar
- 15 Produce 10,000 samples of 2 promotional materials according to results from formative research
Deadline April 7
Responsible party Ana Guzman

Find Sponsors

Identify potential sponsors interested in advertising their products during the time EZA is being aired Schedule a series of presentations to private sponsors, along with marketing staff from national and ERBOL radio stations

Deadline March 15
Responsible party Kuncar (BASICS), Grebe (ERBOL) and Tirado (UNICEF)

Negotiate with Radio Stations

All the radio stations broadcasting in any of the three districts will receive a personal visit and first-hand information about EZA. A demo cassette and a set of written materials will illustrate the presentation. Those stations agreeing to participate in the relaunch will sign a written agreement that will specify the time(s) and dates during which EZA will be broadcast. This information will be used for monitoring and evaluation purposes.

Deadline April 7

Responsible party Kuncar

Distribute Promotional Materials to the Promotion Points

Distribute promotional materials throughout the three districts.

Deadline April 8-21

Responsible party Promotion coordinator

Implement Promotional Activities

Implement promotional strategy in the three districts.

Deadline April 20-May 3

Responsible party Promotion coordinator

Contract Consultant for Coordination at the Local Level

Because of the complexity of the various tasks that should be planned and implemented in a timely manner, it is essential to contract a temporary full-time consultant to plan and coordinate the implementation of the promotional strategy at the local level in the three districts. Work responsibilities will include—

- Plan a detailed agenda of promotional activities for the participating communities in the three districts of intervention
- Coordinate the implementation of the re-launch and promotional strategy in the three districts in collaboration with health educators, health workers, religious networks, local government, radio stations, Tahuichi Academy, and other volunteer groups at the local level (school teachers, pharmacists, food market attendants, etc.)
- Participate in the pre-test and final design of promotional materials
- Assist promotion gatekeepers (health workers and local priests) in the dissemination of information
- Document the implementation of EZA at the local level for future publication

- Participate in the monitoring and evaluation activities conducted for EZA
Deadline March 16
Responsible party Ana Maria Aguilar, in coordination with BASICS/Washington

Refine the Final Evaluation Plan

A final proposal for the evaluation of *El Zambo Angolita* should be discussed according to the new outcomes expected after the re-launch and the promotional activities conducted in support of the radio series

APPENDIX

APPENDIX List of Persons Contacted

Chiquitania Centro

Dra Reina Glazier
Director of the Hospital Distrital
San Ignacio de Velasco

Dr Humberto Sivila
Director Hospital Santa Isabel
San Ignacio de Velasco

Dr Fredi Arabe
Director of the Chiquitania Centro Health District
San Ignacio de Velasco

Father Elias Cortezon
Director of Juan XXIII radio station
San Ignacio de Velasco

Quitito Salsa
Radio Popular
San Ignacio de Velasco

Valles Cruceños

Father Manfred Gerig
Samaipata

Santa Cruz

Roli Aguilera
Tahuichi Academy

Carmen Vargas Vaca-Pereira
Freelance professional

Father Victor Ara
General Director
Diakonia Social Communication School

Juan Carlos Romero
Radio Sudamericana

Padre Francisco Flores
Director
Radio Santa Cruz

Altiplano Valle Sur
Father Victor
Luribay

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