Putting the radio listeners in charge:
How ICTs have helped shape gender violence radio programming in Nepal

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Change Starts at Home

• Research Based Project

• To mitigate IPV amongst married couples in Nepal

• Use of innovative media and community engagement
Benefits of ICT

- Listener feedback and information on thematic areas
- Monitor and evaluate the effectiveness of program
- Support ongoing research
Listener feedback

- To encourage interactivity and ongoing activity
- For radio program content
- To know about listenership

"Tell us what you think!"
✓ Surveys at key points via ‘push’ IVR with target audience

✓ Reports from field staff via dedicated IVR number

✓ Group discussion reports via CommCare
Support ongoing research

- Real time data
- Ensure Quality
- Avoid loss of data
High hang up rate in demographic section

Listener not being familiar with IVR

Noise/inaudible audio and network issues
✓ IVR friendly questions – short.

✓ Reducing or relocating demographic questions

✓ Promotion of steps on using IVR
✓ Use of ‘character voices’ as the IVR voice
✓ Segments to attract audience
✓ Follow up with the listeners
Achievements

- Huge response
- Audience engagement
- Success stories