

# **Uganda Schistosomiasis Prevention Communication Campaign Monitoring Plan**

Radio program monitoring of Bilharzia Prevention Communication Project will be conducted throughout the campaign from August to December.

The purposes of the monitoring system are to:

- 1) Ensure that radio programs, spots, skits and jingles are broadcast as scheduled.
- 2) Track the number of callers and types of questions asked during call-in programs.
- 3) Identify areas for improvement of radio programs (sponsored and expert hosted).

The monitoring system is described by the types of radio programming – expert hosted radio call-in talk shows, sponsored programs, radio spots/jingles/skits.

## **1. Expert Hosted Radio Call-in Talk Show**

The expert hosted radio call-in talk show will be monitored by two JHU/CCP consultants responsible for completing bi-weekly monitoring activity report forms after listening to the recordings of each program. For program broadcast in a language that the consultants are not familiar with, JHU/CCP will hire a translator to prepare verbatim transcripts in English, which consultants will review. The consultants will fill out a format (Form A. See Annex.) developed in advance and submit the report to JHU/CCP. Data from the reports will be entered into a spreadsheet shared on Google Drive, which can be accessed by the consultants, presenters, experts, and advertising agency representatives.

At the end of every two-week, the JHU/CCP consultants will prepare a monitoring activity report for each program of radio stations for which they are responsible. The reports include the following data:

1. Logistical information of a program (date, time, station, language, and name of expert)
2. Whether skits, jingle, spot, and call to action is played
3. Adherence to an outline
4. Accuracy of information provided by health experts
5. Number of total call-ins
6. Questions from callers and answers provided by health experts
7. Actions taken to address quality issues

In addition to the monitoring reports by JHU/CCP consultants, radio presenter and health expert will fill out talk show feedback forms after each talk show is ended. The feedback forms will be delivered to the stations by Metropolitan Republic Uganda, and presenters and experts are responsible for sending scanned copies to agency representatives and JHU/CCP consultants. The feedback forms for radio presenter and health expert are organized separately, as they have distinct roles in the talk show.

Feedback form (Form B. See Annex.) for radio presenters include the following data:

1. Logistical information of a program (station, program number, topic, date, start time, end time, language, skit, presenter's name, contact information).
2. Number of calls made to the station during talk show.
3. Number of calls received live during talk show.
4. Identifiable caller information

5. Questions from callers
6. Number of total call-ins and number of call-ins specified by gender
7. Unanswered questions to be followed up for the next talk show
8. Radio presenter's recommendations for subsequent talk shows

Feedback form (Form C. See Annex.) for health experts include the following data:

1. Logistical information of a program (station, program number, topic, date, start time, end time, language, skit, expert's name, contact information)
2. Questions from callers
3. Issues to be communicated more based on the questions from callers
4. Expert's confidence in responding to the questions
5. Unanswered questions to be followed up for the next talk show
6. Positive factors that influence expert's performance
7. Expert's recommendations for subsequent talk shows

## **2. Sponsored Program**

### **a) Spot Check**

The sponsored programs will be monitored by the following methods. 21 radio stations will be monitored by IPSOS, which would be responsible for creating log data and send it to Metropolitan Republic Uganda. The log files for 21 stations will then be delivered to JHU/CCP by the agency, which in turn will be recorded on a spreadsheet shared on Google Drive. For the 4 stations that are not monitored by IPSOS, Spirit FM Mukono, Sun FM, Transnile FM, and Bunyoro Broadcasting Service, will be monitored by spot check performed by community radio monitors recruited at each community. Due to the fact that sponsored programs are not specifically designed for the campaign but they allocate certain amount of time for the campaign components, spot check is considered the most efficient way to monitor the programs. One radio monitor will be recruited per radio station, and total of 4 radio monitors will be recruited by JHU/CCP. They will be responsible for listening to one hour sponsored program everyday and indicate campaign components they hear during the program in a form (Form D1-4. See Annex.) developed by JHU/CCP. The monitoring form is designed to avoid questions that might lead the monitors to easily check yes or no to each campaign component. Instead, the monitoring form lists every campaign component (intro, outro, jingle, spot, skit, DJ mention, slogan, and mention of Ministry of Health) and a dummy item to let them have choice to indicate components they hear without knowing which components are supposed to run for the scheduled program.

They are responsible for completing monitoring forms and send scanned copies of the forms to respective health consultants of JHU/CCP. In case of a challenge in sending copies electronically, the feedbacks from radio monitors will be shared with JHU/CCP consultants on the phone.

### **b) Facebook Page**

To monitor audience's reaction and questions raised during and after sponsored programs and to accordingly respond to them, a Facebook page will be incorporated into the monitoring system. Instead of using each radio station's Facebook page to respond to the audience, a page specifically dedicated to sponsored programs of all 25 radio stations is used in order to efficiently compile questions from audience and centrally manage information that audience can receive. The page also allows audience to interactively engage in discussion about Bilharzia prevention. The title of the page is named "Bilharzia Prevention Communication Campaign" with the following URL:

[www.facebook.com/bilharzia.uganda](http://www.facebook.com/bilharzia.uganda).

The administrators of the Facebook page are two health consultants and an intern of JHU/CCP. They are responsible for monitoring statistics (page views, likes, and posts) of the page, posting information about Bilharzia, and responding to questions and posts from the audience. Both quantitative and qualitative data will be recorded on a spreadsheet for sponsored programs shared on Google Drive. The administrators will use technical information used for the campaign to respond to questions. They will also be assisted by health experts in partnership with the campaign to provide the audience of more accurate information when necessary. The general Bilharzia information posted by the administrators is offered in English, but answers to questions from the audience will be adjusted to language used for questions. For language with which health consultants are not familiar, translators hired by JHU/CCP will translate questions and answers.

Radio presenters of the sponsored programs are expected to mention the page during the programs and encourage audience to post questions and receive additional information about Bilharzia from the page. In addition, each radio station will post a banner linked to the page on their Facebook page to make it easier for audience to access to the page. The target audience of the page is expected to be radio listeners of the sponsored programs, but it is open to public who has Facebook page account. To capture listeners' engagement promoted by the radio programs, the number of page views, likes, and posts after sponsored programs will be closely monitored.

## **2. Spots, jingles and skits broadcasts**

JHU/CCP will assess whether or not campaign jingles, spots, and skits are broadcast as scheduled on 21 stations through reports by IPSOS. IPSOS will report on the number and timing of broadcasting, and report on a weekly basis to Metropolitan Republic (MRU). MRU will share weekly report summaries with JHU/CCP. JHU/CCP will not be able to monitor these broadcasts on the 4 stations not monitored by IPSOS,

Weekly summary reports for each station will show:

- Number of scheduled spots, jingles, skits broadcasts
- Number of spots, jingles, skits broadcast on schedule
- Number of spots, jingles, skits broadcast off schedule
- Total number of scheduled spots, jingles, skits that were NOT broadcast
- Number of bonus (unscheduled) spots, jingles, skits that were broadcast
- Number of make-good spot, jingle, skit broadcasts.

These reports will be shared on Google Docs.

# ANNEX

## Form A.

### EXPERT HOSTED TALK SHOW MONITORING REPORT

\* Please complete this form and send it to Cheryl ([cheryll@jhuccpug.org](mailto:cheryll@jhuccpug.org)), Ruth ([ruthmkwiz@yahoo.co.uk](mailto:ruthmkwiz@yahoo.co.uk)), and Bee-Ah ([beeah.kang@jhu.edu](mailto:beeah.kang@jhu.edu)) biweekly.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Date		Time		
Name of Expert		Name of Presenter		
Station		Language		
Which skit was played?		Jingle played? Yes/No	Spot played? Yes/No	Call to Action? Yes/No

Did the show follow the outline? Describe how the show deviated.

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Did host and expert give accurate/inaccurate information? Describe any inaccurate information.

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What actions were taken?

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What are the next action points to take?

Total call-in numbers: \_\_\_\_\_

	Caller Information (gender, residential area, language)	Question asked	Answer provided (Both correct and incorrect answers)
1			
2			
3			
4			
5			
6			

	Caller Information (gender, residential area, language)	Question asked	Answer provided (Both correct and incorrect answers)
7			

Content of any SMS or letters read during the programme

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**Form B.**

**Ministry of Health  
Bilharzia Prevention Communication Campaign  
Expert Hosted Radio Call-in Programs  
Feedback Form  
(Radio Presenters)**

This form is intended to gather feedback about quality of radio call-in programs of Bilharzia prevention communication campaign from radio presenters. Your feedback will contribute to improving quality of subsequent programs, which would lead to successful Bilharzia prevention outcome.

- Please fill out the form right after the program is ended.
- Please scan the completed form and send it to Joan Nalwoga ([JNalwoga@metropolitanrepublic.com](mailto:JNalwoga@metropolitanrepublic.com)) and Mulindwa Sekanwagi ([MSekanwagi@metropolitanrepublic.com](mailto:MSekanwagi@metropolitanrepublic.com)).
- Please make sure to copy Martin Senyonjo ([senymart@gmail.com](mailto:senymart@gmail.com)) and Daniel Eninu ([dan.eninu@gmail.com](mailto:dan.eninu@gmail.com)) in the e-mail.

Radio Station: \_\_\_\_\_ Program Number : \_\_\_\_\_ Topic: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Language: \_\_\_\_\_ Skit: \_\_\_\_\_

Radio Presenter's Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

1. How many calls were made to the station during the talk show? \_\_\_\_\_

2. How many calls were received live during the talk show? \_\_\_\_\_

Caller Information (gender, residential area, language, etc.)	Question Asked

Total number of calls: \_\_\_\_\_ (Female \_\_\_\_\_ Male \_\_\_\_\_)

3. Please list all unanswered questions that need to be followed up during the next talk show.

4. What recommendations do you have for follow up talk shows?

**Form C.**

**Ministry of Health  
Bilharzia Prevention Communication Campaign  
Expert Hosted Radio Call-in Programs  
Feedback Form  
(Bilharzia Health Experts)**

This form is intended to gather feedback about quality of radio call-in programs of Bilharzia prevention communication campaign from Bilharzia health experts. Your feedback will contribute to improving quality of subsequent programs, which would lead to successful Bilharzia prevention outcome.

- Please fill out the form right after the program is ended.
- Please scan the completed form and send it to Joan Nalwoga ([JNalwoga@metropolitanrepublic.com](mailto:JNalwoga@metropolitanrepublic.com)) and Mulindwa Sekanwagi ([MSekanwagi@metropolitanrepublic.com](mailto:MSekanwagi@metropolitanrepublic.com)).
- Please make sure to copy Martin Senyonjo ([senymart@gmail.com](mailto:senymart@gmail.com)) and Daniel Eninu ([dan.eninu@gmail.com](mailto:dan.eninu@gmail.com)) in the e-mail.

Radio Station: \_\_\_\_\_ Program Number : \_\_\_\_\_ Topic: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_ Language: \_\_\_\_\_ Skit: \_\_\_\_\_

Expert's Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

1. What questions were asked during the talk show? Please list them below.

2. From the questions asked, what would say are some of the issues regarding Bilharzia that we need to communicate more?

3. How comfortable were you responding to these questions?

4 Please list all unanswered questions that need to be followed up during the next talk show.

5. What are some of the positive factors that contributed towards your performance during the talk show? Are there any suggestions for improvement?

6. What recommendations do you have for follow up talk shows?



**Ministry of Health Bilharzia Prevention Communication Campaign**  
**Radio Program Monitoring Form**

**Station: Spirit FM Mukono**  
**September 2017**

Date: \_\_\_\_\_ Name of Radio Monitor: \_\_\_\_\_

The Ministry of Health with support from Johns Hopkins University Center for Communication Programs is implementing a Bilharzia Prevention Communication Campaign that involves broadcasting radio spots and radio drama skits on several radio stations including Sprit FM Mukono. This form is for recording information that will allow us to know if radio programs run as they are supposed to. Please listen to the programs during the time shown in the table below and tick what you heard. Please send the completed form to Martin Senyonjo (774101338 / [senymart@gmail.com](mailto:senymart@gmail.com)) at the end of every week.

**Name of Radio Program: The Drive**

Please tick ( ) what you heard between 4:00 to 5:00 pm on each of the following day of the week. If you heard each of the items twice, tick twice in the box. If you heard none of the items below, leave the box blank.

**Day of the week: Monday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
4:00 – 5:00 pm														

**Day of the week: Tuesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
4:00 – 5:00 pm														

**Day of the week: Wednesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
4:00 – 5:00 pm														

**Day of the week: Thursday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
4:00 – 5:00 pm														

**Day of the week: Friday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
4:00 – 5:00 pm														

**Ministry of Health Bilharzia Prevention Communication Campaign**  
**Radio Program Monitoring Form**

**Station: Sun FM**  
**September 2017**

Date: \_\_\_\_\_ Name of Radio Monitor: \_\_\_\_\_

The Ministry of Health with support from Johns Hopkins University Center for Communication Programs is implementing a Bilharzia Prevention Communication Campaign that involves broadcasting radio spots and radio drama skits on several radio stations including Sun FM. This form is for recording information that will allow us to know if radio programs run as they are supposed to. Please listen to the programs during the time shown in the table below and tick what you heard. Please send the completed form to Martin Senyonjo (774101338 / [senymart@gmail.com](mailto:senymart@gmail.com)) at the end of every week.

**Name of Radio Program: Muzukuke**

**Please tick ( ) what you heard between 6:30 to 7:30 am on each of the following day of the week. If you heard each of the items twice, tick twice in the box. If you heard none of the items below, leave the box blank.**

**Day of the week: Monday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
6:30 – 7:30 am														

**Day of the week: Tuesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
6:30 – 7:30 am														

**Day of the week: Wednesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
6:30 – 7:30 am														

**Day of the week: Thursday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
6:30 – 7:30 am														

**Day of the week: Friday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
6:30 - 7:30 am														

**Ministry of Health Bilharzia Prevention Communication Campaign**  
**Radio Program Monitoring Form**

**Station: Transnile FM**  
**September 2017**

Date: \_\_\_\_\_ Name of Radio Monitor: \_\_\_\_\_

The Ministry of Health with support from Johns Hopkins University Center for Communication Programs is implementing a Bilharzia Prevention Communication Campaign that involves broadcasting radio spots and radio drama skits on several radio stations including Transnile FM. This form is for recording information that will allow us to know if radio programs run as they are supposed to. Please listen to the programs during the time shown in the table below and tick what you heard. Please send the completed form to Daniel Eninu (782(702) 969704 / [dan.eninu@gmail.com](mailto:dan.eninu@gmail.com)) at the end of every week.

**Name of Radio Program: Lunch Time Request Show**

Please tick ( ) what you heard between 1:00 to 2:00 pm on each of the following day of the week. If you heard each of the items twice, tick twice in the box. If you heard none of the items below, leave the box blank.

**Day of the week: Monday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
1:00 – 2:00 pm														

**Day of the week: Tuesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
1:00 – 2:00 pm														

**Day of the week: Wednesday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
1:00 – 2:00 pm														

**Day of the week: Thursday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
1:00 – 2:00 pm														

**Day of the week: Friday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
1:00 - 2:00 pm														

**Ministry of Health Bilharzia Prevention Communication Campaign**  
**Radio Program Monitoring Form**

**Station: CBS 88.8 FM**  
**November 2017**

Date: \_\_\_\_\_ Name of Radio Monitor: \_\_\_\_\_

The Ministry of Health with support from Johns Hopkins University Center for Communication Programs is implementing a Bilharzia Prevention Communication Campaign that involves broadcasting radio spots and radio drama skits on several radio stations including CBS FM. This form is for recording information that will allow us to know if radio programs run as they are supposed to. Please listen to the programs during the time shown in the table below and tick what you heard. Please send the completed form to Martin Senyonjo (774101338 / [senymart@gmail.com](mailto:senymart@gmail.com)) at the end of every week.

**Name of Radio Program: Muuna U**

**Please tick ( ) what you heard between 3:00 to 4:00 pm on each of the following day of the week. If you heard each of the items twice, tick twice in the box. If you heard none of the items below, leave the box blank.**

**Day of the week: Thursday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
3:00 – 4:00 pm														

**Day of the week: Friday**

Time	Jingle		Spot		Skit		DJ Mention		Health Expert		Campaign Slogan		Ministry of Health	
3:00 – 4:00 pm														

Did the presenter ask a quiz question? Yes/No

If yes, what were the quiz questions he asked?

- 1.
- 2.
- 3.

How many listeners called in to answer quiz questions?

How many listeners won prizes?

Did the presenter ask questions on the list of questions provided by CCP? Yes/No

Which questions did the presenter ask?