International Federation of Red Cross and Red Crescent Societies

Lao Red Cross radio training: activity concept note

**Lao Red Cross radio training / Vientiane / February 2017**

# Event/s Description

# Radio is one of the most popular mass communication channels in urban and rural Laos. Since 2008, with support from the International Committee of the Red Cross (ICRC), the Lao Red Cross Society (LRC) communication and fundraising department (CFD) has run a nationwide weekly live radio programme 9-10 am on Sundays. The programme is done in collaboration with the Laos National Radio (LNR). The main objectives of the radio programme are to increase LRC visibility and mobilize resources including blood donors and financial and in-kind assistance for LRC activities.

# Since the end of 2015, the International Federation of Red Cross and Red Crescent Societies (IFRC) has also offered support to the programme. Following IFRC review and recommendations to strengthen the programme in August 2016, the CFD has formed a network of radio programme focal points in the technical departments who coordinate contents for the radio programme; sharing the monthly content plan with the technical departments and getting their feedback; and invited technical staff as guest speakers. In February 2017, the IFRC supported the LRC to conduct a peer to peer exchange with the Nepal Red Cross Society (NRCS) to learn from the NRCS community-based radio programme, in an effort to make the LRC radio programme more engaging to communities and turn it into a platform for community voices.

# The CFD has identified the need to build the capacity in radio programming at the headquarters level through a radio training for CFD and technical department staff and radio volunteers and to enhance the collaboration between the CFD and technical departments to allow more effective sharing of information. The training will help other departments understand the need to raise community voices through the radio programme and how they can contribute contents to the CFD. The training will include technical skills including recording and editing, as well as interactive role play for participants to produce contents for the radio spots, and discussions on the coordination mechanism amongst the departments. At the end of the training, participants will collectively produce a three-month plan for the radio programme and the content plan for the radio spots.

# Objectives

# To enhance the capacity of Red Cross communication department in developing more interactive contents for the radio programme.

# To enhance the collaboration between communication and technical staff at the headquarters level to diversify the contents of the radio programme.

# To produce 10-12 radio spots by April 2017.

# Key Dates

* 14-16 March 2017 (3 days): Conduct radio training
* March – April 2017: Produce radio spots

# Expected Participants

1. The training aims to target 24 participants including:
 - LRC leader (1)
 - Communication and fundraising department (5)
 - Disaster management department (3)
 - Healthcare department (2)
 - National Blood Centre (2)
 - Division of advancement of women and children (1)
 - Cabinet (4)
 - Vientiane chapter staff (2)
 - Volunteers (2)
 - Drivers (2)

The training will be facilitated by two trainers from the LNR and IFRC communication and community engagement officer from CCST Bangkok.

2. The radio spots will be developed by CFD with support from the LNR.

Budget

The total costs for the radio training and production of radio spots are CHF 6,000, detail as below:

Measurements for success

# Following the training:

# The CFD will able to develop a three-month content plan for the radio programme in collaboration with the technical departments.

# The technical departments understand what information they need to provide to the radio programme staff to develop the content for the radio programme.

# The CFD, with LNR support, will be able to produce 10-12 radio spots by the end of April 2017 on the key activity areas of LRC including blood donation, disaster management, healthcare, gender and diversity and youth and volunteer.

# Contact information

Meena Phimphachanh, Head of Communication and Fundraising Division, Communication and Fundraising Department, Lao Red Cross Society, Vientiane, Laos

meephachanh@gmail.com | Phone: +856 2022226397

Ly Nguyen, Communication and Community Engagement Officer, IFRC Country Cluster Team, Bangkok

Ly.nguyen@ifrc.org | Phone: +84 1662900769