



Community Engagement & Local Narratives



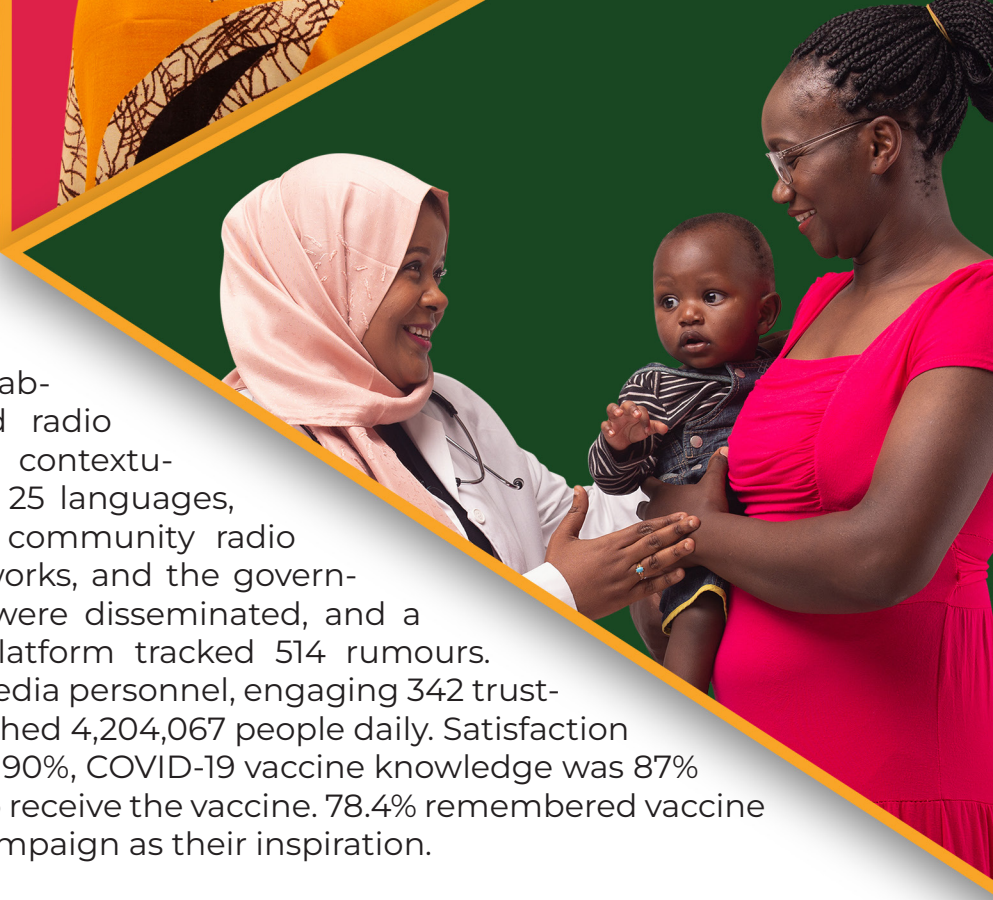
Author: Joshua Githinji
Co-author: Hellen Collete

Building Community Resilience and Collective Action with the DigiRedio SBC Platform

As of March 2022, Kenya had 323,374 confirmed COVID-19 cases and 5,647 deaths. Aiming to vaccinate 27 million people by year-end, CBCC and MOH, funded by UNICEF, launched a Social and Behaviour Change (SBC) program “Get the Vaccine of Hope and Stay Alert”, through the DigiRedio SBC platform to promote vaccine confidence and demand.

The DigiRedio SBC platform promotes dialogue among multi-sector players and the public to educate, amplify community voices, and catalyse action for sustainable development. Operating in all 47 Kenyan counties, the platform reaches 13 million people via 60 community radio stations in 25 languages. The SBC programme uses CBCC’s 6C’s approach: Capacity strengthening of media journalists, Contextualized conversations and storytelling, leveraging on Credible persons, fostering Community solutions, amplifying Community voices, and Computation through data-driven SBC research.





This approach aims to strengthen systems for long-term community engagement, grassroots radio movement and empowerment during emergencies and related issues.

A nationwide system was established to share a syndicated radio magazine with standardized, contextualized communication in over 25 languages, strengthening links between community radio stations, trusted persons, networks, and the government. Quality SBC materials were disseminated, and a community social listening platform tracked 514 rumours. Training was provided to 201 media personnel, engaging 342 trusted persons. The campaign reached 4,204,067 people daily. Satisfaction with radio engagement was at 90%, COVID-19 vaccine knowledge was 87% at endline, and 78% intended to receive the vaccine. 78.4% remembered vaccine benefits with 49% citing the campaign as their inspiration.



A nationwide system was established to share a syndicated radio magazine with standardized, contextualized communication in over 25 languages, strengthening links between community radio stations, trusted persons, networks, and the government.

Quality SBC materials were disseminated, and a community social listening platform tracked 514 rumours. Training was provided to 201 media personnel, engaging 342 trusted persons. The campaign reached 4,204,067 people daily. Satisfaction with radio engagement was at 90%, COVID-19 vaccine knowledge was 87% at endline, and 78% intended to receive the vaccine. 78.4% remembered vaccine benefits with 49% citing the campaign as their inspiration.

