



*Evelyn Beecham (left) and Faustina Gyampoh (right), beneficiaries of the radio program in Daboase, Wassa East District, October 2018  
(Photo Credit: FRI)*

## **MAKING AN IMPACT WITH RADIO**

***A Case Study on the WAGES Radio Program  
By Maxine Betteridge-Moes – March 2019***

*The WAGES and FRI Radio Program, ran for 11 weeks, from October to December 2018. It reached 6,568 listeners in Prestea Huni-Valley Municipality and the Wassa East District. The program covered a range of topics including: mining laws, disbursement of the Mineral Development Fund, registration of businesses, environmental sustainability and green economy. The program made great impact on the ground, with many success stories emerging as a result.*

## Introduction:

The West Africa Governance and Economic Sustainability (WAGES) project, jointly implemented by the World University Service of Canada (WUSC) and the Centre for International Studies and Cooperation (CECI), hosted an 11-week Radio Program in partnership with Farm Radio International (FRI). The program, *Yen Mpuntuo* in Twi, or *Our Development* in English, ran for 11 weeks, on two stations, FACT FM and Skyy Power, with repeat shows on two other stations, from October to December 2018.

The program reached 6568 listeners (number of listeners who actually called into the program and were captured on the Uliza system) in the Wassa East District and the Prestea Huni-Valley Municipality. The number of listeners could not be disaggregated by sex and age because the system/app that was used is unable to capture this information when listeners call in.

The program covered a range of topics including: mining laws, the disbursement of the Mineral Development Fund (MDF), processes of registering businesses, and environmental sustainability and green economy. Each week, a community member or leader was present on the show to discuss important issues influencing the development of mining areas. The program was able to influence change on the ground and the overall success of the program is indicated by the increased confidence of community members in holding leaders accountable; eight success stories are documented below.

## Success Stories:

### 1. Women entrepreneurs



*Evelyn Beecham (left) and Faustina Gyampoh (right) in Daboase, Wassa East District, October 2018 (Photo Credit: FRI)*

*“One of the most empowering things I learned from the program is that hairdressing is a legitimate profession and not for uneducated people, which is a common perception. I learned that if you are a hairdresser it does not mean that you are a nobody” – Evelyn Beecham*

Evelyn Beecham is a hairdresser in Daboase with over 10 years' experience. Her friend, Faustina Gyampoh, is a seamstress and their shops are located just down the road from each other. The two were invited to a live airing of the radio program on Skyy FM, where they were given the opportunity to discuss women's entrepreneurship and some of the challenges they face in their professions.

Evelyn says that she learned to communicate with prospective clients and maintain loyal customers. Since her appearance on the program, she has gained six new clients.

Furthermore, Faustina was able to address parents directly through the radio and explained the importance of providing their children with proper tools and materials before enrolling in a tailoring apprenticeship. She says students in the past used to show up without uniforms, meaning she had to provide the uniforms, resulting in lost time and wages. The radio program has helped her acquire five new customers and one new trainee who came to her first class fully prepared. “They

heard my name on the radio and they heard me talk about my business so now they willingly bring their clothes to me,” she says, adding that the improvements are slow but steady and she hopes to be able to expand her business even more in the future.

## 2. Mining laws and accountability

**2.1** Peterkin Gorman is a herbalist in Bogoso. Prior to listening to the radio program on Fact FM, he says he wasn't very well versed with the policies and laws related to the mining companies in his community. Still, he knew they had a significant role to play in development. He tuned into the radio program nearly every week with his wife and children, and he says it provided a platform for him to learn more about these important issues and how authorities can be held accountable. He says: "When the program came into being, it made me understand fully the role that the mining communities are supposed to play in environmental issues and water pollution. It enlightened me a lot." He says the mining companies have caused a lot of pollution in the area, leaving people without clean water to drink. Peterkin knew that his people also deserved to benefit in some way from the rich resource extraction in the region. The radio program raised awareness and educated listeners on what they were entitled to and how they can also benefit from the mining industry. Peterkin Gorman says he hopes to see more interaction between mining companies, government bodies and community members to ensure accountability and responsibility among all parties.



*Peterkin Gorman, Bogoso, Prestea Huni-Valley Municipality, October 2018 (Photo Credit: FRI)*

*"Radio is very effective because it serves as an eye opener for those of us who don't have access to some of these laws; the program helped the community get a better understanding of these issues" – Peterkin Gorman*

**2.2** Fasi Tetteh used not to know much about the functions of the government bodies in his community. He was also unaware of the laws and policies that required mining companies to give a percentage of their funds to the communities in which they operate to foster development and create employment opportunities. Through the WAGES radio program, he and his community members learned the different roles and responsibilities of those in power so that they can ensure they are fulfilling their duties. He says, "We've been alerted that the mining companies have this position in the society, so that if they do not perform it, we have to hold them responsible so that they do it."



*Fasi Tetteh, October 2018 (Photo Credit: FRI)*



Steven Mensah, Prestea Huni-Valley Municipality  
October 2018 (Photo Credit: FRI)

*I have been enlightened to the many roles and responsibilities of the chiefs in the community, who were often reluctant to perform their duties. The program called them to order and put them in shape. It made them aware of what they are supposed to do." Previously, less than 50 % of the community was aware of the chiefs' roles and responsibilities, but the program has been an eye opener for us" - Steven Mensah*

**2.3** Prior to listening to the radio program, Steven Mensah had seen firsthand, benefits of holding to account those in power. He says the road from Bogoso to Tarkwa used to be near impassible and the contractor was slow to start construction. Once the contractor was held accountable and the community demanded answers, he quickly got to work. Beyond chieftaincy, he cited an example wherein an official who was in charge of sanitation that was neglecting his duties in keeping the community clean. "When the person was interviewed on air, he saw that if he didn't do what was expected of him, he would be brought to daylight." Steven says he hopes to see continuation of projects like this to engage community members and officials to establish accountability. He says: "If such discussion goes on frequently, I think it can boost the rate of development."

### 3. Environmental Sanitation around the home



Mary Appiah (left), fish monger, Beppoh,  
Prestea Huni-Valley Municipality, October  
2018 (Photo Credit FRI)

**3.1** Mary Appiah is a fish monger in Beppoh. The radio program taught her important things about sanitation; something that she had not heard discussed on the radio much before. Initially, the refuse dump in her community was very close to her home. As it piled up, people would burn the rubbish which released toxic fumes into her home. Mary says the program reinforced the need to keep refuse dumps farther away from living spaces to ensure a cleaner environment and reduce health risks.

**3.2** Issaka is a cocoa farmer living in Awudua in a small cottage away from the town centre. He listened to several episodes of ‘Yen Pentuo’ on Fact FM, where he learned about sanitation and how to keep his home environment clean. Prior to listening to the program, Issaka says he didn’t know much about sanitation and there was little to no education surrounding waste management in his community. He lacked a dustbin and there was plenty of rubbish surrounding his home. After the radio program, he bought a dustbin which he says, has made a big difference in the overall cleanliness of his home.



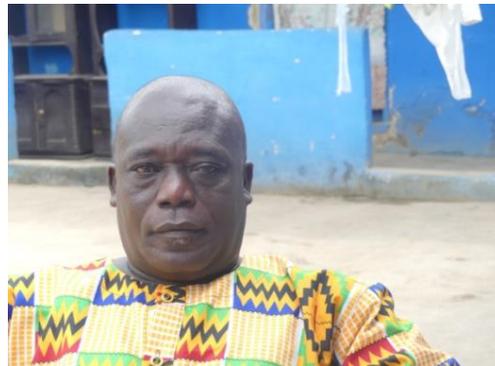
*“The radio program taught us how to keep our environment clean and the importance of gathering our waste,” While there is no local authority to come and collect the rubbish once the bin is full, he says he and his wife hold themselves accountable for keeping their environment clean” – Issaka Awudu*

*Issaka (left), Awudua, Prestea Huni-Valley Municipality, October 2018 (Photo Credit: FRI)*

#### **4. Community involvement in decision-making**

Peter Enimel is a linguist in Beppoh and he says that the radio program on Fact FM has brought about a sense of peace and unity amongst the men and women in his community. Peter says that decision-making often lay in the hands of assemblymen, unit committees and other government bodies with little or no community consultation. He says women and youth often didn’t come for meetings and their voices were left out of important conversations.

*“The radio program has convinced me and other community members, the importance of meeting authorities regularly, to voice our opinions and discuss issues impacting the community. Before, it was only authorities who tried to plan everything. But it is good to include everyone’s views. After the program, the women are also more involved in decision-making.” – Peter Enimel*



*Peter Enimel (right), Beppoh, Prestea Huni-Valley Municipality, October 2018 (Photo Credit: FRI)*

## 5. Leaders Taking Action

Chief Nana Kwaw Piabo IV is the chief of Daboase. He listened to the program on Skyy Power FM and says he felt the impact in his community when a much-needed road sign was repaired within one month of it being discussed on the program. For six months, a sign on Kakokrom road that indicated a sharp curve ahead, was broken and no one would assume responsibility for fixing it. Residents were concerned that it would cause accidents. Nana recalls hearing a man call into the program to voice his concerns about the road sign and pleaded that the District Assembly do something to fix it.

*"The program has further educated me on my roles and responsibilities as a leader in the community. The more I listened to the program, the more I heard people's views and I became more informed. When there are community projects I go around and supervise to ensure the projects are implemented successfully. There are times when I have to move to other communities on a learning tour and replicate some things in this community."*

He added that there was another episode that raised the issue of a clogged gutter behind the unit committee building. After discussing health and sanitation on the program, the community was mobilized into action and several community members and assemblymen cleaned out the gutter.



*New road sign as a result of the Radio Program, Kakokrom Road (Photo Credit: FRI)*

### Other Resources:

1. Brief [Video](#) on community awareness on roles and responsibilities of different parties
2. [Spotlight Story](#) on Naomi Afriyie-Nyanor, FACT FM broadcaster who hosted the radio program
3. [Audio Postcard](#) on the long-awaited road sign
4. [Audio Postcard](#) on inclusivity in mining

The WAGES project aims to break the vicious circle in which local communities, especially women and youth, are excluded from the benefits of mining investments. Through WAGES, **World University Service of Canada (WUSC)** and the **Center for International Studies and Cooperation (CECI)**, work in three regions of Burkina Faso, Ghana and Guinea impacted by extractive industries. The project works to empower local communities, and specifically integrate women and youth, to participate fully in local governance, economic opportunities and the sustainable development of these areas. The project collaborates with local and national governments, select mining companies, as well as small and medium-sized businesses and civil society organizations to attain those objectives. Global Affairs Canada funds the implementation of WAGES from 2016 until 2022. For more information on the project follow this link: <https://resources.wusc.ca/project/wages>