



CCDA-V

Africa, sustainable development and climate change
Prospects of Paris and beyond

ClimDev-Africa



Participatory Communication of Climate Change for smallholders

{Climate Change on Air}

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Problem Statement

- Changes in rainfall patterns
- Poor soil which affects crop cultivation
- Increased pest and diseases for crops and livestock
- Increased intensity of the sun which affects roots and tuber crops
- Farmers witnessing low yield and income



Problem statement

- Farmers considered it weather change
- Uneducated, they cannot interpret the science of climate change

Methods

- Information , Education and Communication is key to Mitigation and Adaptation

Information opens the mind

Informed people make better choices

Climate change global...solutions local

- Radio - incredibly popular and only effective means for mass media available, in rural areas which speaks the local language



Methods

- With support of the World Bank we designed a:
 - **20 Episode Radio serial drama on climate risk management in local Igbo Language**
 - **Established 95 Smallholder Farmer Listener Clubs in all communities of broadcast coverage**

Key Findings

- Radio drama covered topics on : climate smart agriculture, livestock management, fish keeping, disaster preparedness and community action.
- Increased smallholders knowledge on mitigation and adaptation, by 70%.
- 95 listener clubs imbibed climate smart agriculture practices.
- 95 listener clubs created small risk management projects.

Conclusions/Recommendations

- Radio is a powerful tool to inform, educate and improve the livelihood of rural farmers.
- We will like to refine, translate and scale up ‘Climate Change on Air’ to other African countries.

