Community Radio Fact Sheet
Theme: Sanitation & Safety
Intended Audience: Family Farmers
Prepared by: Kathryna Marie Lopez
Email Address: kmlopez@devcom.edu.ph

Community Radio Station: Location (town, province, country):

Broadcaster’s Name: Date of Broadcast:
Time of Broadcast:

Comment(s):

CONTENT

Objective
The farmer-listener should discuss the safety measures during the pandemic.

Key Message
Family farmers are able to cope with covid-19 by gaining knowledge about the virus and practicing safety measures provided by awareness campaigns of their farmers’ organizations.

Supporting Message
Family farmers have been heavily affected by the COVID-19 pandemic, along with millions of people globally.

In order to cope with COVID-19, Farmers’ Organizations from Asian countries such as the Philippines, India, Laos, Bangladesh, Nepal, Vietnam, and Mongolia have done awareness campaigns on COVID-19 to improve family farmers’ knowledge on the virus and ensure that they are practicing proper safety measures.

Another example of how family farmers are coping with COVID-19 are the activities done by the Self-Employed Women’s Association or SEWA:

- During the pandemic, SEWA trained women on how to repair hand pumps so that people in their villages are supplied with clean drinking water.
- 500 SEWA women also produced and distributed around 5 lakh (500,000) face masks. They distributed it to villages for free and there are also clients who are starting to order from SEWA for an affordable price.

Our family farmers are frontliners, too. They practice proper sanitization protocols to protect themselves against covid-19 and continue to provide food for their communities.

Call to Action
Always practice safety protocols to protect your health!

This public service announcement is brought to you by the United Nations Decade of Family Farming, ComDev Asia, AMARC Asia Pacific and this station (state the name of the community station).