UNFF/ComDev Asia Campaign
Resilient Family Farming: Ensuring Food for All in a Sustainable Planet

Community Radio Fact Sheet
Theme: Policies, Services, and Organization
Intended Audience: Family Farmers
Prepared by: Ryan Jay Galang
Email Address: rjigalang@devcom.edu.ph

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<th>Community Radio Station:</th>
<th>Location (town, province, country):</th>
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<td>Broadcaster’s Name:</td>
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CONTENT

Objective
The farmer-listeners should be able to utilize the available Information and Communication Technologies (ICTs) for knowledge sharing and information dissemination.

Key Message
ICTs can be used to inform and educate family farmers despite movement restrictions and lockdowns imposed due to COVID-19 pandemic.

Supporting Message
In times of crisis, community media like community radio works well in informing and educating the public, including farmers. Integrating it with other digital channels like short messaging, mobile applications, and online tools, messaging will be reinforced and will widen its audience reached. Here are some ideas on how to use ICTs in times crisis:

- Assign a small group who will attend trainings and capacity building activities to call and share information/lessons learned with other family farmers.
- Identify essential information – in discussion with participants (in person, by phone, Facebook, etc.) – to be shared with family farmers who cannot attend activities and training.
- Format the information – if necessary – so that it can be easily understood and where family farmers can relate to.
- Create a group/committee within your organization that will be in charge to cascade the information and to monitor if members were able to receive the information.
- Use the platform that most members already use and familiar with (WhatsApp, SMS, Viber, Facebook Messenger, Telegram, etc.)
• Ensure content is equally responsive to women's and men's needs – for instance, think about how COVID-19 issues might affect women differently from men and make sure the information you share reflects this.

Call to Action  Family Farmers' Organizations can ensure continuous learning and knowledge sharing by utilizing the available media channels and ICTs in their communities.

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).