

Introduction and overview

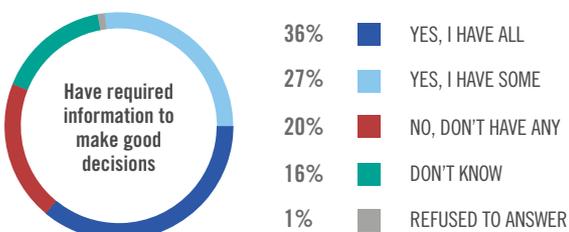
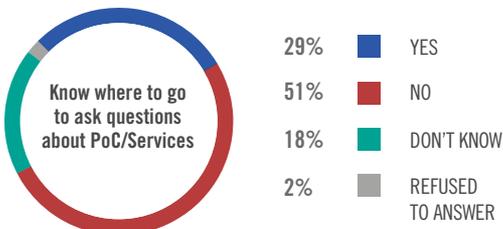
On 4th July 2014, Internews launched Boom Box Talk Talk (BBTT) in the Malakal, UN Mission Protection of Civilian (PoC) site, to provide people affected by the conflict with life saving and life enhancing information.

BBTT is a professionally produced audio Humanitarian Information Service (HIS). In order to reflect the voices of the community, Internews recruited and trained community correspondents who themselves had been affected and displaced from their homes. The service is designed as a platform for people to discuss issues, share ideas, and ask questions of each other and humanitarian agencies operating in the PoC.

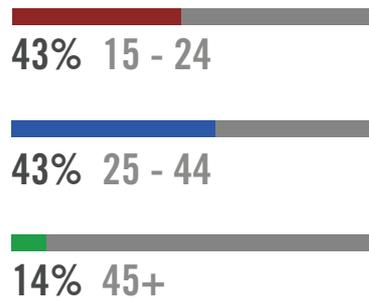
The HIS uses low technology 'mini-media' with two new 20-minute programs produced a week that are played on speakers and megaphones with USB functions. Radio is unavailable in Malakal and moreover, the information is contained within the PoC for protection issues.

The program is full of engaging content, including a three-minute drama, Q&As, feature stories, music and bulletins to share information. The BBTT program provides people living in the Malakal PoC with 'hyper local' relevant, accurate, and timely information that helps people navigate life inside the site.

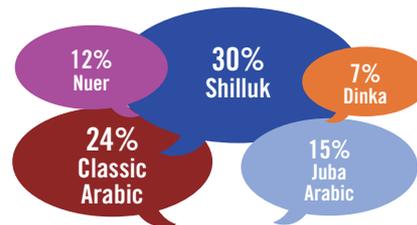
This baseline survey was conducted in August just as the project was starting. It aims to inform Internews on the nature and content for BBTT, and assess people's need for, and access to, information in a context where radio and other communication channels are highly limited. In total 564 observations were collected inside the Malakal PoC site. A follow-up study (wave 2), to be conducted approximately four months after this baseline, will aim to ascertain the impact and benefit BBTT has provided individuals in the Malakal PoC site. Findings will also be compared to the HIS studies done in other sites across the country to help evaluate the best way to establish an HIS and to have the greatest impact.



Age



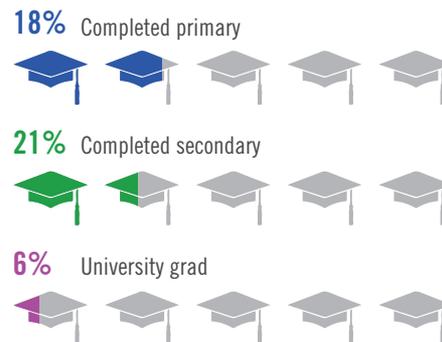
Language preferred for receiving information



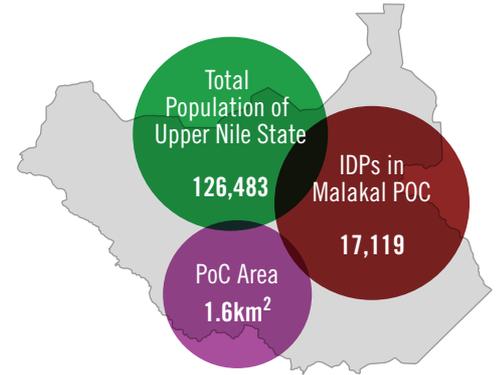
Highest level of education attained



Of those who have attended school:



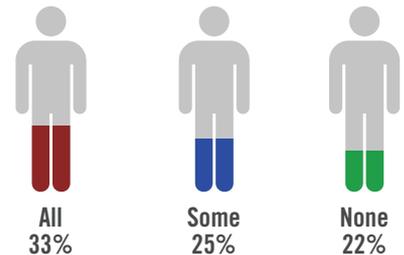
Employed before arriving at PoC



Mean Household Size

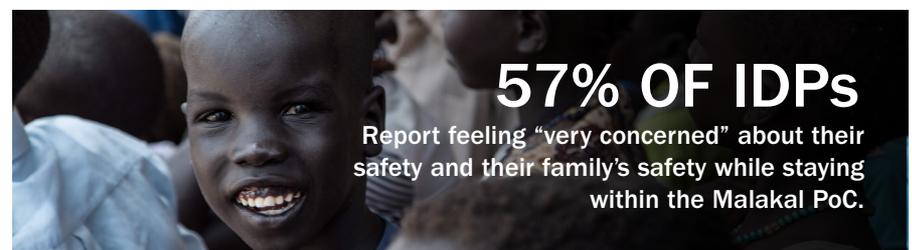


How much of a letter would be understood



Top 5 Topics of interest among IDPs

1. General news about the Malakal site	17%
2. News from home	12%
3. Site security situation	11%
4. How to return home	11%
5. Finding lost contacts	7%





Introduction: The Malakal Context

Women at Sunday Church in the Malakal POC. / Photo by Jean-Luc Dushime

Recent political events have dramatically changed the landscape of South Sudan, with more than 1.7 million people displaced, and access to media and information at a premium. A series of studies on the Humanitarian Information Service (HIS) projects implemented by Internews in Central Equatoria, Upper Nile and Unity states from January 2014 to date, aims to identify how best to reach displaced populations with the information they need to make informed decisions about their lives. Wave 2 of these studies will additionally aim to assess impact and provide insight into future programmatic choices. The research presented here is a brief summary of the baseline study of the HIS project launched on July 4, 2014 in Malakal. It is one of nine studies conducted in six different sites that have experienced massive displacement and conflict (Tong Ping, UN House and POC3 in Juba; Mingkaman, Leer and Malakal), and in which Internews is implementing an HIS Project.

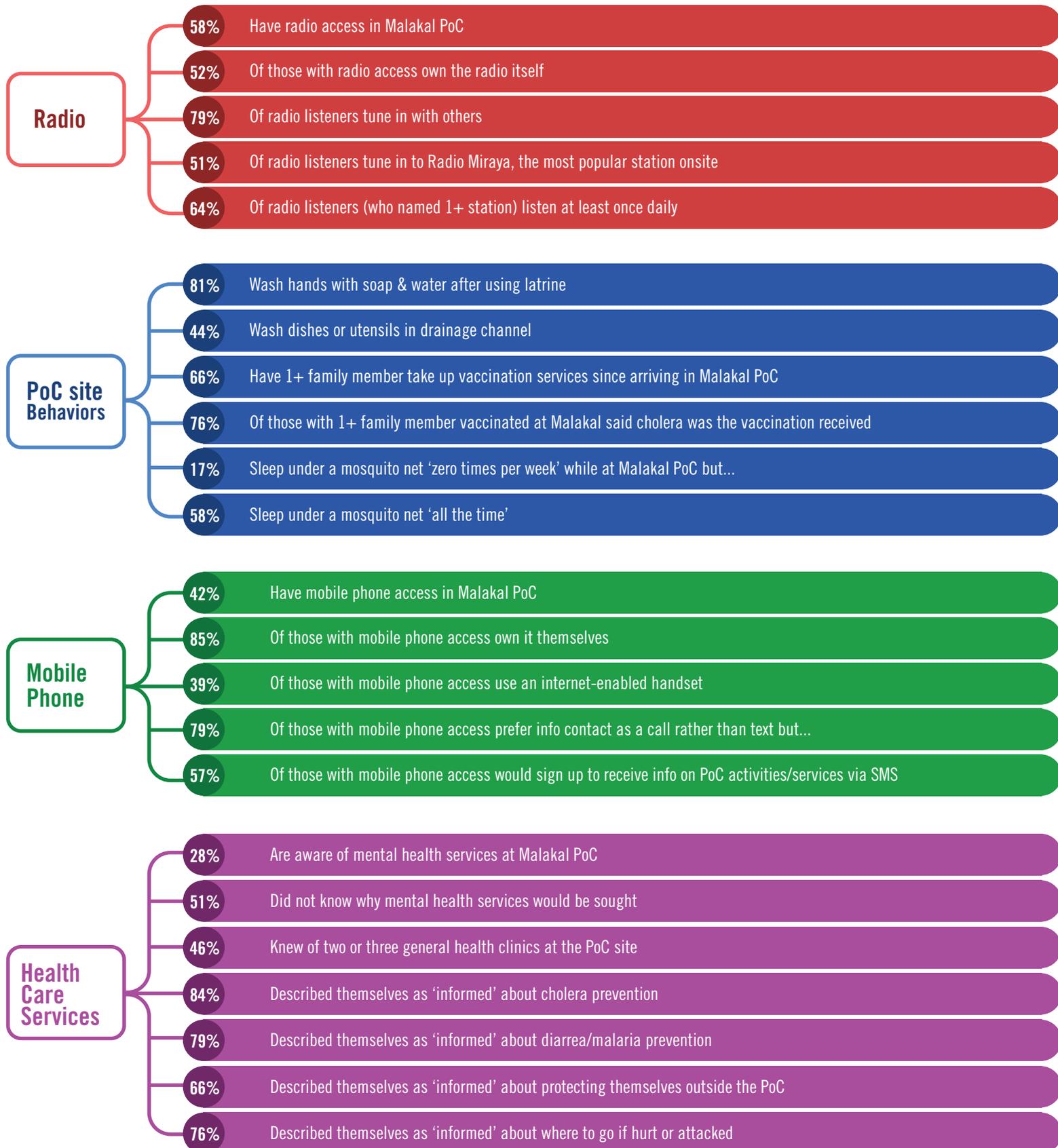
More than 18,000 people have been displaced to the United Nations Mission in South Sudan (UNMISS) Protection of Civilians (PoC) site in Malakal. The site is on flood prone land, making conditions during the long rainy season extremely difficult for those living in them. While agencies have been working to improve conditions, the environment and people's temporary shelters are congested, and flooded with serious health and sanitation concerns. There are risks for serious illnesses (e.g., cholera, malaria, severe watery diarrhea and respiratory infections).

Unlike the Juba PoCs, Internally Displaced People (IDPs) in Malakal are less able to move into the main town in the daytime, due to the on-going threat of insecurity. This is cause for further tension with people who are much more contained and living in constant fear and suspicion. There is also inter-communal conflict in the site, which houses Shilluk, Dinka, Nuer, and other minority groups. As in the Juba PoCs, the concentration of people in the site can translate into tension, violence, and growing, largely untreated, psychosocial needs.

Since the start of the conflict, Malakal had reportedly changed hands between the SPLA (government forces) and SPLAI0 (opposition forces) at least of five times. As of March 20th, 2014, however the security situation in Malakal as well as at the PoC has been relatively stable. Malakal is critical to the oil-exporting infrastructure and therefore heavily contested and likely to be an area of on-going insecurity in Upper Nile.

Malakal PoC has good access to service providers and humanitarian actors however, the levels of insecurity and the range and severity of health and protection issues are significant. The humanitarian needs, including the information needs, of the displaced population in Malakal are great. Communities also lack the medium to effectively and peacefully air their concerns and frustrations without an effective accountability and communications mechanism that gives them the right to reply from service providers. The HIS will try to support agencies to collectively deliver this for the affected population here and in the neighbouring settlement of Wau Shilluk, where an estimated 40,000 people have also been displaced.

Key Findings in Malakal



Key Findings in Malakal (cont.)

Information Needs

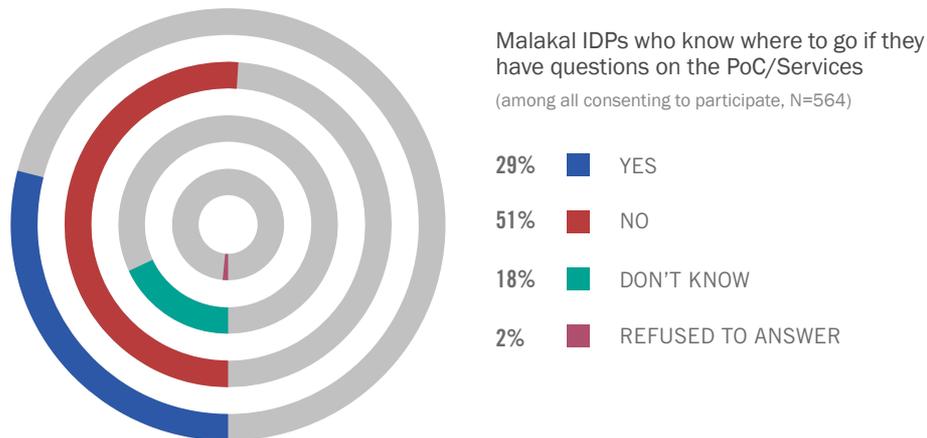
- 20% Say they have 'none' of the info they need to make good decisions but
- 36% Say they have 'all' of the info they need to make good decisions
- 44% Have heard information addressing their important issues since coming to the PoC
- 29% Know where to go if they have questions about the PoC or its services
- 53% Use the radio for information on decision making
- 12% Use loudspeakers for decision-making info
- 44% Consider the radio their most trusted information source
- 7% Consider loudspeakers their most trusted information source

Boom Boom Talk Talk Launched 4 July 2014

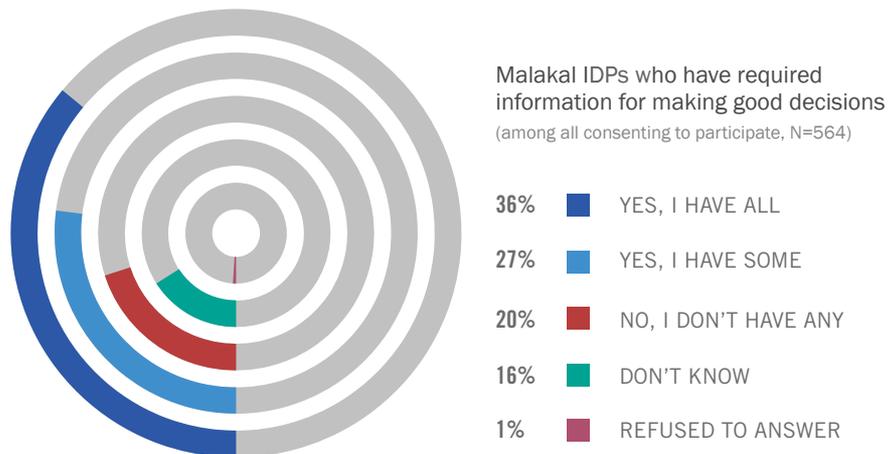
- 20% Are aware of Boom Box Talk Talk (audio program)
- 75% Of those aware of BBTT listen to it at least once weekly
- 48% Of those aware of BBTT would describe it as a loudspeaker
- 27% Of those aware of BBTT would describe it as a radio
- 22% Of those aware of BBTT did not know how to describe it at all
- 41% Of BBTT weekly listeners listen to it via the loudspeaker at the market
- 68% Of BBTT weekly listeners report 'frequently' making behavior change improvements as a result of BBTT messaging
- 81% Of BBTT weekly listeners overall report making a positive behavior change as a result of BBTT messaging
- 91% Of behavior changers (post-BBTT messaging) said they improved their hand washing frequency (increasing it from never or doing it more often than before) as a result
- 66% Of behavior changers (post-BBTT messaging) said they had stopped or reduced using drainage ditches to bathe or wash dishes
- 38% Of behavior changers (post-BBTT messaging) said they increased their mosquito net usage as a result
- 76% Of BBTT weekly listeners find BBTT content 'very helpful'
- 75% Of BBTT weekly listeners trust BBTT content 'a great deal'

What do we know about the main information needs of the IDPs at Malakal?

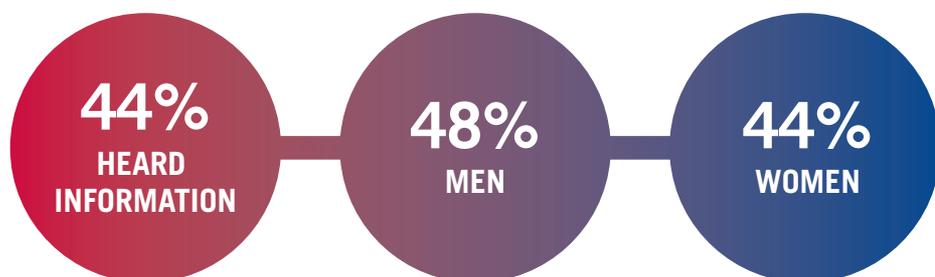
Knowledge is weak among Malakal IDPs about where to take their information requests: Fewer than 3 in 10 (29%) said they knew where to go if they had questions on the PoC or its services.



More information is required by IDPs for good decision-making purposes: Only a third (36%) say they have 'all' the information they need, while just under half (48%) say they only have 'some' or 'none'.



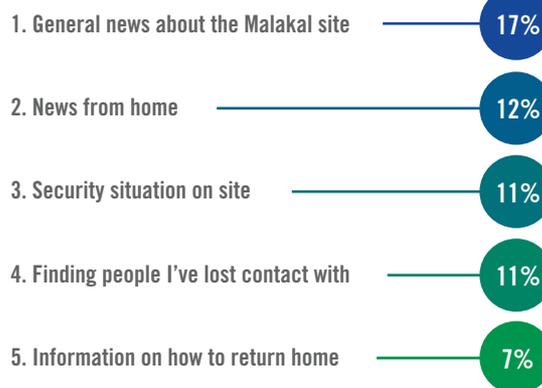
Information about IDPs' most important issues is not getting through to many: Only 44% of Malakal IDPs said they heard information addressing their important issues while staying at the site, although it appears to be less of a problem among men (48%) than women (36%).



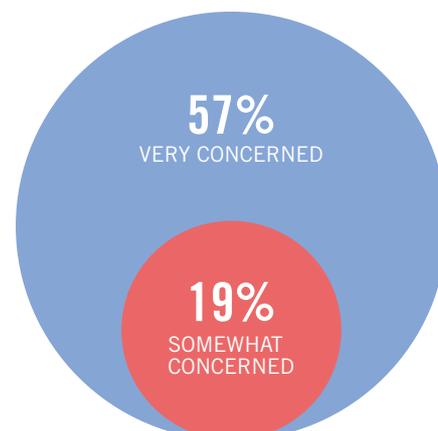
'Site-local' and 'home-local' news form the Malakal IDPs' top information priorities: Informational content that respondents wanted most included a mixture of local issues regarding the Malakal site. However they were almost as keen to keep abreast of the situation at their real homes as well.

Top 5 information topics IDPs in Malakal are most interested to find out :

(among all consenting to participate, N=564)



Personal safety at the Malakal PoC is a worrying subject for many: More than half (57%) of IDPs interviewed described themselves as 'very concerned' about their safety and that of their families while staying within Malakal PoC, with a further 19% saying they were 'somewhat concerned' about it.

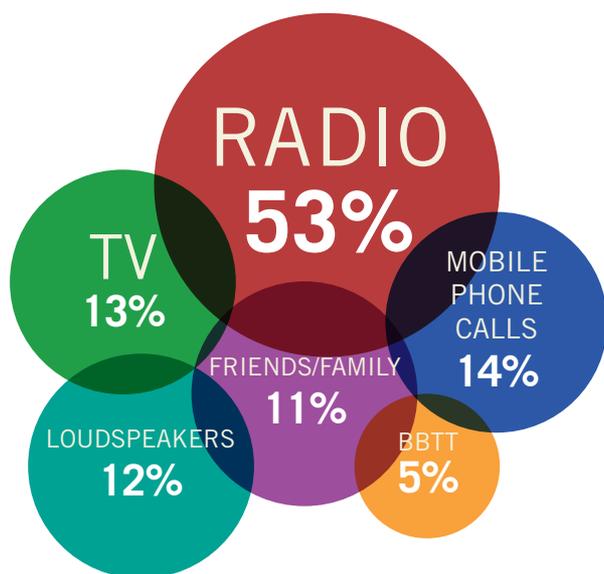


What do we know about information sources for IDPs in Malakal?

Radio is the main source for decision-making information by IDPs in Malakal:

Top sources of information used for good decision-making in Malakal

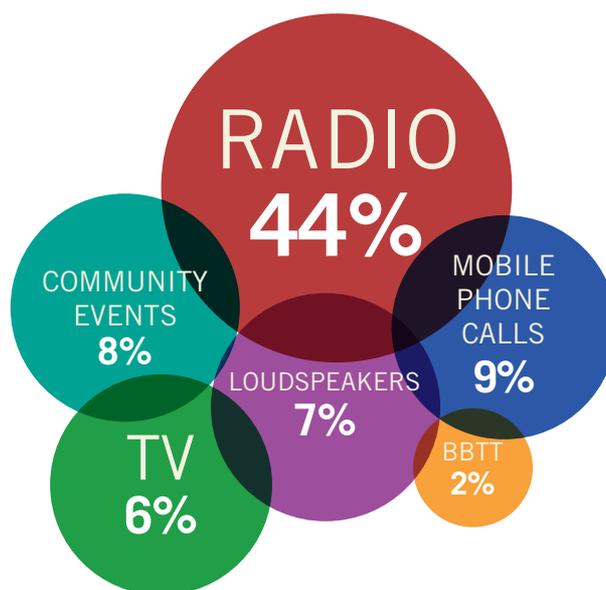
(among those who have heard 'at least some' info of this type since entering the site, N= 354)



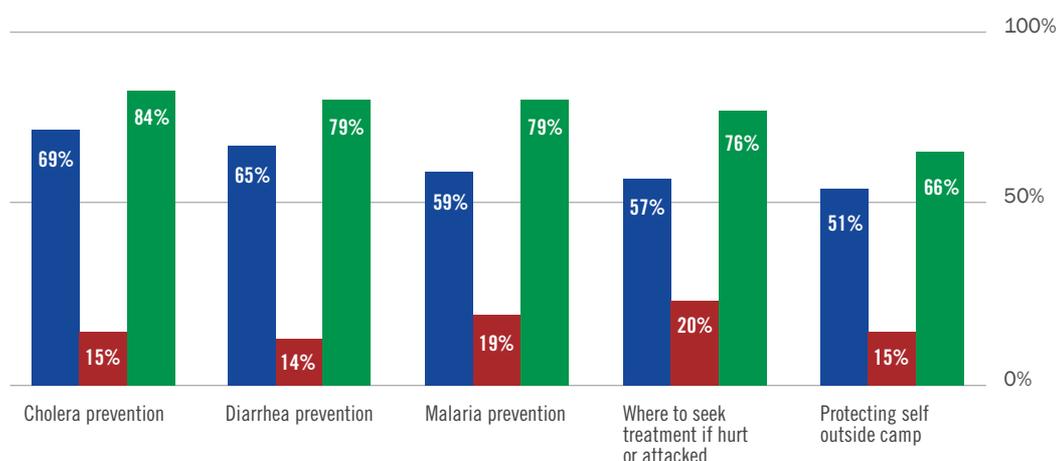
Radio also dominates as Malakal IDPs' most trusted source of information: their hierarchy of information sources considered 'most trusted' aligns fairly well with their overall usage pattern:

Top most trusted sources of information for good decision-making in Malakal

(among those who have heard 'at least some' info of this type since entering the site, N= 327)



What do we know about IDPs' health knowledge at Malakal?



■ Very well informed
 ■ Somewhat well informed
 ■ TOTAL: ANY 'informed'^

^NB: Total %s based on original raw counts, therefore may add to more or less than rounded subtotals added together.

Regarding disease and illness prevention, Malakal IDPs tended to claim to be fairly well informed: Based on self-assessment of how much illness prevention knowledge respondents had (per topic), cholera was the most well-understood disease issue, while malaria was the least understood among those surveyed.

Malakal IDPs' knowledge about mental health issues and services onsite was weaker compared to their familiarity with clinical disease issues: Only 28% were aware of mental health services being available onsite, while half (51%) did not know why such services would be sought. However, among those who knew about mental health services, four out of five could name a place on the site where they could be accessed. Where reasons for seeking mental health services were given, 'fear' and 'anxiety' were most commonly mentioned.

Knowledge of which health services are available at Malakal PoC was fairly low - all under 40% - and patchy: Awareness of Malakal PoC clinical services to treat cholera stands out at 39% versus the next most well-known services - malaria testing and vaccination - both 26%.

Boom Boom Talk Talk baseline information



As Boom Box Talk Talk programming and services began just six weeks before this baseline survey was conducted, it is unlikely that many IDPs in Malakal PoC had been made aware of it.

So far, visits to the BBTT tent have only been undertaken by a small minority of IDPs at Malakal: Only 10% of those surveyed had visited, while 76% said they had never visited.

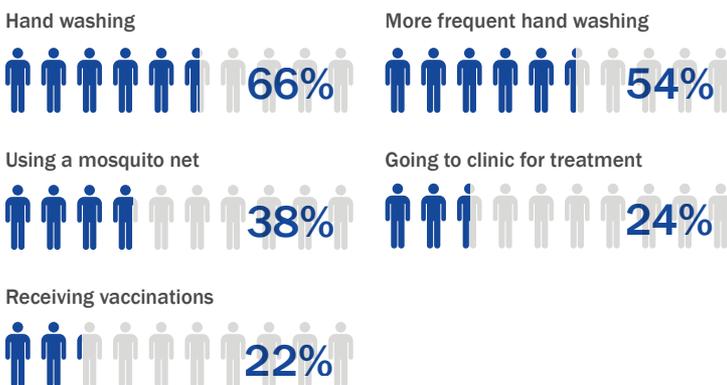
However, despite their relatively low base, those that do use the BBTT tent strongly appreciate its services: Of those that definitely did visit the tent (N=57), over two-thirds (68%) said they found their most recent conversation there 'very helpful'. 40% also said they have 'all' the good decision-making information they need (camp average = 36%).

With only 1 in 5 (20%) aware of Boom Box Talk Talk (the pre-recorded audio programming), salience of this service at Malakal is currently low: However it is higher among those aged 15-24 years (27%).

Among those who know about the program, listening to BBTT typically happens just a few times per week (where it occurs at all): Men are more likely than women to know about the program but are more likely to say they listen 'zero' times per week (34% vs. 13%). Just over half (54%) of all those aware of BBTT listen between 1 to 3 times weekly.

Top positive behaviors introduced because of information heard on BBTT

(among those reporting changed behavior, N=68)



BBTT is consumed across a variety of locations within Malakal: Within its weekly listener base (N=84), 43% listen to BBTT in 'multiple places'. However, 'loudspeaker at the market' was the most commonly mentioned specific place of BBTT listening (41%).

Information heard on BBTT is not frequently discussed with others over a normal week: Weekly listeners most often said they discussed BBTT content '1 to 2 times per week' (35%); while 29% don't discuss it at all during this timeframe. This is not necessarily reflective of BBTT itself, though: In another part of the survey, two-fifths of Malakal IDPs said - more generally - they 'never' talk about their important issues with others.

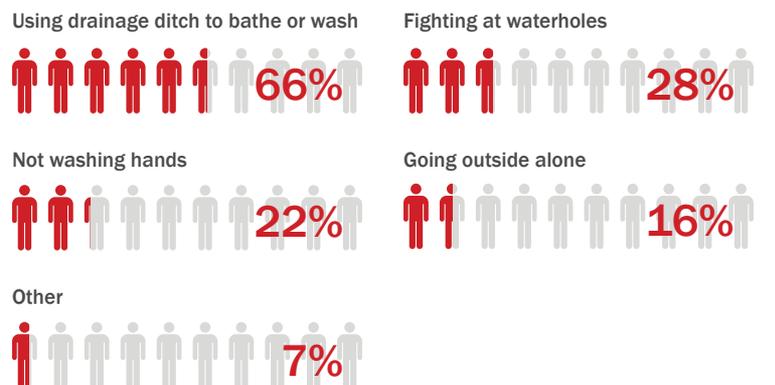
Among its weekly listeners, BBTT content seems to be making an impact, particularly regarding the use of water: More than two-thirds (68%) report 'frequently' making some behavior changes as a result of some content they heard on BBTT. Overall, at least 81% mentioned changing their behavior either 'frequently' or 'sometimes'.

Similar to visitors' feelings about the BBTT tent, the 'helpfulness' rating of BBTT's audio programming among its weekly listener base is high: 76% consider it 'very helpful'.

The BBTT content is also strongly trusted as an information source: 75% of weekly listeners said they trusted it 'a great deal' while only 7% said 'not at all'.

Top negative behaviors stopped/reduced because of information heard on BBTT

(among those reporting changed behavior, N=68)



Top 5 topics BBTT listeners in Malakal are interested to hear covered in future episodes:

(among BBTT 'at least weekly' listeners, N= 84)





Research Methodology and Specifications

Children washing in the river in Lul, a small community upriver from the Malakal PoC. / Photo by Jean-Luc Dushime

Methodology	Face-to-face interviews, conducted via CAPI with adults aged 15+; systematic random sampling through random walks with a Kish Grid
Sample size	564 completed interviews
Market scope	Population of internally displaced persons at Malakal UNMISS PoC site, Upper Nile State, estimated to be 17,119 as of July 2014
Questionnaire design	Internews and Forcier Consulting
Fieldwork dates	12-14 August 2014
Fieldwork team	Nineteen enumerators, two field researchers, and one field team leader
External data verification	SwissPeaks, an independent quality control firm

Limitations

- The area surveyed was characterized by fluctuations in population and temporal challenges, which may limit the comparability of findings from the present report with future surveys and assessments.
- Heavy rainfall resulted in movement within the camp that may have impacted responses, as the recent shifts of camp population might provide less chance for IDPs in the protection site to become aware of the services available in their new locations.
- Some respondents expressed survey fatigue, saying that they do not experience any changes in their circumstances despite lots of research being carried out. It is possible that such individuals had little motivation to provide the most earnest and truthful responses possible.

^ Some respondents refused to answer or did not know the answer to certain questions. Hence, column percentages per demographic question do not necessarily total 100% here.

* Apart from the “No school” variable, column percentages for highest educational attainment are rebased on all those with “at least some formal schooling” rather than “Base all” as follows: Total N= 337, Males N= 215, Females N= 122

² All enumerators were recruited from within the Malakal PoC site. These were supervised and trained by two researchers and the Team Supervisors who are part of Forcier Consulting’s staff. The 19 enumerators were trained over a period of two days before the three days of data collection.