

Introduction and Overview

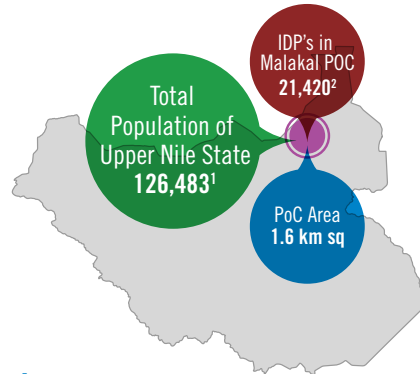
On 4th July 2014, Internews Humanitarian Information Service (HIS) launched Boom Box Talk Talk (BBTT) in the Malakal UN Mission in South Sudan (UNMISS) Protection of Civilians (PoC) site, to provide people affected by the conflict with life saving and life enhancing information.

BBTT is a professionally produced audio program made by community correspondents recruited and trained from within the PoC – the correspondents themselves have been affected and displaced from their homes. The service is designed as a platform for discussing issues, sharing ideas, and asking questions of each other and agencies. The BBTT program is a recorded audio HIS tool that aims to create community dialogue via 'mini media' in the form of two 20-minute recorded programs per week, played on speakers and megaphones with USB functions at various locations throughout the PoC. The BBTT program provides people living in the Malakal PoC with life-saving and life-enhancing, relevant, accurate, and timely information.

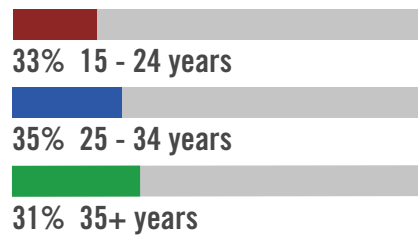
One month after BBTT was launched, in August 2014, a first wave (Wave 1) of surveying on information needs was conducted. During Wave 1, a total of 564 observations were collected among the internally displaced persons (IDPs) at the Malakal PoC with the aim of informing Internews on the nature and content of BBTT, and assess people's need for, and access to, information in a context where radio and other communication channels are highly limited.

A second survey, Wave 2, was conducted in January 2015 to further investigate the information needs in the area and ascertain the impact and benefit BBTT has provided individuals in the Malakal PoC site. In total, 612 observations were collected among the IDPs at Malakal PoC during Wave 2.

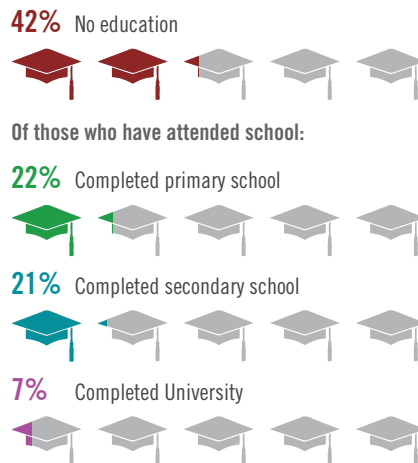
Although the primary focus of this snapshot report is to highlight findings from Wave 2, key findings from Wave 1 are provided where possible to further contextualize the more recent survey. Findings from both surveys will be further compared to each other as well as the HIS studies done in other sites in a forthcoming comprehensive report to provide an evaluative approach to understanding the best, most impactful way to establish an HIS program.



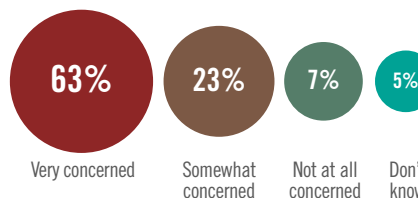
Age



Highest level of education attained



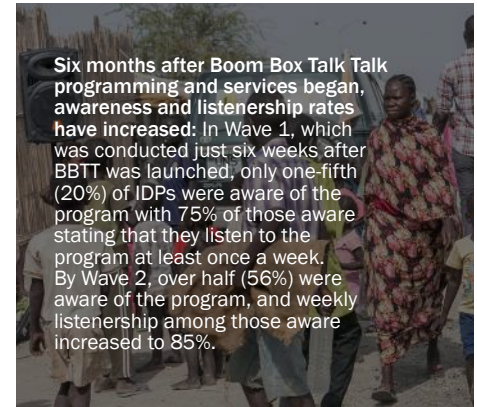
Level of concern for safety of self and of family



Employed before arriving at PoC

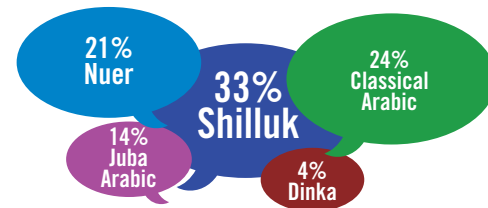


27% of IDPs in Malakal know where to go if they have a question about the PoC or services, a rate nearly the same as in Wave 1 (29%).

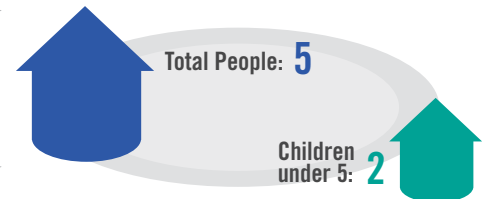


Six months after Boom Box Talk Talk programming and services began, awareness and listenership rates have increased: In Wave 1, which was conducted just six weeks after BBTT was launched, only one-fifth (20%) of IDPs were aware of the program with 75% of those aware stating that they listen to the program at least once a week. By Wave 2, over half (56%) were aware of the program, and weekly listenership among those aware increased to 85%.

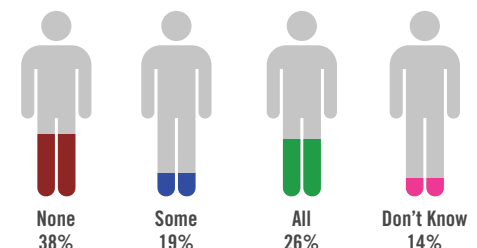
Language preferred for receiving information



Mean Household Size

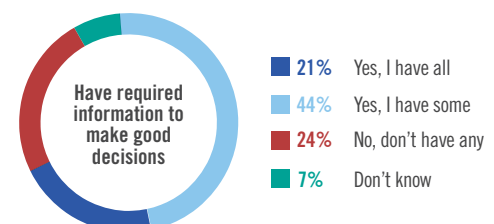


How much of a letter would be understood (proxy for literacy)



Top 3 topics of interest among IDPs

1. General news on what is happening in the Malakal area	23%
2. The security situation in the Malakal area	12%
3. How to get food	9%





Introduction: The Malakal Context

Queue of people waiting for food rations inside the PoC/Photo by Jean-Luc Dushime

Recent political events have dramatically changed the landscape of South Sudan, with more than 1.5 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 additionally aims to assess impact and provide insight into future programmatic choices. The research presented here is a brief summary of the Wave 2 study of the HIS project launched on July 4, 2014 in Malakal. This Wave 2 study was conducted from January 16-20, 2015. It is one of seven studies conducted in six different sites that have experienced massive displacement and conflict (Tong Ping, UN House and PoC 3 in Juba; Mingkaman, Leer and Malakal), and in which Internews is implementing an HIS Project.

At the time of the first survey in July 2014, more than 18,000 people had been displaced to the United Nations Mission in South Sudan (UNMISS) Protection of Civilians (PoC) site in Malakal; as of January 2015, that number has increased to over 21,000 people. 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 the community faces serious health and sanitation concerns. There are risks for serious illnesses (e.g., cholera, malaria, severe watery diarrhea and respiratory infections).

Since the month of December 2014, PoC residents have been able to move into town during the day, mostly to the main market. Thousands leave the PoC each morning, as there is active trading and a bustling market when security allows. However few if any stay overnight in town, all returning before evening each day, due to night time insecurity, occasioned by drunken soldiers. Currently, Malakal is under the control of the government, with thousands of SPLA soldiers living in and patrolling the town. 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.

As in the Juba PoCs, the concentration of people in the site can translate into tension, violence, and growing, largely untreated, psychosocial needs. According to a recent UNMISS report (Feb 2015), criminal acts such as theft, organized prostitution, and domestic violence have doubled in the PoC since October 2014, and there are recent reports of conscription of children. 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. For example, in November 2014 inter-ethnic conflict with the Dinka and Shilluk on the one hand against the Nuer on the other flared up. The conflict only came to a stop after concerted efforts by partners and community leaders, with the HIS playing a role in the pacification process.

In order to ease space constraints, the Malakal PoC management decided to expand the site. The extension to the New PoC is set for occupation at the end of the first quarter of 2015.

Malakal PoC site has good access to service providers and humanitarian actors; however, the levels of insecurity and severity of health and protection issues are significant. The humanitarian needs, including the information needs, of the displaced population in Malakal are critical. The HIS has tried to support agencies to effectively provide communication mechanisms for the displaced population in Malakal and in the neighboring settlement of Wau Shilluk, where an estimated 40,000 people have also been displaced. In addition, HIS has been working with key agencies to develop specific Communications with Communities tools and approaches to engage people in conversations to deliver more targeted impact.

Comparing Wave 1 and Wave 2

This section highlights key areas of change, drawn from 564 observations in Wave 1 and 612 observations in Wave 2.

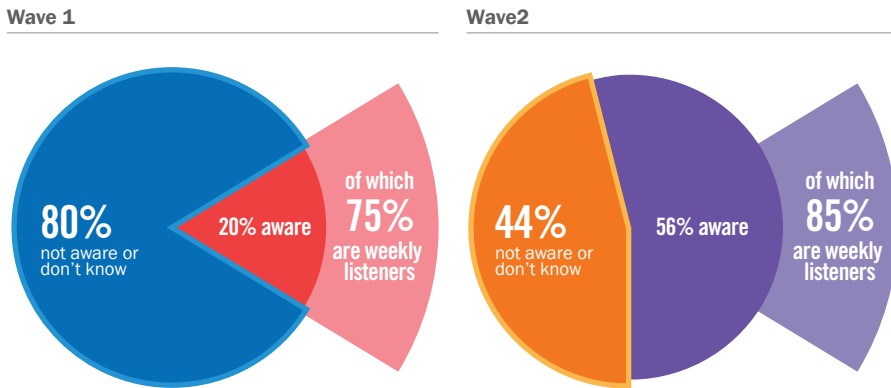
When compared to Wave 1, the key findings from Wave 2 help contextualize the situation on the ground in Malakal. Most IDPs in the Malakal PoC site have been there for more than half a year and the demographic profile remained fairly similar for respondents in both waves. The majority of respondents in both Wave 1 and Wave 2 who remember when they arrived at the Malakal PoC site say they arrived in July 2014 or earlier, which was the same month that BBTT programming began. Wave 1 (conducted August 2014) provides a strong indication of information needs in the earliest days of the program, but cannot offer an indication of the state of information needs before BBTT began. Therefore, when looking at the figures from Wave 2 regarding information need, it is difficult to determine whether these rates are higher or lower than rates before the BBTT program began, regardless of whether they are higher or lower than rates from Wave 1.

Since Wave 1 was conducted, the security situation has deteriorated and the need for information is as critical as ever. In comparing findings from Wave 1 (July 2014) and Wave 2 (January 2015), it appears that IDPs have just as much, if not a greater, need for reliable information. For instance, fewer IDPs in Wave 2 feel they have 'all' the information they need to make good decisions than IDPs in Wave 1, and self-reported levels of being 'well informed' about a variety of safety and health issues have also decreased. Moreover, more IDPs in Wave 2 expressed that they are 'very concerned' about their health and safety than IDPs in Wave 1. Much of this dire information need and heightened levels of concern is expected, given the extreme difficulties regarding security, temporal, and health concerns such as a cholera epidemic in the site and health concerns such as a cholera epidemic that broke out in July 2014.

Nonetheless, the BBTT program is beginning to gain traction. Awareness of BBTT increased from Wave 1 to Wave 2, as did the rates of weekly listening to BBTT. By Wave 2, over half (56%) of IDPs were aware of BBTT.

Awareness and weekly listenership of BBTT

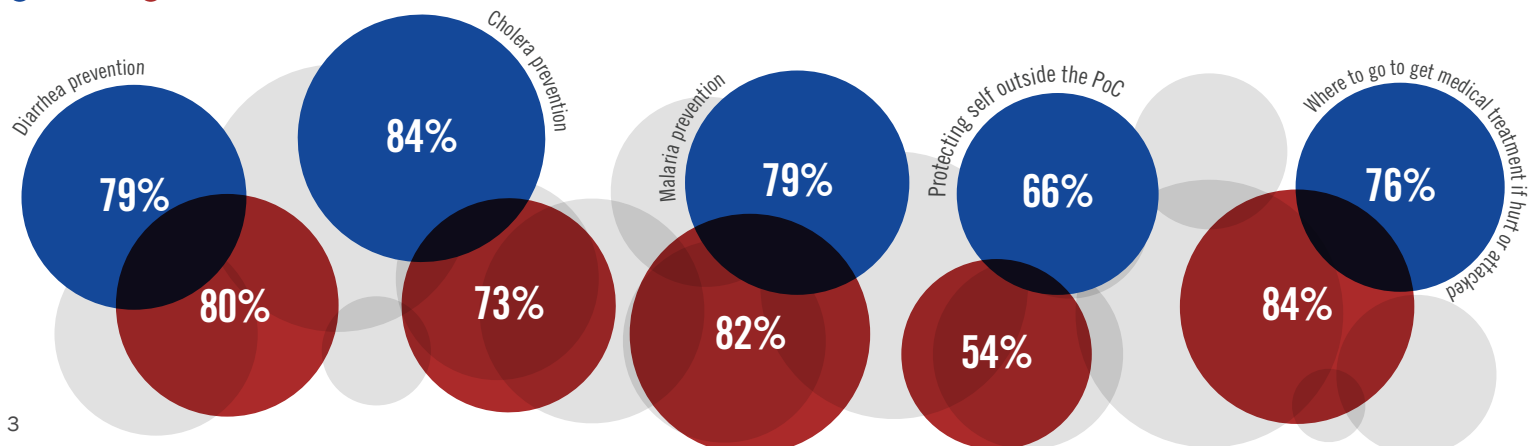
(Wave 1 base all, N=564; Wave 2 base all, N=612)



IDPs who feel 'informed' about...

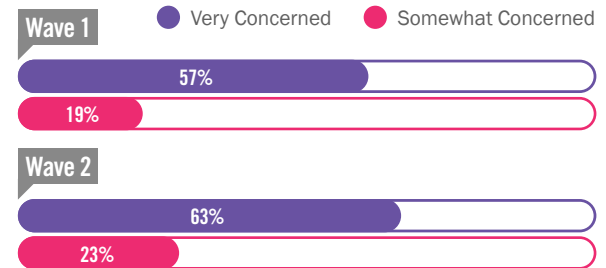
(Wave 1 base all, N=564; Wave 2 base all, N=612)

● Wave 1 ● Wave 2



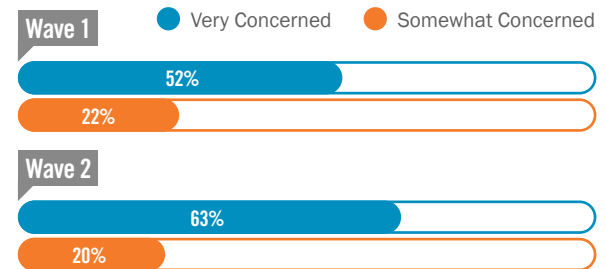
Concern over own safety and that of their family

(Wave 1 base all, N=564; Wave 2 base all, N=612)



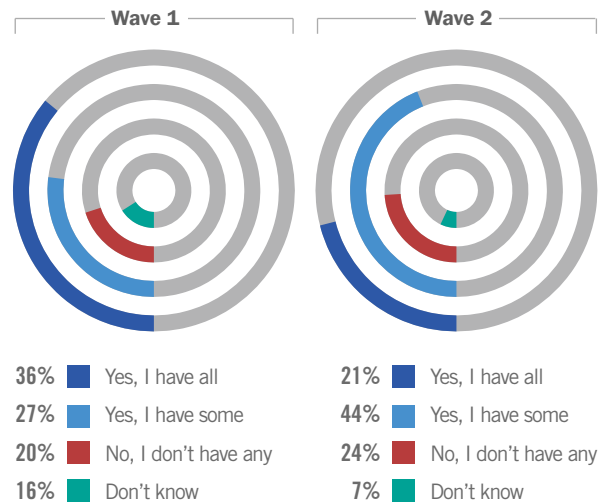
Concern over own health and that of their family

(Wave 1 base all, N=564; Wave 2 base all, N=612)



Do you think you have enough information to make good decisions for you and your family?

(Wave 1 base all, N=564; Wave 2 base all, N=612)



Key Findings in Wave 1 and Wave 2



Key Findings in Wave 1 and Wave 2 (cont...)



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

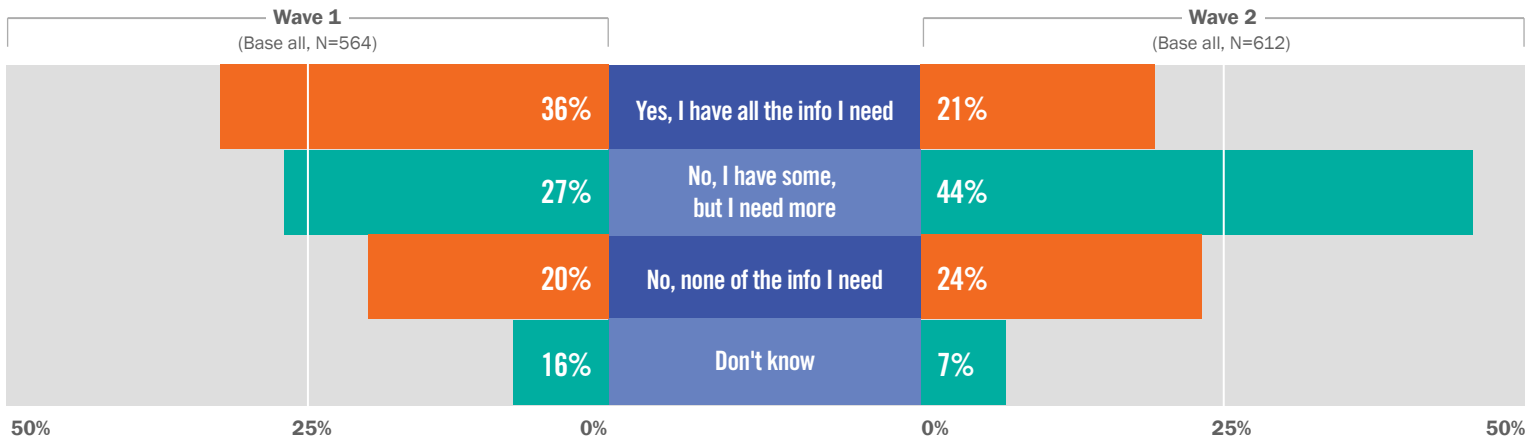
Knowledge remains weak among Malakal IDPs about where to take their information requests: As in Wave 1 (29%), roughly 1 in 4 (27%) of IDPs in Wave 2 said they knew where to go if they had questions on the PoC or its services.

Malakal IDPs who know where to go if they have questions on the PoC/services (Wave 2, N=612)



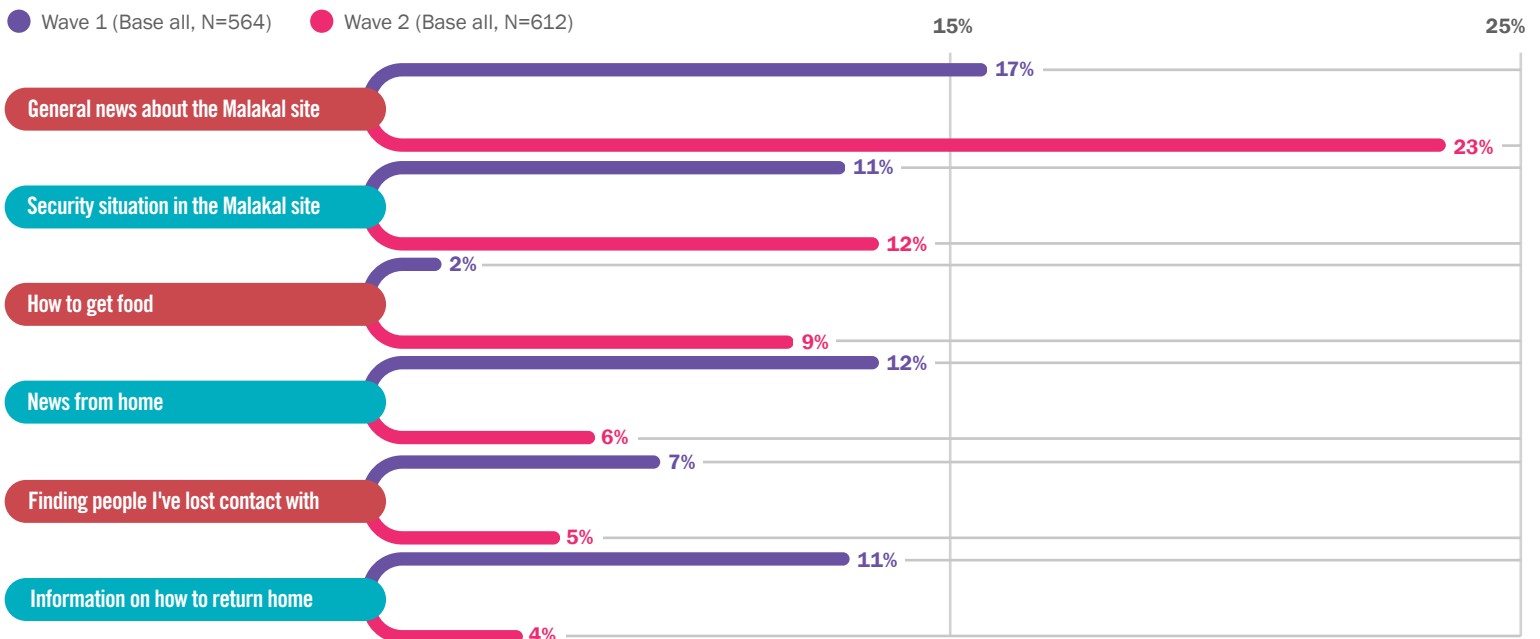
Many IDPs lack an adequate amount of information for good decision-making purposes: Only 1 in 5 (21%) IDPs say they have 'all' the information they need, while two-thirds (69%) say they only have 'some' or 'none'.

Malakal IDPs who have required information for making good decisions



'Site-local' news remains an information priority for those in the Malakal site: When responses were given, the IDPs in both Wave 1 and Wave 2 reported local issues are the most important kind of information for them to know. However, a notable number did not know (17% in Wave 1; 6% in Wave 2) or did not answer the question (1% in Wave 1; 8% in Wave 2).

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

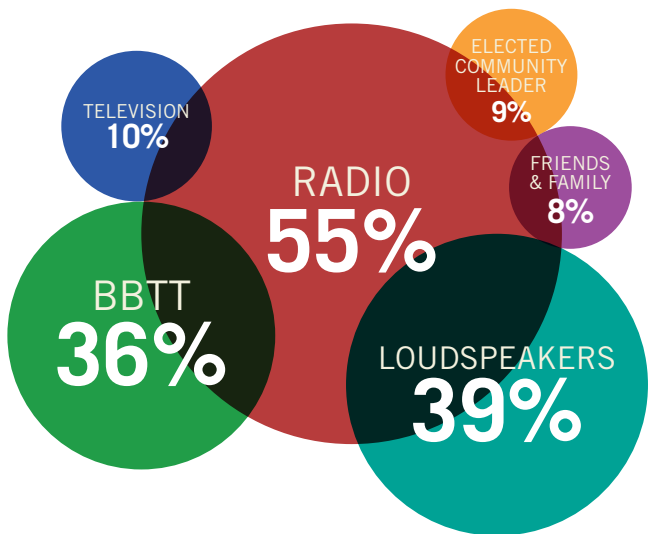


What do we know about information sources for IDPs in Malakal?

Radio remains the main source for decision-making information by IDPs in Malakal: Radio and loudspeakers are the most popular and most trusted sources of information for IDPs, with BBTT following as a close third-most popular and trusted source. As the BBTT program is played on big speakers (and 57% of respondents classify BBTT as a 'loudspeaker'), it is likely that some respondents have cited loudspeakers as a source but meant to refer more specifically to BBTT.

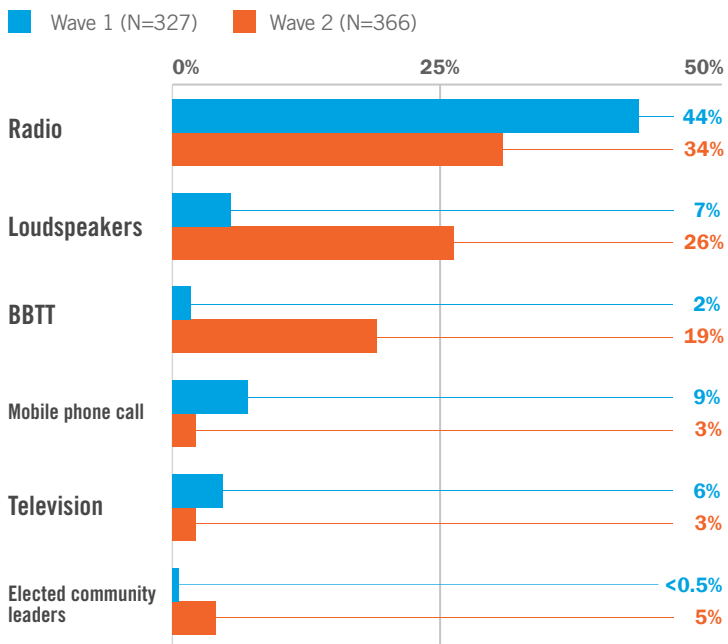
Top sources of information used for good decision-making in Malakal

(Among those who have 'at least some' info of this type since entering the site, Wave 2, N=399)

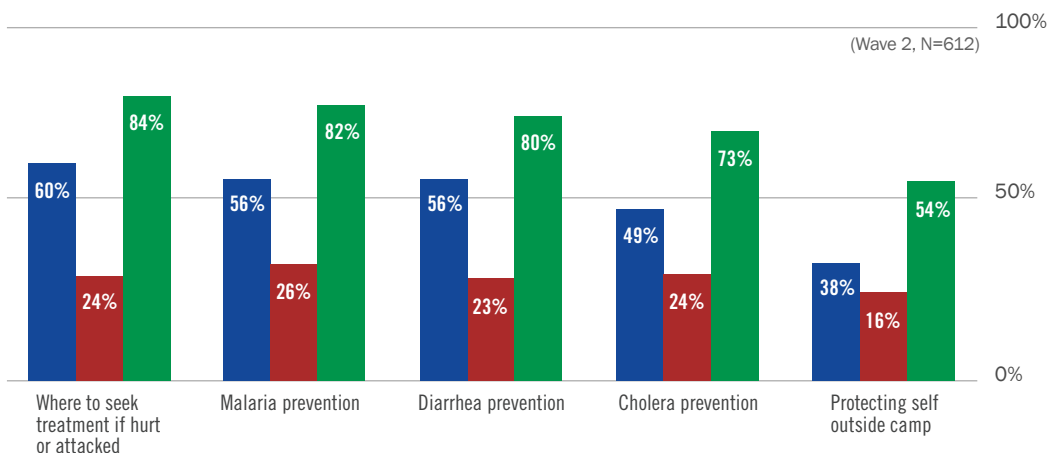


Top most trusted sources of information for good decision-making in Malakal

(Among those who have heard at least some info of this type since entering the site and know the source)



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



Most IDPs remain fairly well-informed on issues of disease prevention, illness, and physical security: Based on self-assessment of how much illness prevention knowledge respondents had (per topic), knowledge of where to seek treatment if hurt or attacked increased from the total rate in Wave 1 (76%). Overall knowledge of cholera and how to protect oneself outside the camp have decreased since Wave 1.

As seen in the shifts in hand washing, drainage channel usage, and cholera prevention knowledge, IDPs in Malakal have a mixed track record of water and sanitation behaviors: In addition to the fluctuating population of the site, the decrease in cholera prevention knowledge, from 84% in Wave 1 to 73% in Wave 2 who described themselves as 'informed,' could possibly result from the fact that programming on cholera was particularly high when Wave 1 was fielded due to an outbreak, but was less urgent during Wave 2. This may have also influenced the popularity of cholera vaccination uptake, which was at 77% (for those with 1+ family member take up vaccination services in the site) in Wave 1 and declined to 48% in Wave 2. However, other critical water and sanitation behaviors have improved. Almost half as many IDPs say they wash dishes in a drainage channel

in Wave 2 (26%) than did in Wave 1 (44%). Hand washing maintains considerable traction among the majority of IDPs in Malakal. IDPs in both waves say they wash their hands with soap and water after using a latrine (81% in Wave 1; 87% in Wave 2). Moreover, hand washing remains one of the most frequently cited behaviors that BBTT listeners began or increased as a result of programming.

Malakal IDPs' knowledge about mental health services onsite remains weak: Only 26% were aware of mental health services being available onsite, while over half (59%) did not know why such services would be sought. These results are consistent with knowledge levels in Wave 1.

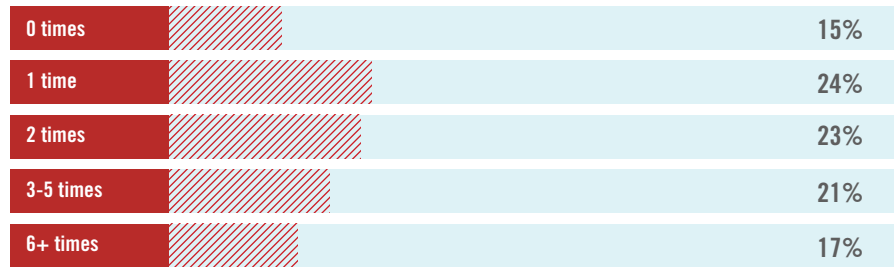
Familiarity with health services available onsite grew slightly since Wave 1, and remains fairly high overall: 77% of IDPs were aware of at least one general healthcare clinic in the Malakal PoC. Awareness of malaria testing nearly doubled (49%) since Wave 1 (26%). Knowledge of vaccination services was also high, at 36%. However, nearly 1 in 5 (18%) IDPs who were aware of general healthcare clinics did not know of any services provided at the clinics.

What do we know about behaviors of Boom Box Talk Talk listeners in Malakal?

While it is difficult to draw a strong comparison regarding listener attitudes and behaviors due to the relatively small number of weekly listeners in Wave 1, it does appear that **six months after BBTT programming began, awareness and listenership rates have increased:** In Wave 1, which was conducted just six weeks after BBTT was launched, only one-fifth (20%) of IDPs were aware of the program with 75% of those aware stating that they listen to the program at least once a week. By Wave 2, over half (56%) were aware of the program, and weekly listenership increased to 85%.

Number of times listeners tune in to BBTT over the course of a normal week

(Among those aware of BBTT in Wave 2, N=345)

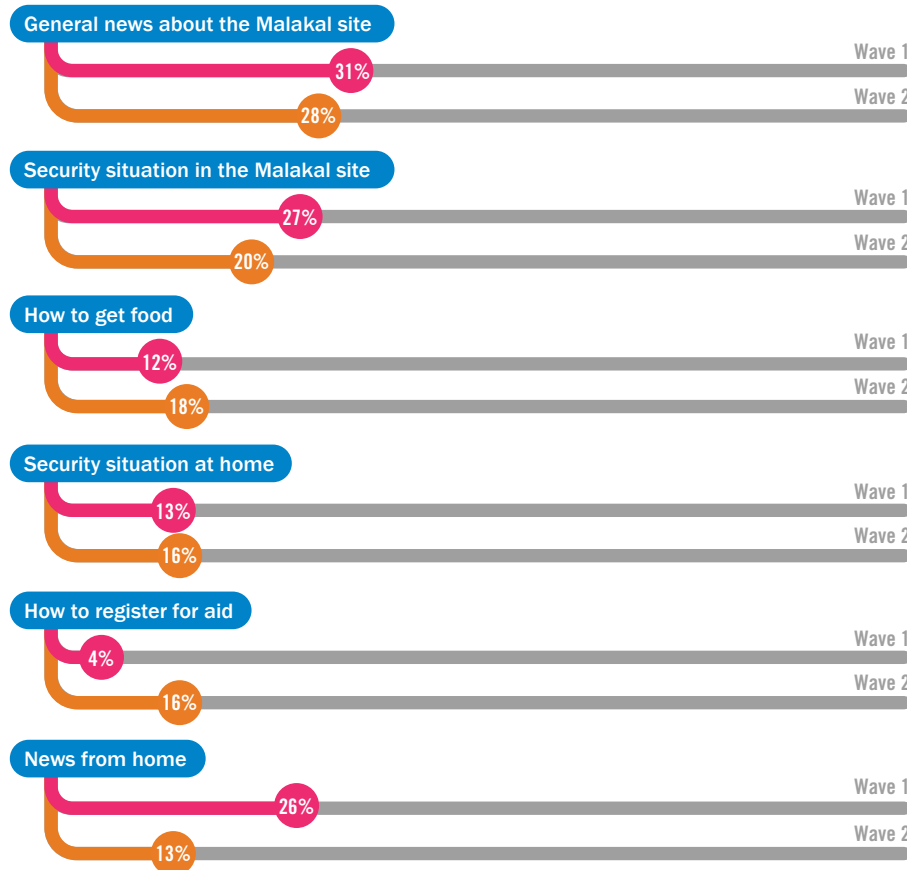


While overall awareness increased, knowledge of the details of the program, such as who runs BBTT and how to describe it did not change much: Nearly half (46%) of those aware of BBTT could identify that Internews runs the program, similar to those who correctly identified Internews as running the program in Wave 1 (48%). Furthermore, over half (57%) correctly described the program as 'loudspeaker', a slight increase from this description in Wave 1 (48%).

Demand for BBTT programming has increased among its weekly listeners: In Wave 1, two-thirds (66%) of weekly listeners wanted BBTT to be played in more locations, which increased to 85% in Wave 2. The specific topics BBTT listeners are interested in hearing in future episodes are relatively similar to the topics listed in Wave 1, with 'general news about the Malakal site' at the top of the list (31% in Wave 1).

Top topics BBTT listeners in Malakal are interest to hear covered in future episodes

(Among weekly BBTT listeners, N=84 in Wave 1; N=294 in Wave 2)

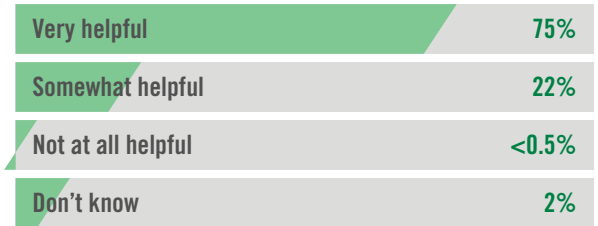


Engagement with others regarding program content has not increased, though such discussion is now more common outside the family: More weekly listeners listen to BBTT via loudspeaker at the market onsite, a very social setting, in Wave 2 (78%) than did in Wave 1 (41%). However, more listeners say they do not discuss the information they hear on BBTT with others (56%) than did in Wave 1 (29%). When BBTT content is discussed, listeners in Wave 2 most commonly discuss with their neighbors (35%) or friends (31%), a change from Wave 1 listeners who reported discussing BBTT content most frequently with close family members, particularly their children (43%) and spouses (21%).

Perceptions of BBTT remain favorable, but there is room for improvement: Among weekly listeners, three-quarters (75%) find BBTT 'very helpful', over half (54%) do not think the program has political bias, and the majority trust the information that they hear on BBTT 'a great deal' (61%) or 'somewhat' (29%). However, findings were less clear as to whether listeners think BBTT has religious bias or a religious agenda. One fifth of listeners say BBTT has 'a great deal' of religious bias, one fifth do not know, and one third say there is 'none at all'. These rates are similar to those in Wave 1.

How helpful do you think BBTT is?

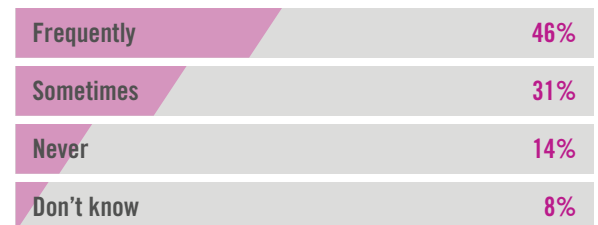
(Among weekly BBTT listeners in Wave 2, N=294)



Among its weekly listeners, BBTT content seems to be making an impact, particularly regarding water and sanitation behaviors: 77% of listeners say they have changed their behaviors because of something they heard on BBTT, a rate similar to the rate of behavior changing in Wave 1 (81%). Among those who changed their behaviors, many began washing hands more frequently (62%). Over half (54%) of those who changed their behaviors say they stopped or less frequently use drainage ditches to bathe or wash clothes.

How often have you changed any behaviors because of something that you heard on BBTT?

(Among weekly BBTT listeners in Wave 2, N=294)





Research Methodology and Specifications

A BBTT community correspondent interviews IDPs inside the PoC/ Photo by Jean-Luc Dushime

Methodology	Face-to-face interviews, conducted via Computer Assisted Personal Interviews (CAPI) with adults aged 15+; through random walks with Kish Grid
Sample size	612 completed interviews
Market scope	Population of internally displaced persons at Malakal UNMISS PoC site, Upper Nile State, estimated to be 21,420 as of January 2015
Questionnaire design	Internews and Forcier Consulting
Fieldwork dates	16-20 January 2015
Fieldwork team	Twelve enumerators, two field researchers, and one field team leader
External data verification	SwissPeaks, an independent quality control firm
Wave 1	Where possible, data from the Baseline (Wave 1) Assessment in UNMISS Malakal (564 observations) have been referenced as supplementary findings

Limitations

- The area surveyed was characterized by fluctuations in security, as well as temporal and health concerns, which may limit the comparability of findings from the present report with findings from the Wave 1 survey and other HIS surveys and assessments.
- 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.

¹ South Sudan National Bureau of Statistics, “National Census: 2008”

² Collison Winga (Internews staff onsite) in discussion with Forcier staff, February 2015