

## Introduction and Overview

Naath FM, which means "citizen" in the local language of Nuer, is a community radio station in Leer. It was opened in 2007, as one of a network of six community radio stations set up by Internews in South Sudan. These stations have provided communities in information-poor, remote areas of the country with access to critical news and information in local languages. In order to reflect the voices of the community, Internews recruited and trained community correspondents from Leer itself, and all content is produced locally, the majority of which is in Nuer. The station is a platform for people to discuss issues, share ideas, and ask questions of each other and government and humanitarian agencies operating in the area.

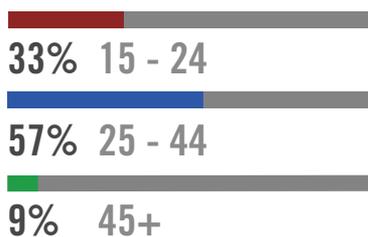
Due to the ongoing conflict, in early February 2014, the station was looted and destroyed. It was off-air for six months before the area was secure enough to return to do an assessment of the damage and consider the potential for re-engagement.

This survey was conducted in August, just after Internews conducted a feasibility assessment to return to broadcasting in Leer, and just prior to the station officially re-opening as a Humanitarian Information Service (HIS) with a portable radio-in-a-box set up. It aims to inform Internews on the nature and content for re-launching the station, and assess people's need for, and access to, information in a context where communication channels are highly limited. In total 604 observations were collected from the host and IDP populations in Leer. This survey included both questions about respondents' current situation and needs as well as questions that asked them to recall their information needs in January 2014. The purpose of these recall questions was to assess changes in information needs from when Naath FM was still in operation and after the station went off air in February 2014 due to insecurity in the area. Where possible, data from the 2013 National Audience Survey (304 observations in Leer) have been referenced as supplementary findings. 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.



Naath FM was perceived to have been helpful to virtually all of its audience during the crisis. 88% also stated that the station had provided them with vital information pertaining to their safety and security.

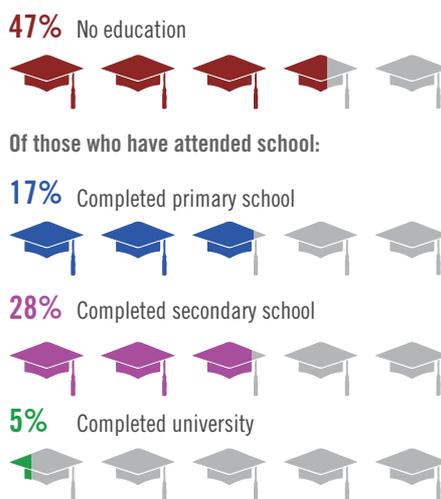
### Age



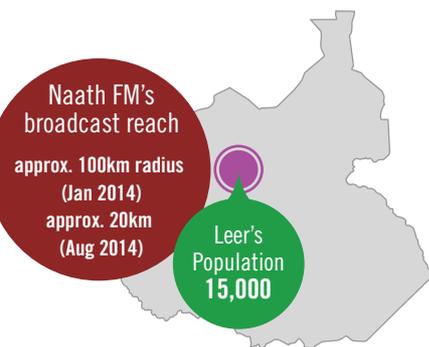
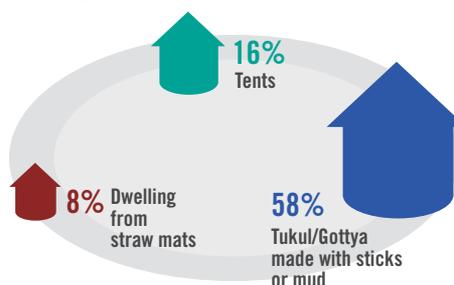
### Language preferred for receiving information



### Highest level of education attained



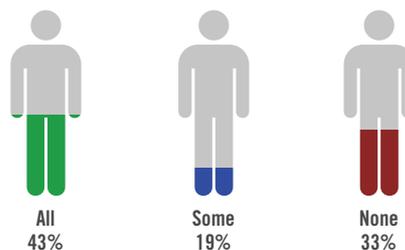
### Housing structure



### Living in Leer in January 2014?



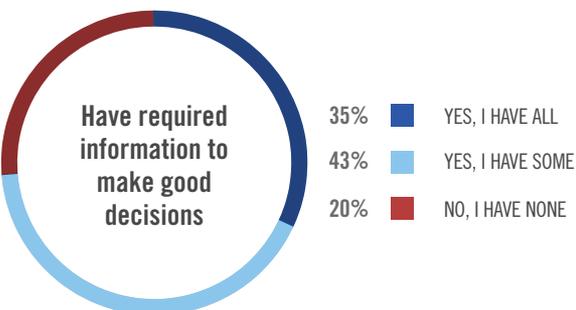
### How much of a letter would be understood



### Top 5 Topics of interest

1. General news about the Leer area	26%
2. How to register for aid	26%
3. Security situation in the Leer area	23%
4. How to get shelter/accommodation	5%
5. How to get food	4%

### How many days a week meals are skipped





## Introduction: The Leer Context

A woman gathers firewood in Leer (Internews 2014)

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 Wave 1 study, prior to the relaunch in September 2014 of Internews' radio station in Leer, which was destroyed in February 2014. 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.

In December 2013 fighting that started in South Sudan's capital Juba soon spread to Unity State. At first the town of Leer was too remote to be directly affected. Naath FM's journalists found themselves working longer shifts as they kept their community informed about political developments as well as broadcasting messages of peace.

By the middle of January the fighting started to move towards Leer. As well as continuing to broadcast news and peace messaging the station's staff found themselves having to defend their position as independent journalists. Local leaders were keen to mobilize the station as part of their war effort. As the fighting got closer residents started to move away, but station staff remained. They lived in the bush with their families overnight, and returned in the day to keep the station on air. Soon, the fighting was within a few miles of Leer, and the journalists and presenters were forced to flee. Naath FM went off air in early February and soldiers started digging in around the station.

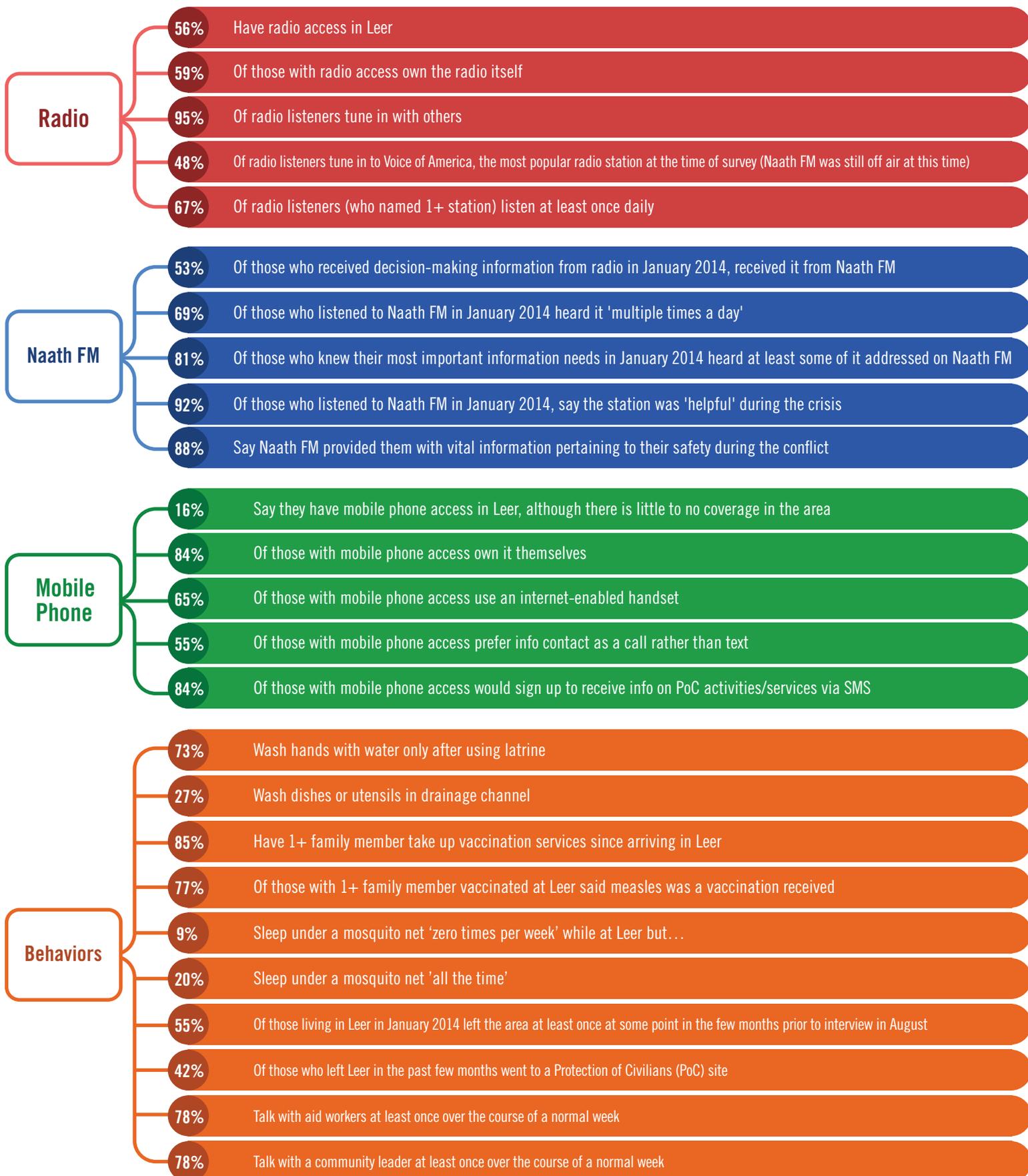
It would be close to five months before the inhabitants of Leer would return. Most of the town's population survived by living in the surrounding swamps and bush. Hiding from fighters, they had no shelter and lived off a diet of wild plants supplemented by the occasional fish from the river Nile.

In June, a month after a second ceasefire agreement, some residents started to return in order to plant crops. The Red Cross and Doctors without Borders (MSF) set up food distribution points and rebuilt the town's hospital, and more people, including those who had fled fighting in other towns, started to move into Leer. Many of the town's buildings had been destroyed; schools and the radio station had been looted. NGOs were working to deal with malnutrition and hunger.

Among the immediate needs for community members was information. When Internews visited Leer in July everyone asked when the station would be back on air. They wanted to know what was happening. "Since the radio was looted, we missed all the information about the peace talks between the two warring parties," said one resident. "We want the radio to educate our youths about need for peace in the country."

After the assessment, Internews mobilized to set-up a Humanitarian Information Service – a portable "radio-in-a-box" kit, set up in the radio station building, that allows for a quick return to broadcasting within a smaller broadcasting footprint of about 20km. The HIS was on air by late August.

## Key Findings in Leer



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**“We want the radio to educate our youths about need for peace in the country.”**

— Resident in Leer during a July 2014 interview with Internews

# Naath FM, Leer, Unity State

Wave 1 Assessment: August 2014

## What do we know about the main information needs of the community in Leer?

Naath FM was closed in February 2014 due to instability in Unity State. Reflecting on the information needs of the IDPs and host community in Leer in January 2014 suggests that access to information, and trust in radio, was better while Naath FM was still functioning.



The majority of respondents in Leer considered access to information important in January 2014. Four-fifths (82%) said it was important to be able to get information for themselves and their families in January 2014.

Information for decision-making was perceived to be more available in January 2014 than at the time of the August interviews. 11% of respondents said they had none of the information they required to make good decisions in January 2014. However by the summer, this acute need had increased: 20% of the Leer respondents said they had 'none' of the information they needed for good decision making purposes currently (in August 2014).

Trust in, and reliance on, radio as a source of important information remains high, although levels have decreased slightly since January 2014. In January 2014, four-fifths (81%) of Leer respondents who had at least some information for decision-making received this via the radio. At the time of the August interviews, this figure decreased to 65%. Similarly, at 70% in January, radio was the most trusted source of information among respondents who had at least some information for decision-making. By August, only 56% of Leer respondents (those with at least some of important information for decision-making) viewed radio as their most trusted source. As this was also the period in which Naath FM went off air, the decrease in radio trust and reliance might suggest that the remaining stations, most of whom did not broadcast in the local language, were generally less trusted than Naath FM.

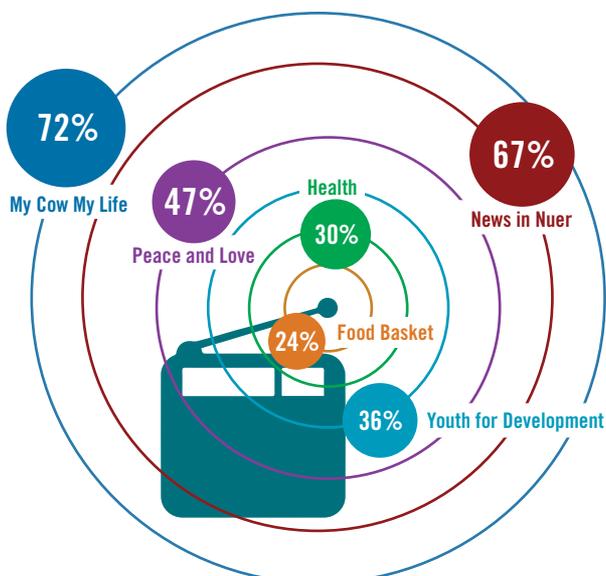
Leer respondents' rating of 'most important information' in August has emphasized Aid more and General News less since January 2014. Fewer respondents feel general news in their immediate area is their most important information need than in January 2014.

Most important information needs	January 2014	August 2014
General news about immediate area	39%	26%
Security situation in immediate area	28%	23%
How to register for aid	10%	26%
Communicating with people in another location	3%	2%
How to get food	3%	4%
How to get shelter/accommodation	3%	5%

## How important was Naath FM for respondents in Leer?

### Top programs Naath FM listeners would like to hear again

(among those who listened to Naath FM in January, N= 227)



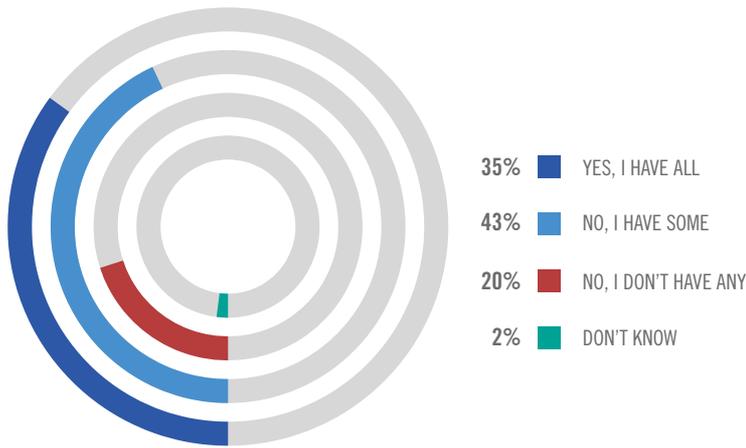
Naath FM was strongly felt to have covered Leer residents most important information needs in its output. 81% of respondents who knew their most important information need in January 2014 say they heard it addressed on Naath FM.

Naath FM was perceived to have been helpful to virtually all of its audience. During the crisis, Naath FM was felt to be 'very' or 'somewhat' helpful to 92% of Naath FM listeners. Furthermore, 88% stated that the station had provided them with vital information pertaining to their safety and security.

Interest in such programs appears to have remained relatively consistent: The 2013 National Audience Survey supports the idea that the topics of peace and health were also among the most popular programs. However, it is difficult to draw strong comparative conclusions from comparing the two sets of programs, as some programs may not have been available at the time of the 2013 survey.

## What do we know about the main information needs of the respondents in Leer?

### Do you currently have all the information you need to make good decisions?

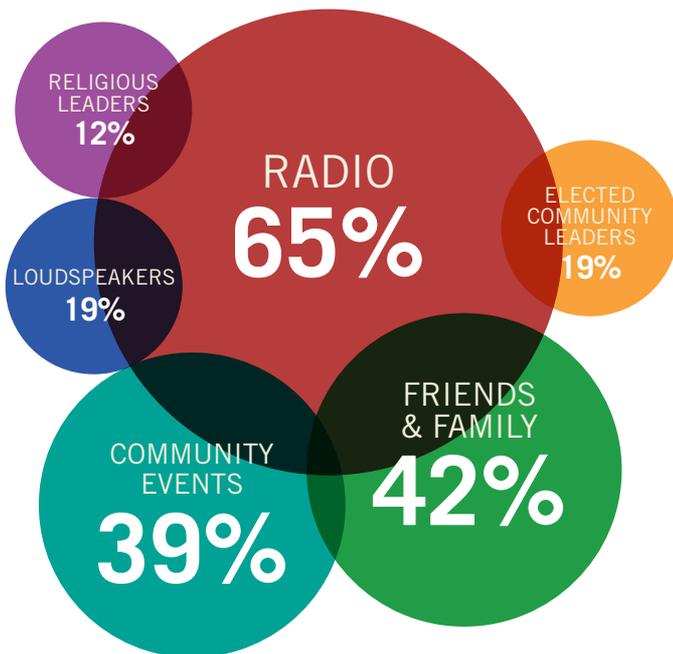


**More information is required by the majority of respondents in Leer for good decision-making purposes:** Only one-third (35%) say they have 'all' the information they need, while nearly two-thirds (63%) say they only have 'some' or 'none'.

**Despite claims about needing more information, coverage of respondents' most important stated issues is getting through to many:** 60% of Leer respondents said they heard at least some information addressing their important issues while staying in Leer.

### Top 6 sources of information used for good decision-making in Leer (August 2014)

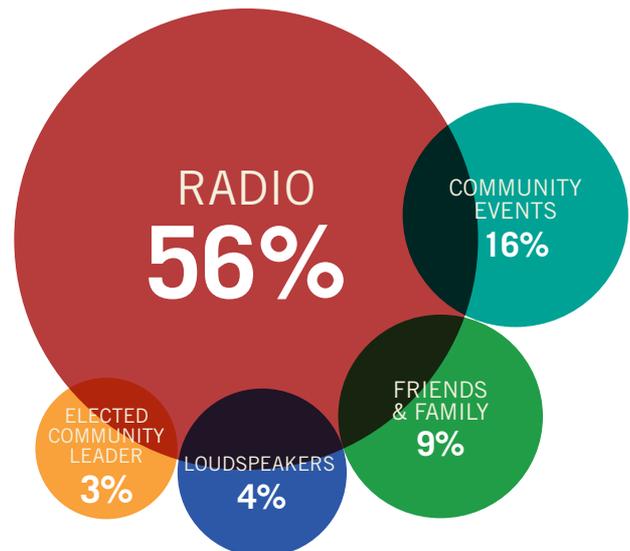
(among those who have heard 'at least some' info of this type since being in the area, N= 472)



**Radio dominates as Leer respondents' most trusted source of information:** their hierarchy of information sources considered 'most trusted' matches fairly well with their overall source pattern.

### Top 5 most trusted sources of information for good decision-making in Leer (August 2014)

(among those who have 'at least some' of this type of information while being in the area and know the source, N=465)



**While radio is the most popular source of information, almost half (44%) say they do not have actual access.** Among those that do have access, just over half of them (59%) own the radio themselves, which is an important benefit in terms of how much control they may have over the stations tuned in to. 33% of respondents surveyed at Leer are both radio listeners and radio owners. When compared with the 2013 National Audience Survey, radio access in Leer appears to have increased from 22% to 56%. While a positive change, this increase in access to radio may be attributable to simple shifts in the demographic profile of Leer following the major displacement and movements caused by conflict in December 2013. In addition, data from the 2013 National Audience Survey shows that sources themselves have not changed very much, with radio and face-to-face interactions as the most popular sources.

**The majority of Leer respondents also talk with aid workers or community leaders on a weekly basis, and generally consider those conversations helpful.** Over three-quarters of Leer respondents talk to an aid worker (78%) and community leaders (78%) at least once a week. In general, Leer respondents found interactions with both aid workers (91%) and community leaders (95%) helpful.

**Personal safety at Leer is a worrying subject for the vast majority of respondents there:** Over four-fifths (82%) of respondents interviewed in Leer described themselves as 'very concerned' about their safety and that of their families while staying within Leer, with a further 13% saying they were 'somewhat concerned' about it.

## What is known about respondents' health knowledge at Leer?

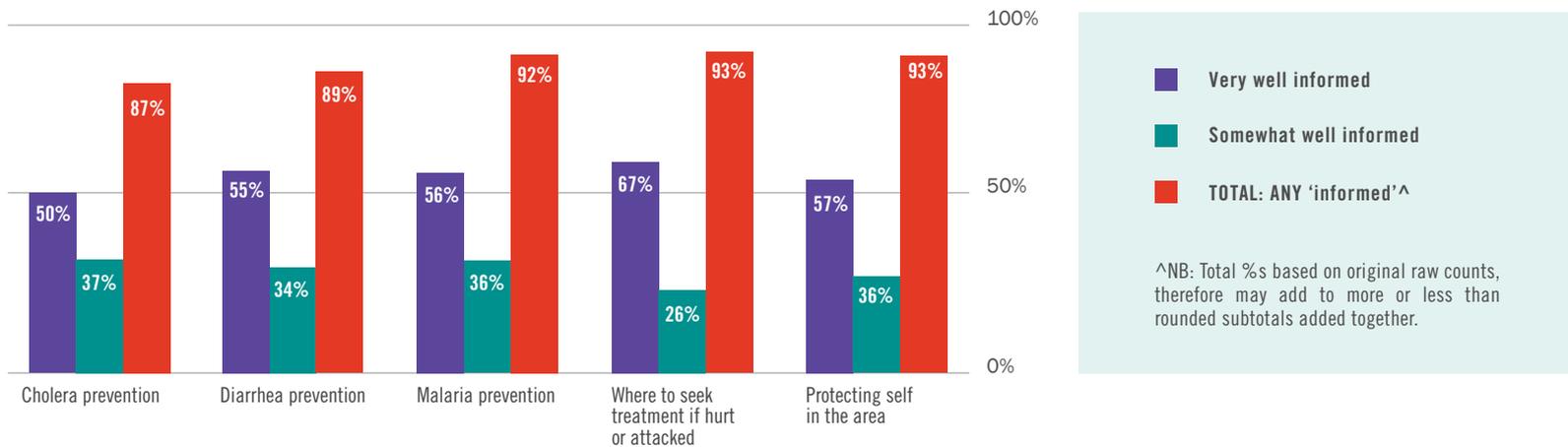
**Like personal safety, health is a worrying subject for the vast majority of respondents in Leer:** Over four-fifths (83%) of respondents in Leer described themselves as 'very concerned' about their health and that of their families while staying within Leer, with a further 12% saying they were 'somewhat concerned' about it.

**Regarding disease and illness prevention, Leer respondents feel well informed, especially regarding malaria prevention** based on their own self-assessment of how much illness prevention knowledge they had.

**Leer respondents' knowledge about where to seek medical treatment if hurt or attacked was strong – over two-thirds describing themselves as 'very well informed'.**

**Leer respondents' knowledge about mental health issues and services was relatively strong, even though weaker than their familiarity with clinical disease issues:** 60% were aware of mental health services available in the area and 91% reported valid reasons for why such services would be sought. The most commonly cited reasons were fear (37%) and trauma (34%), while depression (17%) was the least cited reason.

**Knowledge of which health services are available at Leer was varied:** Respondents seemed most aware of services to treat bleeding (61%), diarrhea (49%), and stomach pains (38%). Treatment or services for vaccinations (35%), cholera (36%), and child birth (32%) were the next most well-known health services provided. Only 8% were aware of clinics providing HIV/AIDS services, and knowledge of where to access eyesight or hearing treatment was even lower (5% and 2% respectively).



## What is known about respondents' behavior at Leer?

**Respondents in Leer demonstrated relatively positive water, sanitation, and hygiene (WASH) behavior, but there is room for improvement:** Roughly a quarter (27%) of respondents or their families wash dishes or utensils in a drainage channel, and while 97% reported washing their hands after using a latrine, only 24% reported using soap as well as water.

**The use of mosquito nets is widespread but varied in its usage levels among those surveyed in Leer:** Overall, 75% of respondents claimed that at least one person in their household does not typically use a mosquito net in a week. Only 9% claimed to never use mosquito nets while 20% reported using one all the time. Over a third (36%) of respondents claimed to use them five or more times per week.

### How often do you sleep under a mosquito net in the course of a normal week?



**Most (85%) respondents in Leer reported that at least one member of their family had been vaccinated, with children's vaccinations appearing to be prioritized:** 66% of respondents stated that within their family, only their children had been vaccinated; 6% claimed that all of their immediate family members (spouse and children), including themselves, had been vaccinated.

**The most commonly received vaccinations in Leer were for measles and polio:** 77% of Leer respondents reported someone in their family receiving a measles vaccination since coming to the site, as did 66% of respondents for polio; the next most commonly received vaccinations were for tetanus (38%) and cholera (30%).



## Research Methodology and Specifications

Women celebrate the re-opening of Naath FM in Leer (Internews 2014)

<b>Methodology</b>	Face-to-face interviews, conducted via Computer Assisted Personal Interviews (CAPI) with adults aged 15+; through random walks with Kish Grid
<b>Sample size</b>	604 completed interviews
<b>Market scope</b>	Population of internally displaced persons and host communities in Leer, estimated to be 15,000 as of August 2014
<b>Questionnaire design</b>	Internews and Forcier Consulting
<b>Fieldwork dates</b>	18-21 August 2014
<b>Fieldwork &amp; analysis</b>	Forcier Consulting
<b>External data verification and processing</b>	SwissPeaks
<b>National Audience Survey</b>	Where possible, the data from the 2013 National Audience Survey (304 observations in Leer) have been referenced as supplementary findings

## Limitations

- No major challenges or limitations occurred during data collection, although, given the differences in design and objective, comparisons between the Wave 1 HIS survey and the 2013 National Audience Survey are limited.