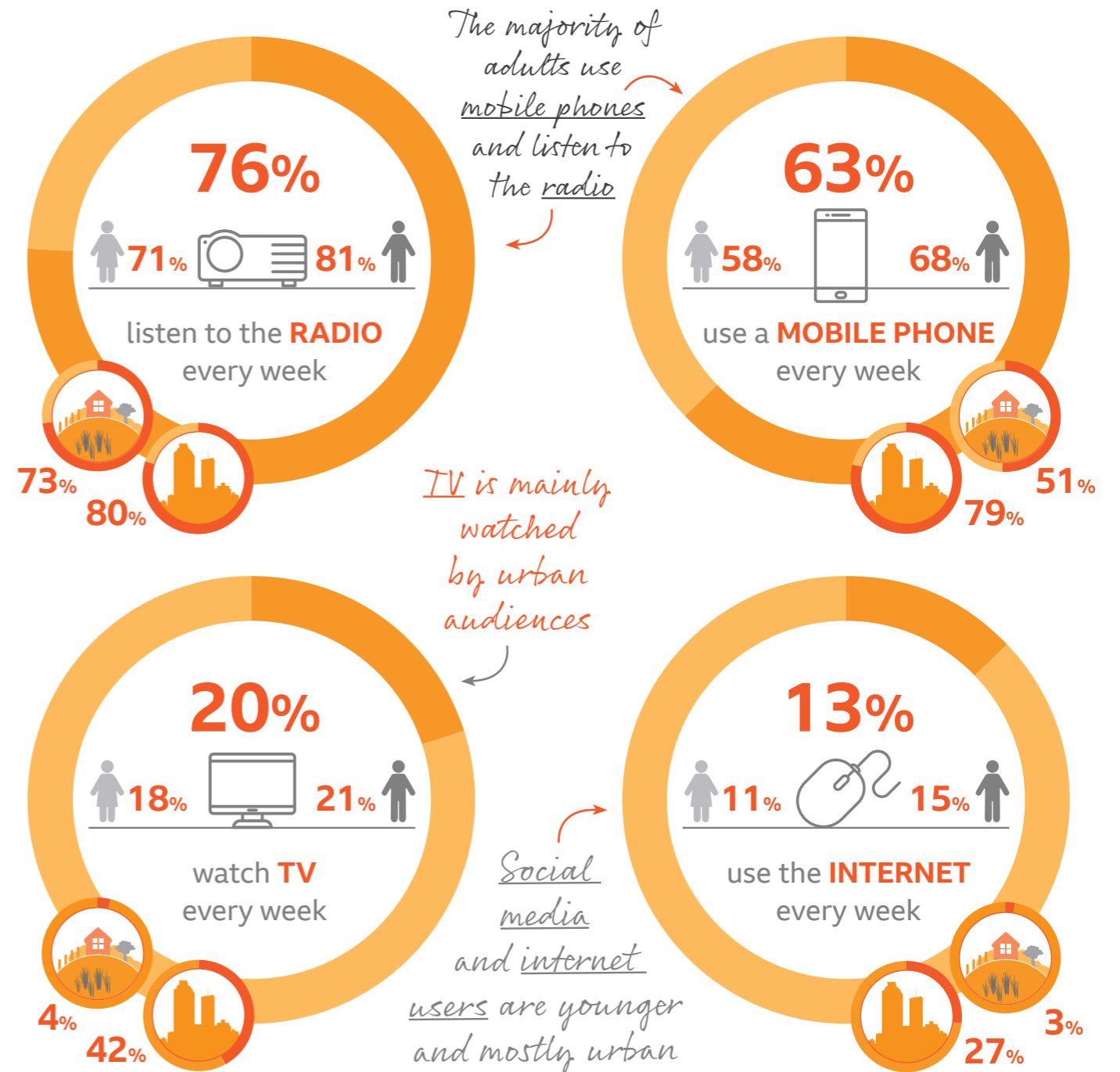


Sierra Leone population¹: **7.1million** – Adults (15+ years): **4.2million**



Registered charity number (England & Wales): 1076235
 Company number: 3521587
 Registered office: Broadcasting House, Portland Place, London W1A 1AA

Tel: +44 (0) 20 7481 9797
 Email: media.action@bbc.co.uk
 Web: bbcmediaaction.org

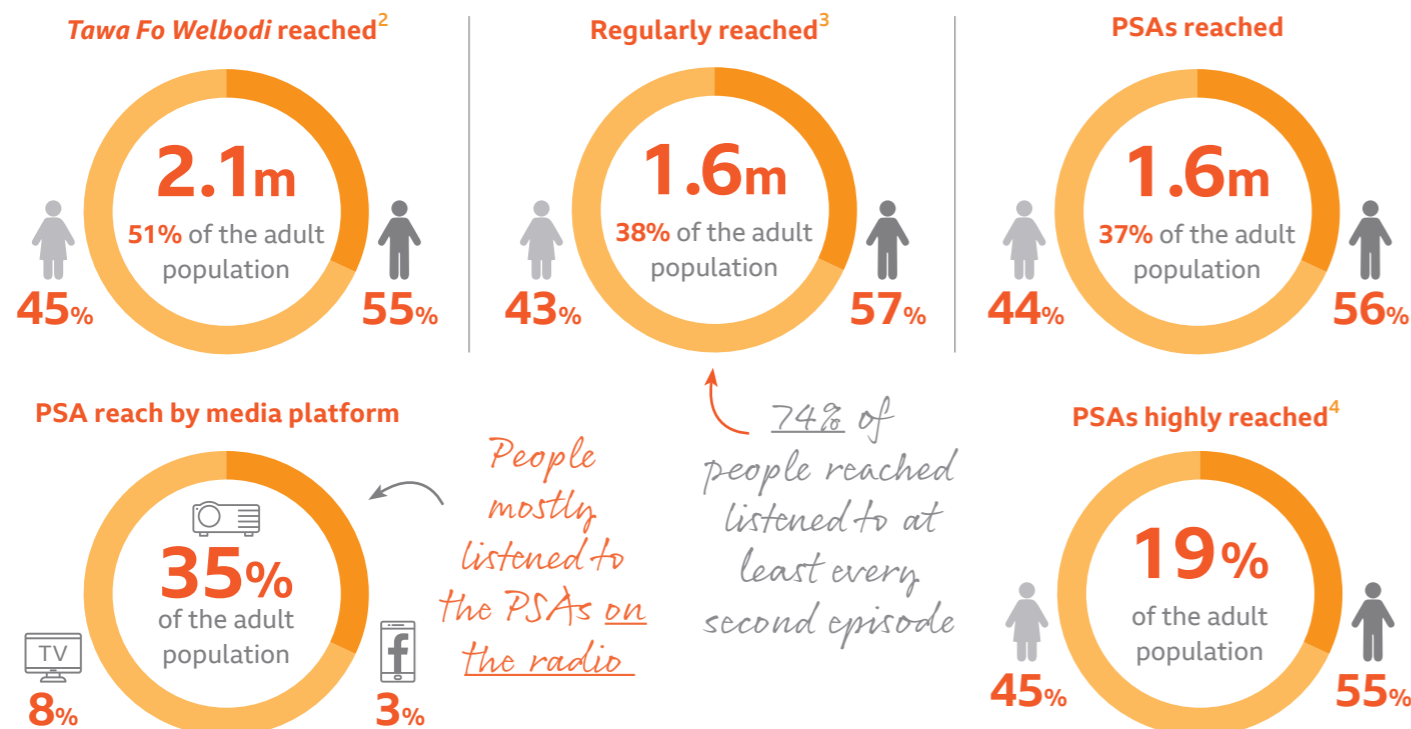
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Base: Quantitative survey commissioned by BBC Media Action. A nationally representative sample of 3,090 adults aged 15+ from all 16 districts of Sierra Leone were interviewed face-to-face in November and December 2019.

¹ Source: Statistics Sierra Leone (2016) 2015 Population and Housing Census

Reach

Tawa Fo Welbodi (Determined for Health) was a national radio show in Sierra Leone, produced by BBC Media Action and funded by Comic Relief. Broadcast from 2018–2021, it aimed to encourage healthier behaviours to help prevent and treat malaria. As part of the project, BBC Media Action also produced 15 radio and 15 TV Public Service Announcements (PSAs) that were also published on social media on topics relating to malaria.



Engagement

Listeners found *Tawa Fo Welbodi* educational and informative

“The programme is very educative and helpful... We have learnt a lot of things that we can do now that will prevent our family from getting the malaria sickness. Even when we go to other places we also educate people and create that awareness.”

Male, Kenema, rural



32% of regular listeners had discussed *Tawa Fo Welbodi*.

“Me and my children normally discuss how to prevent our family from malaria. Sometimes after listening to the radio program I ask my two boys what they have learned from the program.”

Female, Western Area, Urban



83% of regular listeners felt very informed about malaria.

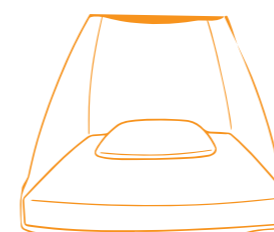
Impact

BED NETS

People who regularly listened to *Tawa Fo Welbodi* were

1.4 times

as likely to say that it is very important to sleep under an insecticide-treated bed net than other people.



55%

of regular listeners said they had started encouraging someone in their family to sleep under a mosquito net as a result of listening to *Tawa Fo Welbodi*.

MALARIA TREATMENT

79%

of regular listeners said it is very important to treat malaria with the recommended drugs, compared to 73% of non-listeners.



“According to the radio programme, if you do not complete your dosage as prescribed by the nurses/doctor, the parasite will not die, and the sick[ness] will attack you again.”

Male *Tawa Fo Welbodi* listener, Bo, rural

CLINICAL TESTING

58%

of regular *Tawa Fo Welbodi* listeners said the programme taught them that malaria does not have specific symptoms so the only way to know you have malaria is to have a test.



People who regularly listened were

1.2 times

as likely to say that it is very important to test for malaria, compared with other people.

“Before, [I delayed going] to hospital when I was feeling sick. But since I started listening to this programme, I don’t waste time in going to the hospital the moment I start feeling sick.”

Female caregiver, *Tawa Fo Welbodi* listener, Kenema, rural

RIGHTS



Regular listeners of *Tawa Fo Welbodi* were

1.5 times

more likely to know they have a right to free malaria treatment compared to non-listeners.

“Yes, we are aware of the availability of free malaria tests and treatment. However, it is only through the programme that we have been made aware that this is our right.”

Female *Tawa Fo Welbodi* listener, Kenema, rural

² ‘Reached’ means people who listened to at least one *Tawa Fo Welbodi* programme within the previous 12 months.

³ ‘Regularly reached’ means people who listened to at least every second episode.

⁴ ‘Highly reached’ means people who listened to 3–12 PSAs.

⁵ Regression analysis compared the responses of regular listeners with non-listeners while controlling for other influential factors, such as age, gender, income, education level and location.