

# Community Audio Towers are considered highly beneficial in raising health awareness, improving agricultural productivity, supporting education, and fostering community development.

## Enhancing Rural Communication and Development through Community Audio Towers in the Upper West Region of Ghana

Da-uri Awonodomo Fidelis, Amplio Ghana

### INTRODUCTION

- In many rural and remote areas of developing countries like Ghana, limited access to ICT resources hampers the flow of crucial information needed for social and community development.
- The Upper West Region, characterized by its rural settlements and low ICT penetration, faces significant challenges in accessing vital information.
- CATs have emerged as an innovative solution to this problem. These towers are strategically mounted in communities, allowing residents to access live radio programs in groups or individually, even without personal radio sets.
- With CATs, everyone in the community can access important radio programs, including those on agriculture, health, climate change, and peace and security.
- By providing widespread access to essential information, CATs play a crucial role in empowering communities, enhancing their knowledge, and promoting social and community development.

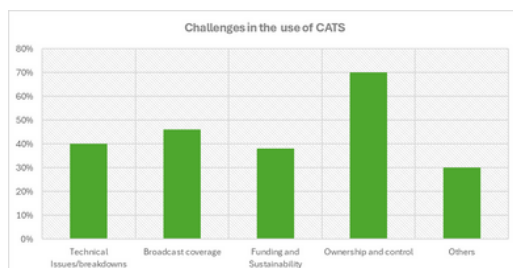
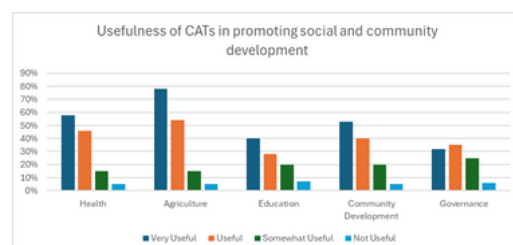
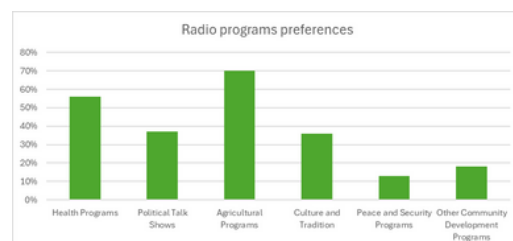
### OBJECTIVE

To explore the role of Community Audio Towers (CATs) in enhancing rural communication and fostering community development in the Upper West Region of Ghana.

### RESULTS

- Health and agricultural programs are the most popular among community members.
- CATs significantly make information more accessible and engaging.
- Agriculture and Health programs, in particular, have led to improved practices and better outcomes in these sectors.

\*A single CAT struggles to serve larger communities effectively.



### METHOD

The study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews and focus group discussions.

### DISCUSSION

- Information accessed through CATs, have led to improved practices and better outcomes in the agricultural and health sectors.
- Community ownership or a more participatory approach could ensure better access and control for all community members.
- The study contributes to the broader understanding of the role of ICTs in rural development.