

# Building Community Resilience and Collective Action with the DigiRedio SBC Platform

**Author:** Joshua Githinji

**Co-author:** Hellen Collete

**Affiliation:** Centre For Behaviour Change and Communication

**Title:** Facilitating Large Scale Behaviour Change and Collective Action through DigiRedio SBC Platform

## INTRO AND OBJECTIVE

As of March 2022, Kenya had 323,374 confirmed COVID-19 cases and 5,647 deaths. Aiming to vaccinate 27 million people by year-end, CBCC and MOH, funded by UNICEF, launched a Social and Behaviour Change (SBC) program "Get the Vaccine of Hope and Stay Alert", through the DigiRedio SBC platform to promote vaccine confidence and demand.

## METHOD

The DigiRedio SBC platform promotes dialogue among multi-sector players and the public to educate, amplify community voices, and catalyse action for sustainable development. Operating in all 47 Kenyan counties, the platform reaches 13 million people via 60 community radio stations in 25 languages.

## DIGIREADIO MODEL OF ENGAGEMENT



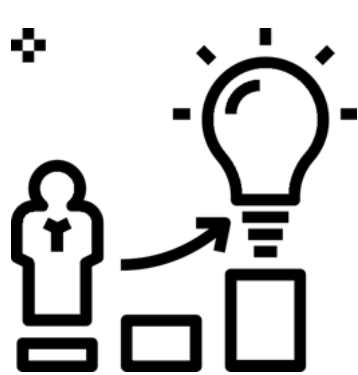
## RESULTS



- **Nationwide system established** to share a syndicated radio magazine with standardized, contextualized communication in over 25 languages.



- **Created a community listening platform** where rumours were tracked and enhanced community action.



- **Increased knowledge in COVID-19 vaccines** information.



- 49% of individuals who received the vaccine **quoted the vaccine as inspiration** to do so.



- **Intentions to receive vaccines** rose to 78% against a target of 60%..

## CONCLUSION



**Two-way community engagement** enhances timely community feedback and community led social action for change and accountability



**Building capacity of journalists** equips them to collectively motivate and activate people to take individual and social action



**Model of engagement** puts communities at the centre of decision-making to build ownership and trust as a critical component of change