

Public Health Literacy and Community Media in Europe

Programme Development Processes by the 8 Grantees

C&C Report-back to the EU



Radio Programme Production Processes by the 8 Grantees

This report is prepared in response to the EACEA GRANT AGREEMENT Project 101054203 — E3J, work package 3 (WP3), D3.20: "Programmes on Public Health".

The deliverable is in the agreement described like this:

"Each of the 8 programmes will be defined by the reality in which they are produced. Together the 8 programmes will form a broad sequence of effective programmes on Public Health for social norms change within the 8 communities."

The original deadline in the grant agreement was June 30, 2023, which was later extended to October 31, 2023.

This report presents the Radio Programme Production Processes and their Results, which have been unfolding since 8 out of 11 applicants were informed that they had won a production grant, after selection on April 20th ¹.

Index:

Part I Summary Implementation report	Page 3
Objectives, Stations selected, Workshops, Dates	Page 5
The stations' selected special themes	Page 9
Stations learning, reflecting for quality broadcasts	Page 9
Packaging: unique identities with graphics and jingles	Page 10
Impact of the financial part of the grant received	Page 11
Assessment of success of E3J for community media	Page 14
Annexes – Call for Applications and Announcement	Page 15
Part II Delivery of the 8 Grantees' radio programmes	Page 21
Part III The 8 Grantees' final Production Reports	Page 41
Austria	Page 42
Denmark	Page 58
Ireland	Page 73
Spain	Page 85

¹ See the 'Community Media Grant – Award Announcement' in Annex 2.

Programme development by the 8 grant-winning stations was one component in the C&C Public Health strand

Community Media Forum Europe (CMFE) in close cooperation with the Austrian community media training and research organisation COMMIT, is pleased to present **this summary report on the production processes and the resulting radio programmes developed by our grantees in the four case countries: Austria, Denmark, Ireland and Spain.**

This component makes up part four in the presented sequence of the E3J public health strand hereunder. The full presentation of all components can be found in our **'Strategic Approach'**. The deadline for this report was at an early stage extended to be October 31, 2023, due to a late start of the E3J project. While most stations have indicated that the timeframe was, indeed, limited, they have all succeeded to implement their ambitious plans and done so in time with one single delayed example. **We are thus pleased to report on this really successful step in our 'Public Health' strand of the E3J.**

Major deliverables within the C&C Public Health topical strand – organised as a systematic and strategic sequence:

1. Based on a detailed and systematic ToR, to prepare 4 national² reports on Community Media (CM) and Public Health.
2. Based on a Call for Proposals, 2 CM grantees selected in each of the 4 case countries.
3. Each grantee is invited to a national workshop to inspire the Public Health programming, based on national research reports.
- 4. Each grantee develops the Public Health and Literacy programme series as per approved grant proposal.**
5. Online learning resource created based on research, workshop programmes and results, and on the community media programme development lessons learnt by the eight grantees.
6. Conference – to present process, findings, results and onward use within network.



² The four countries taking part in this work are Austria, Denmark, Ireland, and Spain.

Summary presentation of Programme Production Processes and Results

Part I

This part will be followed by Parts II & III:

- * The Radio Programmes**
- * The final reports by each of the eight
Grantee Community Radio Stations**

OVERALL OBJECTIVE:

Involving citizens in the debate around public health through good, participatory community media programming.

In the four national studies undertaken within the E3J Public Health strand, the importance for community media to be both systematic and strategic in building on their proximity to the citizens was underscored. This already happens in several realities where community radio stations have opened their microphones to groups usually excluded or stereotyped by the media, and it was among the foundations in the selection of the grant winning community media stations.

The studies also underscored how vastly different the environments are in the four countries, both in terms of community media (legal) space, history and everyday practice as well as in terms of public health literacy and information – and the level of trust in the media by the population. This was further underscored when reading the grant proposals, highlighting the different challenges and priorities in the four countries – and the eleven stations presenting how they wanted to interpret and advance the objectives described in the ‘Calls for grants’³.

Who is invited to apply?

We invite community media from Austria, Denmark, Ireland and Spain committed to strengthen their role in advancing community debate on public health to apply. Applicants can be community radio or TV stations. The station needs to be licensed and in full operation. No other applicants than community media will be considered...

Commitments of a Public Health Programme Production Grantee

If you are selected for this opportunity, you will be expected to:

- Sign a contract outlining the mutual commitments and deadlines
- Attend the face-to-face 2-day workshop in your home country
- Produce and air/disseminate your public health programmes as outlined in the contract, based on your proposal
- Agree for the production to be integrated into the online learning resource
- Active participation in any exchange sessions agreed in the workshop
- Present your programme concept in the final conference

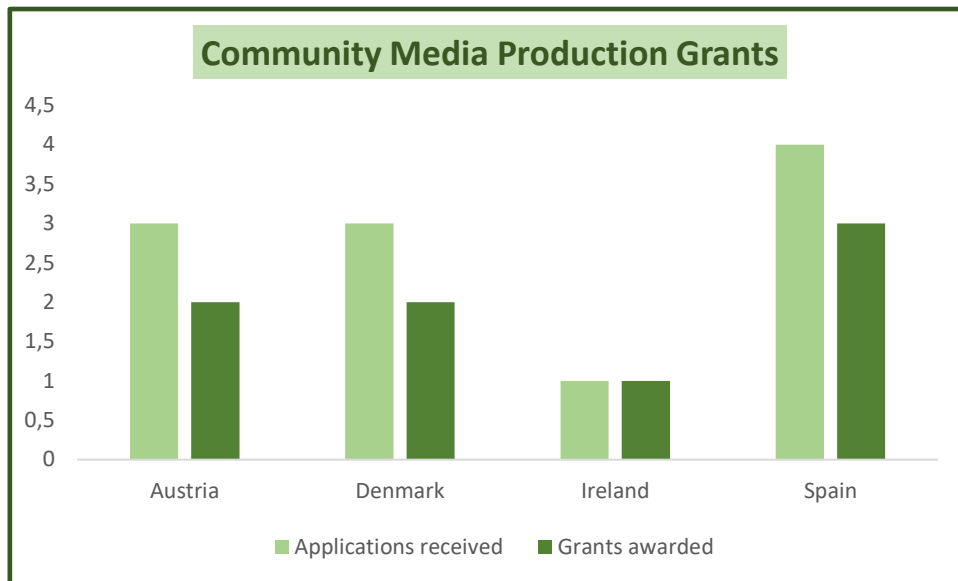
Excerpt from the ‘Call for Grant Applications’ (see more in annex 1)

Of the 11 applicants from the four countries, 8 got a grant, access to take part in the workshop, online support from CMFE and invitation from COMMIT to take part in the final workshop in January 19, 2024, where they will present their process and results.

The Call was announced February 28, 2023 with deadline a month later, March 31st.

³ See the ‘Call for Grant Applications’ in Annex 1.

A total of 11 grant applications were received, towards the eight grants available.



The Proposals were carefully analysed based on the criteria mentioned in the Call (see above), contracts with clear agreements about requirements and steps in the process were formulated. The stations' proposals made up a part of the contract (an annex) obliging the stations to work on the basis of their winning proposals.

The eight Grant Winning Stations were:

- Campus & City Radio St. Pölten (CR 94.4), St.Pölten, Austria
- Freirad, Freies Radio Innsbruck, Innsbruck, Austria
- Radio Bazaar, Aarhus, Denmark
- Radio Ronde, Ronde, Denmark
- Claremorris Community Radio, Claremorris, Ireland
- Color Comunitaria, Malaga, Spain
- Radio Jabato, Coslada, Madrid, Spain
- Radiopolis/92.3 fm, Sevilla, Spain

With an ongoing connection between the CMFE lead and the C&C team behind the E3J Public Health strand, the stations started the production process, and when appropriate in each national context, the workshops were planned.

All four workshops were a very successful and important part of the production phase, providing the opportunity for the stations in each country to step back and reflect, learn new, and go back to the production work in their station with new ideas and renewed enthusiasm and focus. The workshops are reported upon separately, a deliverable in its own right.



Photo: Spain in action – the community radio workshop

The four Workshops took place from June to August:

Country	Dates	Venue	Stations
Denmark	June 9-10	Aarhus	Radio Bazar, Radio Ronde
Austria	July 7-8	St.Pölten	FREIRAD FM, St. Pölten campus radio
Ireland	August 19 and 26	Claremorris	Claremorris Community Radio
Spain	September 8-9	Malaga	Onda Color, RadioPolis, Radio Jabato



Photo: Denmark in workshop mode

The production phase – step by step:

The production process had the following steps:

- February 28, 2023 The Call for Proposals was announced
- March 31, 2023 Deadline for Proposals
- April 20, 2023 Selection process concluded. Grant award announcements
- June-Sept. 2023 Workshops taking place in each of the four countries
- October 15, 2023 Deadline for presentation of at least two programmes
- October 30, 2023 Deadline for reports from each grantee (part II, this report)

Way forward will be discussed when all meet for the final conference in Vienna, January 19, 2024

While a tight process, as reiterated by several grantees, all have nevertheless pulled through with excellent both processes and results documented by the following sections. Hereunder each grantee presents their programmes, and audio links are shared. In the Part II of this report, each of the eight grantees’ final reports are shared, organised by country.

One of the eight stations has encountered some delays. This is the sole Irish grantee, **the Claremorris Community Radio (hereunder in workshop)**. Right after winning the grant, the stations had a management reshuffle. The station manager who had prepared the proposal and had elaborated the plans, left, and after a period of a



management vacuum, the station is now up and running, a very successful workshop has been held, and the production has been received with a slight delay. Wonderful that also this worked – and that the station met their obligations with enthusiasm.

The grant-winning stations selected an urgent need as their series' special theme

Working on the basis of the very broad WHO public health definition, each of the grant-winning stations chose to focus on how a community media programme series could make the biggest and most important difference in their communities in terms of MIL and Public Health. This in stations in each of the four countries meant to invite the community to become co-creators of programmes of relevance to them. The challenge of digitization of the national health services were the focus of a programmes in an Austrian and a Danish station, whereas issues not regularly debated in the public sphere were illuminated in one Spanish station – looking at taboos and in an Austrian station shedding light on women's health.

In Austria, Radio FREIRAD focused on neglect of the health system to focus on women's health and Campus and City Radio St. Pölten took up the challenges many community members meet with the increasing digitization of the health system.

In Denmark Radio Bazar chose a related issue with the many immigrant nationalities of their audience: Cross-cultural medicine & immigrant health. The other Danish grantee, Radio Roende recognized through the workshop inputs that the most significant improvement they could offer, was to engage community members in doing programmes about the situation they were in and wanted to improve.

In Ireland, Claremorris Community Radio focused, in a conversational and participatory style on “Healthy Conversations: Chats about better living”, tailored to specific health topics and needs of different audiences.

And *in Spain*, Color Comunitaria, from Malaga wanted to show, that it is important to be attentive and to act when something 'hurts' and therefore chose an action-oriented: “how to...” focus on issues from mental over sexual health, loneliness, medication and drug abuse. In Madrid Radio Jabato invited the community into the studios saying “Everyone's Health, [is] Everyone's Commitment”, focusing every programme on the public health challenges of different groups in the community. In Sevilla, Radiopolis, focused on mental health and youth, to engage with and disarm taboos. With a young psychologist as the central character through the programmes, the principal youth audience were called to engage, get a voice, be informed and empowered.



Photo: Discussion in the Danish workshop

Taking part in the process meant learning, reflection and quality broadcasts

Having won a grant in a European competitive project and process in itself was highlighted to be of importance for many of the grantees, carrying an international recognition of their proposals and commitment. All eight participating stations reported (in their final reports, part III hereunder), other added value coming from the four workshops, which in the four countries were built over the same skeleton but with different emphasis, based on the national background and context. The workshops were

by all found to add significant learning and value, and several grantees report that they decided to re-orient their original programme ideas, based on the interaction and the expert inputs during the workshops. Campus & City Radio St. Pölten reports:

“A highlight for the participants was the two-day workshop in St.Pölten with the radio group from Freirad Innsbruck and the speaker Dr. Yvonne Prinzellner, organized by COMMIT. Both the group dynamics and the expertise of the speaker were praised by all participants from CR 94.4.”

The broadcasters taking part in the production process, be it youths, adult men, community members, or seasoned community media volunteers, report excitement at being part of such a focused process – along with the wish to excel, to really develop something new and long-term sustainable. From Claremorris community radio, a local ambulance driver and volunteer broadcaster at the station, is quoted saying:

“I really enjoy the interviews and I just hope they come across well. When interviewing a local woman who had been through horrific post-natal depression, I truly felt privileged – she was so open and honest.”

While producers and project managers are mindful that no substantial audience research exists anywhere in European community media – it is simply too expensive, and the size of stations is too small to be included in national surveys – they all report community interest and that they have seen the interest growing.

Radiopolis from Sevilla reports that apart from the listeners in the flow programme, 850-1150 online visits per programme at the time of reporting (3-4 weeks after the broadcast and upload), which is very high. Anecdotal evidence references a new level of debate around the issues raised in the different communities, and more feedback and interest registered to take part in discussions than ordinarily generated. Onda Color from Malaga describes how their home-community is a very disadvantaged neighbourhood, Palma Palmilla. The station is there to engage and give a voice to the inhabitants and ensure their engagement in matters regarding their community. The station reported:

We have 500 listeners per day of our neighbourhood via FM, 80 listeners in our podcast and more than 800 interactions in social media. The comments from social media users focus on their gratitude that we generate health content and the pride of the neighbourhood that these topics are brought forward. This is important, since it helps reduce the stigma of the neighbourhood and generates new arguments for the self-esteem of the people who live here, given that Palma Palmilla proposes content that is positive for the neighbourhood and for the city of Malaga.

With few exceptions, the stations report that this process – supported and infused with information and good dynamics from the workshops – will continue. As the project manager from Radio Jabato / Madrid wrote:

For our station taking part in this project is a great experience and the most interesting thing is that it will be the start of many more programmes from now on.

The packaging: creation of unique identities for the series: graphics and jingles

Special programme series identities were developed in most of the participating community radio stations, including graphics, a dedicated space in the programme schedule and on the website, and a special musical jingle, highlighting the name and the thematics of the programme series.

To the E3J programme managers, the high-quality levels of the participating stations also here over-did our wildest expectations.

In Ireland, the team bringing forward their public health programme series chose to formulate a 'Claremorris Community Radio Public Health Policy', stating that:

"Claremorris Community Radio is committed to fostering the health and well-being of our community. We recognise the influential role we play in disseminating public health information and promoting positive health outcomes. This Public Health Policy outlines our commitment to responsible broadcasting and community involvement in the realm of public health."

The policy included clearly defined (i) Objectives; (ii) Content Guidelines; (iii) Inclusivity and Accessibility; (iv) Collaboration; (v) Privacy and Consent – and in the end stating that they are committed and that the policy will be reviewed and updated periodically to ensure its continued alignment with the mission and community needs, and 'Ratified by the Board of Directors of Claremorris Community Radio on 16th October 2023'.

The impact and role of the financial part of the grant received

Mindful of the special nature of community media, including the fact that the realities of community media in the four countries is very different, that the realities in every community media station is unique, and that the major part of the community media broadcasters - and often also the managers - carry out their community work on a volunteer basis with day-jobs 'on the side', it was, extraordinarily, agreed by the E3J consortium lead partner RSF that no budget, detailed accounts and documentation for the use of the €3.750 grants per station was needed. What was needed, was a presentation of what the role of the financial part of the grant was. This is shared here.



Photo: The Austrian grantee stations together for the training workshop

Campus & City Radio St. Pölten reports that:

"The grant is divided equally among the four radio producers at CR 94.4, after deducting a small portion for overhead costs, such as project management. All of them are also volunteers at the radio station. The grant motivated the radio producers to dedicate more time to radio productions and delve deeper into the subject matter than they might in their regular, unpaid broadcasts for CR 94.4."

Furthermore, it made the weekend time needed for the workshop more agreeable.

Radio FREIRAD, Innsbruck, Austria shares:

“We used the grant at FREIRAD mainly to support the editorial team with their work on the production of the series. For every person participating in the creation of a show for the series “Anti-Körper: Frauen* im Gesundheitssystem” we compensated their time and effort with 130,00.- €. Another big part of the grant went into the workshop for our (new) radio broadcasters, through which they were able to go on air and have all the necessary information to also start their own broadcasting series at FREIRAD.

A smaller sum was used to buy merch to support the editorial team in the dissemination of the series and to buy the necessary office supplies for the project as well as necessary equipment and provisions for the editorial meetings.

All in all, we at FREIRAD were really happy to be able to support the editorial team through the grant of the E3J-project and also be able to choose freely how to use the money of the grant. Through our use of the grant, we were able to win more radio broadcasters and develop a project that focuses on a topic that is really relevant in our society.”

Radio Bazar, Denmark tells:

“The grant received from E3J has meant that we could focus on delivering the value that is of importance to us towards our ethnic communities. We have been able to cover studio time, additional staffing costs, publicity, broadcasting expenses and administration.”

Radio Roende, Syddjurs, Denmark reports:

“We have been very pleased to be part of programme, mostly because of the inspiration that made us rethink our series of programmes and turn up our ambitions. A fruitful learning process! We have used our E3J-grants for some necessary equipment; Four new microphones, with stands and a portable mixer enabling us to broadcast remotely - outside.

No participants in the programmes have been compensated for their time spent on preparation and participation. A small amount was used for food, water, coffee and cakes for participants when recording; and some on travel and transport for hosts and technicians.”

Claremorris Community Radio, Ireland reports:

“The grant received from E3J has significantly facilitated the implementation of this project, allowing us to focus on delivering social benefits to our community. It has enabled us to channel resources into critical aspects such as studio time, additional staffing costs, publicity, broadcasting expenses and administration.”

Color Comunitaria, Malaga, Spain reports:

“The grant helped us to be able to allocate more time to innovative sound editing and to disseminate the episodes with greater impact on social networks, not only on FM. We have strengthened relationships with other health actors in the area and this will give results later.”



Photo: The Spanish stations together for the workshop

Radio Jabato, Madrid, Spain presents about their use of the E3J grant:

“From Radio Jabato we value very positively the contribution of the grant that has helped us to renew equipment that has improved the quality of the recordings and the possibility of a greater number of broadcasts. In addition to being able to make the broadcasts outdoors, we have also purchased a noise meter and a magnetic wave meter with the grant provided. Furthermore, the grant has helped us to be able to travel to different places to meet with groups. We have also used part of the grant to improve the website and pay for wifi and applications to improve the functionality and efficiency of the display.”

Radiopolis, Sevilla, Spain underscores how the grant directly supports MIL and counters mis- and disinformation:

In the realm of community media, those closest to the populations face the constant challenge of maintaining and developing radio spaces without economic backing. The reality is that the production and transmission of quality content demand resources, and in this context, grants play an essential role in ensuring the continuity of initiatives that offer valuable and relevant information. The creation and maintenance of a radio space without economic backing are indeed challenging.

Community media, being so close to communities, have the responsibility to provide accurate and useful information, countering the misinformation that abounds today. However, this noble task is limited by the lack of financial resources. That's why we consider obtaining grants to be of vital importance.

These grants not only represent direct financial support for the operation of the radio space but also constitute recognition of the relevance of community work in generating useful and enlightening content. Grants not only fund the production and transmission of programs but also support the mission of combating misinformation and promoting authentic community communication.

At a time when misinformation is a constant threat, community media plays a crucial role in providing accurate and contextualized local information. Grants become an invaluable resource to strengthen this work and ensure that radio spaces remain a beacon of reliable and useful information amid the information overload.

This is a very worthwhile conclusion, highlighting the important role it has to give the voices to the community radio stations, highlighting all that that CMFE/COMMIT part of E3J is all about.

General assessment of the success of the E3J for community media in Europe

The community media component of the E3J has been very ambitious compared to the funds committed, and as the project managers from CMFE and COMMIT we are overly satisfied with the results that have emerged: Public health and the core role of MIL in community radio work being high on the agenda of the participating stations, who are, themselves, impressed by the audience take-up and interest.

All required deliverables by the grantees have been received:

- At least two programmes per station. Most have overdelivered and plan to continue the programme series – Most with graphics identities and jingles;
- The final reports requested at the end of the process are of a very high calibre and quality – providing the basis for this report-back.

Now, an online learning resource will be developed based on all of what is presented – and the grantees, international organisations (WHO, UNESCO and EU) will convene in Vienna January 19 for a grand finale – presenting the results and drafting future onward continuations, building on all that has been learnt and shared.



Photo: Radio Jabato in production

Annexes for Part I

**The Summary presentation of
Programme Production Processes
and Results**

This part will be followed by Part II & III:

*** The Radio Programmes**

*** The final reports by each of the eight
Grantee Community Radio Stations**

Apply for Community Media Production Grants with a Public Health Focus

Within the European E3J project⁴ (European Excellence Exchange in Journalism) Community Media Forum Europe⁵ (CMFE) and COMMIT⁶ are pleased to invite community media in four focus countries to present their proposals for production grants. The four countries are: Austria, Denmark, Ireland and Spain.

In each country two community media will be awarded the grant based on the criteria presented below. The grant includes € 3.750, participation in a 2-day workshop in the grantees' own country and language focusing on Public Health programming in community media. After finalisation and approval of the productions, the grantees will be invited to take part in a European conference (January 2024).

To support the work of the grantees, research has been carried out in the four countries around public health literacy and community media. This is available for grantees and will also inform the workshops.

Public Health

Public Health is defined by the World Health Organisation (WHO) as “the art and science of preventing disease, prolonging life and promoting health through the organized efforts of society”.

Public health encompasses much more than the goal of being healthy and refers also to external living conditions such as climate and clean environment, social aspects such as poverty reduction, comprehensive access to the health system for all but also the factual and evidence-based discussion of medical findings and ways to counter disinformation. As such it touches almost all of the 17 UN Sustainable Development Goals.

⁴ <https://www.e3j.org/>

⁵ <https://www.cmfe.eu/>

⁶ <https://www.commit.at/>

The Grant

The public health literacy production grants include:

- **A € 3.750 grant to facilitate work related to the programme development and production**

Community Media in the four countries are invited to present their Public Health production proposal (more below) **no later than March 31, 2023**. The community media, who will be awarded a grant, will be informed no later than April 24, 2023.

- **A Workshop in the home country (May-June 2023)**

A 2-day workshop in the grantees' home country. Based on the research, appropriate workshops will be designed and community media broadcasters and their audiences from eight grant-winning stations will be invited to workshops to identify how the community media platforms can most appropriately and effectively absorb and reflect the national/local public health debate, recognizing that community media in many communities' lives represent a trusted and valuable source of information – thus performing their media and information literacy role.

- **Public Health Programme Production Phase**

During the production phase the eight participating stations from the four countries will develop the Public Health Programme Series presented in their applications, using the additional acquired insight and knowledge to realise their programme production plan. This could involve developing a Public Health editorial group at their station (if they don't already have it). The production phase runs from **May 1 till the deadline October 15, 2023**.

- **Presentation and dissemination: The final programmes will be showcased in an online learning resource and a final conference**

Online learning resource: After the finalisation of the productions, they will be included in an online resource, a self-learning package, including from the four countries the national research, the workshop curricula and materials as well as the grantee proposals and productions. Available **December 31, 2023**.

Final conference: All of the above will be presented and discussed in a final conference in Vienna, Austria. **January 2024**.

Commitments of a Public Health Programme Production Grantee

If you are selected for this opportunity, you will be expected to:

- Sign a contract outlining the mutual commitments and deadlines
- Attend the face-to-face 2-day workshop in your home country
- Produce and air/disseminate your public health programmes as outlined in the contract, based on your proposal
- Agree for the production to be integrated into the online learning resource
- Active participation in any exchange sessions agreed in the workshop
- Present your programme concept in the final conference

Who is invited to apply?

We invite community media from Austria, Denmark, Ireland and Spain committed to strengthen their role in advancing community debate on public health to apply. Applicants can be community radio or TV stations. The station needs to be licensed and in full operation.

While the station will be the grant recipient, the proposal should present the editorial group members and lead contact person in the proposal, with a presentation of their role in and experience with the station.

No other applicants than community media will be considered.

The proposal should include the following information

To qualify for the grant, we should like to receive a clear concept from you for a public health programme series, and a commitment to, at the end of the production period, have at least 2 programmes already finalised and aired / disseminated.

The proposal should include:

- Name of the station
- Contacts of the responsible contact person for the station
- Name and contacts of contact persons responsible for the programme
- List of the members of the public health production team (optional)
- Who would you like to have in your 2-day workshop (up to 6 persons per station). Besides from Public Health broadcasters, would you wish to consider inviting other broadcasters or community members? Others?
- Title of the programme (preliminary)
- Purpose of the programme (series). Please explain the concept and what you intend to achieve with the programme series?
- Targeted/involved communities
- Languages of the programme (series)
- Programme format and style
- Initial ideas about the content / the programme sequences.
- A detailed, realistic timeline for the whole process May-October.

How to apply (procedure):

1. Please submit a presentation of your Public Health production concept (see above) together with a presentation of your motivation.
2. All applications need to be submitted in English. The applications will not be judged based on the level of the English language, but on the quality of the motivation and proposed concept and content.
3. The received proposals will be carefully analysed by CMFE and COMMIT. Should any information be missing, the applicant will be contacted.

Selection criteria

- Clear presentation of the producers' motivation
- Relevance of proposal's proposed public health programme / programme series, including planned involvement of the communities, the listeners
- The realistic realisation of the proposed production within the time frame
- The production team's experience and approach to participatory programme production

Timeline

The whole process takes place in 2023-2024:

- March Ask us anything about the grant and process per email
- March 31 Deadline for proposals
- April 20 Applicants will be informed about the result
- May-June Workshops are taking place in the four countries
- May-October Production phase
- October 15 Deadline for presentation of final productions
- December 31 The online learning resource is launched*
- January The European Conference takes place*

*These activities are planned and carried out by CMFE and COMMIT.

Contact:

Please submit your application before 31st of March 2023 to

birgitte@empowerhouse.dk. If you have any questions, feel free to contact us through the same email.



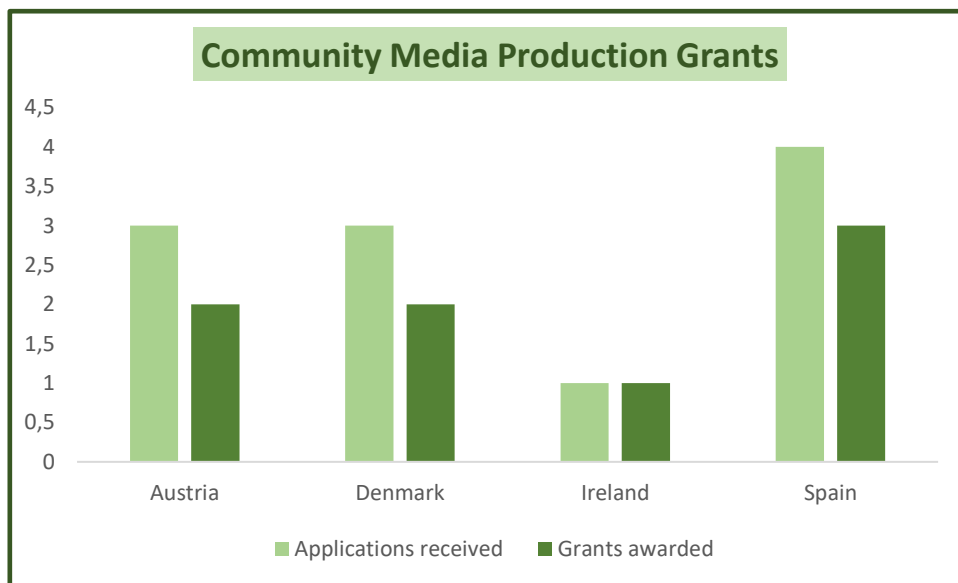
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Award of eight Community Media Production Grants with a Public Health Focus

Within the European E3J project⁷ (European Excellence Exchange in Journalism) Community Media Forum Europe⁸ (CMFE) and COMMIT⁹ are pleased to announce the result of the selection process nominating eight stations from four countries.

The Call was announced on February 28 with a deadline a month later, March 31st.

A total of 11 grant applications were received, towards the eight grants available.



The Proposals have been carefully analysed based on the criteria mentioned in the Call (see next page), and we now look very much forward to work with the following eight community radio stations, who by October 15 will have finalised the Public Health productions agreed up front.

⁷ <https://www.e3j.org/>

⁸ <https://www.cmfe.eu/>

⁹ <https://www.commit.at/>

The grantees are:

- Campus & City Radio St. Pölten (CR 94.4), St.Pölten, Austria
- Freirad, Freies Radio Innsbruck, Innsbruck, Austria
- Radio Bazaar, Aarhus, Denmark
- Radio Ronde, Ronde, Denmark
- Claremorris Community Radio, Claremorris, Ireland
- Color Comunitaria, Malaga, Spain
- Radio Jabato, Coslada, Madrid, Spain
- Radiopolis/92.3 fm, Sevilla, Spain

Commitments of a Public Health Programme Production Grantee

- Sign a contract outlining the mutual commitments and deadlines
- Attend the face-to-face 2-day workshop in your home country
- Produce and air/disseminate your public health programmes as outlined in the contract, based on your proposal
- Agree for the production to be integrated into the online learning resource
- Active participation in any exchange sessions agreed in the workshop
- Present your programme concept in the final conference

The proposals included the following information

- Name of the station
- Contacts of the responsible contact person for the station
- Name and contacts of contact persons responsible for the programme
- List of the members of the public health production team (optional)
- Who would you like to have in your 2-day workshop (up to 6 persons per station): other broadcasters or community members? Others?
- Title of the programme (preliminary)
- Purpose of the programme (series). Please explain the concept and what you intend to achieve with the programme series?
- Targeted/involved communities
- Languages of the programme (series)
- Programme format and style
- Initial ideas about the content / the programme sequences.
- A detailed, realistic timeline for the whole process May-October.

Selection criteria

- Clear presentation of the producers' motivation
- Relevance of proposal's proposed public health programme / programme series, including planned involvement of the communities, the listeners
- The realistic realisation of the proposed production within the time frame
- The production team's approach to participatory programme production



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Part II

The Radio Programmes

This part will be followed by Part III:

**The final reports by each of the eight
Grantee Community Radio Stations**

DELIVERY OF THE EIGHT GRANTEE STATIONS' RADIO PROGRAMMES

To meet the radio programme delivery date, October 15, each grantee had been asked to share at least two (radio) programmes in MP3 format and a brief description of title; producers; date for the programmes' airing, and something about how the community was involved in the production framework.

The eight stations' presentations are shared hereunder:

Austria - FREIRAD

Anti-Körper: Frauen* im Gesundheitssystem (Anti-bodies: women* in the health care system)

The series is on from 28th August till end of 2023, every 2nd and 4th Thursday in the month.



On their website FREIRAD writes: FREIRAD has a new task force! From August 24th [2023], in the new series “Anti-Body: Women in the Health System”, we will investigate the myth of women in the health system and invite experts to find out why we are still far from equal treatment in the literal, health system sense.

Women's health* is often associated with appearance: attractiveness and beauty, fitness, nutrition, healthy skin and hair. The idea that is being sold is that products make women* look healthy instead of being healthy.

But women's health* encompasses much more than just external attractiveness. Women* around the world face serious health problems every day, ranging from diseases such as endometriosis and breast cancer to heart disease. These illnesses are often overlooked and socially taboo in women* or they are left alone to deal with their medical problems.

Findings and knowledge from medical studies are still primarily based on the male* body as a starting point for the development of medical practices. This in turn means that women* are disadvantaged and discriminated against in health discourse and that female* bodies have to adapt to these practices developed for men* - very often without receiving the right treatment. FREIRAD wants to raise awareness.

Aired shows:

1st show - Der Frauengesundheitsbericht 2022 im Fokus

- Title: The Austrian Women*s Health Report 2022
- Created by: Alexandra Welzenberger
- Broadcast: August 24th, 5 p. m. * Language: German
- Available from the station's website: <https://cba.fro.at/633380>
- Community engagement by involvement of Alexandra Welzenberger as part of the editorial team and Yvonne Prinzellner as expert are themselves, involved in the Public Health System and the problems also concern themselves. With the interview, they shaped the discourse about their own health and participated in the creation of a more just health system – also for women*.

2nd show - Vorsorge und Prävention in der Frauen*gesundheit

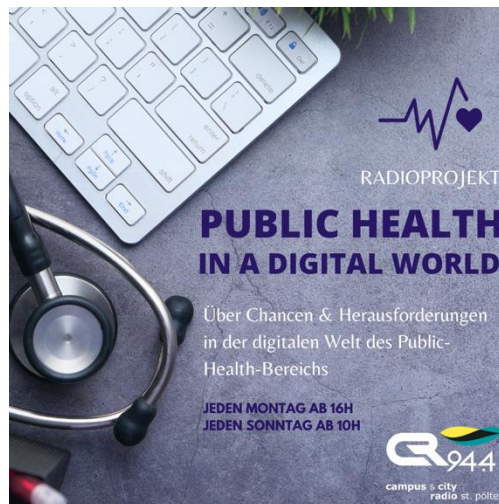
- Title: Prevention in women's health
- Programme created by: Leonie Schiessendoppler
- Broadcast: September 14th, 5 p. m. * Language: German
- Available from the station's website: <https://cba.fro.at/633381>
- Community engagement through: Both Leonie Schiessendoppler as part of the editorial team and Elisa Redl as expert are themselves involved in the Public Health System and the problems also concern themselves. With the interview, they shaped the discourse about their own health and participated in the creation of a more just health system – also for women*
- Radio broadcaster, sociologist and philosopher Leonie Schiessendoppler talks with the manager of the laboratory of the EUTOPS Institute Elisa Redl about screening and prevention in women's* health. Together they discuss women-specific cancers and explore what steps in women*s health still need to be taken so that women* can protect themselves well against diseases.

3rd show - Gender und Sprache im Gesundheitssystem

- Title: Gender and Language in the Public Health System
- Programme created by: Alexandra Welzenberger and Karoline Irschara
- Broadcast: October 12th, 5 p. m. * Language: German
- Available from the station's website: <https://cba.fro.at/636573>
- The community engaged in the programme production: Both Alexandra Welzenberger and Karoline Irschara as part of the editorial team are themselves involved in the Public Health System and the problems also concern themselves. With the interview, they shaped the discourse about their own health and participated in the creation of a more just health system – also for women*. Radio broadcaster and anthropologist Alexandra Welzenberger and radio producer and linguist with a focus on gender linguistics Karoline Irschara talk together about how women* and men* deal with their own pathologies in their own language. Together they analyse how women* and men* are treated differently in the health care system, how this is connected to language and what women* can do to be taken seriously in the current health care system.

Austria – St.Pölten

„Public Health in a digital world“ by Campus & City Radio St. Pölten Interim Report



The broadcast series with all previous broadcasts online:
<https://de.cba.fro.at/podcast/public-health-in-a-digital-world/info>

Radio programme number 1

Listen on demand: <https://cba.fro.at/634818>

Telemedicine, Elga app, data-based diagnostic procedures... digitization brings many opportunities in the healthcare sector. However, access for all is problematic: Vulnerable groups such as people with disabilities or older people with less digital affinity often face major challenges with the new technologies. FH-Prof. Jakob Doppler, scientist at the Center for Digital Health and Social Innovation and head of the master's program Digital Health Care at the FH St. Pölten talks to moderator Anna Michalski about the state of research, the problems in implementing achievements of technological development and his vision of a low-threshold digitized access to public health for all people.

Radio programme number 2

Listen on demand: <https://de.cba.fro.at/635820>

Going on a little excursion for once, without an arduous journey: A scientist from Vienna, Barbara Tillmann, put virtual reality goggles on senior* citizens in a residential home in St. Pölten. You can hear the results, how they liked it, and whether this should

be used more often in residential homes for people in need of care in a contribution by radio producer Tobias Bauer: he is a caregiver himself and got the researcher in front of the microphone. She is a student assistant at the Institute of Nursing Science at the University of Vienna.

Radio programme number 3

Listen on demand: <https://de.cba.fro.at/636757>

Health and digitization - how do they fit together? Sure, digitization is bringing advances in healthcare, in diagnostics, in treatments, and for more efficient administration. But what does digitization itself do to our health? Radio host Cosima is a life and social counselor and in this show she highlights the negative influences of digitalization on our health: It's about reduced attention and social relationships, bullying in social media and addictive behavior. In the process, the show creator incorporates true stories of her clients anonymously and raises questions. Digitization healthy - seriously now?

Radio programmes produced after deadline end of October:

- Seriously now? Visually impaired and digitization:

<https://cba.media/638335>

• Digital health offerings for seniors: How do I get to my electronic health record myself, and what's in it anyway?

<https://cba.media/638640>

• Generation Z: How do influencers change attitudes about health, food and body image?

<https://cba.media/638645>

What are the benefits of health apps? Interview with a doctor.

<https://cba.media/640337>

[Forthcoming:]

In the final broadcast of the series, all participants share their experiences in a live broadcast. What do we ourselves take away from dealing with the topic? How can we help others? How can we raise awareness of the situation of those who have less digital affinity and need support in accessing the healthcare system digitally?



Denmark – Radio Bazar

“Cross-cultural medicine & immigrant health”

A public health programme series by Radio Bazar
An interim report

Radio programme number 1

Cross-cultural medicine and health among immigrants

(Tværkulturel medicin og sundhed bland indvandrere)

We look at how the healthcare system in our area works cross-culturally to tackle the increasing ethnic inequality in health and have some diagnostic and treatment options that are specifically for new Danes.

With Charlotte Dyrehave PhD. Stud. and nurse at the Clinic for Complex and Cross-Cultural Medicine, Aarhus University Hospital.

Broadcast on Thursday 28/09, 15:00-15:30 and Friday 29/09, .20:00-20:30

[Radio Bazar Indsigt - Tværkulturel Medicin og I...](#)

Radio programme number 2

Pharmacy Facebook group in Arabic

(Apotek Facebook-gruppe på arabisk)

In Denmark we have a well-functioning healthcare system for everyone, yet it can be difficult for some people with an immigrant and refugee background to navigate the system due to the language barrier.

Yazan Alahmad is a Syrian pharmacist and works at Ebeltoft Pharmacy. He has set up 2 Facebook groups in Arabic where he helps and guides people with big and small regarding the rules and medicines.

Broadcast on Thursday 05/10, 20:30-21:00 and Friday 06/10, 19:30-20:00

[Radio Bazar indsigt- Apotek Facebook-gruppe pa ...](#)

Production information:



All programmes have been produced by the editorial group on public health:

- Qi Wang, journalist
- Daniel Goldman, radio technician
- Rui Monteiro. editor-in-chief.

Broadcast: FM 98,7 Mhz and 89,5 Mhz, in Aarhus.

Both programmes are available as podcasts in the Radio Bazar **public health series**, which will go on into 2024.

Denmark – Radio Ronde

“The good life in Southern Djursland”

A public health programme series by Radio Ronde¹⁰

Interim Report

Radio programme number 1

Listen on demand:

<https://podcast.sdlr.dk/61/2651>

Start-up of the Public Health Community Engagement Series It happens with Vendelbo: Come on, Man!

About the project “Come on, Man! and other health projects in Syddjurs:

- **Interview and Technique: Ole Vendelbo**
- **Producer: Niels Aakjær Holst**
- Broadcast 15 October 2023 at 16:00 till 16:30
- Podcast: <https://podcast.sdlr.dk/>
- Community engagement through Interview with coordinator and instructor
- The programme series will (at least) run until 31 Dec. 2024

Radio programme number 2

Listen on demand:

<https://podcast.sdlr.dk/45/>

The Good Life in Southern Djursland: Conversation about the community initiative: “Come on, Man!”

- **Interview: Hasse Schneidermann**
- **Technique: Jakob Holst**
- **Producer: Niels Aakjær Holst**
- Broadcast 22 October 2023 from 14:00 till 15:00.
- Podcast: <https://podcast.sdlr.dk/>
- Community engagement through debate with co-ordinator, instructor, public health programme participants and a politician
- The programme series will (at least) run until 31 Dec. 2024

¹⁰ The E3J inspired public health series is “The Good Life in Southern Djurs” – programmes 2 and 4 in this overview. This is, however, complemented by a general, ongoing local series at the station: “It happens – with Vendelbo” about community issues in general. By letting the public health issues ‘overflow’ into this series, the new series taps into the major strong, committed group of regular listeners. An interesting way of amplifying the voices of the new programme.



Radio programme number 3

Listen on demand:

<https://podcast.sdlr.dk/45/> [not yet produced]

Next of Kin Counsellor, Come on, Man! It happens with Vendelbo

- **Interview and Technique: Ole Vendelbo**
- **Producer: Niels Aakjær Holst**

- Will be broadcast on 29 October 2023
- Podcast: <https://podcast.sdlr.dk/>
- Interview with Family/Next of Kin advisor. Within the 'It happens with Ole Vendelbo' series and the 'The Good Life in Syddjurs' public health series.
- The programme series will (at least) run until 31 Dec. 2024

Radio programme number 4

Listen on demand:

<https://podcast.sdlr.dk/45/> [[not yet produced]

The Good Life in Southern Djursland: Conversation about Loneliness

- **Interview: Hasse Schneidermann**
- **Technique: Jakob Holst**
- **Producer: Niels Aakjær Holst**

- Will be broadcast Mid-December 2023
- Podcast: <https://podcast.sdlr.dk/>
- Interview and debate with the co-ordinator, the council for the elderly, the demo council and politicians.

Ireland – Connemaris community radio



“Healthy Conversations: Chats about better living”

A public health programme series by Claremorris Community Radio

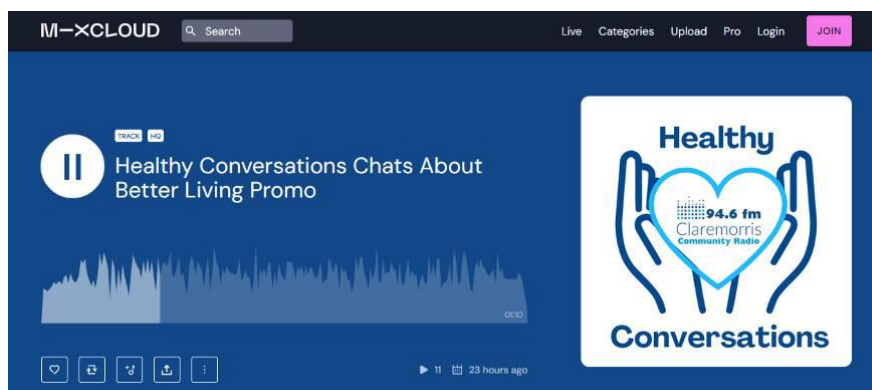
The Public Health Literacy Project "Healthy Conversations: Chats about better living", is an initiative by Claremorris Community Radio aimed at utilising community radio as a platform to promote public health, educate the community, empower individuals, and foster community engagement and collaboration.

The project's goal was to create a new programme series fostering engaging discussions between local experts and individuals coping with personal health challenges. These conversations aimed to combine personal narratives with expert insights.

The programme was designed to cater to diverse communities, tailoring its content to specific health topics and audience demographics. Claremorris Community Radio adopted an inclusive approach by partnering with health-related organisations, encouraging community members to become long-term radio contributors.

The programme's format featured episodes lasting 30 minutes, characterised by a conversational and open style.

The programme series is considered a new, ongoing programme at the station, as seen in their policy, shared below in part II with the CCR full report.



Production team:

Presenters/Interviewers:

- James Preston: Member of the Claremorris District Lions Club for 16 years, having served as Secretary, Treasurer and President of the Club, head of the Lions Club Diabetes Awareness. Also member of the Claremorris Men's Shed.
- Michael Clarke: Retired pharmaceutical sales representative, member of the Claremorris Men's Shed and current secretary of the Claremorris District Lions Club. Also, Lions Club head of Message in a Bottle (MIAB) project.
- Jamie Burke: EMT with the national ambulance service for the last 9 year. Also has a diploma in Drug&Alcohol addiction and a diploma in positive psychology.
- Bridie Sheeran: with 78 years our oldest participants, veteran community broadcaster with 20 years of experience and keen interests in healthy ageing.
- Sandra Sweetman: Paediatric and general nurse for over 20 years working in Ireland, UK and France
- Sandra Donnellan: long term Good Morning Show presenter and accomplished interviewer with a keen interest in women's health.

Producer:

Philip Bourke: radio presenter and producer with over 25 years of experience and new station manager with Claremorris Community Radio.

Editor:

Conor Conneely, third-year Global media student currently on internship with CCR, podcaster and avid editor.

Radio programme number 1

Listen on demand:

<https://www.mixcloud.com/ccrnews/healthy-conversations-ep1-positive-mental-health/>

Positive Mental Health with Jamie Burke

Public Health Expert interview with Elaine Brown about peer support.

Personal Story with Emer Gleeson about post-natal depression.

Broadcast 25 October 2023 at 11am.

Radio programme number 2

Listen on demand:

<https://www.mixcloud.com/ccrnews/healthy-conversations-ep2-healthy-aging-james-preston-bridie-sheeran/>

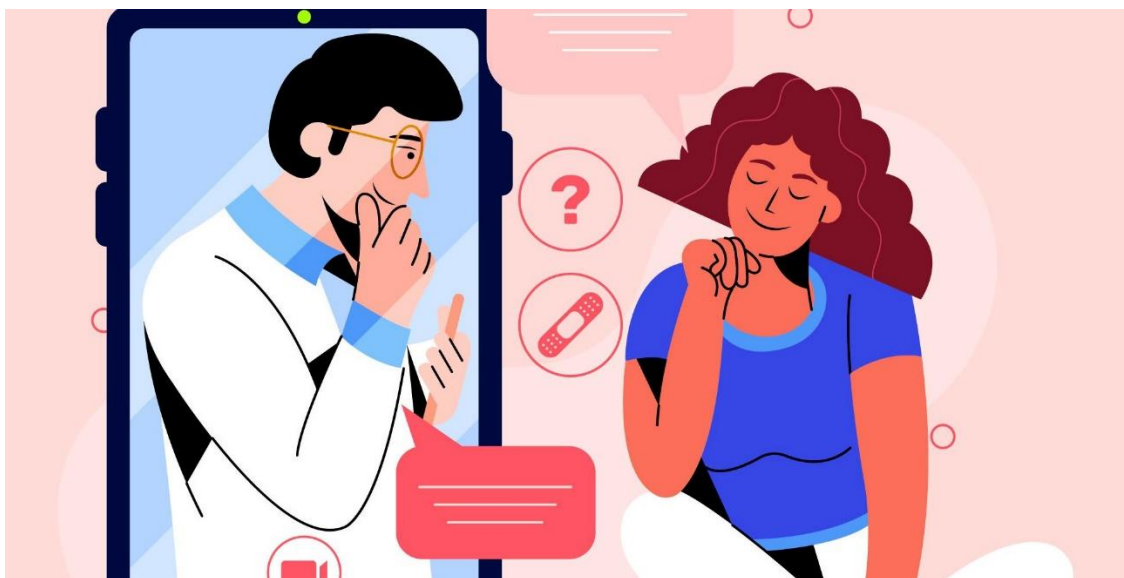
Healthy Aging with James Preston and Bridie Sheeran

Personal Story: James Preston interviews Billy Fitzpatrick about benefits of deep water aqua.

Community Resource: Bridie Sheeran interviews Sgt Gillian Carlos and Garda Tony McCabe about crime prevention and the old person register.

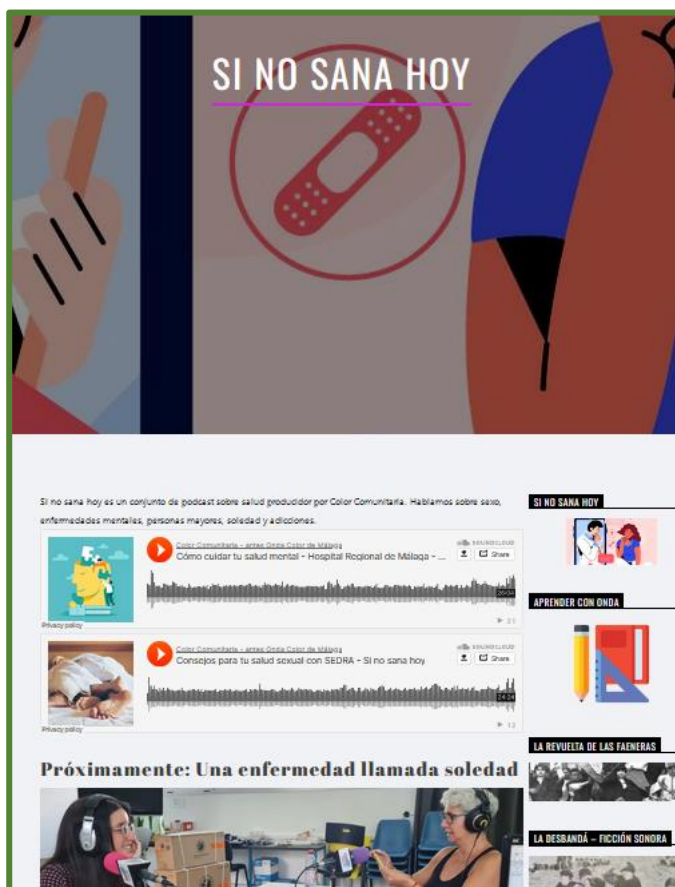
Broadcast 27 October 2023 at 11am.

Spain – Color Comunitaria



“Si no sana hoy” – If it doesn’t heal today A public health programme series by Color Comunitaria

Interim Report



Color Comunitaria, Malaga, Spain have the first two of their – for now – five programmes in the programme series available on their Public Health Programme Series uploaded on the dedicated website “Si no sana hoy”, in English: “If it does not heal today...”

The title is the first part of a Spanish saying that ends “If it doesn’t heal today, it will heal tomorrow”. It’s typical to say this to children when they hurts.

Color Comunitaria had at the deadline in October started further dissemination of the health programmes on social networks and a WhatsApp diffusion list with subscriptions by hundreds of people from their neighbourhood.

They planned to invest €150 in paid advertising for these episodes on social networks to amplify the messages.

The designated website to the public health programmes is:

<https://ondacolor.org/sinosanahoy/>

Radio programme number 1

Listen on demand:

<https://soundcloud.com/user-373892764/como-cuidar-tu-salud-mental-si-no-sana-hoy>

How to take care of your Mental Health



The station writes about their first programme in the public health programme series: “How to take care of your mental health”:

“Here we interview a nurse from the main hospital in our city who specializes in mental health (Carlos Aguilera). We have added a small sound fiction of two women and several fragments of songs to illustrate the episode and make it enjoyable.”

- **Programme series coordinator:**

Alejandro Blanco

- **Production Team**

- Alejandro Blanco
- Rafi Virella
- Carmen Martin
- Mari Carmen Guerrero
- Mari Carmen Cas

• Broadcast 6 October 2023 at 15:05

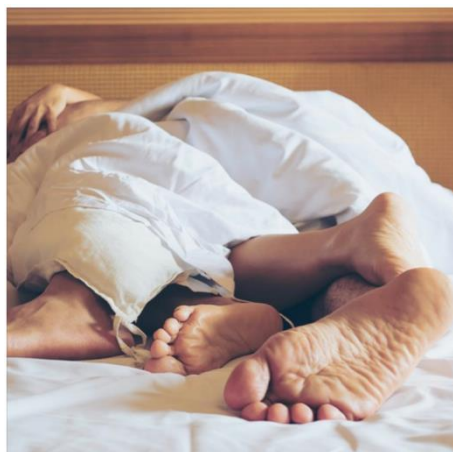
• Podcast via Soundcloud

• Community engagement in research and realisation of the programme – to ensure that it addresses the issues the way they are experienced by the community

• The programme series is ongoing

Radio programme number 2

Listen on demand: <https://soundcloud.com/user-373892764/consejos-para-tu-salud-sexual-con-sedra-si-no-sana-hoy>



How to take care of your Sexual Health

The 2nd programme in the public health programme series: “If it doesn’t heal today...”:

“Tips for your sexual health: We spoke with the SEDRA association, which is responsible for carrying out sexual education activities and also social intervention and prevention with certain groups. We added a small sound fiction as a fable in which a condom explains his work and the professional stigma he suffers from all the wrong ideas that people have about him. This, as stories has a great power to educate!”

- **Programme series coordinator:**

Alejandro Blanco

- **Production Team**

- Alejandro Blanco
- Rafi Virella
- Carmen Martin
- Mari Carmen Guerrero
- Mari Carmen Cas

• Broadcast 13 October 2023 at 15:05

• Podcast via Soundcloud

• Community engagement in research and realisation of the programme – to ensure that it addresses the issues the way they are experienced by the community

• The programme series is ongoing.

Radio programmes still to come from Onda Comunitaria are:

Three additional episodes are recorded and being edited:

- **An illness called loneliness (focus on the elderly and loneliness)**
- **The situation of the elderly – focus on medication management)**
- **Drug addiction.**

Upcoming: An illness called loneliness (~ Una enfermedad llamada Soledad)

Próximamente: Una enfermedad llamada soledad



Photo: From the Onda Comunitaria website for the public health programme series

Coordination and production team is as above.

As in the previous cases, the people and entities in the radio programmes and podcasts are part of the community process that exists in our neighborhood, the station writes. In this way they ensure that the conversations educate and inform about the public and association-based resources that exist and is within easy reach of the population.

Spain – Radio Jabato

“Everyone's Health, Everyone's Commitment”

A public health programme series by Radio Jabato, Coslada, Madrid

Interim Report



“For our station taking part in this project is a great experience and the most interesting thing is that it will be the start of many more programmes from now on.” Virginia Robles / Radio Jabato, when sharing the programmes

Taking as a reference the WHO definition "Public health is the collective action for the sustained improvement of the health of the whole population", the aim of this programme series on public health is to ensure - in an easy and participatory way - that the community, its people and associations, have the necessary knowledge to live healthy and happy lives.

Radio programme number 1

Listen on demand: <https://go.ivoox.com/rf/117385983>

Young people and Health (between 12 and 25)

- **Director:** Virginia Robles
- **Production:** Radio Jabato
- **Editing:** Paquito Coria and Julián Fuentes
- **Collaborations:** Teachers and students of IES Luis García Berlanga Ampa del IES Luis García Berlanga.

• Broadcast October 2023

We started the broadcasting of our project with the recording in the IES (Institute of Secondary Education) Luis García Berlanga. We thought it was very important to know the level of knowledge of our young people since they are the target audience of our programmes, and they are the people who will be able to change the situation we are suffering today.

The programs will be on the radio grid and will be played at different times and days.

“What is Public Health for you?”

From the open question to each and every participant we were able to test the idea that young people had of public health. From their answers we drew the conclusion that their idea only had to do, for the most part, with health and disease care. Very little was said about the other areas that influence people's public health. This reaffirmed the need to carry out the different programs with the issues raised in the project presented. All this has also made us consider the need to continue with many issues that have been raised to improve the public health of our people with the help and participation of the youth of our town along with other social and a

Links to the various platforms where the programme can be listened to:

Ivoox: <https://go.ivoox.com/rf/117385983>

Web: <https://radiojabato.es/?p=3724>

Facebook: [https://m.facebook.com/story.php?](https://m.facebook.com/story.php?story_fbid=pfbid02Khubfv7fx8nz4vu8C3bzrrWDa3BJV3C412tBm9JM9uJmu6JPUQhwSbTkFD9afLRXl&id=100064046618700&sfnsn=scwspmo)

[story_fbid=pfbid02Khubfv7fx8nz4vu8C3bzrrWDa3BJV3C412tBm9JM9uJmu6JPUQhwSbTkFD9afLRXl&id=100064046618700&sfnsn=scwspmo](https://m.facebook.com/story.php?story_fbid=pfbid02Khubfv7fx8nz4vu8C3bzrrWDa3BJV3C412tBm9JM9uJmu6JPUQhwSbTkFD9afLRXl&id=100064046618700&sfnsn=scwspmo)

X: <https://x.com/radiojabato/status/1711110963267576127?s=20>

Instagram: https://www.instagram.com/p/CyJqMcQohN5/?ssociative_entities_of_Coslada

Radio programme number 2

Listen on demand: <https://go.ivoox.com/rf/117859860>

Diversity and Health

- **Director:** Virginia Robles
- **Production:** Radio Jabato
- **Editing:** Ismael Calle y Julián Fuentes
- **Collaborators:** Lucía, Carlos, Eva, Víctor, Ismael and Laura (sign language translator).

• Broadcast October 2023

On this occasion, in a debate program with people with different functional diversities, we discussed their experiences both in life and in the situations they have lived in the relationship with health and public administrations in general.

We were able to hear how having functional diversity can create moments of anguish and frustration that worsen our health and how small measures can achieve a more egalitarian society and more accessible services for all people regardless of their situation.

We were accompanied on this occasion by people who are blind, deaf and with rare diseases. We talk about how having a disability influences when interacting with different entities and the influence of this on our health. We are accompanied on this occasion by people who are blind, deaf and with rare diseases.

Links to the various platforms where the programme can be listened to:

web: <https://radiojabato.es/?p=3733>

ivoox: <https://go.ivoox.com/rf/117451585>

facebook: [https://m.facebook.com/story.php?](https://m.facebook.com/story.php?story_fbid=pfbid029eBQ1thPewVSLDdgeV2tteXyy9zggDVQe3Q6LPBya9nuYrNUyUK8CUjtG5qgnzv5l&id=100064046618700&sfnsn=scwspmo)

[story_fbid=pfbid029eBQ1thPewVSLDdgeV2tteXyy9zggDVQe3Q6LPBya9nuYrNUyUK8CUjtG5qgnzv5l&id=100064046618700&sfnsn=scwspmo](https://m.facebook.com/story.php?story_fbid=pfbid029eBQ1thPewVSLDdgeV2tteXyy9zggDVQe3Q6LPBya9nuYrNUyUK8CUjtG5qgnzv5l&id=100064046618700&sfnsn=scwspmo)

X: <https://x.com/radiojabato/status/1711495087689969953?s=20>

Instagram: <https://www.instagram.com/p/CyMY2oqlj5u/?igshid=MzRIODBiNWFIZA==>

TikTok: <https://vm.tiktok.com/ZGJ3U8mMw/>

Radio programme number 3

Listen on demand: <https://radiojabato.es/?p=3741>

The Role of the Environment in Public Health

- **Production team:** Virginia Robles López and Julián Fuentes Barajas

• Broadcast October 2023

With GN Environment, National Association for the care of nature and the environment, including urban, formed by biologists, biologists, environmentalists, environmentalists and a large group of volunteers.

Carrying out an activity, with young people, in the Jarama riverbed of environmental education and restoration, we interviewed them about the situation and influence of the state of the river in our environment.

Links to the various platforms where the programme can be listened to:

Web: <https://radiojabato.es/?p=3741>

Ivoox: <https://go.ivoox.com/rf/117542906>

Facebook:

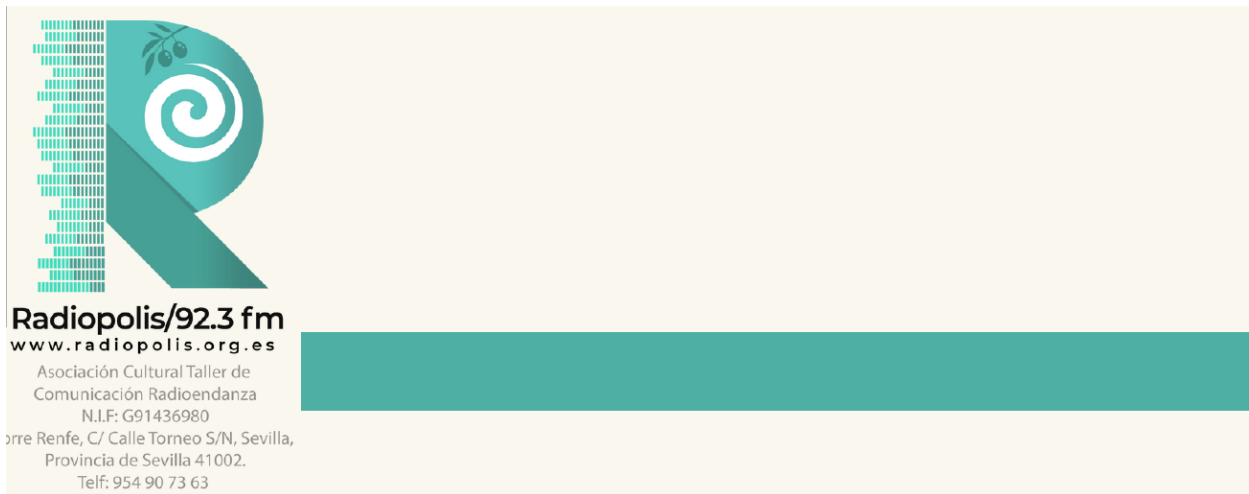
https://m.facebook.com/story.php?story_fbid=pfbid028Je9fEUWMJ3zxCuxu5LLM31RV2BR2grtqRLRN83yYgDEGyeGZwwk3sH648qqYsVJl&id=100064046618700&sfnsn=scwspmo

X: <https://twitter.com/radiojabato/status/1711822175982801296?t=xCYSD0NT52qTqIChjeQY7Q&s=19>

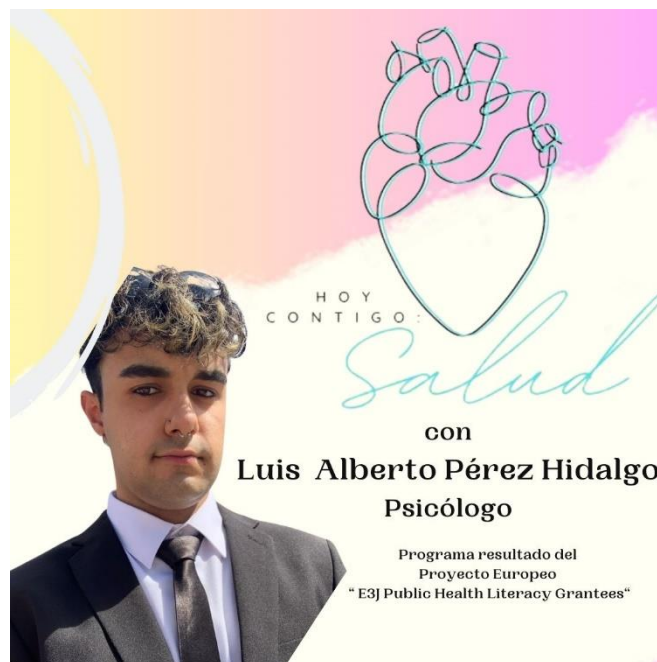
Instagram: <https://www.instagram.com/p/CyOuG0tIg2K/?igshid=MzRIODBiNWFIZA==>

TikTok: <https://vm.tiktok.com/ZGJ3Hftho/> EVERYONE, EVERYONE'S COMMITMENT: "On the environment in Public Health."

Spain – RadioPolis



Hoy contigo: SALUD



A public health programme series by Radiopolis, Sevilla, Spain

Interim Report

Title of the program: Hoy Contigo: SALUD

Objective, Purpose of the program:

Mental health will be the focus of our programme series as it is such an important issue, yet an issue with a lot of taboos surrounding it. The awareness of future generations is the objective of our public health programme series, since they are the

ones that will mark the true definitive change and for this reason it is so important that these types of programs are well presented.

Citizen participation and the empowerment of the groups themselves that are part of each of the interventions carried out in our programmes are the basis for being able to act as a channel, giving a voice to all the people who feel helpless, as well as to all the professionals who wish to contribute.

Every day it is more complicated to be able to establish a call for attention to the citizens with a content that is explicit and dense, so in order to reach more people we must create content that is dynamic, detailed and with entertaining elements.

General Manager & Producer: Diana Carbajal van de Kerkhof

Production Team:

- **Creative and audiovisual production:** José Luis Saldivia & Diana Carbajal.
- **Contents:** Kimberley van de Kerkhof, Pilar López (Psychologist), Marcela Khan (psychologist), Juan José Marañón (internist), Diana Carbajal (journalist)
- **Sound Technician:** Pedro Galeano.

The public health programme series is broadcast

- Mondays from 8:00 to 8:30 and rebroadcast from 4:00 to 4:30 pm the same day.

Radio programme number 1

Listen on demand: <https://go.ivoox.com/rf/117810301>

Child Sexual Abuse

Production team: Virginia Robles López and Julián Fuentes Barajas

In this first episode we talk with Ms. Ana Vallejos, social worker and professor at the University of Huelva Andalusia. We develop a delicate and important topic, which unfortunately is increasingly part of our social reality today. Hosted by Luis Alberto Pérez Hidalgo, in production Kimberley van de Kerkhof and Diana Carbajal, technical control and post production Eneas Linares.

Radio programme number 2

Listen on demand: <https://go.ivoox.com/rf/117810311>

Vicarious Violence and its consequences on mental health

Production team: Virginia Robles López and Julián Fuentes Barajas

In this our second episode, Luis Pérez Hidalgo, talks with Ms. Ana Vallejos, social worker and professor at the University of Huelva in Andalusia, who delves into this terrible scourge that affects our society and that affects us every day from her own work experience. Many homes suffer from gender violence which is like a cancer that destroys the lives of many.

Radio programme number 3

Listen on demand: <https://go.ivoox.com/rf/117859860>

Sexual Diversity in the adolescent psyche

Production team: Virginia Robles López and Julián Fuentes Barajas

In this episode our host Luis Alberto Pérez Hidalgo is the interviewee. In his role as a psychology professional he tells us and analyzes his experience in caring for adolescents who face adversity regarding their sexual option.

This program is produced in collaboration with Radiópolis, 92.3 FM in Seville and includes a musical theme by the singer Macaco.

Radio programme number 4

Listen on demand: <https://go.ivoox.com/rf/117751036>

Disability does not exclude the right to Equality

Production team: Virginia Robles López and Julián Fuentes Barajas

We are talking about new models of support for people with intellectual disabilities and with mental health problems. In this episode we talk with two professionals responsible for ADEFISAL and share the testimonies of two users, hoping in this way to support the necessary understanding for a growing social awareness in the fight for equality and inclusion of people with intellectual disabilities.

Additional programmes in the series, not yet broadcast:

Programmes on

- Environmental noise
- Non-polluting energies
- How gender affects public health
- Testimonies of how homeless people are affected in their health.

For IRIS Radio Jabato this project has meant more than an objective, a starting point and a special awareness of the importance of literacy in public health and we will continue to make regular programs thanks to this European initiative.

The eight station reports

The production process

- **presented by country**

Part III

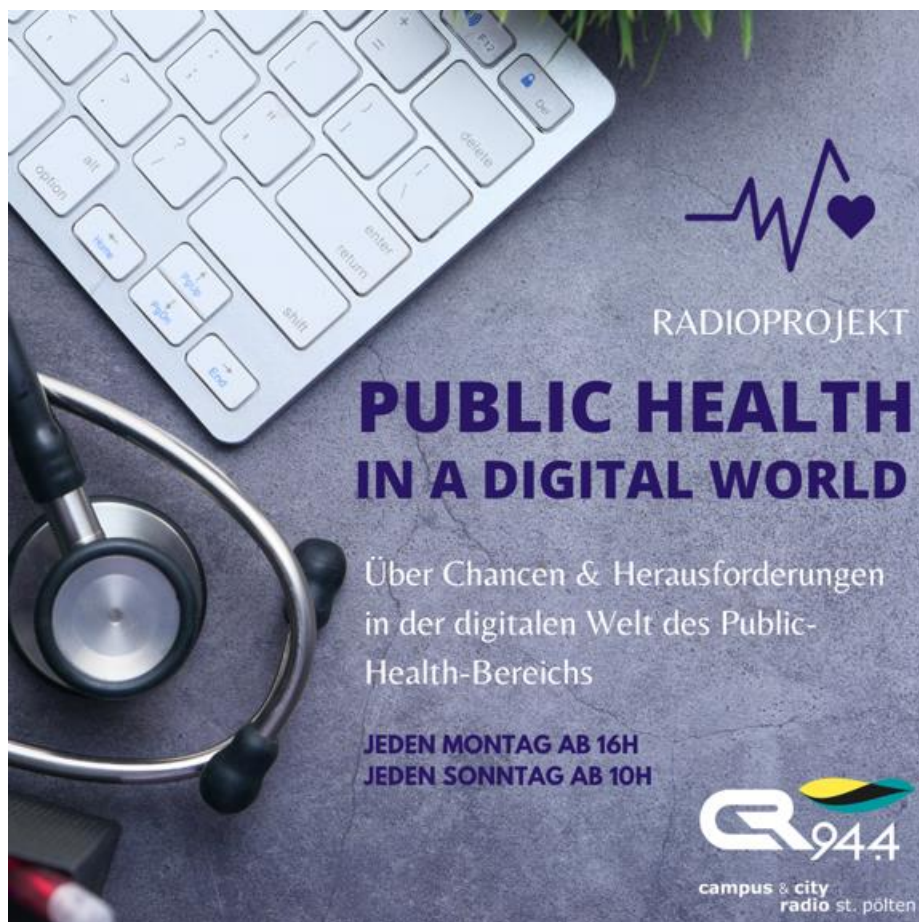
AUSTRIA

„Public Health in a digital world“

A radio broadcast series by Campus & City Radio St. Pölten

Production Report

Author: Anna Michalski, MSc
Program Director of CR 94.4 and Project Leader



1.) Objective:

The series "Public Health in a digital world" examines the opportunities and challenges of digitalization in the health sector from a wide variety of perspectives. The focus is not only on medical advances, but on all aspects of the term public health: a healthy life in social coexistence, access to health information for people of all generations, diagnosis and medical treatment in the event of illness, right through to care for a dignified end of life. Digitalization brings advantages and disadvantages in these areas: The various episodes highlight both the advances in diagnosis and treatment, the possibility of digital networking for older people who are no longer mobile, and the increase in efficiency through digital administration. But also the dangers of false health information on the internet and on social media and the problems for non-digital-savvy people and people with disabilities when accessing digital health portals.

The aims of the project were to produce the content and broadcast it on the radio, archive it for long-term access for interested parties on demand, but also to provide further training and raise awareness among the broadcasters. In future, they will act as multipliers, disseminate the knowledge gained and raise awareness for the concerns of all people who still face challenges in the area of digitalization in the healthcare sector.

2.) Target Group(s):

For free radios in Austria, there is no official radio test. Therefore, those who listen to the broadcasts on air cannot be captured as part of a statistical whole. Unlike commercial format radios, it is known that listeners cannot be assigned to a specific marketing persona, but rather vary depending on the broadcasted program, and listeners tune in intentionally to a program that is important to them. As a result, the series was promoted through various channels in advance to reach the most diverse audience possible.

The topic is relevant to both women and men, young and older people. In addition to terrestrial broadcasting, links for listening to the shows on demand were shared on social media platforms such as Instagram and Facebook. The opening broadcast was aired as an official podcast of the St. Pölten University of Applied Sciences and, as shown in a screenshot from LinkedIn below, it reached a scientifically interested audience as well. You can listen to the podcast here:

<https://fhstpwissen.podbean.com/e/episode-69/>



Gesund durch Daten?

Es geht um eine kontinuierliche Gesundheitsversorgung für alle



Jakob Doppler

Thomas Immervoll und 53 weitere Personen

5 Kommentare

Reaktionen



Gefällt mir Kommentar Teilen Senden

Kommentar hinzufügen ...

Dr. Susanne Roiser · 1. 2 Tage ...
Head of Department Digital Business & Innovation // Director Institute...
Super interessant **Jakob Doppler** 🍌
Gefällt mir · 1 | Antworten

Antwort hinzufügen ...

Selma Parzer · 2. 2 Tage ...
Senior Scientist and Course Director/Department for Economy and H...
Gratulation! Sehr interessanter Podcast.
Für alle jene die sich an einer weiteren Diskussion zur Entwicklung neuer technischer Anwendungen aus unterschiedlichen Gesundheitsberufen beteiligen wollen, lade ich sehr herzlich zu unserem Kaminabend mit anschließender Podiums ... mehr anzeigen
Gefällt mir · 2 | Antworten · 1 Antwort

Fachhochschule St Pölsen Autor:in 2 Tage ...
11.015 Follower:innen
Danke für den Veranstaltungstipp. Ein wichtiges Thema - gut, dass wir es gemeinsam voranbringen!
Gefällt mir · 1 | Antworten

Fachhochschule St Pölsen Autor:in 3 Tage ...
11.015 Follower:innen
Podcast hören: <https://fhstpwissen.podbean.com/e/episode-69/>
Gefällt mir | Antworten

Johanna Goldgruber · 2. 2 Tage ...
Kunstbeauftragte bei Oberbank, Kulturwissenschaftlerin und bildend...
Tolles Interview lieber Jakob!

In addition to the target audience of the listeners, the project also had a target audience among those involved: Young and older people were deliberately included. A group of young students engaged in a discussion with a radio producer about health information on the internet. A group of senior citizens was actively confronted with the topic and, after intensive preparation, went live on air for two and a half hours, as the participants' reactions were so enthusiastic.

3.) Achievements and Change-Results in the community:

This paragraph addresses the positive experiences of the producers of the radio series, the impact on the engaged community, and the effects on the listeners. The show producers were able to gain further education and awareness about the topic and also benefited greatly from the exchange among themselves. The exchange during the joint workshop with the second participating Austrian radio group, Freirad Innsbruck, was praised as very fruitful by all participants. As described below under "Process," the original plan for the episodes also changed through the collective discussion and input from the workshop presenters.

First, the creators learned and expanded their journalistic expertise. Radio producer Iris went live on air for over two hours with a senior citizen group and said:

"The topic of 'guests in the studio' has been swirling in my head since the beginning of my own show and didn't quite fit. This was the perfect opportunity to overcome this hurdle. In retrospect, I am very grateful for this opportunity to learn and grow in my own practice."

Second, the radio producers - a dietitian, a life and social counselor, a kindergarten teacher, and a nurse - also broadened their horizons in their respective fields and gained valuable insights for their professional and personal lives from the conducted interviews. Dietitian Lena, regarding her meeting with students, said:

"I was surprised by the significant role that mental health plays on social media and how critically students approach various content. I didn't expect that they trust personal advice and statements from healthcare professionals more than online health tips."

Conversely, the group of students provided feedback that it was beneficial to reflect on their internet health information usage behavior during the interviews. (Unfortunately, there are no photos of the interview setting.) You can listen to the broadcast here: <https://cba.fro.at/638645>

Members of the senior citizen group expressed their delight in finding a platform for their concerns on the topic. Two of the participants also expressed an interest in radio production and plan to participate in a workshop for potential radio producers in the near future. During a preparatory meeting with the radio producer, the senior citizens engaged intensively with the topic. It is expected that the information will be shared within their community and families. A particularly heartwarming aspect was that three generations of a family, including a grandmother, daughter, and grandson, shared their views in the live broadcast.

You can listen to the broadcast here: <https://cba.fro.at/638640>



Credit: Maggie Haslinger-Maierhofer

Radio producer Cosima B., a life and social counselor who is nearly blind due to a degenerative eye condition, incorporated her own experiences and those of her clients into her two contributions on the topic. She reports receiving great feedback from listeners in her social circle, some of whom were also shocked and amazed by her reports. You can listen to her broadcasts here: <https://cba.fro.at/636757>
<https://cba.fro.at/638335>

Cosima B. says herself about the topic:

„In my perception, digitization in the context of medicine, especially concerning the medical administrative apparatus, still has a long way to go. Metaphorically, I would describe it as a significant handicap that requires the highest level of care, not just to get by, but primarily to be able to develop healing and meaningful solutions.“

Still in need of significant development are the on-demand views of the broadcasts. So far, the contributions of the radio series have been streamed approximately 130 times. However, there are still three episodes to go, and after the project is

completed, it will be further promoted through dissemination in the internal and external channels of CR 94.4 and UAS St. Pölten, as well as through press releases in newspapers.

The listener numbers via the terrestrial frequency are, of course, much higher, but as mentioned above, they are not collected. The feedback from acquaintances of the show producers and from the radio team's social circle is very positive. However, the project leader still hopes for more feedback from listeners via social media or through the comment platform of the CBA archive, similar to the feedback in the LinkedIn post screenshot above. With further distribution of the links for listening in the coming weeks, this is expected to happen. Therefore, the outcome in the target audience of the listeners cannot be adequately assessed at this point.

4.) Process:

Already during the conception of the radio series and when applying for grants, the project leader selected existing radio producers from CR 94.4 to participate in the editorial group who were involved in the topic in various ways, either professionally or through personal experience. This guaranteed the interest of the producers in the topic and, from the project leader's perspective, the quality of the broadcasts. Another approach would have been to invite radio producers who had no prior contact with the topic to consciously broaden their horizons. This approach may also work for similar projects.

A major challenge for the project leader was schedule coordination. Learning: Volunteer journalists in community radio often have a 40-hour workweek in their primary professions, and it is extremely difficult to get them all together at the same time. The initial delay due to a first meeting for coordination that was difficult to schedule also explains the delay in broadcasting. Originally, the entire broadcast of the radio series was planned to be completed by the end of October, but it will continue until the end of November, possibly into early December.

A highlight for the participants was the two-day workshop in St. Pölten with the radio group from Freirad Innsbruck and the speaker Dr. Yvonne Prinzellner, organized by COMMIT. Both the group dynamics and the expertise of the speaker were praised by all participants from CR 94.4.



Credit: Simon Olipitz

During this intense exchange, the plan originally outlined in the project proposal for the episodes also underwent changes. Initially, short contributions about digital apps in both German and English were planned, which would be repeatedly broadcast on the radio to inform an older or less digitally inclined target audience. In discussions with the presenting researcher, it was decided that involving the target groups and reporting on usability from their perspective would offer greater added value. Additionally, the participating radio producers preferred the idea of interviewing experts, students, or senior citizens, rather than creating simple segments about apps.

A drawback is that, as a result, no English content on the topic has been produced so far, which could be well-distributed in the other participating countries. An English-language program with the workshop presenter is still in the planning stage, but it has not come to fruition due to a prolonged illness of the intended native show host. An interview date in November is being sought.

At another team meeting after the summer, the shared jingle for the radio series was produced, and the broadcast schedule was determined. The further production of the episodes was less team-oriented, as the show producers largely produced their episodes independently and submitted them to the project leader, with the exception of the meeting with the senior citizen group, which required more coordination with the radio staff. The visually impaired radio producer, Cosima B., sent her raw recordings to the project coordinator for editing, which is a common practice in her existing show, "Im Ernst jetzt?!"

5.) How will we continue?

At the time of this production report, there are still at least three contributions in the planning or production stages: Tobias Bauer interviewed an internist on the topics of health apps and wearables, and the broadcast is scheduled to air for the first time on November 13th. Lena Gießwein is currently scheduling an expert interview regarding a project on body shaming/body positivity on social media. The English-language program with the workshop presenter, Dr. Yvonne Prinzellner, is in the planning stage. Additionally, there may be a concluding broadcast with all participants, either live on CR 94.4 in December or jointly with the second Austrian group in Innsbruck.

Since the workshop in July was well-received by all participants, the two project groups are currently planning another meeting, this time in Innsbruck, enabled by COMMIT. The exchange of programs and ideas between the two stations will definitely continue. CR 94.4 radio producer Cosima B. also produced a program for the Public Health project at Freirad Innsbruck, which would not have happened without the joint workshop.

Whether the radio series will continue in its current form in 2024 on Campus & City Radio St. Pölten is still undecided. However, the interest of the radio producers has been piqued, and the project leader expects that the important topic of Public Health will continue to be addressed in the existing radio series of the radio producers.

6.) How did the grant help?

The grant is divided equally among the four radio producers at CR 94.4, after deducting a small portion for overhead costs, such as project management. All of them are also volunteers at the radio station. The grant motivated the radio producers to dedicate more time to radio productions and delve deeper into the subject matter than they might in their regular, unpaid broadcasts for CR 94.4. The willingness to invest two full workshop days, sometimes on weekends, in further education and networking was likely higher for the participants because they would receive a financial compensation at the end of the project. At the same time, the grant serves as an expression of appreciation for the journalistic work they perform for the station year after year, without compensation.



Fotocredit: Cosima B.

Anti-Körper:

Frauen* im Gesundheitssystem

(engl.: *Anti-bodies: Women* in the health care system*)



Final report

31.10.2023

Anti-Körper:

Frauen* im Gesundheitssystem

(engl.: *Anti-bodies: Women* in the health care system*)

1. Project idea

As the organisation and implementation of Public Health are gendered phenomena – because health services are generally aimed at specific subjects with an assigned gender identity – during the E3J-project, we at FREIRAD had the objective of establishing an editorial group at our station that develops an interview series about women*'s role in the Public Health System. Through this series, we wanted to understand how women*'s physical, psychological and medical well-being is being discussed and treated in the current Public Health System and how women* are integrated in the discourse around Public Health.

Many scientific studies show that findings and knowledge in medical studies were and still are based on the male* body as the starting point from which to develop medical practices. This in turn means that women* and the female* body have to adapt to these practices, very often without getting the right treatment. Women* are therefore generally disadvantaged and discriminated – against in the discourse around Public Health. Furthermore, women*'s well-being is very often depicted as being about an outward attractiveness and beauty, fitness, nutrition, healthy skin and hair and products that ensure women* to look healthy instead of being healthy. Nevertheless, women*'s health encompasses much more: pathologies like endometriosis or breast cancer, heart diseases or illnesses regarding the urinary tract and sexual health are very common amongst women*. These diseases are often overlooked, tabooed in societies and women* are left alone in the handling of their medical problems. By restricting medical research on the male* body and tabooing discourses about sexual health and other diseases affecting women*, societies endanger women* and women*'s well-being and therefore pose a threat to women*'s overall health.

By addressing these topics during the E3J-project at FREIRAD, our goal was to raise awareness for the defects of the current Public Health system and show what still has to be done to have a just Public Health System that doesn't create inequalities.

Our target group for the series was mainly women*, who could share their own experiences and knowledge about their involvement in the Public Health System with experts on Public Health and women*'s health as well as with each other. The editorial team was entirely made up by women*, who through the interview series were able to focus on a topic that concerns themselves and to be actively involved in the process of raising attention for essential needs and problems in the current Public Health System. In this way, they shaped the discourse about their own health and participated in the creation of a more just health system.



2. Production process

The editorial group started working together as a team consisting of eight people in May, with the first editorial meeting taking place on May 25th at FREIRAD. After a presentation of the project, we discussed our needs and plans for the interview series, brainstormed on first ideas and discussed the planned buddy-system.

The second meeting of our editorial group took place on June 19th at FREIRAD. The participating members of the editorial group presented their ideas about their own show in the production series and established a production plan for the series. In accordance with the buddy-system, more experienced radio broadcasters teamed up with newbies, so that both could learn from each other.

From July 6th to July 8th part of the FREIRAD production team travelled to St. Pölten for the COMMIT-workshop on public health communication. On July 7th, Yvonne Prinzellner prepared an extremely well-researched presentation on women's health, gender medicine, physical and psychological health, public health communication and sexualized violence against women for the FREIRAD-production team. The discussions about the topics were very fruitful and led to another person joining the editorial team.

After the COMMIT-workshop in St. Pölten the production team at FREIRAD started to record the first show for August, worked on the graphic for the series, on the jingle and chose the title *Anti-Körper: Frauen* im Gesundheitssystem* (engl.: *Anti-bodies: Women* in the health care system*). On August 2nd and 3rd the newcomers of FREIRAD's public health participated in the basic seminar to learn the basics about what Community Media are, how a radio show is prepared, how advertising is defined, basics about media law, how to produce good interviews etc.

On August 24th the first show aired on FREIRAD. In the show, our radio broadcaster Alexandra Welzenberger talked to social media expert and communication scientist Yvonne Prinzellner about the Austrian women's health report 2022 and about current stereotypes that enforce gender inequality in the health sector.

On September 14th the second show aired, where our radio broadcaster Leonie Schiessendoppler

did an interview with the manager of the laboratory of the EUTOPS (The European Translational Oncology Prevention & Screening) Institute about screening and prevention in women's* health. Together they discussed women-specific cancer and explored the question of which steps in women*'s health still need to be taken so that women* can protect themselves well against diseases.

After a very productive summer and due to the many planned vacations, our third editorial meeting took place on September 28th. At the meeting we discussed the first two shows, the development of new shows and the radio broadcasters had a chance to exchange their experiences with their work on the series.

On October 12th, the third show aired. Radio broadcaster and anthropologist Alexandra Welzenberger and newby-radio broadcaster and linguist with a focus on gender linguistics Karoline Irschara talked about how women* and men* deal with their own pathologies linguistically. Together they analysed how women* and men* are treated differently in the health care system, how this is connected to language and what women* can do to be taken seriously in the current health care system.

3. Broadcast series “Anti-Körper: Frauen im Gesundheitssystem”

The aired shows until October 15th are:

- 1st show, 24.08., 5-6 p.m.: introductory show on women's health and gender medicine with Yvonne Prinzellner;
- 2nd show, 14.09., 5-6 p.m.: health prevention for women and cancer research with Elisa Redl;
- 3rd show, 12.10., 5-6 p.m.: show about wording and language use concerning pathologies of women and men;

At the moment, there are another four shows planned for the series:

- 4th show, 09.11., 5-6 p.m.: women in medicine and psychotherapy;
- 5^h show, 23.11., 5-6 p.m.: sexual health for women and access to safe abortion;
- 6th show, 14.12., 5-6 p.m.: menstruation and economical aspects of the monthly cycle.
- 7th show, 28.12., 5-6 p.m.: medical aspects of women*'s health and gender medicine with Margarethe Hochleitner;

From the start of the E3J-project at FREIRAD, the aim has always been to produce a whole series concerning women*'s health and to show in how many ways women* are discriminated against in the current Public Health System. The objective was to talk about a wide range of topics with mostly female* experts on the matter and to really generate information for the listeners that is otherwise not talked about – in society and in media. These goals have absolutely been met during the project.

Through the E3J-project, new broadcasters have been invited into the community radio station and known what community media are, why they are important and how they work. They learned to appreciate the existence of media through which they could spread their own messages and did this while being helped by experienced radio broadcasters. In this way, we were also able to get new radio broadcasters who will start their own shows: one will be about women in movie production, the other about menstruation. Women*-related issues are therefore being talked about even more on FREIRAD in the future.

Additionally, the outreach on social media and feedbacks from listeners and other radio broadcasters about the project was really good. Posts about the series on social media were the most commented and discussed and lots of people reached out to tell FREIRAD team as well as editorial team members how great they find the show.

One objective of the E3J-project at FREIRAD was also to establish an editorial team that will continue to produce shows for this series monthly or bimonthly. As of now, it is yet unclear if the editorial team wants to continue to work on the series. Hopes are high this will happen – but as it is all voluntary work, this goal could be difficult to be met.

4. Use of the grant

We used the grant at FREIRAD mainly to support the editorial team with their work on the production series. For every person that participated in the creation of a show for the series “Anti-Körper: Frauen* im Gesundheitssystem” we compensated their time and effort with 130,00.- €. Another big part of the grant went into the workshop for our (new) radio broadcasters, through which they were able to go on air and have all the necessary information to also start their own broadcasting series at FREIRAD.

A smaller sum was used to buy merch to support the editorial team in the divulgence of the series and to buy the necessary office supplies for the project as well as necessary equipment and provisions for the editorial meetings.

All in all, we at FREIRAD were really happy to be able to support the editorial team through the grant of the E3J-project and also be able to choose freely how to use the money of the grant. Through our use of the grant we were able to win more radio broadcasters and develop a project that focuses on a topic that is really relevant in our society.

5. Problems and difficulties

Mostly, the organisation of the project as well as the communication with the broadcasters have run really smoothly. The main difficulty in the whole project has been concerning time reasons: the time between the call for proposals and the deadline for handing in the proposal has been quite short and

it was difficult to find radio broadcasters that were able to start a new project this soon. That's also the reason why the members of the editorial team changed quite a bit at the beginning, but starting with the first editorial meeting in June broadcasters started to commit to the project.

Time was also a difficulty in another way: as one of our main goals, we wanted to create an editorial group that would continue producing the show also after the official end of the E3J-project. Because of the short project duration – meaning from the approval of the grant to the final report – of only about six months, it has been quite difficult to establish a stable editorial group where people get to know each other well enough to continue working together. We still hope that this will happen, but we can't be sure at the moment.

6. To be continued: fighting for women*'s health rights

As mentioned above, one aim of the E3J-project is to establish an editorial team that will continue to produce shows for this series on women*'s health monthly or bimonthly. At the moment, we are not sure if we will be able to meet this goal, but we are also really happy to have two new shows from new radio broadcasters that participated in the E3J-project that will have a feminist focus – one about women in movie production and one that will discuss the topic of menstruation in a monthly broadcasting show. We at FREIRAD are really proud to have been able to give new broadcasters the possibility of doing a first show and getting to know radio as a medium of self-expression through this project. To have two new radio shows (with a feminist and even health focus!) after the end of the project really is a great result.

Hopefully, also the broadcasting series “Anti-Körper: Frauen* im Gesundheitssystem” will continue throughout the next year at a monthly or bimonthly rhythm. As it is, we are really proud to already have three shows aired and another four shows planned in this series and to have been able to dedicate a whole project and a lot of time to an important topic like women*'s health and the neglect of women*'s health in the current Public Health System(s) in Austria and elsewhere through the E3J-grant!

DENMARK



RADIO DET GODE LIV SYDDJURS

JOINING THE E3J CM AND HEALTH LITERACY COMPETENCE PROGRAMME

Project Series of Public Healthcare Programs – Radio Roende - Syddjurs Lokal Radio

In the course of the application to the “E3J – CM & Health literacy competence project”, Radio Roende – Syddjurs Lokal radio, formed a preliminary public health production team, consisting of a group of experienced broadcasters, Niels A. Holst, Brian Foelle Petersen, Boeje Nielsen and Jette Holt Larsen.

In the proposal we presented a preliminary plan of a series of programs with the purpose to inform people about health care issues, especially things people can do themselves.

As part as the stations’ already existing program series “Municipality News” we planned to produce small 15-30 minutes programs including spots a with good advice for a better health.

The team mentioned concrete ideas for content: Health care in the Forest –Stress – Smoking cessation - Blood pressure and food for, if over-weight is a disease – what is the cure? How can we get men to go to the Doctor?

Targeting citizens with known/unknown health problems in Syddjurs and Norddjurs Municipality with Information spots on facts about known diseases the programs and spots would hopefully reach groups of people, who are not reached with commonly known methods, especially men who have trouble going to the Doctor.

In the application, we presented a detailed, realistic timeline, in which we during the months of May-July would prepare the series of programmes and spots, and use the months August-October to record and transmit them.

RADIO DET GODE LIV SYDDJURS



JUNE FRUIFUL E3J WORKSHOP

E3J/CM & Health literacy workshop in Aarhus 9.-10. June 2023

At the CM & Health literacy competence workshop, Aarhus 9.-10. In June 2023, members of our public health production team (Niels A. Holst, Jette Holt Larsen and Hasse Schneidermann) met with - and was very much inspired by - coordinator and journalistic adviser, Birgitte Jallo and Public health advisor, Bjarne Bruun Jensen.

Here we became aware that we at the time of our application had been too preoccupied with the physical pathologies and medical practices.

Because our municipalities have responsibility for the citizens' health, security, safety and well-being in a broad sense, we came to agree with the *World Health Organization (WHO)'s broad concept of health*, which also includes the citizens' mental health - and *not just the well-known KRAM factors*. (Diet, Smoking, Alcohol and Exercise).

We became aware that the citizens' concerns about the major connected social crises play a significant - albeit understated - role in this connection. There seems to be research evidence that climate and environmental concerns have a major negative impact on citizens' mental health.

We became aware that several "health problems" often coexist at the same time and mutually reinforce each other ("multidisease", "dual diagnoses", "syndemic") and that there is also an inequality in health, due to social circumstances and that gender play a decisive role here.

Health experts and political decision-makers in the field often focus on *why* people get sick and worried and on what they can do to prevent and treat them. This often takes the form of good advice, instructions and offers, that start with the problem and point out the "wrong behavior" of the citizens, rather than strengthening people's own desire and ability to handle and solve the problems themselves.

In the workshop we agreed to work alongside the WHO's broad concept of health, which is not only about the absence of disease, but with a focus on the citizens' well-being and happiness - the pleasant life, the committed life and the meaningful life.

The good life!

At the workshop we agreed that instead of focusing on finding out what is wrong and what the citizens *can*, *should* and *must* do, our series health radio broadcasts should to a greater extent focus on what the citizens themselves experience, feel, do and want to do in order to live the good life they want.

At the workshop, we became very inspired by this new perspective and at the same time with *developing and strengthening a positive concept of health* which we worked to unfold through practical conversation about this.

The professionally trained experts who - with a background in state and municipal politics and economics - offer the citizens information, help and often risk "clientisation", which the individual citizen often will not accept - and therefore seek to "evade" the help offered.

We believe that the citizens are experts in their own lives - and that, if given a space and language for it, they often themselves have ideas for solutions to the problems they experience. In all our radio broadcasts this is our first objective.

A secondary objective is to give healthcare experts and decision-makers an opportunity to sharpen and develop their "social intelligence" in meeting the target groups, and by inverting the roles ensure that all learn: the traditional experts and the everyday's experts on consequences.

We believe that shaping conversations on capacity and relations will create a more successful local public health system.

JUNE BRAINSTORM AND DEVELOPMENT MEETING

Project the Good Life in Syddjurs

Immediately after the workshop in June, the chair and general manager Niels Aakjaer Holst and former host on Live Radio Kaloe programs Hasse Schneidermann met in Roende.

Here we tried to formulate our new common understanding of public health, principles for health promotion and the principles we wanted to base our thematic program series on. Based on this, we subsequently formulated a first overall concept and first project description, where the future work with the thematic and program series formed the basis for a possibly new role as '*agents for the good life*' in our Municipality.

We see the development project in continuation of our experiences from Syddjurs Lokal radio's many public-informative, network-creating and thematic Live Radio Kaloe broadcasts 2017 – 2020.

The many Live Radio Kaloe broadcasts, with different thematic points of departure, always focused on the citizens' good and sustainable lives in Syddjurs Municipality. During several of the broadcasts, they were involved in inspiring dialogue about improvements to existing initiatives, private and public offers and municipality policy.

With the growing network of knowledgeable contributors, live audiences and listeners, we came to perceive our broadcasts as *catalysts for change in our local communities*, in both the private and public sectors. It is the idea that *local radio stations can act as agents of change in the local community* that we decided to investigate and develop with this development project.

PRINCIPLES FOR THEMATIC RADIO BROADCASTS

Purpose: Inform, develop, change and anchor

The goal of all the thematic radio broadcasts is to create a "*learning dialogue*" between the participants with a view to developing a common understanding and competence to act on the current theme. It is a goal that everyone involved must learn something - new!

We want to Inform the listeners and citizens about what is happening regarding the specific theme, to Develop all involved's competence to act, initiatives and offers that are given to Change all those involved's understanding of the problem and the offers being developed and to Anchor i.e. maintain common knowledge about the offers that exist and can be developed.

PRINCIPLES FOR THEMATIC RADIO BROADCASTS

Design, setting and method

The Kulturhotellet (Culture hotel) in Roende forms the setting for the thematic radio broadcasts. We arrange the hall as close to a living room environment as possible, which can promote the slow conversation between those involved. That is what we strive to create.



With inspiration from family therapy's focus on relationships and "conversations about conversations", the journalistic host takes turns opening statements from the various "circles" in which the invited participants find themselves.

- **The first circle** and at the center of the conversation are the citizens, the "users of offers", "people in prevention or treatment courses", the "symptom bearers" or the "experts on the consequences" – the experts in their own lives.
- **The second circle** is a reflective team of trained staff, experts, bidders and decision makers
- **The third circle** is a reflective team no.2: A specially invited significant (national) expert on the specific theme.

PRINCIPLES FOR THEMATIC RADIO BROADCASTS

Co-creation of the planning, implementation and evaluation

In development and implementation of the thematic broadcasts, we endeavor to avoid both top-down or bottom-up pitfalls in communication - but to *co-create* the broadcasts:

Idea generation: Syddjurs Local radio, Syddjurs Municipality's health coordinator and the potential participants of the thematic radio broadcasts

Development: Editorial Team: Journalistic host and specific participants in the radio broadcasts

Completion: Syddjurs Local radio Production Team: Daily manager, journalistic host and technical team

Video documentation: Syddjurs Local Radio Production Team

Evaluation: Editorial Team: Journalistic host and the participants in the radio broadcasts

Follow-up thematic or portrait broadcast: Syddjurs Local Radio Editorial Team

AUGUST BOARD MEETING

August 16th the initiators presented til first description of the development project at a board meeting in Radio Roende – Syddjurs Local radio. In addition, the first ideas of specific thematic broadcast and follow up programs was discussed, and a smaller editorial and production group was formed.

AUGUST CONVERSATIONS WITH SYDDJURS MUNICIPALITY

Also in august we had fruitful conversations with Health coordinator, Syddjurs Municipality Louise Morris Jones about both the principles and goals of the overall development projects as well as the first ideas of specific thematic broadcast.

SEPTEMBER ON LINE E3J STATUS MEETING

September 6. Online meeting in "E3J" – CM & Health literacy competence"
Based on feedback from our board and Syddjurs Municipality, we were- ahead of this meeting - able to formulate a second project description and a the idea and preliminary plan for our first thematic radio broadcast "Come on man" with a focus on men's health to be recorded 5th October

PLAN: OCTOBER: THEMATIC PROGRAMMES RECORDED AND SENT

See page 6 and 7 in this report

PLAN: OCTOBER REPORING BACK TO E3J FROM GRANTEES

10 October – 31 October this report on the project and first sending to "E3J"

PLAN: OCTOBER –DECEMBER

Development and implementation of two more thematic broadcasts

- November 22. The good life and Loneliness
- December: The Good Life and ... theme not yet decided

ABOUT THE FUTURE AND THE WAY FORWARD

In January we will evaluate all 2023 pilot programmes in a development meeting with all involved. We hope to take part in an Online meeting with the Danish group in "E3J" CM & Health literacy competence" during our evaluation period.

January: 19.1. Participation with a short presentation at the "E3J" conference in Vienna

In February, we will finish our overall project description, solve some organizational problems, and bring in new persons to develop and implement monthly or bimonthly thematic programmes and write new applications for grants to get us going.

ABOUT PARTICIPATION IN E3J AND ABOUT THE RECEIVED GRANT

We have been very pleased to be part of programme, mostly because of the inspiration that made us rethink our series of programmes and turn up our ambitions. A fruitful learning process!

We have used our E3J-grants for some necessary equipment; Four new microphones, with stands and a portable mixer enabling us to broadcast remotely - outside.

No participants in the programmes have been compensated for their time spent on preparation and participation. A small amount was used for food, water, coffee and cakes for participants when recording; and some on travel and transport for hosts and technicians.

RADIO DET GODE LIV SYDDJURS

COME ON MAN

**PROGRAM THURSDAY 5 OCTOBER 18.00 – 20.00
THE AULA IN THE KULTURHOTEL HOVEDGADEN 10 ROENDE**

Come on man is an offer for men with divorce, unemployment, loneliness, stress, or other challenges close to life. An 8-week course should strengthen their ability to cope with difficult life situations and become better at steering their lives in the direction they want. The course takes place in a group with a volunteer male group leader who guides through a tested course. During the 8 weeks, you will work on finding focus, creating good relationships, getting better at difficult conversations, awakening your own resources and vitality and getting inspiration from other men to move forward in life.

Purpose: To inform about, develop, change and anchor the "Come on man" offer.



Citizens: Bent Rasmussen is 67 years old, retired police investigator (40 years), participated in a course in 2016 and has acted as a volunteer instructor on several courses since 2017.
Erik Soerensen is 68 years old, former longtime "roadman" in Roende Municipality, participated in previous course and now active in a group of men, all former participants.

Healthcare expert:

Ann Bonde Petersen is a health consultant and responsible for "Kom videre mand" in Syddjurs municipality

Political decision maker with responsibility for health in Syddjurs Municipality

Christoffer Pedersen is a city council member in Syddjurs. Until recently chair of the health and elderly committee and now deputy mayor.

Host and journalist: Hasse Schneidermann, Radio Roende – Syddjurs Local Radio

Technique: Jakob & Niels Aakjaer Holst, Radio Roende – Syddjurs Local Radio

PROGRAM AVAILABLE AS PODCAST: <https://podcast.sdlr.dk/61/2651>

RADIO DET GODE LIV SYDDJURS

FOLLOW UP PROGRAM 15. OKTOBER 16.00 – 16.30

COME ON MAN

A part of Syddjurs Municipality's many health-promoting offers

This program is part of a series of programs "Det sker med Vendelbo", some broadcasts that deal with everything that happens on Djursland

This specific program was at the board meeting Radio Roende – Syddjurs Lokalradio 16th of August where the development project "Radio Det Gode Liv", with a number of public health programs, was introduced and agreed upon.

The program was developed amongst the Syddjurs Local Radio Team as a special immersive follow up to the Come on Man radio program recorded at October 5 – aiming to inform on other health promoting offers.

The program was planed in dialogue between journalistic host, Ole Vendelbo and the two participants, Bent Rasmussen, volunteer instructor on several "Come on Man" courses since 2017 and Ann Bonde Petersen, health consultant in Syddjurs municipality

The program was recorded in the studio and broadcast the same day, 15 October

Program is available as podcast: <https://podcast.sdlr.dk/45/2622>

We plan to have Ole Vendelbo to produce special immersive follow up programs "Det sker med Vendelbo", connected to all our thematic public health programs.

According to our project description, we plan to broadcast three thematic and follow-up programs in 2023.

During the month of January 2024, we will evaluate and develop a final project description: Concept, organization plan, plan of monthly programs and applications for funding.

RADIO DET GODE LIV SYDDJURS

LONELINESS

WEDNESDAY 22 NOVEMBER 19.00 – 21.00
AULA IN THE KULTURHOTEL HOVEDGADEN 10
ROENDE

Loneliness - Initiatives targeting citizens who feel lonely and isolated.

Loneliness is an often overseen problem that can have major consequences for the individual's quality of life, health and well-being. Feeling lonely is not the same as being alone. You can be alone by choice, but you do not choose to be lonely. It is a challenge to get in touch and reach out to citizens, who feel lonely or isolated

The radio broadcast about loneliness is a conversation about what loneliness is and means, what initiatives is needed and how to reach those citizens who may have a need but do not have the courage to participate yet.

Purpose:

To inform about, develop, change and anchor initiatives regarding loneliness

Participants:

Citizens:

Jacob Pryds OEllgaard is Deputy Youth Mayor of Syddjurs Municipality and deputy chair of Demoraadet, the political youth council that looks after the interests of young people in the municipality.

Bodil Aarup is chair of the Elderly Council in Rosenholm (Syddjurs Municipality), which on 9.october arranged a dialogue meeting about loneliness among older citizens.

Healthcare expert:

Helena Protopapas is a psychotherapist in Syddjurs Municipality's health team, responsible for offering preventive life talks for the 65+ group of elderly citizens with reduced well-being (tbc)

Political decision maker with responsibility for health in Syddjurs Municipality

Riber Hog Anthonsen is a city council member in Syddjurs for the party Venstre and Chair of the health and elderly committee

Host and journalist:

Hasse Schneidermann, Radio Roende – Syddjurs Local Radio

Technique:

Jakob & Niels Aakjaer Holst, Radio Roende – Syddjurs Local Radio

Possible specially invited listeners:

Louise Morris Jones, Health professional coordinator in Syddjurs Municipality (TBC)



E3J Health Literacy Production

Final report from Radio Bazar

Introduction:

The Public Health Literacy Project, is an initiative by Radio Bazar aimed at utilising community radio as a platform to promote public health, educate the community, empower individuals, and foster community engagement and collaboration. This report provides an overview of the project's progress, activities, and achievements as of 30th October 2023.

Background:

Within the European E3J project (European Excellence Exchange in Journalism) production grants have been awarded by Community Media Forum Europe (CMFE) and COMMIT to community media stations in the project's four focus countries: Austria, Denmark, Ireland, and Spain. This report in conjunction with two finalised 'Public Health Literacy' programmes is part in the sequence of CMFE/COMMIT action areas.

Media(re)presentation and visibility of vulnerable groups like migrants and refugees remains marginal in European societies. We want to help these groups creating their own narratives about the place and role of the refugees and migrants in European societies and communities.

Project Overview

The program was designed to cater to diverse ethnic minority communities, tailoring its content to specific health topics and audience demographics. Radio Bazar adopted an inclusive approach by partnering with health-related organisations, encouraging community members to become long-term radio contributors. That's important in the future work with Public Health production in Radio Bazar.

Radio Bazar produced 2 podcasts (ca. 25 min. each) about following subjects:

- a) Cross-cultural medicine and health among immigrants,
- b) Pharmacy Facebook group in Arabic

Executive Summary:

The project duration was between May 1st and October 15, 2023. Radio Bazar's radio programmes and podcasts were in Danish. At Radio Bazar we find that the project has achieved the intended objectives informing ethnic minorities in Aarhus about Public Health issues. This, as we have seen a positive impact through encouraging feedback from the intended target audiences.

Our future plans therefore focus on continuing to provide this service to our community and are looking for ways to ensure sustainability of the programme series. We do this through expert and community engagement by the underserved communities we strive to reach.

We at Radio Bazar are grateful to have engaged in this E3J project, which has inspired us through the workshop and interaction with the other Danish grantees to create the two radio programmes/podcasts. E3J's grant has played a pivotal role in achieving these goals.

Objectives

The project's main objective is to inform citizens with an ethnic minority background. They often lack knowledge of the public system and may be hampered by language barriers and cultural differences. Radio Bazar's two initial Public Health productions were a part of this.



Timeline, Project Stages

- * Concept Development (June 2023)
- * Research (Juli & August 2023)
- * Production (August & September 2023)
- * Marketing and Final Broadcast (September & October 2023)

Radio Bazar 2023 - Tværkulturel Medicin og Indvandrersundhed



Challenges

Because our team has been working in several years, we didn't encounter many challenges. The big challenge was to choose the issues. We finally choose issues that could be valid for all ethnic minority communities and that's why we decided to do the programmes in Danish, which is the common language for all ethnic minorities.

Marketing

We employed several strategies to promote Radio Bazar Health Podcasts. We created a generic radio promo for each the programme, played on air and on-line. We also used Facebook to promote our Podcasts.



Radiohuset Aarhus



Hvordan har din side det?

Fuldfør disse handlinger, så Radiohuset Aarhus bliver endnu bedre.



Sidetilstand: Nogenlunde

Sammenlignet med lignende sider med interaktion.



Tilknyt din WhatsApp-konto



Tilføj en handlingsknap



Inviter venner til at synes godt om din side

Se mere

Introduktion

Tilføj biografi

Side - Nonprofitorganisation

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Opslag

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Gittervisning



Radiohuset Aarhus

Offentliggjort af Sofus Grønberg · 3 min ·

Lyt til vores radioprogram der sætter fokus på flygtninge og indvandrers sundhed, og den etniske ulighed i sundheden vi oplever i Danmark.



RADIOHUSET AARHUS

RADIOHUSET.TRANSISTOR.FM

Radiohuset Aarhus | Radio Bazar Indsigt - Tværkulturel Medicin og Indvandrersundhed

Se indblik og annoncer

Boost opslag

Synes godt om

Kommenter

Del

Skriv en kommentar ...



Radiohuset Aarhus

Offentliggjort af Sofus Grønberg · 10 min ·

Lyt til vores spændende radioprogram om apotek Facebook gruppen på Arabisk, hvor udlændinge kan få hjælp, råd og vejledning indenfor sundhed, medicin og det danske sundhedssystem



RADIOHUSET AARHUS

RADIOHUSET.TRANSISTOR.FM

Radiohuset Aarhus | Radio Bazar indsigt- Apotek Facebook-gruppe pa arabisk Lokal radio podcast

Se indblik og annoncer

Boost opslag

Synes godt om

Kommenter

Del

Skriv en kommentar ...

Audience Reactions

The 2 Podcasts had a positive impact. Initial feedback from the different ethnic communities has been encouraging.

Testimonies from our community contacts have told us about a new level of debate about the issues raised in the programmes. They have expressed satisfaction that the programmes contributed to raising public health awareness within the ethnic communities.

Future Plans:

The two radio programmes/podcasts will be the beginning of a series with 10 programmes to begin with: the first step in a longer-term perspective.

In our radio collective we have several ethnic editors doing their programmes in their mother language, and they have expressed an interest in using the first step taken in their programmes as well.

We plan to continue doing work in public health area, because we have been confirmed – through the feedback received - in our initial conviction that it is important to inform ethnic minorities about these issues.

Funding

The grant received from E3J has facilitated the implementation of this project, allowing us to focus on delivering social benefits to our ethnic communities. It has enabled us to channel resources into critical aspects such as studio time, additional staffing costs, publicity, broadcasting expenses and administration.

Outcomes:

The project aimed to promote public health within our community by addressing health challenges, discussing preventive measures, and encouraging healthier life and livelihood choices, through the production of a Public Health programme series. The Public Health production concept from Radio Bazar was created and successfully shared with our audience both on FM and online.

Conclusion:

In conclusion, the Radio Bazar Public Health production project has made significant progress in its mission to utilise community radio as a platform for public health promotion and education.

We think that it is very important to engage ethnic minority groups in the community media landscape and we know that human interest stories raise interest. We use this format by presenting portraits of community members confronted with public health challenges. What is important is to have a positive approach to the subject. We will onwards continue to focus on actual Public Health challenges faced by our community and listeners.

IRELAND

“Healthy Conversations: Chats about better living” Final Report

Introduction:

The Public Health Literacy Project "Healthy Conversations: Chats about better living", is an initiative by Claremorris Community Radio aimed at utilising community radio as a platform to promote public health, educate the community, empower individuals, and foster community engagement and collaboration. This report provides an overview of the project's progress, activities, and achievements as of 30th October 2023.

Background:

Within the European E3J project (European Excellence Exchange in Journalism), production grants have been awarded by Community Media Forum Europe (CMFE) and COMMIT to community media stations in the project's four focus countries: Austria, Denmark, Ireland, and Spain. In Ireland Claremorris Community Radio was the only recipient of the E3J Public Health production grant among community radio stations. This report in conjunction with two finalised 'Public Health Literacy' programmes is part 4 in the sequence of CMFE/COMMIT action areas.

Project Overview

The project's goal was to create a new programme series fostering engaging discussions between local experts and individuals coping with personal health challenges. These conversations aimed to combine personal narratives with expert insights. The program was designed to cater to diverse communities, tailoring its content to specific health topics and audience demographics. Claremorris Community Radio adopted an inclusive approach by partnering with health-related organisations, encouraging community members to become long-term radio contributors. The program's format featured episodes lasting 30 minutes, characterised by a conversational and open style.

Executive Summary:

The project has successfully achieved its objectives by creating the "Healthy Conversations" program series. This new series provides a platform for engaging discussions on health challenges, bridging the gap between personal experiences and expert knowledge. Key achievements include the recruitment and training of community members and public health experts and the production of informative and relatable episodes. Despite challenges, "Healthy Conversations" has already had a positive impact and garnered encouraging feedback. Future plans focus on sustainability, expert and community engagement, and reaching underserved communities, with E3J's grant playing a pivotal role in achieving these goals.

Objectives

1. **Develop a concept for a public health radio programme series that brings together trustworthy experts and individuals with direct experience of health challenges.**
2. **Recruit new volunteers from the community with a public health background or members from community groups interested in public health to participate in radio programming focused on public health.**
3. **Foster community engagement and empowerment through media access, training, and involvement in the production process.**
4. **Provide a platform for experts and community members to share personal stories and expert knowledge, promoting understanding and awareness of public health topics.**
5. **Produce a sustainable and regular public health radio programme for our monthly broadcast schedule.**
6. **Promote accessibility by making it available on online platforms and thereby reaching a broader audience.**



Are you passionate about making a difference in people's lives? Are you eager to be a part of an exciting project that combines personal stories and expert knowledge to promote health and wellness? Look no further! We're seeking enthusiastic individuals to join our team for our captivating radio show, Healthy Conversations. 🎧 No worries if you're new to broadcasting! We provide full training, to equip you with the necessary skills and knowledge to communicate health information sensitively and effectively to a diverse audience! 🌟🎧❤️

What's in it for you?

🌟 Gain valuable experience in radio production and community participants <https://ccr946.ie/>

Join us

LISTEN LIVE



RECENT HIGHLIGHT



Image 1: Advertising for

Timeline:

- Recruitment – (June 2023):
- Workshops (19th and 26th August 2023):
- Team Formation (5th September):
- Training (5th September to 2nd October):
- Concept Development (September):
- Production (27th September ongoing):
- Marketing and Final Broadcast (25th and Friday 27th October):

Challenges

Throughout the project, the team encountered several challenges that demanded adept management. The most significant hurdle was staffing issues, primarily stemming from the departure of both Ed Coulson, acting manager, who had played a pivotal role in the application, and the Outreach and Training Coordinator in April. As the recruitment and onboarding of new personnel took substantially longer than anticipated, the station was left severely understaffed for close to four of the six months of the project. The staffing challenges had a substantial impact on the project's timeline, causing delays in the planning and execution of the workshop, which had to be rescheduled for August. This rescheduling was also influenced by the Community Broadcasters' exceptionally busy summer period, marked by Outside Broadcasts and event coverage, as well as scheduling difficulties with community volunteers and public health experts who had varied commitments, further intensified by the holiday season. Additionally, the chosen Media and information literacy trainer couldn't continue, due to unforeseen circumstances, however the new acting station manager successfully located an available trainer in time to address the situation. Despite these challenges that pushed our training and production schedules close to the deadline, Claremorris Community Radio demonstrated resilience and adaptability, ultimately overcoming these obstacles. The team's commitment to creative problem-solving played a pivotal role in overcoming the various hurdles faced throughout the project. This proactive approach allowed us to adapt to shifting timelines, address staffing challenges, and ensure the successful execution of the "Healthy Conversations" program, demonstrating our strong dedication to our community.

Project Stages

Recruitment:

Recruitment was the initial phase of the "Healthy Conversations" project, aimed at assembling a team of passionate and diverse individuals dedicated to promoting public health through community radio. The recruitment process involved actively approaching public health experts and community groups. Claremorris Community Radio's presence at relevant events, such as Men's Health Week and the Connaught Truckshow, played a crucial role in generating interest and support from the community. Direct engagement with potential team members at these events proved particularly successful. Marcella Kreiser, who took on the role of acting manager during this period, shared her thoughts: "Outreach wasn't part of my usual responsibilities, but I really enjoyed the experience, and the overwhelmingly positive responses were truly incredible". Twelve individuals, including EMTs, nurses, occupational therapists, and members of organisations like Grow and Solas Claremorris Rehab Care expressed their willingness to participate in the program.

Workshops:

The workshops conducted in August 2023 were a pivotal component of the project. In collaboration with COMMIT and Community Media Forum Europe (CMFE), Claremorris Community Radio hosted two workshops on Community Media and Public Health. These workshops aimed to bring together public health professionals and community media stakeholders to navigate the intersection of public health information and media and information literacy.

Recognising the absence of a partner grantee from Ireland, Claremorris Community Radio extended invitations to all Connaught-based Community Radio Stations, so they could give insight into their input into Public Health Programming. Regrettably, due to the same challenges we faced they all declined. The workshops were very informative covering various topics, including the role of community media in public health, effective communication strategies, and program development. Participants Workshop attendees returned from the sessions full of inspiration and enthusiasm to contribute to the project, highlighting the valuable insights and skills they had gained during the workshops.

Team Formation:

Claremorris Community Radio was delighted to discover that six dedicated volunteers were willing to continue with the project. This group consisted of two public health professionals, two community group members, and two radio enthusiasts, all of whom expressed their primary interest in roles involving presentation, interviewing, and research. To empower and fuel the enthusiasm of these volunteers, Claremorris Community Radio chose to provide assistance with production and editing. This collaborative effort led to the formation of the final "Healthy Conversations" team, which included the following individuals:

Presenters/Interviewers:

- James Preston: Member of the Claremorris District Lions Club for 16 years, having served as Secretary, Treasurer and President of the Club, head of the Lions Club Diabetes Awareness. Also member of the Claremorris Men's Shed.
- Michael Clarke: Retired pharmaceutical sales representative, member of the Claremorris Men's Shed and current secretary of the Claremorris District Lions Club. Also, Lions Club head of Message in a Bottle (MIAB) project.
- Jamie Burke: EMT with the national ambulance service for the last 9 year. Also has a diploma in Drug&Alcohol addiction and a diploma in positive psychology.
- Bridie Sheeran: with 78 years our oldest participants, veteran community broadcaster with 20 years of experience and keen interests in healthy ageing.
- Sandra Sweetman: Paediatric and general nurse for over 20 years working in Ireland, UK and France
- Sandra Donnellan: long term Good Morning Show presenter and accomplished interviewer with a keen interest in women's health.

Producer:

- Philip Bourke: radio presenter and producer with over 25 years of experience and new station manager with Claremorris Community Radio.

Editor:

- Conor Conneely, third-year Global media student currently on internship with CCR, podcaster and avid editor.

Training

Recognising the diverse backgrounds of the participants, the project prioritised equipping them with the essential skills for radio broadcasting. Participants were divided into two groups with each group receiving three 2 to 2.5 hour sessions of structured broadcasting training.

The training began by introducing participants to the basics of radio, helping them become familiar with the studio environment, audio equipment, and the recording process. Microphone techniques were another vital aspect of the training. Participants learned how to effectively use microphones, ensuring clarity and quality in their recordings. To put theory into practice, unprepared mock interviews allowed participants to step into the roles of both interviewers and interviewees. These exercises not only served as valuable learning experiences but also fostered a collaborative and supportive atmosphere within the group. As the training progressed, participants moved on to preparing mock interviews, where they had the opportunity to apply their newfound skills in a structured setting. Recording sessions allowed them to work individually, gaining hands-on experience in capturing and editing audio content. Philip Bourke, Station Manager comments: "Overall, the training aimed to impart technical skills and emphasise the importance of a well-prepared interview, ensuring meaningful contributions to the "Healthy Conversations" programme."



Concept Development

Following the team's formation and the commencement of broadcasting training, the project's focus shifted towards shaping the "Healthy Conversations" programme. In devising the radio program's concept, we took into account the primary interest of the six volunteers, which was predominantly centred around presenting roles and so to empower them and fuel their enthusiasm. The goal was to create a sustainable, magazine-format series that would be easily accessible to volunteers who were new to broadcasting and, simultaneously, aligned with the project's objectives.

Under the guidance of the producer, Philip Bourke, the team collaboratively defined the key components for the program as follows:

- "Healthy Conversations" Title Theme with Sound-bites: Programme branding and teaser of what's coming up in the episode.
- Introduction: This segment sets the tone for each episode and provides an overview of the content or theme and may include a fact, statistic or anecdote that leads to the first interview.
- 2x Interviews: Each episode will feature a combination of guests selected from the following categories: Public Health experts, representatives from community groups, community resources, or local events, and personal story contributors.
- 2x Links: These ensure smooth transitions between programme segments and should express gratitude to the contributors of the interviews.
- Interactive Element: The programme should actively promote audience engagement through social media platforms like Facebook and Mixcloud and make listeners aware that full interviews are available on-line.
- Outro: This segment should summarise key takeaways, underscore the importance of public health, and encourage actionable steps.
- Closing remarks with highlighting of online resources and local support groups, etc.
- "Healthy Conversations" closing theme with Soundbites: of what to expect in the next episode. This teases what's coming up next, adding an element of anticipation for the audience.

Presenters have the flexibility to choose topics aligned with their individual interests, allowing for a diverse range of subjects that cater to the entire community of Claremorris. Additionally, Claremorris Community Radio will actively share interview opportunities as they arise, further enriching the programme's content. The programme will be produced in English, but we can see the possibility of getting our Ukrainian community involved for a special in their language.

Production

With the team in place, the "Healthy Conversations" programme began to take shape. Volunteers enthusiastically embarked on recording interviews covering health topics close to their hearts, delving into subjects like depression, breathwork, diabetes management, deep water aerobics, cerebral palsy, and recovery from drug addiction, among others.

Jamie Burke, shared his experience during this process:

"I really enjoy the interviews and I just hope they come across well. When interviewing a local woman who had been through horrific post-natal depression, I truly felt privileged - She was so open and honest".

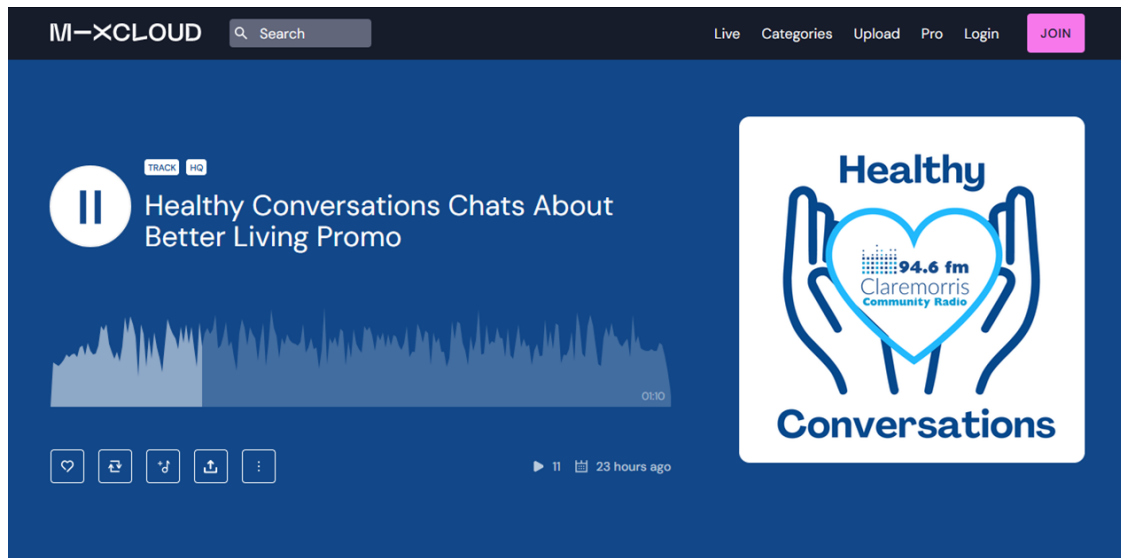
With a keen eye for quality and relevance, producer Philip Bourke provided valuable feedback to volunteers helping them refine their contributions. He carefully assessed interviews so each programme would maintain topical integrity, while editor Conor Conneely ensured they fitted within the allotted time. Next, we actively collaborated with volunteers to script and record linking segments, bridging the various parts of the final programmes. Producer Philip Bourke crafted a professional title theme and outro. Finally, the components were assembled, resulting in well-structured, informative, and engaging content for our community.



Image 3: Bridie interviews Sgt Gillian Carlos about the Old Person Register.

Marketing

We employed several strategies to promote "Healthy Conversations." We created a generic radio promo for the programme, as well as specific promos for upcoming episodes, played on air and on-line. Live show presenters actively forward-sold on the day to generate interest and anticipation among our audience. We designed a distinctive logo for the show and produced a generic teaser that we shared on various platforms, such as Facebook, Instagram, and our webpage. Each episode was individually promoted on our social media platforms, featuring photos of the interviewer and guests.



"Healthy Conversations" Promo on mixcloud.

To expand our reach and engage with the communities involved, we implemented a comprehensive promotion and outreach strategy. Our local public health experts and community group members played a pivotal role in endorsing and advertising the program within their networks, significantly contributing to its success in reaching a wider audience. Furthermore, we created a designated email address for feedback and requests, enhancing our connection with the community. We broadcast the initial episodes of "Healthy Conversations" in October 2023, accompanied by a robust marketing campaign aimed at generating community interest and gathering valuable feedback. Our online presence has been fortified with a distinctive logo, and we are fully prepared to receive feedback and requests via our designated email address.

Audience Reactions

While it is still in the early stages, "Healthy Conversations" has already had a positive impact. Initial feedback from participants and the community has been encouraging "Healthy Conversations" has significantly contributed to raising public health awareness within the community. Audience feedback and testimonials have highlighted the programme's impact on knowledge and behaviour regarding health issues.

Future Plans:

Future plans for "Healthy Conversations" include sustaining the programme on the radio schedule, actively engaging public health experts, empowering individuals with health challenges, and expanding the programme's reach to marginalised communities. Additionally, we are preparing for a conference in Vienna in January 2024, where we will share our project experiences with other grantees.

Target Groups.

The primary audience and contributors for the "Healthy Conversations" programme include:

- **Community Members:** This group encompasses individuals within the local community who have an interest in public health topics or who may benefit from the information and discussions presented in the program. These community members could belong to various age groups and backgrounds.
- **Community Groups and Resources:** Organisations, clubs, and associations within the community that focus on public health or related topics, and who can contribute valuable perspectives and resources to the program. As these community groups represent the specific interests and concerns within our local community the content is more relevant and relatable.
- **Individuals Managing Health Conditions:** Those in the community who are personally dealing with health conditions, offering unique insights and experiences related to public health. Their first-hand perspectives showcase the impact of health issues on individuals and communities and so create understanding and combat stigmatizing among the audience.
- **Public Health Experts:** Public health professionals, including those working in healthcare, government agencies, or related fields, who can provide expert insights and knowledge on public health issues. Their involvement lends credibility and expertise to the program, ensuring the accuracy and trustworthiness of the content.

The project's vision naturally evolved following the departure of the individual responsible for the application and originally proposed producer just before the project's commencement. The new project coordinator shared the perspective put forward by Kathy Cush in the E3J Project Report.

“A large number of health professionals do utilise media platforms for dissemination of health information and articulate concisely the complexities involved in physical and mental health issues. However, they do tend to gravitate towards public service and commercial broadcasting platforms. The majority of individuals working in the stations are volunteers and those broadcasting in rural areas do not have links with public health professionals, which is an issue that needs to be addressed.”

To address this issue, the project expanded its target group to include health professionals. The objective was to not only enhance the programme's credibility, but also to leverage their network connections within the public health field. This strategic addition aimed to encourage more public health professionals to recognise the value of utilising community media for health-related communication and collaboration. Additionally, we anticipated that by involving community groups and health professionals in the production of the programme, we could establish connections with individuals in their networks who have personal experience in managing various health conditions. This aspect of the project was seen as a significant challenge to achieve.

Partnerships

Our partnerships were vital in securing knowledgeable contributors and establishing a robust support network. We collaborated with various community groups at various stages of the project, but we would like to extend a special thanks to Claremorris & District Lions Club, Solas Rehab Centre, Grow Mental Health and Claremorris Men's Shed.

Funding

The grant received from E3J has significantly facilitated the implementation of this project, allowing us to focus on delivering social benefits to our community. It has enabled us to channel resources into critical aspects such as studio time, additional staffing costs, publicity, broadcasting expenses and administration.

Outcomes

Ultimately, the project aimed to promote public health within our community by addressing health challenges, discussing preventive measures, and encouraging healthier living choices, through the production of a Public Health programme series. The "Healthy Conversations" programme series was effectively created and successfully shared with our audience both on FM and online.

Here are the positive results we achieved:

- **Improved Media Skills:** Community groups, health experts, and programme guests enhanced their media skills through training, allowing them to better participate in media projects and activities.
- **Better Understanding of Public Health:** Our project also boosted public health knowledge among our station staff, volunteers, and audience, helping everyone grasp public health issues more effectively.
- **Enhanced Competencies:** Our station staff gained valuable skills for planning and executing projects, making us more capable of delivering such programmes.
- **Community Empowerment:** We provided community members, including those with public health expertise and those managing health conditions, with a platform to share their knowledge and experiences. This not only boosted their confidence but also made them feel like they were contributing to their community.

All in all, our "Healthy Conversations" project has successfully achieved its goals. We've fostered media and public health literacy, public health awareness, and community empowerment, making a positive impact on our local community.

Conclusion:

In conclusion, the "Healthy Conversations" project has made significant progress in its mission to utilise community radio as a platform for public health promotion and education. The timeline, from recruitment and workshops to program development and future steps, illustrates the project's commitment to improving public health literacy and fostering community well-being through media engagement.

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Claremorris Community Radio

Public Health Policy

Introduction: Claremorris Community Radio is committed to fostering the health and well-being of our community. We recognise the influential role we play in disseminating public health information and promoting positive health outcomes. This Public Health Policy outlines our commitment to responsible broadcasting and community involvement in the realm of public health.

Objectives

- To provide our community with accurate and up-to-date health information.
- To promote awareness of local health-related services and initiatives.
- To address public health issues with sensitivity and empathy.
- *To encourage community engagement and participation in health-related discussions.*

Content Guidelines

- Use evidence-based information from reliable sources.
- Encourage diversity in health topics, including topics for marginalised and minorities 's in our community.
- Promote a holistic view of health, encompassing physical, mental, and social well-being.
- *Avoid sensationalism and combat stigmatization associated with various health conditions, encouraging open dialogue and understanding.*
- *Address sensitive health topics with empathy and understanding.*

Inclusivity and Accessibility:

Claremorris Community Radio is committed to making health information readily available to every member of our community, irrespective of their background, capabilities, or socio-economic standing. We are determined to bridge gaps by actively exploring avenues to engage under represented and vulnerable groups with relevant health content. Whenever feasible, we will provide health information in multiple languages, further enhancing accessibility and inclusivity in our broadcasting efforts.

Collaboration:

We aim to foster collaboration by establishing partnerships with local community groups, healthcare providers, public health organisations, and experts and we actively encourage community members to share their personal health stories and experiences, ensuring that our broadcasts are reflective of the diverse voices and

perspectives within our community as well as **actively seeking input and feedback from community members to shape our health content and initiatives**

Privacy and Consent:

We are committed to respecting individuals' privacy, obtaining proper consent for sharing personal health stories, and complying with data protection regulations.

This policy will be reviewed and updated periodically to ensure its continued alignment with our mission and community needs.

Ratified by the Board of Directors of Claremorris Community Radio on 16th October 2023

SPAIN



EUROPEAN PROJECT EJ3 (EUROPEAN EXCHANGE OF EXCELLENCE IN JOURNALISM) COMMUNITY MEDIA FORUM (CMFE) AND COMMIT

The Iris Radio Jabato Association aims to provide a space for debate, rich in both personal and collective learning, in addition to serving as an information and entertainment platform for the community.

In Radio Jabato we see 'radio' as a means to promote the associative fabric between everyone by giving a voice to citizens in and around our community about the issues there are interested in and worried about.

Radio Jabato is a member of the Union of Free and Community Radios of Madrid, broadcasting on 103.8 FM. (<https://radiojabato.es/>)

"THE HEALTH OF ALL, THE COMMITMENT BY ALL".

From I.R.I.S. Radio Jabato we have over the past months gone through an intense development process of planning, organising meetings and carrying out interviews, in our work to turn our planned Public Health Literacy programme series: ***The Health of All, the Commitment by All***, real. Currently four programmes have already been broadcast and more than five additional ones are under development.

This production process is part of the overall European Community media project within which **our specific objective** has been to sensitize the population between 12 and 25 years of our town about public health in addition to bringing this population closer to our community radio station.

The composition of the team has been as follows:

- **Production:** Radio Jabato
 - **Editing:** Julian Fuentes, Ismael Calle and Paquito Coria.
 - **Voiceover:** Loli Pérez, Ismael Calle, Virginia Robles, Julian Fuentes, Jesús Moises Sánchez.
 - **Direction:** Virginia Robles López
 - **Debate and dissemination team:** All of the above and Juan José López Gómez and David Roncero Vaz.
- and invisibly but not less important, **the whole Radio Jabato team.**



Getting the community engaged in our public health programming

We wanted the community of Coslada to participate, together with some councillors of our town councils as well as groups and associations providing platforms for the defence of public health and environment.

Coslada is a municipality of more than 80,000 inhabitants, with an area of only 12 square kilometres. With very important special conditions that influence public health, such as

- the proximity to the international airport Madrid Barajas-Adolfo Suarez.
- a Dry Port, due to which thousands of lorries travel through our municipality to distribute goods for the whole of Spain,
- one of the most important marginal settlements in Madrid, the Cañada Real,
- one of the most polluted rivers in the Community of Madrid, the Jarama.

Furthermore, Coslada is one of the Spanish communities which suffers the greatest deterioration in the public health system of the whole state. This causes difficulty for people to actually seeing their medical doctor and having access to medical consultations in general including preventive health programmes. Furthermore, many people have no economic means to pay for essential health necessities and treatments.

Another objective of our Public Health Literacy project was to ensure that our community - people and associations - in an easy and participatory way could access important and much needed knowledge to understand and know what is needed to maintain your health. Furthermore we worked to ensure that they would know which entities are available to support them - and upon which they can rely and trust.

We believe that this is an objective that we have achieved, both through meetings and our radio programmes, as well as the **presentation we made on October 24** in the municipal building of citizen participation Margarita Nelken of Coslada (see our Instagram recording: <https://www.instagram.com/reel/CyygBpilG4x/?igshid=MzRIODBiNWFIZA==>)



The Radio Jabato Public Health Programme Development

We have followed the style that we indicated in the grant proposal:

1. Interviewed specialists in different health fields
2. Aired small Public Service Announcements with tips to improve public health
3. Prepared debate style programmes where information, proposals and new activities can contribute inspiration to continue the work started in this project.
4. A flashmob planned is pending due to the difficulty of school time.
5. Realization of a final report to present to the city council so that it can implement public health measures within the different departments.

The project began with a round table with the participating associations in areas that influence public health, where we together identified objectives that could be achievable in our municipality within this project framework.

We conducted interviews with people working in the areas that we had defined within public health, for them to both explain their role and offers, and to share information about the specific area of public health they were working within. Some of these interviews could be used both for Public Service Announcements and as the basis for some of the longer magazine-format Public Health programmes.

The elaboration of the report to be published and meant to inspire the different administrative departments here has been delayed as we are in an election period and there would be no time and space for them to be attentive and engage with us in it. We will therefore bring this forward at a more opportune time.

We have sought to meet the following UN Sustainable Development Goals

- GOAL 3: HEALTH AND WELL-BEING
- GOAL 6: CLEAN WATER AND SANITATION
- GOAL 7: AFFORDABLE, CLEAN ENERGY
- GOAL 12: RESPONSIBLE PRODUCTION AND CONSUMPTION
- GOAL 17: PARTNERSHIP TO ACHIEVE THE GOALS

The effect of the Radio Jabato Public Health Literacy process and the grant

We are really happy with the response to the different programmes already broadcast. For the live broadcasts we don't know the precise listenership, but from our website we can see that the reach so far has been from 850 to 1150 visits per programme.



From Radio Jabato we value very positively **the contribution of the grant** that has helped us to **renew equipment that has improved the quality of the recordings** and the **possibility of a greater number of broadcasts**. In addition to **being**

able to make the broadcasts outdoors, we have also purchased **a noise meter and a magnetic wave meter with the grant provided**. Furthermore, the grant has helped us to be able **to travel to different places to meet with groups**. We have also **used part of the grant to improve the website and pay for wifi and applications** to improve the functionality and efficiency of the display.

Since the public presentation of the project on October 24, two local schools have requested the possibility of creating a radio studio in their centre to be able to continue making the following programs themselves.

We also want to thank the E3J project, COMMIT and CMFE, for the training held in Malaga last September that gave us a lot of information and learning from the experiences of other community radios.

The E3J initiative and this grant has been the starting point of a new kind of programming in Radio Jabato, based on the creation of a network of collaborative community work between many associations and young people of the municipality with new, shared objectives around social projects. This has also importantly spurred the motivation of the whole Radio Jabato team.

As a part of this project a Radio Jabato working team has been created to create research, monitoring, awareness and development on PUBLIC HEALTH. We have come to focus on how it influences and impacts in in so many ways and contexts such as socio-culturally (youth and elderly), the economy (which companies have as an added value respect for the environment within their activity and how this affects the health of workers), and politics (what is really done from the institutions in favour of Public Health).

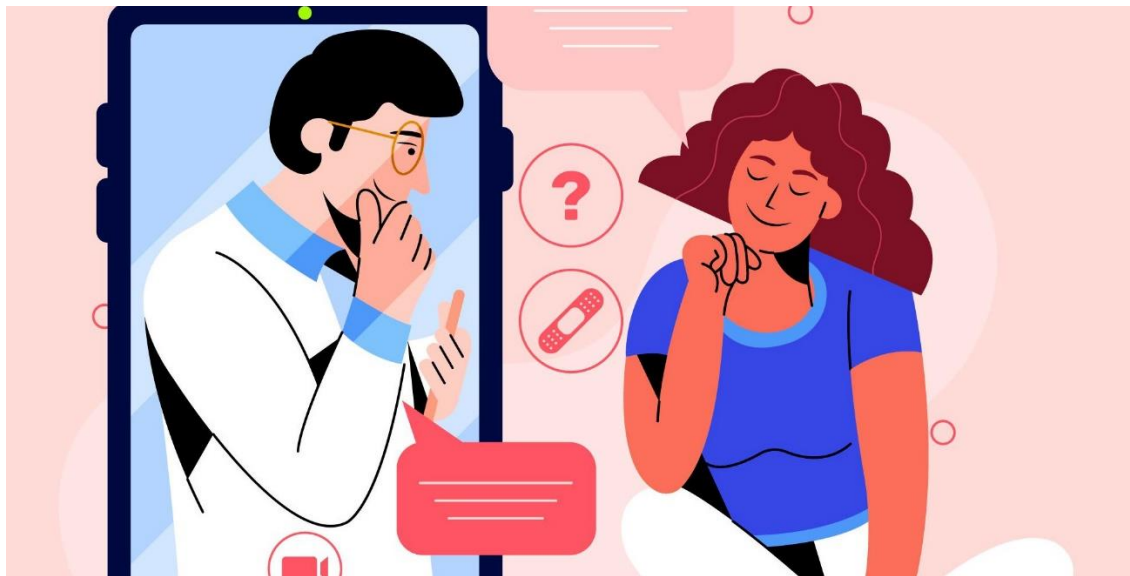
“For our station taking part in this project is a great experience and the most interesting thing is that it will be the start of many more programmes from now on.” Virginia Robles / Radio Jabato, when sharing the programmes



SI NO SANA HOY

If it doesn't heal today

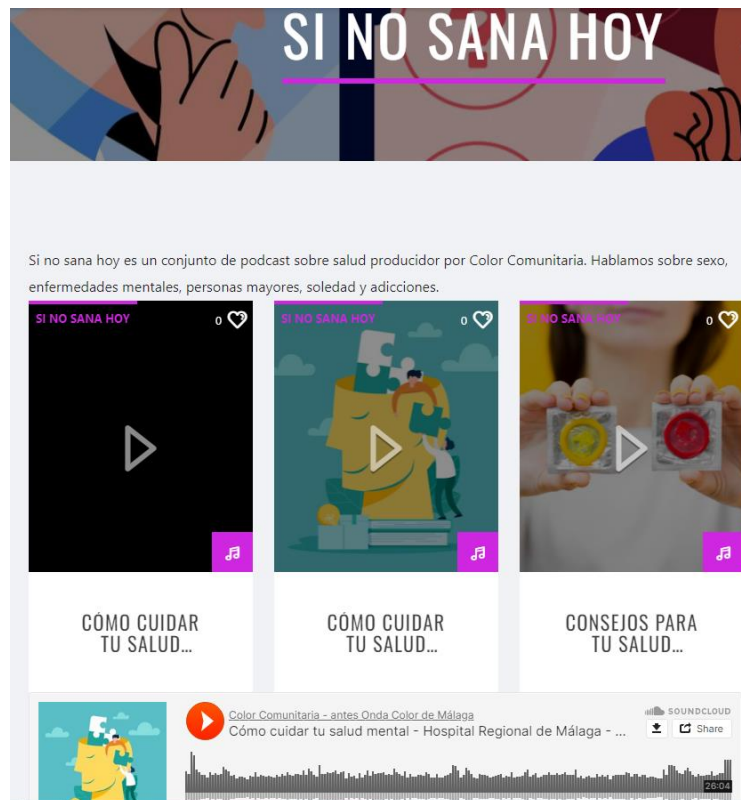
Color Comunitaria (Malaga, Spain)



A public health programme series by Color Comunitaria

EUROPEAN PROJECT EJ3
(EUROPEAN EXCHANGE OF EXCELLENCE IN JOURNALISM)
COMMUNITY MEDIA FORUM (CMFE) AND COMMIT

Si no sana hoy (If it doesn't heal today)



Screenshot of the Si no sana hoy website

Web

This is the site of our project: <https://ondacolor.org/sinosanahoy/>

Context

Proyecto Hogar (Home Project) is a networking methodology (a community plan) between public and private entities in the disadvantaged area of Palma Palmilla (15.000 inhabitants in the 600.000 people city of Malaga). Its objective is to make the people of the neighborhood the protagonist of the definition of what is happening and what should be done to improve the neighborhood, in addition to involving citizens and other agents in each of the actions and solutions that are designed, including the evaluation.

One of the pieces of the Proyecto Hogar structure is the Health Board. It is made up of around twenty public and private organizations (NGOs) that develop health programs and use this board to coordinate joint actions. Our radio participates in this board and others (communication, education, cultures, etc).

The low income of the population in Palma Palmilla, a lower educational level than the city average due to early school leaving for decades, as well as a greater presence of migrant population and minorities who have difficulties accessing all types of resources and opportunities make up the terrain of difficulties in Palma Palmilla.

Opportunities are generated from the process that unites all these diversities (community plan) in the task of seeing what happens, proposing solutions and evaluating them. It is within this framework that the neighborhood asked to create a community radio station, which today is Color Comunitaria.

Color Comunitaria, formerly known as Onda Color, is a community radio station in Malaga. It is one of the most awarded in Spain, with a dozen recognitions including a special mention in the main communication awards in this country (Premios Ondas 2022).

It has been located in the Palma Palmilla neighborhood since 2008 and before this project it had a mental health program that is heard on all municipal and community radio stations in Andalusia (80 radio stations).



One of the meetings of Health Board in this weeks of project

Objective of our project

Train citizens for a rational use of health resources in a disadvantaged area of the city of Malaga: Palma Palmilla, reporting on public and associative resources for health care, identifying good and bad uses, and pointing out habits that help improve it. The specific issues will be determined based on the deliberations of the Health Board of the Palma Palmilla Proyecto Hogar Community Plan.

Target group and engagement

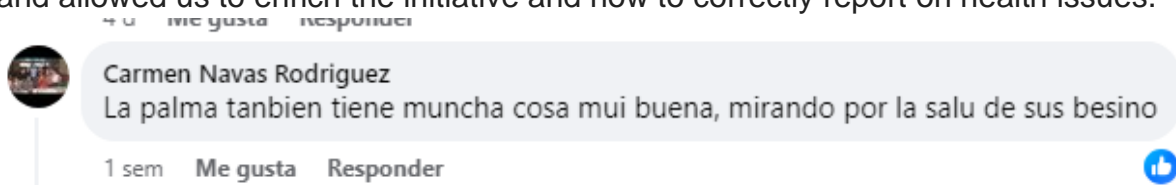
Population of our neighborhood and entities which belong to the Health Group of Proyecto Hogar. We interviewed 5 different social and public entities in our programs, we recorded interviews to people on the street and targeted a paid campaign in Facebook and Instagram to promote episodes in our neighborhood (and we sent it via Whatsapp to 5 hundred persons of this area).

Intended change-result in community

We have 500 listeners per day of our neighborhood via FM, 80 listeners in our podcast and more than 800 interactions in social media (see attachment). The comments from social media users focus on their gratitude that we generate health content and the pride of the neighborhood that observes that these topics are also promoted.

This is important, since it helps reduce the stigma of the neighborhood and generates new arguments for the self-esteem of the people who live here, given that Palma Palmilla proposes content that is positive for the neighborhood and for the city of Malaga.

But the biggest change has been strengthening our relationship with health resources in Palma Palmilla. Now more associations in the health field want to create content. In fact, a new radio program and podcast have started in recent months: Malamente (with mental health patients and psychiatrists from one of the city's hospitals). This podcast also participated in the project's face-to-face meeting along with the other initiatives in Spain and allowed us to enrich the initiative and how to correctly report on health issues.



One of the comment about how proud a woman is because this kind of content

Process

We proposed the project at the Health Board of the community plan and selected the topics for the podcasts. We made the recordings and produced the additional content (interviews on the street, audio drama, musical and film fragments). Finally, we broadcast the episodes in stages and do share anecdotes from the process and photos.



Interview to Fundacion Harena about lonely of elder people.

We have created 5 podcasts whose outline is an interview with a public or private entity to which other sound elements and formats are added:

- Sexual health
- Mental health
- Addiction prevention (not yet broadcasted)
- Support for older people to understand their treatments (not yet broadcasted)
- Care and prevention of loneliness in older people (not yet broadcasted)

Achievement of objectives

We have partially achieved it. We expected more direct listening, but we think that they have not occurred due to a problem in the podcast portal that we have and the obligation to use a third-party app on mobile devices.

This discourages a lot of listening and is something we are changing in our organization. We have strengthened ties with health resources and we have tested new elements of the sound language when creating the montage (something unforeseen). We planned to do 4 episodes but we have done 5.

How will we continue

We will look for new funds to produce more episodes or to finish involving other NGOs and public resources in the area and the city to make health content on our station once we have overcome this good experience. Maybe health contents become a part of a magazine-several days program of our community radio.

How did the grant help facilitate the results

The grant helped us to be able to allocate more time to innovative sound editing and to disseminate the episodes with greater impact on social networks, not only on FM. We have strengthened relationships with other health actors in the area and this will give results later.

Team

Journalist: Carmen Gallardo and Alejandro Blanco

Production and dinamization: Rafaela Virella

Audiodrama: Bicicleta Atómica fiction group of Color Comunitaria

Contact

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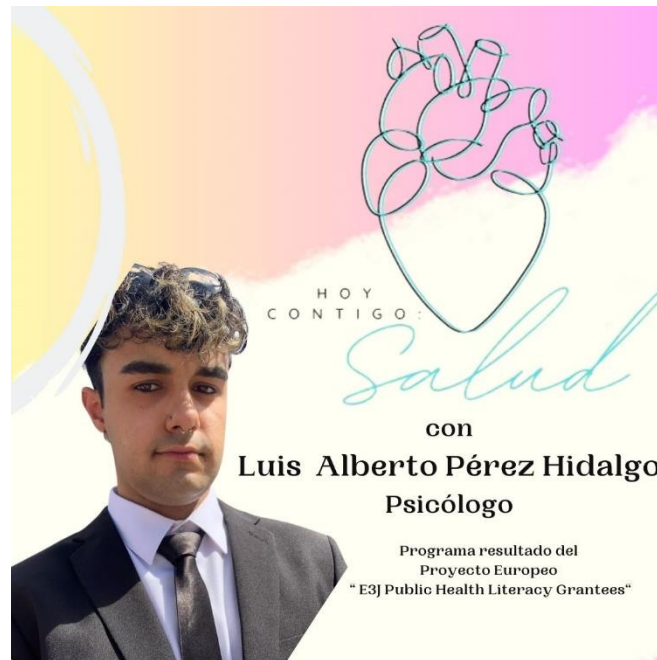
0034679830315



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Hoy contigo: SALUD



**A public health programme series
by Radiopolis, Sevilla, Spain**

Final Report from RadioPolis for

**EUROPEAN EXCHANGE OF EXCELLENCE IN JOURNALISM – E3J
facilitated by COMMUNITY MEDIA FORUM (CMFE) AND COMMIT**

Project Title: Today With You: Health!

Objectives:

1. **Inform and Educate:** Provide accurate and up-to-date information on relevant health topics to educate the audience about healthy practices, common diseases, prevention, and treatment.
2. **Raise Health Awareness:** Generate awareness about the importance of maintaining a healthy lifestyle, emphasizing prevention, and adopting habits that promote physical and mental well-being.
3. **Promote Active Participation:** Encourage active audience participation through questions, comments, and suggestions, creating an interactive space to address specific listener concerns.
4. **Entertain with Dynamic Content:** Offer a dynamic and entertaining format that makes health information accessible, using interviews, personal stories, interactive segments, and multimedia resources.
5. **Include Experts and Testimonies:** Invite health professionals and experts from various disciplines to provide specialized perspectives and support the information presented in the program. Sharing real testimonies can make the information more relatable and relevant.
6. **Address Diverse Topics:** Cover a wide range of health-related topics, including physical, mental, and emotional aspects, to provide a comprehensive view of well-being.
7. **Demystify Medical Concepts:** Simplify and explain medical concepts and technical terms clearly, eliminating knowledge barriers and making information accessible to everyone.
8. **Encourage Personal Research:** Motivate the audience to conduct their own research on health topics, encouraging informed decision-making and active seeking of resources that promote their well-being.
9. **Build Community:** Establish an online community where listeners can share experiences, tips, and mutual support, fostering solidarity and collaboration in the pursuit of a healthier lifestyle.

Target Group:

The health radio program is specifically designed to reach the target group consisting of young people, recognizing that they are the future generations shaping definitive change in our society. Health awareness during this crucial stage of life is essential, as decisions and habits adopted during youth tend to endure over time.

To effectively reach this audience, a Magazine-style structure was adopted, combining various sections to maintain their interest. This approach includes collaboration, interviews with victims' families, brief and dynamic reports, as well as the incorporation of audio documents and music to provide a complete experience.

Recognizing the difficulty of capturing the audience's attention in a saturated information world, a strategy that blends detailed information with entertainment was chosen. Moving away from explicit and dense content, a dynamic format that is accessible and attractive to the young audience was embraced.

The goal is for the program not only to educate but also to entertain, achieving a greater impact.

The choice of a conversational structure instead of formal interviews aims to create a more relaxed and intimate atmosphere, especially when presenting real testimonies. We want our guests to feel at home, facilitating the expression of their experiences and perspectives. This contributes to establishing a more authentic connection with the audience, promoting greater empathy, and understanding of the health topics addressed in the program.

In summary, our approach aims not only to inform about health topics but also to inspire and motivate young people to make informed decisions and adopt habits that promote their long-term well-being. We believe that by combining informative content with dynamic elements and entertainment, we will effectively reach future generations, making a significant impact on health awareness and actions.



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Escúchalo en
iVoox Podcasts

Radiopolis Radio Sevilla

Choice of a Young Psychologist as Program Host

The selection of a young psychologist as the host of the health program was deliberate and strategic, aiming to establish a stronger and more authentic connection with our audience, primarily composed of young people. We understand that identification and empathy are essential elements to generate impact and convey meaningful messages, especially in the field of mental health.

The youth of the host not only reflects a fresh and contemporary perspective but also provides a generational bridge that facilitates understanding the specific concerns and challenges faced by the young audience in terms of mental well-being. The proximity in age allows the host to understand more intimately the dynamics, pressures, and changes inherent to this stage of life, establishing an empathetic connection with the audience.

Furthermore, the choice of a young psychologist reflects the idea that mental health is relevant at all ages, and seeking support and guidance knows no time limit. The image of a professional who can directly relate to contemporary experiences and challenges faced by young people contributes to destigmatizing the seeking of psychological help.

The presence of a young host not only offers specialized knowledge but also conveys a positive message that mental health care is an integral part of everyday life, regardless of age. The strategic choice of the host reinforces the idea that the program not only provides information but also actively seeks to understand and support the audience on their journey to mental well-being.



The screenshot displays the iVoox mobile application interface. At the top, the iVoox logo is on the left, followed by navigation links for 'Inicio' and 'Explorar', and a 'Descargar app' button on the right. Below this is a promotional banner for 'BLACK DAYS' offering a 50% discount on Premium for one year. The main content area features a podcast episode titled 'Abuso Sexual Infantil' by Ana Vallejos, with a host Luis Alberto Pérez Hidalgo. The episode is dated 16/10/2023 and is categorized under 'Mente y psicología'. The interface includes playback controls such as 'REPRODUCIR', 'SUSCRIBIRSE', and a progress bar showing 00:00 / 25:47. At the bottom, there are options to 'Descargar', 'Compartir', 'Me gusta', and 'Más'.

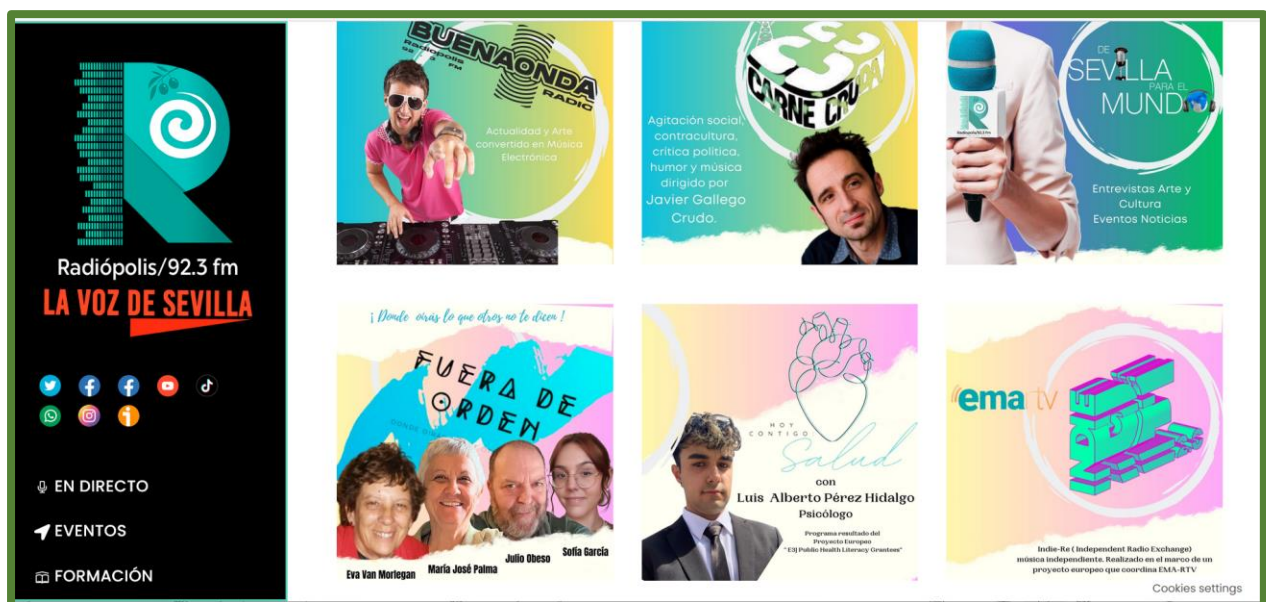
Results and Changes in the Community

The expected impact of the program on the community will manifest gradually, in line with the increasing involvement of committed professionals and the positive response from the public.

The continuity of this radio space on Radiópolis is a testament to the success and resonance it has achieved among the audience. The active participation of dedicated professionals has been crucial in constructing quality content, supported by specialized knowledge and an approach committed to the community's needs. The diversity of perspectives and collaboration with health experts have enriched the program, providing the audience with a comprehensive and updated view of crucial well-being topics.

The positive response from the public has been a determining factor in the decision to continue the radio space. The community has shown growing interest and active participation, indicating that the program has established a significant connection with their needs and concerns. This public endorsement reflects the relevance of the content and its ability to positively impact awareness and habit change in the community.

The decision to maintain this radio space on Radiópolis is not only a recognition of the work done so far but also a continuous commitment to the mission of providing valuable and accessible health information. This program positions itself as a reliable and valuable resource for the community, with the potential to continue positively influencing perceptions and practices related to health.



Project Process

The initial steps of our program marked the beginning of an exciting journey dedicated to comprehensive health education, a goal that brought together all team members with a common purpose. From the start, the involvement of each team member was crucial to shaping this ambitious and necessary project.

Luis, our host, was the first to fully immerse himself in this project. His 100% commitment not only set the tone of the program but also inspired the rest of the team to match that dedication. Luis's passion for comprehensive health became the driving force behind each episode, making the program's mission resonate with authenticity and relevance.

The technical team undoubtedly played a crucial role in the program's early stages. Their dedication and expertise contributed to the technical quality of the program, ensuring smooth and professional production. Each member of the technical team shared the vision of delivering health information clearly and effectively, thus contributing to the program's positive impact. The enthusiastic participation of guests was also a key component in the program's early steps.

Health experts, prominent professionals, and individuals with valuable experiences joined to share knowledge, perspectives, and testimonies, enriching the program's proposal and providing the audience with a complete range of relevant and useful information.

In this initial process, an image and logo were designed that encapsulated the essence of the program. This visual identity not only conveyed the seriousness and quality of the content but also anticipated the possibility of visual broadcasts in the future.

The vision of taking health education to new horizons, potentially through visual broadcasts of highlights, reflected the team's ambition and long-term vision. Together, the program's beginnings not only marked the start of a valuable contribution to health education but also laid the groundwork for a project that aspires to evolve and expand in scope and format. This team, united by a passion for comprehensive health, is ready to face challenges and achieve the ambitious goals set for the future.

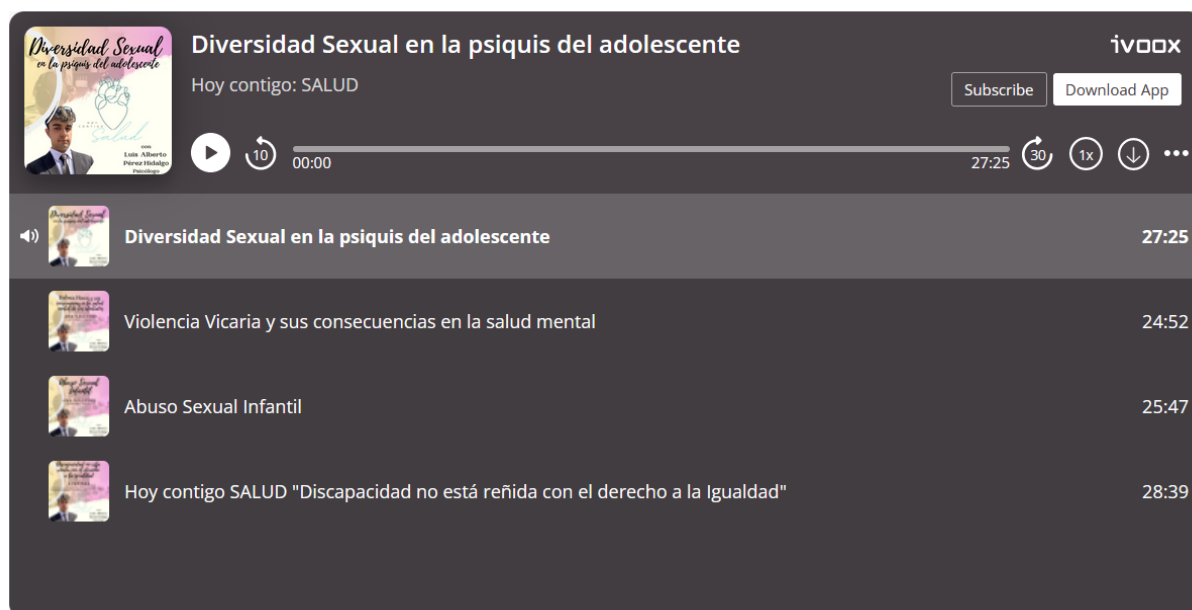
Grant and Results Facilitation

In the realm of community media, those closest to the populations face the constant challenge of maintaining and developing radio spaces without economic backing. The reality is that the production and transmission of quality content demand resources, and in this context, grants play an essential role in ensuring the continuity of initiatives that offer valuable and relevant information. The creation and maintenance of a radio space without economic backing are indeed challenging.

Community media, being so close to communities, have the responsibility to provide accurate and useful information, countering the misinformation that abounds today. However, this noble task is limited by the lack of financial resources. That's why we consider obtaining grants to be of vital importance.

These grants not only represent direct financial support for the operation of the radio space but also constitute recognition of the relevance of community work in generating useful and enlightening content. Grants not only fund the production and transmission of programs but also support the mission of combating misinformation and promoting authentic community communication.

At a time when misinformation is a constant threat, community media plays a crucial role in providing accurate and contextualized local information. Grants become an invaluable resource to strengthen this work and ensure that radio spaces remain a beacon of reliable and useful information amid the information overload.



The image shows the cover of a report. At the top right is the logo for 'e3J European Excellence Exchange in Journalism'. Below it, the title 'Public Health Literacy and Community Media in Europe' is written in white. Underneath the title, the subtitle 'Programme Development Processes by the 8 Grantees' is in green, and 'C&C Report-back to the EU' is in white. A photograph of interlocking gears is positioned below the text. At the bottom, there are logos for 'cmfe', 'COMMIT', and 'Co-funded by the European Union'. A small disclaimer is printed at the very bottom of the cover.

e3J European Excellence Exchange in Journalism

Public Health Literacy and Community Media in Europe

Programme Development Processes by the 8 Grantees

C&C Report-back to the EU

cmfe COMMIT Co-funded by the European Union

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The end