

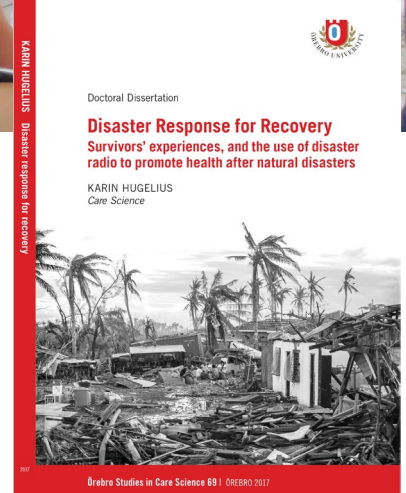


Using Radio in Disaster Response to stimulate hope and healing

The context of the study 'Disaster Response for Recovery' was super-typhoon Haiyan (also known as Yolanda) that hit parts of the Philippines in November 2013. All radio stations were out of service in the immediate aftermath. First Response Radio (FRR) set up a temporary FM station in Tacloban City on day six after the disaster, the first to get on air. The station broadcast information, music, and support to the affected population for six weeks. The study draws on learning from 4 independent papers relating to this response, and the impact on health in the community.

Aims of the Four Papers:

1. Describe the FRR broadcast content in total and over time.
2. Discover how community members valued the disaster radio in relation to their recovery.
3. Describe Health Professionals' experiences of working during a natural disaster.
4. Discover if there was a statistical link between listening to disaster radio and good health from a long-term perspective.



Download the study from:
www.firstresponseradio.org/resources.html

“ It was a kind of silence that is deafening - the radio broke through it, somehow. To hear the music and another voice, in the middle of the night ... made me able to hang in there for one more night ...

Overall Key Findings:

- Typhoon Haiyan affected all dimensions of health - physical, psychological, and social.
- It was important to have an integrated physical, psychological, and social health response.
- Survivors felt their recovery was aided by the relevant information, music and presence of a friend they found on the radio.
- Listening to disaster radio is statistically linked to better overall health after disaster recovery
- Quality of information content is improved with better cluster group coordination.



Karin Hugelius

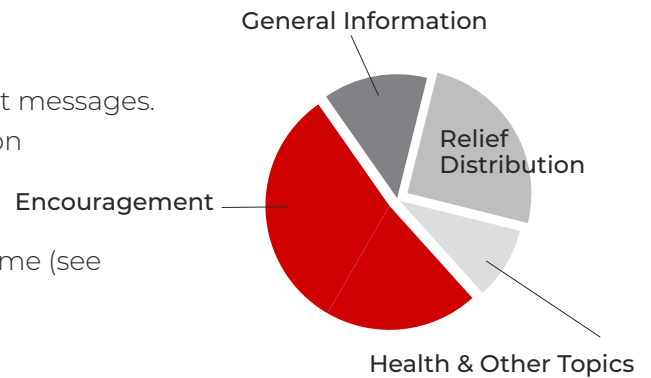
Karin Hugelius (1977). Dr Karin Hugelius completed her PhD in 2018 at Örebro University in Sweden. Karin graduated as a registered nurse (RN) from Linköping University in 1999 and as a registered nurse anaesthetist (NRA) in 2001. She received a master's degree in medicine in 2003 and graduated as an ambulance nurse from Karolinska University in 2010. Karin has taught nursing, disaster medicine, and disaster management at Örebro University and for several Swedish authorities. Since 2005 she has been deployed by the Swedish Civil Contingencies Agency (MSB) to several disaster areas around the world.



Disaster Radio Content – Paper I

Key Findings:

- The content and focus of the messages changed over time.
- Encouraging messages were the most frequently broadcast messages.
- Health-related messages were a minor part of all information broadcast
- Gaps in the content were found over time.
- General information was mainly broadcast during the daytime (see 'Tips for psycho-social healing')



Lessons learned:

- Without coordination, radio content relied on ease of access to cluster group meetings (ie WASH nearby vs Health far away)
- When coordination began, gaps in information were reduced

Best Practice

- The Health Cluster should prepare to use disaster radio in disaster response.
- Begin information coordination as soon as possible
- Log content data and listener feedback to promote evaluation & learning

WASH vs HEALTH - Messages Per Day



Tips for Psycho-Social Healing

1. Provide information, both good news and bad news
2. Split the day: Inform during the day but relaxation at night!
3. Play Music: Both local native music and popular, familiar music
4. Provide words of encouragement (eg Pep Talks from artists, celebrities, politicians or religious leaders)
5. Provide words of Hope & Faith

“Hope was broadcast every day, 24 hours a day”

Learn more on our video: tinyurl.com/5tips4healing

Community Members Experiences of Disaster and Disaster Radio – Paper II

Key Findings:

Survivors described 'being in disaster mode' and expressed the following needs:

- **Need to understand and retake control:** The disaster radio provided reliable information that decreased fears.
- **Need to get a rest from the fight for survival:** Hearing voices and music played in the radio reminded the survivors of normality.
- **The survivors were vacillating between hope and despair:** Disaster radio helped them regain hope.

“If you know what is going on ... it's much easier to do the right thing”

How were local health professionals affected during a natural disaster? - Paper III

Key Findings:

Local Health professionals experienced internal conflict from being both Responder and Survivor at the same time. Disaster radio should consider how to support local health professionals during disasters.

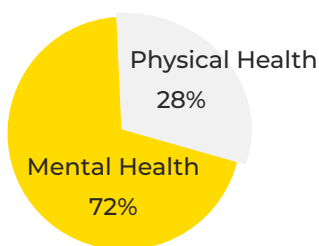
What was the health impact of listening to disaster radio? - Paper IV

Key Findings:

- Psychosocial needs and mental health problems lasted longer than physical health problems.
- Several factors occurring during disaster influenced health after the disaster, including listening to disaster radio, education level, loss of family, and being a volunteer in the response.
- Listening to disaster radio is a statistically significant, positive influence on overall health 30 months after the disaster.

(Multiple Linear Regression Model, R=31.4%, p <0.000, n = 443)

Reported health issues



Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.

The World Health Organization (WHO)

Musical Notes: 🎵

- Music contributed to the recovery of the survivors. The music played was selected to be familiar, popular and happy.
- Some participants reported that the cheerful music helped them to feel happy and contributed to their endurance.
- Survivors said music promoted a sense of normality, safety and consolation, offered rest that balanced the strain of being in survival mode.
- Music is an important part of disaster radio programming.

“ I think that the music also made me feel normal for a while - to rest my brain”

For Future Consideration:

The fourth study collected data using a web-based survey on a self-selected sample recruited via Facebook. This proved a very practical methodology, although raised questions about the generalizability of the results. Internet-based methods in disaster research need to be further evaluated.

The studies were limited to a single disaster radio response. Conclusions could be enriched through similar studies evaluating other disaster radio responses.



#Communicationisaid

Overall Conclusion

Disaster Radio contributes to survivors' recovery, sense of security and well-being through:

- Providing timely and relevant information. This requires good coordination of information.
- Being an ongoing, entertaining and encouraging presence during the disaster aftermath.



FRR is a member of the CDAC NETWORK



First Response Radio (FRR), a not-for-profit company, equips and trains teams to respond to disasters using radio to communicate with affected communities. FRR aims to have a radio station on the air within 72 hours of a disaster. Our teams have been working in disaster areas since the 2004 tsunami, using radio to bring life-saving information and communicate hope in affected communities.

FRR does the following:

- Builds disaster preparedness capacity in disaster-prone areas, and maintains surge capacity via a response reserve fund.
- Delivers equipment to local host partners in preparation for training.
- Provides consistent high quality training in cooperation with a local host partner.
- Works in coordination with the humanitarian community to ensure timely distribution of information and provide a localised community feedback channel.

Partner with FRR

FRR plans to equip and train teams in 4 new disaster-prone countries over the next 2-3 years. To partner with FRR in this venture contact: Mike Adams, FRR International Co-ordinator
info@firstresponseradio.org



www.firstresponseradio.org
info@firstresponseradio.org

Equip Train Respond

See our video "72 hours in 72 seconds"
tinyurl.com/72hours72secs