

Extension approaches and radio messaging for improving the welfare of working equines

A Manual for Implementing a Radio Programme to
Improve Equine Welfare

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2006

Foreword

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This booklet captures the learning and experience gained by KENDAT and her radio-programme sponsors during their collaborative work. The material is presented as a toolkit, with “how-to” information in order to assist other development workers in accomplishing similar work in the future...

By Wyn Richards, DFID LPP

Acknowledgement

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We wish to express our heartfelt gratitude to the radio listeners all over Kenya especially those who wrote to us, and whose comments added value to the training and communication exchanges that grew to be the core business of the programme, over a three year period. Special thanks go to the various radio, studio guests, be they users or leaders like the Mwea Member of Parliament, Hon Alfred Nderitu and other stakeholders.

Our appreciation goes to Society for Protection of Animals Abroad (SPANNA) of UK, the Livestock Production Programme of NRIL, and the Brooke Hospital for Animals for funding for the programme and supporting it with innovative ideas.

More thanks go to KENDAT colleagues whose comments and input of ideas and time added much to the programme.

Together, we all continue to work towards according donkeys their rightful and much deserved working environment.

Fred Ochieng and Pascal Kaumbutho
KENDAT, 2006

Abbreviations and Acronyms

BHA	Brooke Hospital for Animals (The Brooke)
DFID LPP	Livestock Production Programme of the British Department for International Development
KSPCA	Kenya Society for Protection and Care of Animals
KVA	Kenya Veterinary Association
MoL&F	Ministry of Livestock and Fisheries
MP	Member of Parliament
Lari DWAG	Lari Donkey Welfare Ambassadors Group
SPANNA	Society for Protection of Animals Abroad
LO	Livestock Officer
VO	Veterinary Officer

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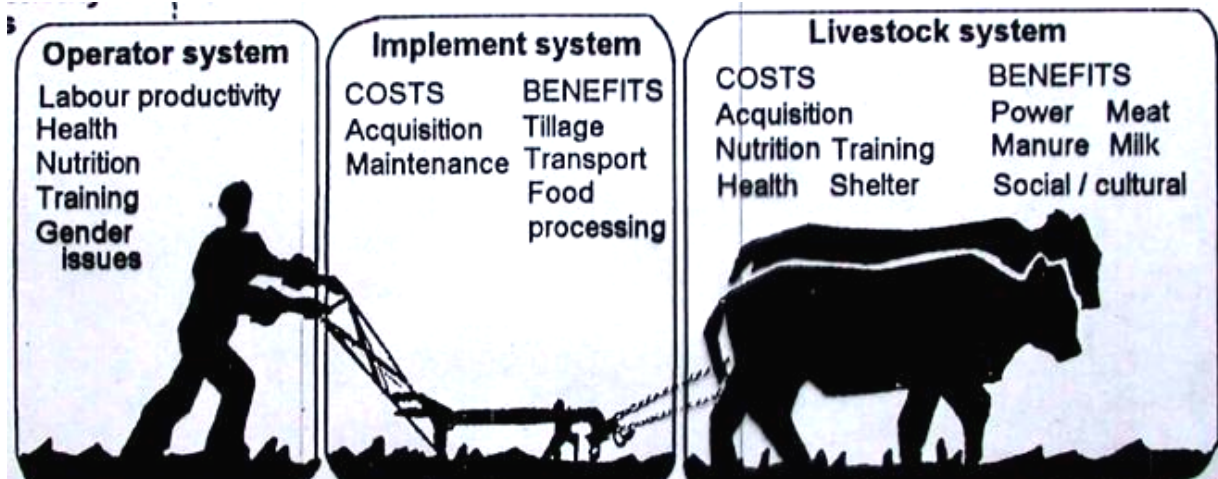
DRAUGHT ANIMAL POWER

1. Introduction to Draught Animal Power

Draught animal power (DAP) is a popular source of power among the less privileged and practical workers of the world. The technology has been in use throughout the world for thousands of years. People use draught animals for various farming and transport operations, be they farmers, livestock keepers or general urban business operators. In the developing world, DAP provides an appropriate power source, mostly because it is affordable and a readily accessible and versatile source of power. In most rural and peri-urban areas, draught animals are central to meeting people's livelihood needs. However, in the developed world, draught animals are mainly used for riding and other related fun-sport activities.

Generally, draught animal power (DAP) describes the use of animals to provide the vital power for crop cultivation as well as transport of goods and people. Other terms used to describe DAP include animal traction (AT), to refer mostly to transport operations and draught animal technology (DAT, as a more general term. The words draft and draught are used interchangeably to describe the action of 'pulling' on a load.

DAP is an appropriate, sustainable and affordable technology, which has seen a tremendous increase in use in Africa, Asia and Latin America in recent decades. DAP has particular comparative advantages in most operations of small scale farming (plots of less than 20 acres) and for relatively short-distance transport operations. Structurally, DAP describes a system of interaction between the operator (human and operator sub-system), the implement (implement sub-system) and the animal (animal subsystem). Each sub-system is fundamental and entails a number of factors that are important in ensuring proper functionality.



1.1 Faces of DAP use around the world



Elephant pulling a log



A donkey and mule used for cultivation

In many rural communities, various draught animals such as oxen, donkeys, mules, horses, camels, buffaloes, yaks and other working animals are used by farmers and transport providers in tillage operations and provision of transport services. They are important in reducing drudgery and intensifying agricultural production. The choice of draught animals depends mainly on the type of work to be performed, the local environment, socio-economic conditions and local availability of animals and implements. Farmers generally require animals that are affordable, well-adapted and easily replaced. Smallholder farmers benefit more from working with multi-purpose animals, which will provide power as well as other purposes such as milk, meat, manure and off-springs.



Llama pulling a passenger cart



Camels used for cultivation

Oxen and buffaloes belong to the bovine family and are the main working animals of the world and at the same time main source of meat and milk. Horses, donkeys and mules belong to the equine family and tend to be single purpose animals, most commonly used as transport animals. There are few situations where their meat and milk are consumed. For example among the Pokot tribe of Northern Kenya and Southern Ethiopia, donkey meat is a delicacy and the milk is believed to treat whooping cough. In some areas equines are also used for land cultivation especially weeding and harvesting. Camels are popular in arid areas for transport and increasingly for tillage in tropical Africa and Middle East, yaks are used for transport in Central Asia while elephants are common in Southern Asia. There are many other work applications around the world where animals in use are not so common. These include the use of llamas to pull a cart, reindeer to pull sledges and elephants to move tree logs.

1.2 The use of equines around the world

In terms of world animal population, equines (horses, donkeys and mules) are the second largest draught animals after bovines and they play an important role in supporting livelihoods of many disadvantaged communities. People rely on them for both essential and non essential (esthetic) services: transport services – moving crops from farms to homesteads or to markets, transporting fuelwood, water, building materials, transporting people on wagons or carts, riding, etc. They are also used in farms for ploughing and weeding.

In most resource poor communities, equines contribute significantly to tillage operations and dominate rural transport provision as pack animals and in pulling carts and wagons. In the developing world, youth in most peri-urban centres hire horses, mules and donkeys to operate them for commercial purposes, carrying people, drawing water for sale and carrying goods at a fee. Equines are much appreciated by women and children and they relieve them of the arduous tasks of taking goods to market and collecting firewood and water.

Despite the enormous contribution that equines make to the livelihoods of poor rural and peri-urban households, the prestige and social value of the animals remains low, particularly so for donkeys. This ironical situation leaves the value of the animals taken for granted to levels where the same users who benefit greatly from the animals need to be sensitized towards valuing their contribution to their livelihoods. The radio programme has brought about much learning in this regard.

In many cases much attention by society, professionals and institutions has been given to oxen, mostly for the meat and milk they provide. Oxen are animals of status. Donkeys and poor-man's work horses, unlike oxen get low priority when it comes to allocation of resources to improve their welfare. Although equines suffer from few parasitic diseases they have strong resistance to those they are susceptible to. Most of the health problems that equines suffer, can be directly attributed to human abuse. Human abuse and mistreatment of equines requires largely a determined behavioural and attitudinal change process on the part of their users. With good users, only minimal and specific veterinary intervention is required.

1.3 Equine welfare issues

In sub-Saharan Africa, many horses, mules and donkeys are hired by young men who operate them for days or weeks, without the owners caring how their animals are being fed, treated and housed. These equines are worked and ridden for long hours without adequate food or water, often overloaded, caned profusely and even slashed by ignorant or un-sensitive users (see pictures). Other people also work sick, lame and even pregnant animals.



Slahed donkey in Mwea (left) and Laikipia (right). Kenyan. Donkeys are left to roam and fend for themselves in the night, Accidentally they stroll into private homesteads or farms and get "punished" for it. Concernerd locals see this and quip that it has been done , by Humans that behave like animals!.

In many African societies, people (including owners and users) consider donkeys along many myths, beliefs and legends that make them appear like taboo animals, in the eye of the society. In Kenya, for example, some donkey users believe that a donkey has to be caned to work. Many believe that donkeys do not feel pain and whipping is a part of training and use! Users believe that when overloaded and unable to haul the load, whipping will make them move. Many people may not understand that their ill-fitting and rugged harnesses may not adequately tap the power of these hard working animals. Most donkeys have sores from whips, and lesions wherever collar or necklace harnesses put pressure on their necks, shoulders and backs.

Many equines are often worked for long hours, and when set free, they are left to browse and even feed on garbage, which more often than not is mouldy and infested with insects and pests. Where tillage equipment and carts are in use, they are heavy and rugged and hitched to the animals using poorly designed harnesses or yokes. Sights of sickly and lame donkeys pulling carts are common. Many users of mules and donkeys believe that donkeys never get sick and if sick, they do not need any medical treatment.



"A donkey must work to stay alive and a non-working donkey is as good as dead!" A user has been known to say this..

The misuse, mistreatment and lack of veterinary care for equines have contributed enormously to their death, majority of which have a working life of 4 to 6 years. This is despite the fact that in other areas where equines are regarded with high esteem (like among the Maasais), the working life of donkeys is 20 years and over, purely due to improved welfare.

In summary, there are a number of problems that constrain adequate work performance of equines. These include:

- General lack of awareness and information on suitable equine work environment and work comfort needs;
- Negative attitudes towards equine and hence poor husbandry and management practices such as overgrown hooves, overloading, whipping, poor harnessing, housing;
- Poor feeding practices (scheduling, quantity and quality of water and food);
- Inappropriate and/or unsuitable equipment (manufacture and supply of carts, panniers, tillage equipment, harnesses, etc.);
- Poor selection, choice and use of animal suited or injured for efficient work;
- Misdirected training by men owners who have animals on hire or own them but leave them for household users (women and youth);
- Diseases and general husbandry (common problems include worms, tetanus, pneumonia and injuries).

1.3.1 Who should have an interest in equines?

- Equines
- Equine owners
- Veterinarians and other animal health workers
- Agricultural and civil engineers, rural and urban planners, water and energy resource specialists
- Society
 - Users of equine services
 - The general public
- Enforcers of society values and bylaws
- Transport regulators (Ministry of Transport and the police)
- Legislators and policy makers

1.3.2 Equine needs, freedom and feelings

Equines have functional systems that allow them to survive. These systems have needs. The term "need" refers to a deficiency in an animal that can be corrected by making a particular change in the work environment. Needs have consequences of a functional system and they affect the motivation state of animal. If an animal cannot satisfy her needs, she is in a poor welfare state.

The objective of equines existence is to live: to express natural behavior and instincts; to produce more equines (to fill the earth) and to suffer no more than necessary. In order to do these things, equines need good nutritional environment and good physical environment. These things also need to be controlled.

Equines have five basic freedoms. The term freedom refers to the characteristics of the animal. Freedom carries an implication of moral obligations towards animals. Freedoms are needed to avoid welfare problems. Equine freedoms are:

- Freedom from hunger and malnutrition
- Freedom from thermal or physical distress
- Freedom from disease or injury
- Freedom to express most normal behavior
- Freedom from fear

Equines like other animals, have feelings. They have awareness of pleasure and joy, elation and contentment as well as pain and suffering, depression and anxiety.

1.3.3 Donkey owners' and society affairs

The use of equines has an impact on equine owners as well as the society in general.

Equine owners:

- Enjoy an occupation of using equines
- Have practical experience of equine needs
- Have financial concerns; low margins over costs
- Present insensitivity to welfare needs
- Realize benefits of compassionate relationship with equines
- Meet the cost of compassion

Society members:

- Service users: at reasonable cost
- Of general public: some are interested; most are not: nearly all are inactive
- Media information: keep general society from disinterest;
- Lack of experience and understanding of animal affairs
- Politicians: increase their own voting block; sway public opinion; bring legislation to represent public interest

1.3 Extension work and DAP

Generally, animal welfare in many regions is about whether people understand their work animals. One of the reasons why people have mistreated their work animals especially equines is because they have always expected the animals to understand them, to know what their needs and requirements are. They seem to forget that by nature, man has responsibilities of looking after the animals.

Majority of animal power users particularly those whose survival largely depends on providing transport services using equines, in most parts of the world are either illiterate or semi-illiterate people who feel they are regarded more or less as 'losers' by their communities. This is not the case with oxen owners. These people look at equines as beasts of burden that need little care.

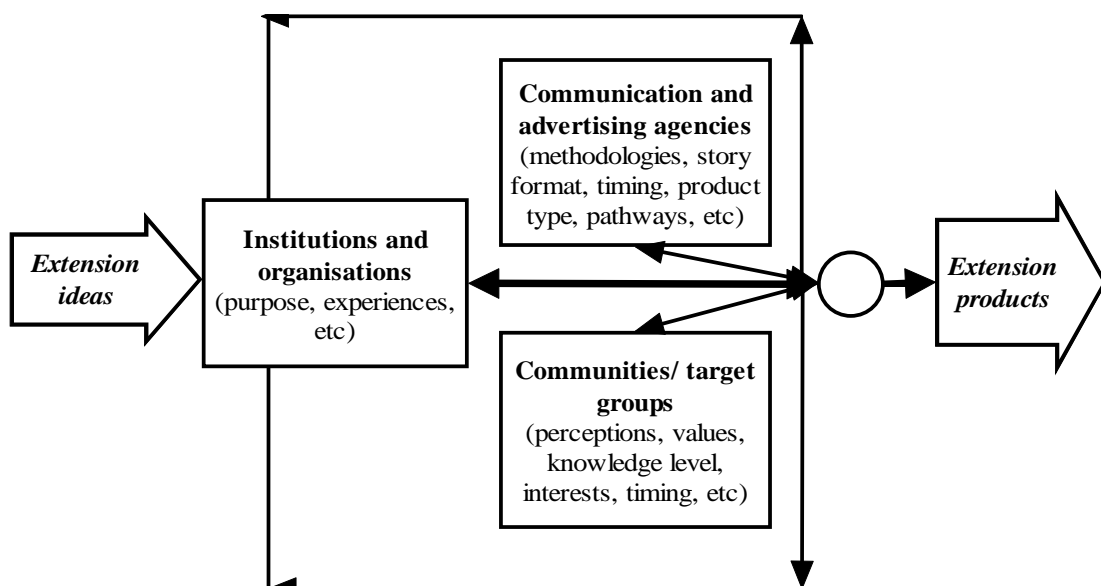
Animal owners and users need to change their perception regarding the need for improved welfare. Attitudinal change and influencing behaviour among users is probably the most demanding task in transforming animal working environment. Any attempts and interventions to improve animal welfare are thus a fight against deeply engraved mind-sets, which require participatory and well defined extension methodologies.

The task of extension needs to be seen as an interactive process intended to enhance communities' problems solving capacities, and one that understands that groups of people have differing needs and perspectives.

An appropriate communal extension framework is a participatory cyclic process that involves all stakeholders in deciding the best extension methodologies, and has a feedback mechanism to determine if the objective is being achieved. It encompasses four phases:

- Deciding on the messages to be passed across
- Identifying different ways of conducting extension for various institutions and organizations.
- Discussing the different methods of communicating the message to the target groups
- Trying out with target groups suitable methods in order to come up with an appropriate product and methodology.

Figure 1: Communal extension framework



To achieve effective communal extension it is important to determine the reasons for communication, and define explicitly the roles of all stakeholders and approaches as well as communication pathways and products. There are a number of questions that play a significant role in deciding what extension methodologies are appropriate for a particular group:

- What story do we want to tell?
- Who is telling the story?
- How does the community perceive it?
- Who is the target audience? (farmers, transporters, children, youth, men, women)
- What is the level of their knowledge, and interest?
- How is the story being told and what are the media products?
- What methodologies are they used to?
- For what purpose is the communication? (raise awareness, change attitudes, change behaviour, share experience, educate, castigate, etc.)
- When is the best time to relay the message?

1.4 Extension approaches and methodologies

The biggest challenge in deciding on extension is to try and answer the following questions:

- Are we educating or learning from equine owners and users – or both?
- Are we focusing on their current knowledge or lack of it?
- Are we seen as protagonist or antagonist to their culture?
- Are we creating or contributing to their livelihoods?

1. Visits and meetings

Meetings, whether in-house or with other stakeholders, are an important tool in planning and implementing project activities. Continuous meetings and visits to the project areas have been used and are still being used by many project implementers to introduce and sensitise the communities and other stakeholders about their project. In some cases, these are also organised with other organisations for collaboration and partnership, and towards involving a larger cross-section of stakeholders in the project.

2. Field days and demonstrations



Field days and demonstrations serve as a practical orientation for interest groups to improve on their skills, and a good opportunity for the implementation team to get acquainted with the target groups.

In DAP, apart from introducing and sensitising the local communities on the project, the occasion can be used to:

- demonstrate and discuss various aspects of the projects (e.g. harnessing and carting, etc),
- discuss extension and dissemination pathways,
- expose and train farmers and transporters informally, on the new techniques
- attend to sick and injured animals through de-worming, hoof trimming and dressing and/or treating wounds.

There may be specific matter or subject discussions and demonstrations as may have been proposed by the communities e.g. on proper harnessing for carting and tillage, disease control, feeding, group dynamics, etc.

3. Involvement of schools

There is no doubt that schools are important avenues for passing information on animal traction technologies. The future users of equines are the school children and it is important to mould them early enough to understand and appreciate the importance of DAP and especially proper use and welfare of working animals. School systems in the majority of countries are always intensely involved in competitions of one form or another. These may be in academics, sports, music, drama, poetry, art and science congresses. These aspects have been used in the past and are still being used to spread various development messages..



children.

In Africa, school systems have been utilised to put up relatively successful campaigns against AIDS and children's rights. In Kenya, KENDAT is making efforts to have donkey welfare issues and science, introduced in the schools' curriculum, not only to create awareness among pupils but also to use it as a vehicle through which information can reach the parents, neighbours, user communities and other

In Kenya as in many African countries, a large percentage of primary school pupils do not proceed with their education to secondary schools. Most of them end up as farmers and transporters, using work animals as a transport and cultivation, to earn their livelihoods. It is therefore important to strive to have DAP as an important part of schools' curriculum.

4. Training, research and educational programmes



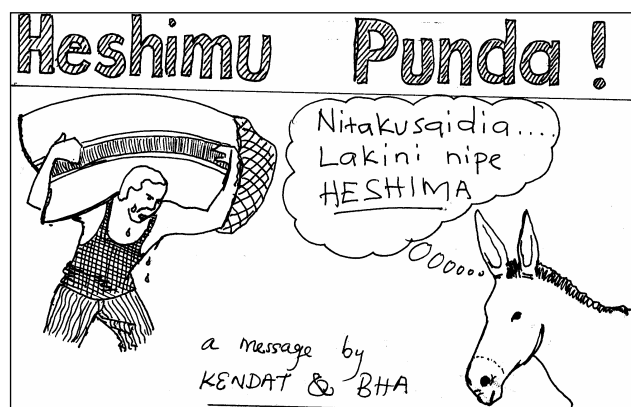
Misuse and mistreatment of equines in many regions may largely be attributed to unsuccessful technology transfer. As a result, most animal traction projects are either meant to change the people's mind-sets or expose them to some specific development interventions. Technology, be it knowledge, know-how, skills, organizational structures or equipment, needs to be seen in the context of the

impacts on peoples livelihoods and ultimately the behavioural changes that take place.

Participatory research and training have therefore been important elements in transferring new technologies, which are acceptable and dependable, and also consonant with communal values and resources. Research and training will always be vital elements in deciding how best technology is to be transferred without interfering with cultural fabric. This is best achieved by placing end-users squarely on the drivers seat.

Small-scale farmers often have within their social, economic and environmental circumstances, technologies that need to be preserved. For example, in many traditional systems farmers themselves have been researchers, selecting the best crop varieties from those locally available, and improving animal breeding through controls.

5. Billboards



Billboards have been used often times by advertising agencies to pass messages to people from all walks of life. They integrate visuals for permanent imprinting in people's minds. For DAP campaigns, such billboards should be designed with messages that cautiously and cleverly call to action, the wide range of stakeholders reading them. Billboards should have relatively simple, catchy and appealing visuals, conveying a particular theme and message. They should be posted strategically near

main roads, churches, schools, watering points and at market centres where animal users and their supporters frequent.

6. Radio and television

The audio visuals provide one of the most appropriate avenues for disseminating messages to both literate and semi-literate. In fact even those with no education are often able to understand and follow the various tools that may be passed in this way. Such messages take the form of audio and visual tools.

In many communities, radio is the most common way of keeping up to date with the happenings. Many families in rural and peri-urban areas therefore own radios, and those who do not, are able to listen through their friends or neighbours. Radio has proved to be the most appropriate media to pass-on information to a large cross section of users and owners. In Kenya, it is approximated that up to 99 percent of the population have access to and often listen to radio.

7. Field trials

Field trials have been particularly common in introducing new technologies or techniques in many countries. In this case equine owners and users are introduced to the new technologies, inputs or equipment, be they harnessing or carting for testing or pre-adoption trials. From experience, a lot of enthusiasm is more often noted on both the participating users or owners and the neighbours who would be asking questions and also making enquiries on how to get the technologies for their own tests.

8. Tours and exchange visits

The power of visits to successful enterprises and development projects cannot be over-emphasized. Farmers and transporter service providers need to see to believe. Visits always help in deeper exchange of information and assist in dispelling fears people usually have in embracing new technological approaches. Exchange visits are most useful for learning the bigger picture, out of immediate own area of operation. They encourage peer to peer learning and exchange of experience while widening the knowledge base and scope of operation, enhancing the confidence levels of those involved. Exchange visits are part of recommended extension methodology and they are known to have greatly catalysed fast adoption of various techniques.

PART TWO:

RADIO MESSAGING FOR HEALTHY WORKING EQUINES

2. Radio programming

2.1 Why radio programming?

In order to improve livelihoods of resource poor communities that rely largely on equines for agricultural and transport operations, there is need to enhance production and productivity of these largely neglected and mistreated animals. It is crucial to make users and owners aware that if well taken care of, their horse donkey or mule, is able to perform more effectively, happily and efficiently and live longer. Changing the perceptions and attitudes of equine users and owners is no doubt the most challenging activity, particularly because of the deeply engraved practices and behaviour carried down across generations and communities.

Transfer of ideas requires channels and products, which recognise the physiographics and socio-cultural complexities of the target groups. Extension centers on 'what' and 'how' messages which are to be disseminated. Which system is to be used to effectively change a targeted people, with certain cultural tendencies in a specified socio-economic environment, is a strategic issue. This is the basis of starting radio programmes. In this regard, radio can influence people's attitudes and mindsets, and educate owners and users on the proper equine health and working environment. It is also important to achieve a critical mass of users who will act in response to influence others, as change agents in the campaign.

Radio is an attractive media for communication with users. Starting a radio programme is based on the fact that radio has a wide listenership and is therefore the most effective and fastest way of passing messages, especially for the less privileged in society.

Historically many African countries started with only a government-run station, which formed about the only and credible source of messages, or new and important. This historical trend created a culture that attaches a high believability ratio and importance if not truth, of what is said on radio. Broadly, the importance of radio programming for equine welfare would be two-fold:

- To change perceptions and attitudes of users and owners towards equines and improve the operator knowledge in order to facilitate and encourage good practices and use, thereby reducing the incidence of equine injuries and sores
- To create awareness and train owners on the needs of equines and business benefits of good husbandry, equine health, welfare, utilization and management.

Well-designed and appropriate radio messages and programmes are important in addressing the equine welfare and utilisation constraints as well as strengthening programme outreach. The programmes need to be educational as well as interactive and delivered in a light-hearted entertainment style. They should incorporate soaps or drama and magazines or discussions aimed at teaching owners and handlers, and bursting misleading, negative myths that surround the equines. They should also seek to provide practical solutions and to reduce "the fear of the unknown" by providing forums or locations where the public can get reliable professional help about equine work environment. Professionals and information centres located in users' own communities have special advantage. Credible artisans, agro-vets, hoof trimmers (ferriers), community animal health workers and other helpers can be identified and their locations announced on radio.



The power of the portable radio. Donkey users in Kenya can listen to it as they wait at the market place. In recent years the increase in localized access to the FM radio has seen a major increase in numbers of listeners. An interesting innovative advancement has been in users' ability to call in or send SMS and give opinions on topical issues, on-the-go, off their most valued mobile phones.

In preparation for equine welfare radio programming, a number of activities need to be carried out. These include:

- Identifying the language for airing the programmes based on target population and their literacy levels
- Identifying a radio station based on listener-ship in the target areas, age, sex, location, clarity, etc.
- Selecting the radio topics and messages that should be helpful in improving equine welfare. These should be generic and addressing common problems. Care is needed not to be over-prescriptive.
- Choosing a number of suitable methods appropriate for conveying the message. These are such as short lessons, skits, soaps, question

and answer or feedback sessions, interviews, outside broadcasting, discussions and competitions among listeners, informed studio guests etc.

- Drawing up a format and plans to encourage listenership of the programmes

2.2 Radio Programming format

Equine welfare programmes may be designed to air at specific times on specific days when it has been established that the day and timing are suitable for the target group. Primetime on the most popular radio station would however be most appropriate as this would attract the most listenership. Where other circumstances make it impossible such as funding, it may be advisable to have every programme repeated on different days and time to capture largest number of listeners.

The programme may adopt various formats, which may be stand alone or mixed. These include:

- Education and information session: Here new information on a particular subject is presented to the listeners in a simple and clear manner.
- Soap, drama or skit: This may be produced by locally hired and directed drama troupes on selected topics. Soaps should be formatted to carry a storyline, with information provided in bits. Most major messaging should take place over time, so that the drama is not compromised by the amount of information that is to be put in. For example, you can feature information from symptoms to identification and treatment of illness, or a gradual step-by-step story to provide awareness on different ways to care for a particular equine.
- Question and answer session: This brings in experts to the recording studio such as Societies for Protection and Care of Animals (SPCA), leaders, users and others. Listeners can then ask questions regarding donkeys either through phoning, SMS or letters requested and sent in (by users) before the particular episode. A radio programme is best produced every week in form of any of the sessions and it is good if it can be repeated at a specified interval.

There should be questions for users at the end of the sessions in which awards are to be given to winners. Such awards can be tee shirts with a catchy welfare message, like, 'I am cool, because I love my Donkey'. Easy to mail presents like pens and caps with messages such as, "Happy Donkeys, Happy owners" can be inscribed on these items as well. The competitions will serve to encourage listener-ship while awards are important in complementing dissemination by passing the message across, even long after the programmes end.

The effectiveness of the programme is to be reviewed through invitation of listener participation, and appropriate changes may be incorporated along the way. Should listener feedback indicate other needs they should be

considered, and incorporated if possible and relevant in the later programmes.

The length of the programme may vary depending on sponsorship of funding for the programme as well as the contractual arrangements with the radio station. A ten minute episode may be the most effective as it can be made short and sweet, to capture the full attention and imagination of the users. Nevertheless, the structure may take the following format:

1. Signature tune alerting all to the start of the programme
2. Introduction (introducing the programme, implementers, supporters and sponsors, etc.)
3. Week's announcement or news or word of welcome to the studio guest - Equine news from around the country or the world. This section will aim to position the equine as a national or worldly animal, wise, friendly and harmless animal, needy of our care and attention etc.
4. Jingle or equine radio commercial (sponsors' products and specific messages from organisation e.g. announcing open days, where to purchase good harnesses, etc.)
5. Music interlude to keep our listeners entertained and tuned in.
6. Equine message: This is the portion that will tackle the subject areas listed and may be in form of teaching, soaps or question-answer sessions.
7. Music interlude to keep the listeners happy and tuned in.
8. Question of the week. The question will be derived from the teaching of the day to test alertness and understanding of the message.
9. Previous weeks answer and winners of the (previous) week. This section may be used to also invite listener views for further improvements on the programme.
10. Announcements or equine welfare tips.
11. Jingle or equine radio commercial.
12. Signature tune to mark the close of the programme.

2.3 Deciding on a radio station

There are a number of factors to be considered in selecting a radio station for airing the programmes:

- *Reception:* The station should be one that is received well and with clarity to your target audience.
- *Listenership:* Listener-ship surveys are normally conducted by a number of media houses and this information is an important guide on the reach on the station of choice. The wider the listener-ship, the better it is for your promotional activities.
- *Language:* It is necessary to make a decision on the language of broadcasting the programme.
- *Timing of the programme:* This ensures that the slot for your programme is popular with listeners. Sometimes, you may want to compare the slot for your programme with other similar slots on other radio and even television stations.
- *Costing:* The programme broadcasting needs to be cost-effective.

- *Promos and station feedback:* A number of radio stations will offer free promotional time for your programme, which is important in creating awareness about the programme. Some station will also give you a feedback on responses from listeners.

2.4 *Key implementers and their roles*

Many radio programmes targeting rural and peri-urban communities are implemented through donor funds since equine users and owners may be too limited in resources to be able to afford to sponsor a radio programme. Besides being cost-effective, there needs to be a responsibility of raising funds to ensure continued support to the programme.

Local organisations and companies may be approached to supplement in terms of adverts and awards. However, it is also important to gauge communities opinions through feedback. The composition of an implementation team varies but important elements and roles include:

1. *Co-ordinator and team builder:* Pulls together and builds on the work of the team as a whole, ensuring sustained team working spirit; fund raises and provides overall organisational leadership and coordination; and advises for maximised impact, including donor accountability.
2. *Administrator and Inspector:* Guarantees logistics/ resources for implementation e.g. contracts, funds; and administrates project funds and ensures high standards of production are maintained.
3. *Producer:* Writes the scripts and produces the programmes in consultation with the team and ensures periodic and timely airing of the programme; and tracks listenership progress through feedbacks and radio station research, including reporting.
4. *Critic and ideas person:* Sets programme guidelines and priorities, including technical support and back-up; guides and analyses the effectiveness through audience research, and collaboratively using radio research; develops innovative vitality in consultation with the team; and reports in consultation with the radio team on the progress.

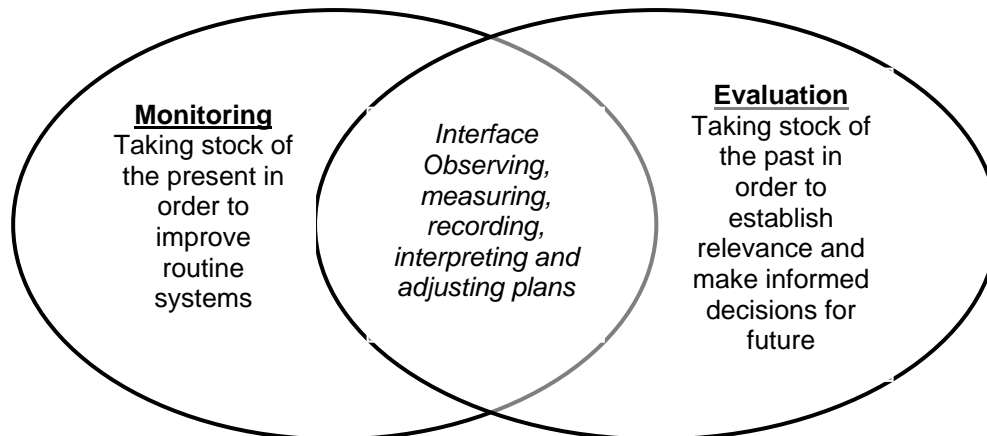
2.5 *Monitoring and evaluation*

Monitoring and evaluation are words that have been used time and again by a number of people who may not distinguish between the two.

Monitoring describes the process of systematic and continuous collection and analysis of information about the progress of a piece of work over time.

Evaluation on the other hand concentrates on whether the objectives of that piece of work have been achieved and what impacts have been made.

Continuous monitoring is important to ensure that the radio programme meets its objectives. Initially, representative or sample information on equine body condition scores should be collected within the target areas.



Observations should be made and interviews conducted to gauge perceptions and attitudes, and gather information on equine utilisation and management levels in all the project areas. It may be desirable to choose a control area, either an area with no other direct interventions other than radio or one where the radio programme is not receivable.

Periodic assessments and evaluation will enable the project to compare the impact of the radio programme on health, utilisation and management levels due to change in attitudes and practices, against the control area. It is assumed and correctly so that a positive change in mindsets will lead to better care and management of the target equine population by their users or owners. For the general population, participatory rural appraisals and focus group discussions should be conducted to collect information on attitudinal change.

The discussions with listeners and responses through letters will assist to strategize and design better message delivery systems. Different methods, mechanisms and products (soaps, discussions, etc.) will be evaluated with the communities in terms of preferences by the target audience.

Monitoring and evaluation (M&E) may take the form of questionnaires and group discussions. For radio, two aspects are of importance: radio station and audience research.

Radio station research

The following indicators should be considered:

- *Evaluation of programming:* – number of letters from listeners and views expressed therein.
- *Knowledge of the station:* - number of people listening, where most listeners live and work
- *Attitudes to the station:* - programmes people like or dislike

Audience research

The following indicators should be considered:

- Preferences and views of audience, including equine owners and users preferences and habits
- Listenership habits and interests
- Impact of the station or programme on the livelihoods of communities in the area

2.6 Partnership and Linkages

Partnership and linkages are vital in strengthening service delivery. Other than exchanging ideas and sharing information with the local stakeholders, it is important to develop linkages with other organisations.

A typical one is the Toronto based “Developing Countries Farm Radio Network” which supports with information through its newsletter, ‘VOICES’. Indeed, such linkages and networking need to be enhanced, and where necessary a forum facilitated as a platform for exchanging ideas.

KENDAT has recently started fan-clubs among listeners who are located in areas of high donkey population, otherwise unreachable by other long-term project initiatives. Such clubs encourage listeners to build own objectives of caring for their donkeys as a Common Interest Groups. KENDAT can then visit them, send information packs, organize user-to-user learning visits between clubs and even reward them for improved welfare in own communities.

PART THREE:

KENDAT RADIO PROGRAMME ADMINISTRATION

3. Donkey welfare radio programme

The Kenya Network for Dissemination of Agricultural Technologies (KENDAT), a local Kenyan NGO, started a donkey welfare radio programme in April 2003. Initially, there was a pilot project to produce comprehensive but generic radio messages aimed at improving donkey-working environment in Kenya and adaptable for the region. This pilot project was funded by Brooke Hospital for Animals (BHA), Livestock Production Programme of Natural Resources International Ltd (NRIL) and the British Department for International Development (DFID LPP) and Society for Protection of Animals Abroad (SPANNA) – all of UK.

The implementation of *Mtunze Punda Akutunze* radio project commenced on a local radio station, airing in local language. *Mtunze Punda Akutunze* is Kiswahili translation for “look after your donkey and s/he will look after you”. The programme had educational episodes, covering different topics each week. At the end of each episode, there was a question, which solicited answers to gauge understanding of the topic of the day by listeners. Winners were rewarded with tee-shirts each week, and KENDAT replied all the letters, including answering those, which raised various issues or questions. Skits were also introduced and they captured various topics on welfare and donkey work environment. Due to its popularity, a sister television company offered KENDAT two free TV documentaries, which proved timely and a major boost in a campaign that was moving in leaps and bounds with popularity.

Since then and with only short breaks, KENDAT, with the support of the Brooke moved on to airing in a more national station in Kiswahili (Radio Citizen). Today the highly popular and far reaching donkey welfare radio programme has reached full national radio and is broadcast in the Kiswahili radio station of Kenya Broadcasting Corporation (KBC) at the prime time of 20:45 hours on Thursdays (which is just before national evening news at 21 hours). The signal reaches some neighbouring countries as evidence by listeners’ letters. KBC has spillovers into Uganda, Tanzania and Ethiopia. The station enjoys “policy makers” credibility, and is linked to world space, offering the opportunity to be heard worldwide by any Swahili speaking communities.

The main objective of the programme is to design and produce innovative radio messages and programmes towards improving donkey use, welfare and work environment for transport and tillage in rural communities.

3.1 Programme design and administration

The programme design takes three major forms:

- Educational episodes,
- Interviews or discussions, and
- Periodic outside broadcasting.

Educational episodes cover different topics in every episode and are interactive while interviews or discussions engage various stakeholders and experts on issues pertaining to donkey welfare. The discussions may be in response to felt need or questions from listeners.

During field days and demonstrations, the radio programme implementation team does a live coverage to capture views and practices, reports and views which are later aired on radio. At the end of each episode, there is a question, which solicits answers to gauge understanding. Correct answers win awards such as t-shirts, caps and pens. Comments are also invited on issues listeners would wish addressed as well as interesting stories from the field.

The programme takes 10 minutes and the structure or format is as follows:

1. Signature tune alerting all to the start of the programme (*10 seconds*)
2. Introduction (introducing the programme, implementers and supporters or sponsors highlights) (*60 seconds*)
3. Donkey news from around the country or the world. This section will position the donkey as a wise, friendly and harmless animal and establish donkey "firsts" (*60 seconds*)
4. Off radio commercial and jingle (sponsors' products and specific messages from KENDAT e.g. announcing open days) (*30 seconds*)
5. Music interlude to keep listeners happy and tuned in (*30 seconds*)
6. Donkey message: This is the portion that will tackle the subject areas listed above (*300 seconds*)
7. Question of the week, and answer and winners of the previous week. The question is derived from the teaching of the day to test alertness and understanding of the message. This section also invites listener views for further improvements on the programme. (*70 seconds*)
8. Off radio commercial and jingle (*30 seconds*)
9. Signature tune to mark the close of the programme (*10 seconds*)

3.2 Radio programme outreach

3.2.1 Scouting

The radio programme has recently incorporated a scout who goes around the country and awards owners of donkeys that are working in outstanding welfare environment. The winner is later announced on the radio. This has boosted listen-ship and improved the way people view donkeys. We often get letters of users asking when the scout would visit their areas.

The programme has also encouraged formation of fan clubs. These are composed of people who are enthusiastic about donkey welfare, and who come together as a community or specific interest group to discuss welfare issues. Such clubs are announced over the radio and various awards presented to them to encourage the members.

3.2.2 Jingle

A jingle is a short music or poetic compilation that underlines the theme of the programme. For the KENDAT radio programme, the participating schools in the donkey welfare project were involved in the creation of the jingle. The jingle on the programme is therefore locally produced and has become an invaluable signature tune for the programme. The jingle has also encouraged the involvement of more schools in donkey welfare campaigns.

3.3 Sample topics for the radio programme

Programme production follows a schedule of topics covering various topics on donkey welfare. The topics are designed to be generic rather than prescriptive, unless specific listeners' questions or issues are being addressed. The wide range of donkey welfare issues include:

- Importance of donkeys and their use.
- Awareness raising and attitudinal change.
- Donkey husbandry and welfare.
- Handing and caring for expectant mothers and their foals
- Donkey diseases and prevention.
- Proper harnessing to reduce wounds and sores.
- Donkey care and health: hoof trimming, deworming, dressing, treatments.
- Utilisation and management: tillage and transport; housing, tethering, teeth rasping etc.
- Nutrition and feeding: feeds, scheduling, quantities, supplements, watering etc.

Below is a list of topics that have been aired on the KENDAT radio programme including the important aspects to be covered under each topic.

Topics	Issues/ points
Introduction and background	<ul style="list-style-type: none"> • Purpose and contents of the project and current radio programme on donkey welfare • Advantages of donkeys over other animals: friendly, intelligent, good feed conversion, affected less by external parasites, can survive in tsetse areas, cheaper, strong relative to size. • Donkey image and welfare at the centre (<i>including an image statement incorporated in all programmes- i.e. "mtunze punda akutunze"</i>) • Programme sponsorship
How do I care	<ul style="list-style-type: none"> • Give and call donkey by name

for my donkey?	<ul style="list-style-type: none"> • Groom – to tame the donkey to obey commands and keep the donkey skin healthy and prevent dirt from causing harness sores • With good care, a donkey has a working life of over 15 year • Selection for work: wide shoulders, deep chest, straight back, good eye sight, well-muscled straight legs • Hoof care – check and clean daily, if overgrown trim
How do I check signs of donkey health?	<ul style="list-style-type: none"> • Ask a vet or animal health assistants about your donkey's temperature, heart rate and breathing as well as symptoms for sickness • Body temperature: average temperature is 37.6 for young donkeys and 37.0 for adults • Average heart beat per minute: 60 for young donkeys and 45 for adults • Normal number of breaths per minute: 28 for young ones and 20 for adults. • Routine check for possible symptoms of sickness (nervous or depressed looks, rough skin coat with hair standing up, sweating before work, does not pass feaces or urine, hangs its head, etc – seek veterinary attention)
How do I prevent wounds and injuries?	<ul style="list-style-type: none"> • Routine check: cleaning and grooming to remove dust and mud particles • Harnesses: clean, comfortable, well-fitting, right material (no plastics), padding to cover sharp and rough surfaces, no overloading, no sharp, rubbing or loose objects on contact with the skin.
Studio interviews	<ul style="list-style-type: none"> • Call in experts to the studio to address issues and concerns arising from the listenership.
How should I feed my donkey?	<ul style="list-style-type: none"> • The basic idea is that a properly fed animal will live longer, work harder and resist diseases better • Feed type: forage/ roughage and concentrates • Feed quantities <ul style="list-style-type: none"> - Amount of feed depends on animal size, amount of work, quantity and quality of pasture available, and type and quantity of feed used for supplementation. • <u>Rule of thumb:</u> <ul style="list-style-type: none"> - A nursing and working donkey needs 4-6% of its body weight - Working donkey needs 3-4% of its body weight a day - Nursing donkey needs 2.5-3% of its body weight a day • Give enough time to graze, otherwise supplement with concentrates and fruit peelings, bananas, etc. Good and cheap concentrates include milled grains such as maize, millet and sorghum and bran.

	<ul style="list-style-type: none"> • Give clean water adlib
How do I harness my donkey properly?	<ul style="list-style-type: none"> • Harnesses are important in transfer of power from donkey to equipment • Materials for harnesses: should be soft and absorbent, otherwise it will cause fretting (sweat and dust accumulating on the materials and hardening, - rubbing on the skin to cause sores) • Design must protect the backbone/ spine • For collar harnesses, three important components that must be included: collar (to be on the shoulders), or breast pad for pulling saddle for carrying loads, and must be secured tightly by a girth strap on the donkey's belly to prevent unnecessary movement that may cause wounds, breeching for breaking (should not be under the tail as that causes wounds)
Open session	<ul style="list-style-type: none"> • This session addresses questions and issues arising from listeners

How much can I get from my donkey?	<ul style="list-style-type: none"> • Gains in donkey utilisation compared to, say dairy animals with simple illustrations <i>For example, a donkey transporter delivers an average of 12 drums of water daily to his customers at Kshs 40 per drum in Mwea. This totals to Kshs 400 per day or Kshs 12,480 per month. A dairy farmer in the same area gets 8 litres each from his 2 Boran cow and sells at Kshs 20 per litre earning him a total of Kshs 9,600 per month.</i>
How do I treat wounds?	<ul style="list-style-type: none"> • Clean the wound just after an injury with clean water. You can add a bit of salt • Rest animal until healing is complete • Remove cause of wound, for example by repairing a badly fitting harness • Seek veterinary attention for serious injuries • DO NOT put mud or dung on the wound. • DO NOT use soap or powder on the wound
How do I treat donkey poisoning?	<ul style="list-style-type: none"> • Poisonous substances: acorns, urea • Treatment to adsorb poison: Give charcoal by mouth. You can mix with water or milk. The dose is 1-3g per kg body weight • Treatment to make poison go through the body faster: Use castor oil, liquid (NOT fuel) paraffin or Epsom salt • Treatment to reduce damage to the inside of gut: Give a mixture of eggs, sugar and milk
How do I manage my donkeys?	<ul style="list-style-type: none"> • Restraining donkeys: use crush or hobble • Breeding: Select good jack (male) and jenny (female) • Note that jennies should not be worked hard in their last months of pregnancy • Housing: protect donkeys from rain, flies, strong winds and cold nights • <i>Note that donkeys are sensitive to ammonia fumes that can arise if their urine and droppings accumulate in a</i>

	<i>restricted area</i>
What is donkey welfare assessment? (Courtesy of The Brooke)	<ul style="list-style-type: none"> Welfare assessment is about putting a donkey on a balance, and weighing her wellbeing (physical and emotional state as well as naturalness) The quality of life of a donkey and indeed many animals is measured by 5 freedoms: <ul style="list-style-type: none"> Freedom from hunger/ thirst Freedom from pain/ injury/ disease Freedom from discomfort Freedom from fear/ distress Freedom to exhibit normal behavior When we survey our donkeys and see that their welfare is poor, we can identify the issue of most welfare significance by comparing with the 5 freedoms? Is skin wound the biggest problem, or thirst, or some injury or disease or discomfort e.g. she cannot breathe well? <p><i>The task at the end of the programme is to ask audience to identify the welfare problem, and give reasons for their choice?</i></p>
What is risk assessment? (Courtesy of The Brooke)	<ul style="list-style-type: none"> Risk factor is that which is likely to cause a welfare problem of your donkey. There are a number of risk factors related to the donkey: <ol style="list-style-type: none"> <u>Factors related to owners/ users</u>: being able to recognize the problem, animal maintenance needs, prevention (e.g. through advise, training, etc), equipment maintenance, poverty, etc. These affect individual animals since provision is dependent on the owner: can he/ she provide rest, nutrition, comfort/ bedding, vet treatment, etc.? <u>Factors related to environment</u>: These could be road surface, climate, education, traffic, culture, work, etc. These affect animals at group level, and are always very difficult to control but we can manage to a certain level. <u>Factors related to the animal itself</u>: Age of the animal, breed, injury causing another, exhaustion, irreversible problems, etc. If the donkey outcome shows poor welfare, then the problem may be caused by any or all of the risk factors. Successful interventions must therefore be related to the risk factors <p><i>The task at the end of the programme is to ask audience to identify the risk factors that are probable causes for their donkey problems.</i></p>
Outside broadcasting	This is conducted during interviews to capture views of donkey users and other stakeholders and partners, while also serving as a feedback to the programme.
Troubleshooting	This section may be subdivided as is fitting within time interval

<i>Problem area/ equipment</i>	<i>Causes of injury</i>	<i>How to prevent</i>
Harness	Incorrect size and not properly fitted to animal; too narrow or thin; sharp edges; stitched joints/bolts; and unsuitable material	Make straps and traces adjustable; use wide bands or straps not ropes or narrow bands; sew with strong thread, rather than bolts or wire; and use natural materials or leather where harness is in contact with the animal, or webbing
Pack saddle	Poorly designed and fitted; and made of unsuitable materials	Ensure weight rests on ribs, not backbone; measure on animal when making; use light materials; and use good padding
Halters, and bridles and bits	Attached incorrectly; incorrect size used; and unsuitable materials used	Avoid using bits and blinkers; use wide soft straps, no sharp edges; ensure the halter or bridle is loose around nose or throat.
Hobbles	Unsuitable material used; and not properly fitted	Use on front legs only and with wide straps, and no sharp edges; and should not constrict blood flow to the feet.

Neck ropes or collars	Unsuitable material used; and not properly fitted	Use wide straps, no sharp edges; and should be loose around neck and not be able to slide to tighten and with easy release
Tillage implements	Too heavy for the animal; poorly designed and hitched; no breeching straps on harness.	Must be suitable for job and soils; and add more animals in pairs if necessary
Carts	Unbalanced, lack of breeching, poor body condition	Loads should be well balanced; wheels should be the same size; wheel bearings in good condition/ wheels turn easily; breeching strap to prevent cart hitting animal; saddle to enable animal to take weight of shafts on the back not neck; hitching points in right position; and allow space for swingle trees and eveners
<i>Feeding</i>	<i>Some guidelines</i>	
How do I feed my donkey better?	<ul style="list-style-type: none"> • Give your donkeys plenty of water to drink so they want to eat more; give the water before you feed. Give your donkeys some bran after they have finished work (even a little will help). A mixture of different types of bran is best (e.g. rice and maize). • Feed your donkeys more on working days or when heavily pregnant. Use a nosebag to feed your donkeys when they are resting during the working day. 	

	<ul style="list-style-type: none"> • Grow some forage crops in your compound or garden, and plenty of different types foods to balance their diet. Feed kitchen waste as well to your donkeys. Feed more fibrous crop residues (such as maize stover or rice straw) than your donkeys can eat; you can feed the waste to goats or cattle. • Feed crop residues from bean and pea crops, these contain lots of protein; and a little fresh green feed every day; these contain many vitamins and minerals. Do not forget to give your donkey a salt lick. • Give your donkey plenty of time to graze during the day (more than 12 hours per day if possible). When feed is plentiful give your donkey lots to eat, so it is in better condition when feed supplies become short • Note: Cattle or goat/sheep feed on concentrates that contain urea. Do not feed these to your donkey, these will kill your donkey, so check the label. If in doubt do not feed.
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How do I judge the quality of forages?	<ul style="list-style-type: none"> • <u>Colour</u>—Green feed is normally higher in all vitamins, particularly vitamin A. The green colour indicates the forage has not been rained on excessively, containing less mould, and is more palatable. • <u>Type</u>—Legume forage like alfalfa and clover are normally higher in proteins, vitamin A, and minerals (especially calcium) than are grass forages. They should be preferred over grass forages. • <u>Leaf to stem ratio</u>—A high leaf to stem ratio makes a feed more nutritious and palatable. Such feed has greater feeding value. Nutrients are concentrated in the leaves; stems are low in digestibility. • <u>Date of cutting</u>—Age at cutting is a good indicator of feed value. As forage matures, it declines appreciably in protein and phosphorus, increases in fibre, and decreases in digestibility. • <u>Mould</u>—Forage that "smokes" when shaken is mouldy. Cases of abortion, and food poisoning resulting in even death have been attributed to mouldy hay. Often visual evidence of these toxic moulds is not obvious. All types of forage can mould, though normally it's a greater problem with legumes. <p>Note: Store crop residues off the ground and under cover; this reduces pest and weather damage. Its is better to give your animal a mixture of different feeds rather than one single one, because most feeds are lacking in one nutrient or other or have too much of certain harmful chemicals. For example rice straw and bran contain oxalic acid that stop your donkey using the calcium in food.</p>
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Studio interviews	Special guests frequent the station including project and donor or sponsor representatives. They talk about special events, achievements and plans and thank listeners for taking good care for their animals and shaping the programme to what it has become, etc etc.
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3.4 Feedback from listeners

The programme continues to receive letters of general nature and those that require personalized replies. The ratio of males to females was heavily skewed to males during the early years. As the programme has stabilized and reached national levels, female respondents have increased tremendously. This is a sign of progress a reach to the most important and persistent workers of Kenya! The content of letters is mainly answering questions. Letters come with a few congratulatory notes and those requesting KENDAT and the scout to visit their areas. Some views include:

- Commendations on the programme
- Requests for scout to visit trouble areas like Lamu, Garissa, Kapsabet, Meru, etc. (some requests have even come on respondent section of national dailies).
- Enquiries on prizes when they take too long to arrive.
- Youth groups and specific individuals interested in working with us to promote donkey welfare as our representatives in these localities.
- Requests to move the programme to an evening slot, after work (this has since happened)
- Specific questions on myths about donkeys (See stories from listeners in the Appendix)
- Specific questions on clinical treatment of donkeys when they fall sick
- Participation in the weekly quiz with listeners seeking to win prizes.

As some listeners find it hard to write in Kiswahili, we encourage them to write to us in whatever language is easier for them. So far they are using both English and Kiswahili. The writers include medical workers, local government leaders, youth groups and all sorts of people who work with donkeys.

Challenges include a long duration of receiving letters from listeners, taking approximately three weeks from remote areas like Hola, Wajir, West Pokot and Bura-Tana. Prizes also tend to take between three to four weeks to reach the winners.

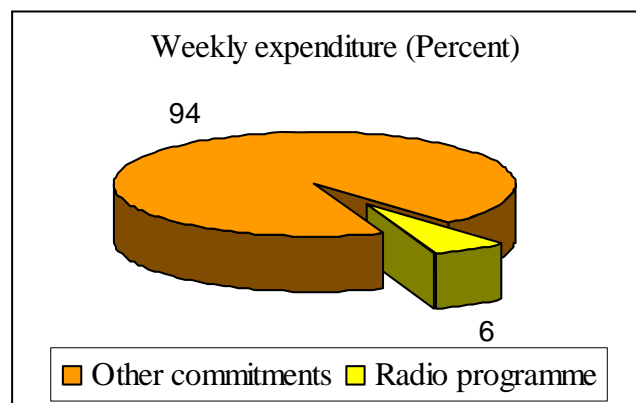
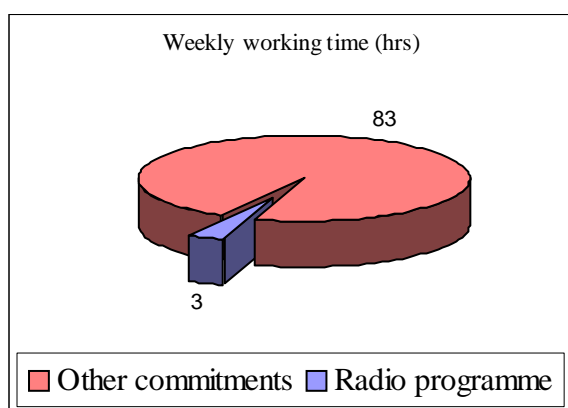
A few interesting letters are included in the appendices. We have tried to translate as directly as possible. Most letters arrive either in Kiswahili, or a mix of Kiswahili and English.

3.5 Analysis of community investment

The fact that people are able to listen to the programmes and write to us is an indicator of the level of interest and commitment by the communities to

have it on air. With the high cost of a postal stamp, envelop and foolscap paper the cost of sending a letter comes is relatively high. In terms of time, about three hours may be spent in listening, writing and posting the letters.

The charts above show proportion of investment on radio programmes by the communities. For our respondents, many of who live below a dollar a day and work at least 12 hours a day for their livelihoods, this translates to a massive investment in the programme. If most donkey users are spending about a dollar per day, then their average investment comes to about 5 percent of their weekly expenditures. This simple calculation assumes as of insignificant value the factor of choice of the station and programme a listener chooses to listen to.



Appendices

Appendix 1: Typical respondent questionnaire to evaluate the radio programme

Respondents to be reached

- Users/ marketers/ women
- Local admin/ opinion leaders
- Teachers/ school kids

Questionnaire No.....
Interviewer.....

Study area.....
Date.....

1 Personal information

Interviewee:
Address: P.O. Box

Sex:
Location:

- 1.1 Age of respondent: (Please circle as appropriate)
(a) Below 20 (b) 21-35 (c) 36 and above
- 1.2 Level of formal education (circle as appropriate)
(a) None (b) Primary (c) Secondary (d) Post secondary
- 1.3 Any formal training? Specify.....

2. Ownership and use of equine (specify).....

- 2.1 Do you own equines (specify)? ☐ Yes ☐ No
If yes, how many? And for how long?.....
If no, would you like to own an equine? ☐ Yes ☐ No
If yes, what stops you?.....
If no, why?.....

- 2.2 How do you use equines (specify)? (circle as appropriate)
(a) None (b) Transport (c) Tillage (d) Weeding (e) Other
(specify).....

- 2.3 What is the origin of the equine (specify) in this
area?.....
.....
.....
.....

- 2.4 If you use your equine (specify) for transport, how do you carry goods?
(a) Pack (b) Cart (c) Other
(specify).....

- 2.5 Is there any other person who uses your equine (specify)?
(a) None (b) Wife/husband (c) Daughter/son (d) Neighbour (e) Other
(specify)

- 2.6 How do you feed your equine (specify)?

(a) I don't (b) Let it browse (c) Buy supplement (d) Other
(specify).....

2.7 On average, how long do you work your equines in a day?.....hours

2.8 On average, how many days a week do you work your equines?
.....days

2.9 When your equines (specify) get sick, what do you do?
(a) Never get sick (b) Nothing (c) I treat (d) Call a vet (e) Other
(specify)

2.91 Do you use a harness for work? ☐ Yes ☐ No
If yes, describe type and how you harness.....
.....
.....

2.91 Is it appropriate for your kind of work? ☐ Yes ☐ No
If no, how could it be improved?.....
.....

2.92 Do you deworm your equines (specify)? ☐ Yes ☐ No
If yes, how often?.....
If no, why?.....

2.93 What other care and management practices do you carry out? (Circle)
(a) Hoof trimming (b) Housing (c) Grooming (d) Other
(specify).....

2.94 What problems do you encounter in using your
equines?.....
.....
.....

2.95 How could equines be made more available in the
area?.....
.....
.....

2.96 Do you own any other animals? ☐ Yes ☐ No
(a) Cattle (b) Dog (c) Rabbit (d) Cat (e) Poultry (e) Other (specify).....

2.97 How do you care for them?
(a) Feed (b) Vet care (c) Groom (d) Water (e) Other (specify).....

3. Dissemination of equine (specify) information

3.1 Are there local groups that advocate for equine welfare matters? ☐ Yes ☐
No
If yes, specify.....
.....
What equine welfare activities do they undertake?.....
.....
.....

3.2 Are there organisations / institutions that are concerned with equine welfare in your area? ☐ Yes ☐ No

If yes,

how?.....

.....

...

.....

..

What methods do they use to disseminate donkey welfare information to the community?

(a) Visits (b) Meetings (c) Field days (d) Schools (e) Radio (f) Other (specify).....

Rank effectiveness of the methods (1,2,3,4....; from 1 as the most effective)

_Visits _Meetings _Field days _Schools _Radio _Other (specify).....

What specific donkey technologies have they introduced?.....

.....

.....

Are these technologies being utilised in the community? Give details.....

.....

.....

3.3 What do you consider as crucial donkey issues in this area that should be addressed?

.....

.....

3.4 How about concerning other animals? Specify.....

.....

4. Radio station and programmes

4.1 Which radio station do you often listen to? Why?.....

.....

4.2 What time are you most available to enjoy listening to the station?

(a) Dawn (b) Morning (c) Midday (d) Afternoon (e) Evening (f) Night

Is there any difference between weekdays and weekends?.....

.....

....

4.3 What kinds of programmes do you prefer? Rank – 1,2,3,4....

_News _Soaps _Educational _Announcements _Music _Other (specify).....

4.4 How do you think the station could improve the programmes?.....

.....

.....

.....

4.5 What developments do you hope for in future stations and programmes?.....

5. Donkey welfare programme

5.1 Are you aware of a radio programme concerning donkeys? ☐ Yes ☐ No

5.2 Do you find the language appropriate? ☐ Yes ☐ No
 If no, why?.....

5.3 Have you responded to questions asked by the programme? ☐ Yes ☐ No
 If not, why?.....

5.4 What has the radio programme taught you?.....

5.5 How has the programme influenced how you view donkeys?.....

And other animals?.....

5.6 What can be done differently for more people to listen and participate?
 Details

Choice of station and timing:.....

Programme design/ format:.....

Programme content:.....

Any other comments:.....
 ...

Design of radio messages and programmes to improve donkey use, welfare and environment for transport and tillage in rural communities

B. Monitoring checklist for radio station research and administration

Date:.....

Aspects	Issues	Comments
Station reach	Station coverage/ areas: Clarity in the project areas: Good/Poor Number of people listening/ listenership: Kind of work most listeners do:	
Programme production	Programme design: Ease of programme conception and production: Personnel requirement: Time requirement: High/ Low Time on air: Prime/Low How listenership varies through the week	

<i>Audience feedback</i>	Number of letters? Location, age and sex of respondents Audience understand language/ dialect? Yes/No Audience like the timing? Yes/No Audience find programme design suitable? Yes/No Back up/ more information sought? Yes/No Other views:	
<i>Future plans</i>	Extension of coverage by station: New services planned: Language change: Other:	
<i>General comments</i>		

Note: This will be administered quarterly and be backed up by material evidence such as letters from respondents/ listeners.

Appendix 2

Sample Letters from Radio Listeners

Letter 1 - from Mr Hassan Mpate, P.O Box 39 FAZA

"First of all, I want to congratulate the producers of this most worthwhile programme. To say the truth, this excellent programme has taught us a lot that we did not know. It is my sincere hope that you will continue educating us on how best to cater for this animal that most keep, yet don't know how to take care of, through this programme.

There is a very disturbing issue that I would like your assistance with. In my village called Pate, which is in Lamu district, there are more than 100 donkeys. The sad and depressing issue to me is that nearly all these donkeys are male, or bulls as the locals call them.

There are about 5 female donkeys in the whole area and which are kept completely isolated from the males. Due to the shortage of female donkeys, the males are forced to mate with each other. This issue distresses me extremely as it denies the donkeys the right to be natural and tortures them. It is common knowledge that all creatures created by God have to satisfy their sexual needs, yet people here ignore that in the donkey! Please help to eradicate this problem. I pray, if possible, send your scout here to collect a first hand information.

I wish that you do not announce my name on radio.
Your keen listener and fan"
Hassan Mpate, January 8, 2005.

Letter 2 - from Henry Amuga of Box 47 Uranga Siaya Posta Code 40608

"First, I want to express my appreciation to the producer and other participants of this programme. I received my prize and I am very happy.

Secondly, I would like to urge all to take care of the donkey as she has more benefits than the commonly known. The donkey is a good night guard. In our village, a donkey chased away a witch from a fellow villagers' Boma (homestead) which means she extends her services to man at night while he sleeps.

Thirdly, I want to tell you about Mr. John Muruka from a small village called Hawinga in Siaya. This man used to keep donkeys without a care in the world- mistreating them and not feeding and watering them adequately. But since you started the radio programme, I have been able to talk to him and he has changed. These days he keeps 4 male donkeys that have good health and he even gets a vet to take care of their health when need be. He is happy with what I have taught him through listening to your educational programme. You have been able to teach us and in turn we are teaching others.. So please continue with the good work. Teach us as well how to take care of other animals.

Then I have a question for you.

- a) Should we bury a donkey like a human being and put money in her grave or not? People around here believe that's what should be done.
- b) Should we milk a donkey just like we do cows? Is her milk healthy like a cows?

Finally, I would like to answer the question posed in programme

Thank you very much and may God bless you abundantly

Sincerely,

Henry Amuga. The letter is undated but programme # 23 was aired on 27th February 2005.

Letter 3 - from MUSA AOL of P.O BOX 22 KADIEGE

"I would like to let you know that your spirited campaign for the donkey is bearing fruit here. I want to tell you that Mr. Samuel Ojwang who used to dig with his hands is now using donkeys and is very happy with the results.

Musa Aol- Secretary "Isanda Nang'o group.

Letter 4 - from Ochieng Bernard Olute- Box 66 Bar-Ober Busia, KENYA.

"Firstly I want to congratulate you on the good work you are doing on this programme especially on the valuable information that you give us.

From your educational and stimulating programme, a mans' way of handling donkeys has changed. Popularly known as Mr. Donkey , he lives in Kandege, Boro Location, Siaya District. There before, Mr. Donkey used to work his donkeys without considering their body health. If a donkey failed to work, even when sick, he would whip the donkey claiming that it was lazy.

When Mr. Donkey started listening to your programme, he changed completely. These days, he will even carry light loads on his head, to relieve his donkey. These days, he knows and practises the things he learns from the programme.

Ochieng B. Olute
February 6, 2005.

Letter 5 - From George Muthonjia Mwangi, Centre for Tourism Training and Research, CTTR), P.O Box 20184-00200, Nairobi

"My letter is in three parts.

Part One answers your question of the week. The SMS # is 0724867140 through which you can communicate to me.

Part two:

Thank you very much for a very educative programme. Truly KENDAT, we learn a lot from you. Especially on how we can maximise benefits from this valued animal- the donkey. For example, where I come from, since people started listening to this programme, I have noticed a marked difference , they have started building sheds for the donkey and buying her animal feed from the feed stores instead of depending on only grass. All this has improved the health of the donkey, which I am really happy with.

The third part of my letter is questions to you as follows

1. Is it true that if the donkey does not work, she gets sick.?
2. Why do donkeys not do well/are not found in the highlands?
3. Is it true that donkey faeces can cause tetanus If a person has a wound?
4. When a donkeys fur keeps falling, and hers skin is chapped, what could she be suffering from?

Thank you very much.

George Muthonjia Mwangi

April 3, 2005

Letter 6 - From Raymond O. Onginjo, C/O Felix Asero OBWAO, Tom Mboya secondary, School BOX 13, MBITA code 40305, RUSINGA ISLAND

"I have a very strange incident to relate to you. Since its true, I wish that you do not reveal my name.

There is a man here in Mbita area in a small village called Gera near Kirambo Primary School. The man is bad. He mistreats his donkey. On February 5, this mans donkey delivered a healthy foal. The following day, the man started milking the donkey. He continued doing this, ensuring that the foal was tethered far away from the mother to guarantee him all the milk as the foal would not suckle. I approached the man and explained that since the foal was very young, she needed to suckle as the milk is what would make her grow.

The man refused to heed my advise and continued denying the foal any milk and instead, used all the milk himself. On 23/03/05, the foal died. To my dismay, the man just threw away the corpse in the bush without even according it a decent burial. The purpose of writing to you is to urgently seek your help in making this man understand the need to take care of his donkey. He even feeds the mother donkey with dirty water. Without the foal, the mother donkey cries all the time and it is really sad. The mans name is Nathan Aber Sumba.

My friends' mobile number is 0735-739001 or you can use my cousin's which is 0721-746248 in both cases ask for the message to go to Raymond the fisherman.

Sunday, 3/4/2005

Letter 7- from Chadwick Onyango, Bondo TTC, Box 424, Bondo

Can a donkey suffer mastitis?
I am sending a poem titled " What a friend" enclosed.

Sunday, April 3, 2005

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Useful websites include:

Kenya Network for Dissemination of Agricultural Technologies (KENDAT): www.kendat.org

The Animal Traction Network for Eastern and Southern Africa (ATNESA): www.atnesa.org

UK's DFID LPP: www.dfid.co.uk, www.lpp.org

Brooke Hospital for Animals, UK. www.thebrooke.org