

TOOL:

BODA BODA TALK TALK POCKET GUIDE

www.unhcr.org/innovation/communicating-with-communities/

What is BODA BODA TALK TALK (BBTT)?

BBTT is a project started by Internews in South Sudan, providing recorded audio information from speakers on the back of a bike. Internews have had great success with this programme, and created a comprehensive three-part learning module available here: www.internews.org/bbttlearningcollection

UNHCR Innovation saw BBTT in action – and we loved the simple, but effective concept. After sharing the idea with our team and partners in Uganda they were keen to ‘give-it-a-go’. BBTT has now been running for over a year in one of the world’s largest refugee settlements, with positive feedback from the communities there.

Why a pocket guide?

If you’d like to also ‘give-it-a-go’ but are worried BBTT might be too costly or complex, we wanted to create a guide to dispell these fears. If you’re already convinced, use this guide to encourage others to take the leap.

The Power of Audio

It is important for emergency responders to understand different groups and individuals’ information needs, their preferred channels and trusted sources.

Traditionally, many communities enjoy listening to the radio for information and entertainment. Storytelling, poetry and other forms of verbal information sharing are important in many societies – this makes audio an important and often trusted channel. Visit our Communicating with Communities micro-site for

more information and guidance on using audio as a tool: www.unhcr.org/innovation/communicating-with-communities/

Tips:

- Content created by the communities themselves will be most appropriate and engaging – in many contexts you will find that there are already groups within the community who are developing their own ‘content’. In Angola for example, we found a group of refugees who had recorded their own awareness raising on peaceful coexistence.
- Don’t be afraid of having fun – audio information can include musical and comedy interludes (listen to what the local radio stations are using, and ask people what catches their attention). Nobody wants to listen to a monotone voice and the same ‘message’ on repeat.
- Once you’ve recorded your message, test it with a target group. Ask this group to unpack what they have understood from the information they have heard, this will test comprehension and highlight any misconceptions. If there is any doubt, record again to avoid confusion.
- Establishing (or strengthening) listening groups will be an opportunity for the community to debate the issues and provide feedback on the information they are listening to. Community groups should identify the best times for them to listen and can be supported to cascade information to other members of the community.
- Modify the content for different groups – ensure you address age, gender differences by developing messages with specific groups. Be sensitive with the languages you choose and avoid prioritising information sharing in only one language as this may create tensions.

BODA BODA BUILDING BLOCKS



WEATHER CONSIDERATIONS:

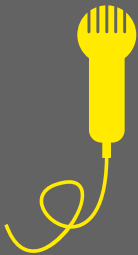
Waterproof your equipment and your rider! You can use plastic sheeting to wrap your speaker. You can repurpose the equipment on rainy days – and play the messages/run sessions in community centres etc.



VISIBILITY: Brand your Boda Boda, this helps the community to identify them and to build trust in the information source.



SAFETY: Ensure you have the required safety equipment and the rider and bike are insured. Set a maximum speed and monitor – the community can help you with this.



MICROPHONE: With a microphone, your BBTT can be more interactive – responding to questions from the community. Work with the rider(s) and the community to establish who can use this (i.e. only the BBTT team, or also community representatives?).



RIDER(s): There will be different team compositions dependent on your context. Ensure the driver is not using the microphone while moving if you opt for only one rider. The rider(s) will translate information to those who need additional support, they will answer questions when they can, and share feedback from community members. Ongoing capacity building for riders is critical.



EQUIPMENT:

A 'static speaker' has a rechargeable internal battery, is relatively lightweight.

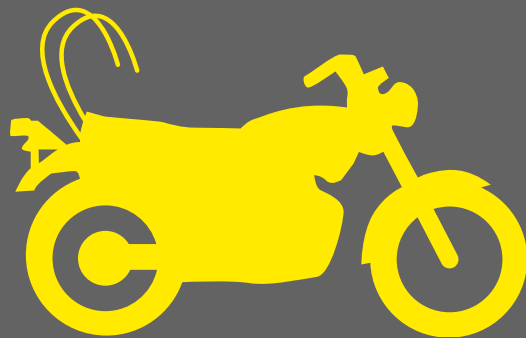
POWER: You will need to recharge your battery. We recommend solar so you don't have to rely on a generator (and it's greener!).



MEDIA: Use a USB/Flash card (dependent on your speaker).



MESSAGES: Share what the community wants to hear. Listen to feedback from them & the rider(s).



MOTORBIKE: Choose 2 wheels or 3 wheels dependent on your accessibility. In Uganda we chose 2 wheels, to allow us to get along small settlement routes.

PLANNING: Ensure you plan your routes and listening points. Also allow for motorbike maintenance days & be sure not to clash with community events (don't plan listening sessions when your community will be at Church/Mosque etc).