

PROJECT TITLE: ROLE OF RADIO IN DISSEMINATION OF SCIENTIFIC RESEARCH AND NATIONAL HEALTH EDUCATION TO DEFEAT MALARIA

Liberian is confronted with a number of developmental challenges since the end of the civil war and a successful democratic election. Even with fair elections and with the war behind them, as long as malaria is in their midst, Liberians will be too weak to work or attend school, unable to defend themselves, and left with little hope for the future. The LIHEDE's paradigm to malaria eradicate is enshrined in its integrated approach, which calls for a shift from rather than tinkering with therapeutic-only practices of malaria control with the aim of improving the health of Liberia to a completely different perspective.

In this breath, Radio LIHEDE that got its license in Liberia to operate will stand out as a major discourse architect, temperament respondent and determined intermediary. The link therefore between radio, the Liberian populace, health education and eventual malaria eradication cannot be over emphasized.

Radio LIHEDE Objectives:

- Creating awareness of malaria control
- Rallying nation - to best practices
- Simplifying research findings on mosquitoes' behavior
- Working with government to community on various malaria control issues

In essence, LIHEDE Radio Initiative aims to increase awareness and knowledge using vernacular languages to reach audiences with programming that is culturally and linguistically appropriate to combat malaria. Radio LIHEDE and malaria journalism program will produce vignettes, public health education, mini-dramas, public service announcements, listener call-in shows and live interviews.

Summary: Radio LIHEDE to use radio journalism as part of its integrated approach to eradicate the debilitating and infectious malaria by 2010.

Total Cost: \$ 150,000

Sponsors needed. For detailed information and how to sponsor this project, click here to contact LIHEDE office.

