Innovation in Risk Education (RE)

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UNMAS Darfur: Background

- 2005: UNMAS began operations in Darfur
- Coordination with National Mine Action Centre
- 2008: UNMAS joined UNAMID as Ordnance Disposal Office (ODO)
- Operative in all five states of Darfur
- Supports UNAMID protection of civilians mandate
- October 2017: SG Award (Innovation / Creativity) to UNMAS for four submissions including RETD
Common Risk Education Delivery Modalities
ERW Victims in Central Darfur State

Profile of Victims:

- Majority are children.
- 20% mortality rate.
- Activities:
  - playing 46%
  - herding 13%
  - firewood 12%
- Nomads most at risk.
The Problem
How to reach at-risk populations?

• Remote communities
• Vast distances
• Insecurity: conflict / crime
• Bad roads
• Rainy season
The Problem
How to reach at-risk populations?

- Limited radio coverage
- Limited reach of telephone/internet
- KAPB survey finding on radio use:
  - 16% of children
  - 57% of nomads/herders
The problem
How to reach at-risk populations?

• Low literacy especially women and children

• High cost of written materials

• Scientific studies show we remember:
  - 10% of what we read
  - **20% of what we hear**
  - 30% of what we see
  - **50% of what we see and hear.**
What to do?

• Est. at-risk population: 500,000 people
• Find solution used for similar problem
• Find adaptation to Darfur problem
• Find company to customise prototype
Solution: Risk Education Talking Device (RETD)

- Audio device (speaks for you)
- Pre-recorded
- Solar powered
- Cost-effective
# RETD: What we like

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Environmental Friendly</strong></td>
<td>Solar powered.</td>
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<td><strong>Fosters Social Cohesion</strong></td>
<td>Can be recorded for multiple dialects.</td>
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<tr>
<td><strong>Entertaining / user friendly</strong></td>
<td>Songs, messages, dramas, focus group discussion, victim stories.</td>
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<tr>
<td><strong>Sustainability</strong></td>
<td>Repeat listening. Easily shared. Remains in community.</td>
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RETD: What we like

Message consistency / Government approved.
Key for remote communities in insecure areas.

Interchangeable
Can be used for other awareness needs.

Gender / Age accessibility
Women, men, mixed groups, age groups
RETD: What we are working on

- Dependency on users
- Physical transfer to remote areas.
- Boredom with messaging.
- Distributing new recordings.
- Ensuring use for everyone.
- Developing local ownership.
- Complement with visual materials.
RETD: What we are doing

- Field test ongoing North Jebel Marra.
- Distribution /training by RE teams.
- Evaluation and sharing of info.
- If successful, implement at state level.
- Engage partners: NMAC, UNICEF, NGO.
Thank You

• For further info:
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• On line:
  https://www.youtube.com/watch?v=NBDhhxXPOfg
  https://unamid.unmissions.org/media