

Matrix by objectives and year: Two Community Radio (CR) as Change Agents

Major objectives	Specific Activities under the Objectives	Milestone					Challenges /Assumptions
		2023	2024	2025	2026	2027	
1. Disseminate advance information on weather, climate adaptation technologies in respect of integrated agriculture, health information focusing women and child	<p>1.1 Develop various types of program/content for broadcasting.</p> <p>1.2 Capacity building training.</p> <p>1.3 Recruit more inters.</p> <p>1.4 Increase listeners club.</p> <p>1.5 Educational institution based activities like debate, quiz competition etc.</p>	50 Staff/volunteers/ interns have adequate technical knowledge on preparing advance information contents for CR.	100k people reached with the advance information on weather, climate adaptation technologies, agriculture, and health information.	Community (1 million) acceptance grow up and they rely on information from CR for weather, agriculture, health, women and child focused information (perception survey or study)	CR established as a reliable source of advance information disseminated in the coastal communities (perception survey or study)	At least 100K people reached in social media (Facebook and YouTube)	<ul style="list-style-type: none"> - Staff dropout - Less usages of radio in community due to other information media - Social norms, stigmatization, culture and practices - fake news, rumor,

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2. Provide information on SRHR (sexual and reproductive health rights) with especial attention to adolescent girls and Persons with disabilities	<p>2.1 Develop various types of program/content for broadcasting.</p> <p>2.2 Increase adolescents' and women's listeners club.</p> <p>2.3 Educational institution based activities like orientation, quiz competition etc.</p>	30 adolescents' listener clubs established and functional for SRHR information (school, collage, community-based clubs.	Build awareness on SRHR/ 60,000 adolescent girls and boys including person with disabilities aware on SRHR (school, collage, community-based clubs)	Conduct research on SRHR status and its impact on girl's health in coastal areas of Bangladesh	10,000 Adolescents boys and girls will have Improving access to information and service on sexual and reproductive health services by government and others actors.	5000 Adolescent boys and girls can be able to address social, cultural and economic barriers to sexual and Reproductive health right.	
3. Provide information on responsible use of social media	<p>3.1 Develop various types of program/content for broadcasting.</p> <p>3.2 Training/orientation on effective using of social media.</p>	40 contents will be developed on responsible use of social media (positive, negative, case study, privacy, security, posting)	10,000 people (especially adolescent girl, boys, young generation) able to verify the reliable sources and use accordingly	CR working as a model in community to provide authentic and responsible use of social media (rumor tracker, fake news)	Around 5% Cyber bullying, fake news spreading reduced and 10% of the total listeners will exercise positive things (share positive posting/news)	500 Human rights defenders, social media activists developed and raising voice for own and community.	

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	<p>3.3 Orientation on HR and social issues.</p> <p>3.4 Develop IEC materials.</p>						
4. Provide information to protect environment and to promote community social cohesion in respecting to human and refugee rights	<p>4.1 Develop various types of program/content for broadcasting.</p> <p>4.2 Develop IEC materials.</p> <p>4.3 Educational institution based activities like orientation, quiz competition etc.</p>	30 contents will be developed on said issues to protect environment and to promote community social cohesion	10,000 community will get access and increase communication on information on environment and social cohesion with CR.	Around 10,000 people will be aware on environmental sustainability and human and refugee rights.	Conduct study on improving social cohesion and environment protection	Around 500 Human rights actors, environmental activists will be developed in protection of environmental and social cohesion issues	<ul style="list-style-type: none"> - Anti-refugee sentiment, - Funding