

OPPORTUNITIES FOR SFCG FROM PRELIMINARY RESEARCH FINDINGS

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INTRODUCTION

- SFCG uses a number of tools to promote its governance and conflict transformation work in Sierra Leone
- Radio has been a major tool
- Video was introduced to target policy makers and generate policy debates
- Our video tool has not been researched thoroughly to determine impact

KEY TAKAWAYS

1. **Accountability of public officials**

- Readily available material on campaign that can not be used to validate parliamentary discussions
- Another opportunity for communities to judge their representatives after some years in office
- It is a great tool to generate public interest and accountability on specific government policies – agriculture, education, health etc

2. Radio and Video combination

- Combining Radio with Video and mobile cinema is powerful
- SFCG has focused more on radio. But video and mobile cinema has be proven to be more effective- focus on combining these tools in future work
- Effective for rural community education and in remote areas – Illiterate communities

3. Pilot in some few districts

- To show impact and how to take it to scale
- Focus on a few policies – Free health care and agriculture
- Do not only focus on Parliamentarians but also local councilors

Some Lessons/Insights

- Video through mobile cinema is a useful tool for community education and empowerment
- Local language is Key and critical
- Post screening discussions mobilizes communities into proactive action

THANK YOU