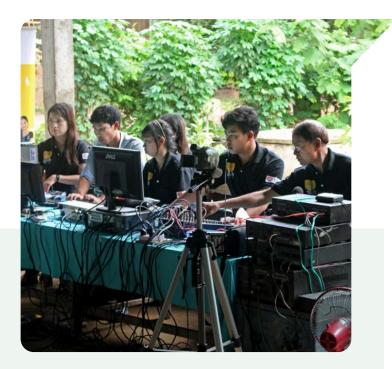


# CAMBODIA COMMUNICATION ASSISTANCE PROJECT (CCAP)



### CAMBODIA COMMUNICATION ASSISTANCE PROJECT

The Cambodia Communication Assistance Project (CCAP) enables citizens to publicly express their views through media – and for decision makers to respond to those issues raised – improving government accountability and transparency in a tangible way. Funded by Australian Aid since 2012, CCAP occupies a unique space in the fragile Cambodian media and governance landscape. No other project provides two-way dialogue platforms for citizens to question sub-national authorities (elected and non-elected provincial, district, commune and village officials) and then follow up responses. It is now widely recognised as the most successful partnership with Cambodia's state media.

Working with media outlets in five provinces, content focusses on local government services and ending violence against women (EVAW) – two areas that daily affect the well-being and prosperity of many Cambodians.

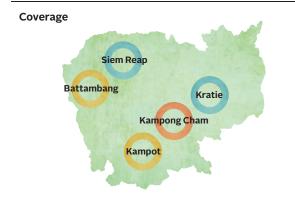
Importantly, CCAP supports Australian Aid priorities of effective governance and EVAW. Our approach is informed by Voice, Empowerment and Accountability methods documented by the Governance and Social Development Resource Centre, plus our continuous learning processes.

## IMPLEMENTED BY A BROADCASTER WITH A BROADCASTER

CCAP is implemented by the International Development branch of Australia's national public broadcaster, the Australian Broadcasting Corporation (ABC), bringing with it substantial insights due to our:

- Strong media expertise and regional broadcasting networks across the Asia-Pacific region for 80 years;
- Working with media and communication for development in Cambodia since the early 1990s; and
- Access to global expertise developing measurable, impactful content across traditional media, new media and community based activities.

#### **SCOPE OF ACTIVITIES**



#### **Partners**





One Four Mir community state radio Inforadio station stations and

Ministry of Information and Ministry of Interior of Interior of Interior organisations as guest speakers

#### **Integrated Media Dialogue**



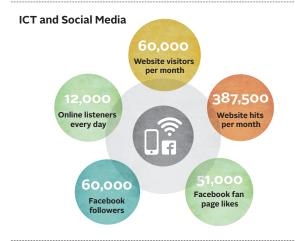
20 one hour governance Talkback programs every week



6 one hour EVAW programs every week



56 hours including rebroadcasts every week



#### **Listener Clubs**



4 lead listener clubs
48 small listener groups

#### SIGNIFICANT RESULTS

We are achieving substantial results in a complex environment:

#### **Impacting on Citizens and Communities**

Enabling people from all sections of society to access sub-national authorities

This is the first time citizens have been able to regularly access sub-national authorities on any form of Cambodian media. Farmers, labourers, small business owners and students have asked sub-national authorities:

21,000

questions and comments on governance issues

3,000

questions and comments on EVAW

#### Demanding better services

Listeners feel more emboldened to demand or question:



of listeners said that it is their right to demand better services from subnational authorities compared with 59 percent of non-listeners.



of listeners report having the confidence to question sub-national authorities on corrupt practices compared with 27 percent of non-listeners.

#### Challenging unofficial fees

"As a result of information I learned from the radio on official health centre fees, I now have the confidence to challenge health centre staff when they ask for incorrect amounts. I also regularly encourage other community members to publicly voice their concerns on the talkback program about issues in their community."

Ms Sreyda, illiterate listener club member

### Empowering listening club members to take up leadership positions

"As a family violence survivor, I will do whatever I can to protect women and children in my commune."

Sopheap, a listener club member since 2012, is also a family violence survivor. She gained respect over a five-year period by encouraging community members to ask on-air questions of local authorities. Over time, she built up her leadership skills to become a political party candidate for the 2017 commune elections, culminating in her being elected. She is now the Commune Council for Women and Children's representative.



#### Violence Against Women is no longer a private issue

Our community based broadcasts enable women and men to speak up and raise issues in public with commune chiefs, district authorities, police and the Cambodian Department of Women's Affairs. Women no longer have to suffer alone and in silence.

#### **Supporting Women Leaders to Help Women**

"The EVAW program enabled me to widely promote our hotlines so people can call in to report VAW cases. I also learned about NGO legal support and services available to help women who are victims of violence."

Female Deputy Provincial Police Commissioner Kampong Cham province

#### **Facilitating On-Air Promises**

We have developed a specific tool to enable effective promise tracking by local broadcasters. We record and track promises made by sub-national authorities on air and have a follow-up interview to discuss the response after we have checked with the community on the latest development, rather than simply moving on to the next hot story.

So far 50 percent of promises (agreed action and clear timeframe) made on air have been fully met and a further five percent partly met. Promises met include closing an illegal rubbish dump, installing pipes to drain raw sewerage from a village and stopping overcharging of motorbike parking fees.

#### **Impacting on Sub-National Responses**

There is evidence that commune councillors take talkback programs very seriously:

• Citizens complained about the lack of drought relief efforts to commune councillors. After the program broadcast, the commune chief followed up with the water department and conveyed the message to the Provincial Governor. As a result, water was pumped to 300 hectares of rice fields.



- Prior to the talkback program, police and the commune chief were not taking any action on gangster violence.
   Following the program, community-led patrol groups were formed and gangsters investigated based on community reports. As a result, Ampil commune won the 2016 Safest Commune Award by the Provincial Administration.
- A Health Centre Chief received information on unfavourable staff attitudes, poor quality services, and not following advertised opening times. Following attendance on the talkback program, the Chief said "I have never gained critical yet constructive feedback from citizens." He then met with his staff to discuss how to improve the service and instigated improvements. Listeners have subsequently acknowledged that the Health Centre is now open all the time.

#### **Engaging and Enhancing Leadership**

One Provincial Governor utilises CCAP daily to learn about citizen issues:

"Every time talkback is produced, the talkback team produces a summary of content outcomes and issues raised by the audience, as requested by the Provincial Governor. The daily summary is read by the Provincial Governor so he has an overview of citizen demands and provincial issues."

Kampong Cham state radio, September 2017

#### **Enabling Women Leaders to Network**

"CCAP helped me improve my networks with provincial stakeholders. I participated as a guest speaker along with a representative from the Department of Labor and Vocational Training. As a result I learned about their work relating to migration and human trafficking. Since then we jointly collaborate to provide legal assistance and support to women migrant workers."

Female Deputy Director, Provincial Department of Women's Affairs, Battambang province

#### **OUR INNOVATIVE APPROACH**

- Capacity building: Working hand in hand with media broadcasters to empower them.
- **Political economy:** Supporting partners to analyse local governance and EVAW issues and use this understanding to develop influential content
- **Disciplined, citizen oriented dialogue:** Topics are covered with an audience focus so listeners know how issues affect them and can make their lives better or worse.
- Leadership: We work with provincial media directors and staff to foster leadership and locally driven and owned change.
- **Gender and Social Inclusion:** One program per week is dedicated to inclusive services for women and people with disabilities. Nearly 350 women specific programs have been produced so far.

#### **RESULTS DRIVEN**

The development sector and the media in Cambodia recognise our unique model of success. We are the only donor funded broadcasting project collaborating with state media and providing space supporting freedom of expression, having done so successfully for almost 12 years. The trust and credibility that underpins CCAP's solid reputation supports public diplomacy and the valuable relationship between Australia and Cambodia:

"As the only media strengthening operative to be supporting provincial government radio to promote good governance, its work has been recognised by senior UNESCO and BBC Media Action representatives ... as an innovative development model that should be emulated."

The 2014 independent review of CCAP

Further information: www.abcinternationaldevelopment.net.au







