



St. Lucia

Jimmy Clavier of the St. Lucia national Youth Council (NYC) made the presentation on the experience developing the pilot radio programme in Canaries.

Jimmy gave the background to the National Youth Council (NYC) and described the work they do. He noted that at present, the Saint Lucia National Youth Council is one of the few youth organizations, if not the only one, which are multifaceted and represents young people in every area of development in St. Lucia.

Some of these areas are:



Jimmy Clavier, NYC and
RRP St. Lucia

- Poverty Reduction Fund
- Basic Needs Trust Fund
- Caribbean and Global Water partnership
- National Community Foundation
- Water Sector Reform
- Crime Commission
- CARICOM Youth Ambassadors
- CYP – Regional Youth Caucus
- Digicel: Caring Connections

The title of their radio programme is “Mamay-La” (pronounced Ma-my-la). This is Creole and means two things – (a) The Children (b) People of the country.

Jimmy then described the steps in the process for developing the pilot radio programme:

Focus Group Synopsis

3-5 Age Group

Due to the attention span of this group of participants, the focus group was based on observation and some alternative types of questioning. The focus group was comprised of both male and female participants and was 45 minutes long.

- Data indicates that majority of the families of children interviewed were headed by women.
- The men were out of the homes and either visited or were overseas.
- Most of these families were extended families.
- Children were disciplined by mother/grandmother
- Children love their parents.
- Parents show their affection by hugging and kissing
- All together, the group was rather quiet and shy....



Children's Focus Group

6-8 Age Group

- Majority of families headed by women
- Men either visited or were abroad
- Lived with extended families
- Disciplined by mothers/grandmothers
- Parents spoke to children about school and house chores and not about their development
- Children disciplined with belts, whips, were cursed and shouted after, had stones and sticks thrown at them and were denied meals on time.
- Majority of participants listened to Hot FM [music], RCI, and RSL
- Favourite hosts were Andre Paul and Jukebois in that order

Adult Female Focus Group

Thought parenting entailed

- Not abusing children
- Supporting them with everything they do
- Getting the man to help raise the child not just by providing money
- Disciplined children by cursing at them [when angry]
- Put them to sit down and talked to them
- Affection was shown by hugging and kissing children, only some said "I love you"

Adult Male

Thought that parenting should entail:

- Raising the child in a disciplined manner
- Live with them
- Treat them as children
- Both parents have equal roles
- Show children respect

Men thought that the issue of child maintenance seriously hindered the relationship with the mother.

- Children need to be disciplined by sitting and speaking to them when they make a mistake

- Discipline is seen as more than just swearing at the child
- Requires cooperation between parents in-terms of disciplining
- It may be necessary to use a belt sometimes

Preferred Content of radio programme:

- Teach the child to pray
- Teach them how to dress
- Use music, stories and real life situations

Mixed Adult Group

- Feel that most parents direct children and they don't explain why they discipline
- Women should not just accept money from the men but seek their involvement in raising the child
- Friendship between parents and child is important but lacking
- Parents agree that various methods may be used to discipline but they believe that sometimes children must be beaten
- Parents believe that they love their children and think they are loved in return
- Education of physical development of child left to be discussed at the school, parents don't discuss the issue
- Parents need to set examples
- Most women believed that they want best for their children but its hindered by employment
- Women need to be more comfortable
- Most women listen to radio during house chores but for the men it on the way to work or when relaxing
- Favourite stations; RSL (Radio St. Lucia), RCI, 100, HOTFM
- Majority listen to radio during 6:30-10am
- Programme content needs to be varied and both in English and Creole
- Real life situations on air
- Encompass a mix of drama, music and should not be more than 1hr. Aired in the morning and repeated in the afternoon.
- Host should be a young person but can bring on special guest from time to time



Canaries – many children hang out here

National Dialogue

The St. Lucia National Dialogue was held September 21, 2004 in Canaries. There was wide representation from local stakeholders and agencies such as UNESCO. However, there were

apologies from many of the media houses. Focus group findings were presented and discussed and the proposed programme format, content etc were also explored.

Language Factors

Jimmy spoke about language preferences that came out during the focus groups and national dialogue. The objective of exploring this area was to establish language preferences in terms of information programmes on the radio.

There appear to be mixed feelings in this regard where some respondents were of the view that for information on some subjects, information should be in English. The reasoning behind this was as follows:

- In many cases, there may be terminology that cannot be translated into Creole. An attempt to do this would affect the meaning and format of core issues, which could lead to total misinterpretation of important factors and hence the learning process.

Another point of view was that information, should be mixed, the rationale being:

- Not everyone has a good command of the English language hence the purpose of educating is defeated if issues are not clarified in a language that participants understand; they still end up not understanding certain issues.
- English is not the home language for many, particularly adult participants; therefore even basic things need to be explained.

Media Survey

6 – 9 in the morning was identified as the ideal time for the programme to be aired since this is the time that most people listen to the radio as was realised in a recent survey. The station most would listen to was Radio St. Lucia.

Jimmy noted that the first radio programme is scheduled to be aired on December 4, 2004 and then regularly starting in January. He explained that the radio station was going to be busy with Christmas programmes during December. The first half-hour introductory programme will explain what the programme is about, why the community was chosen, and generally put the radio programme in context.

The radio station has agreed to provide 1-hour training sessions on recording interviews to the community in January 2005. Feedback from the community will be solicited. In addition, the radio station will provide Adobe Audition digital software to edit audio clippings.

He then indicated the areas of challenge and innovation in the process so far:

Challenges

- Radio Stations – the initial contact left the station and someone new came on. This meant having to acquaint them and establish their buy-in to helping with the project. Also, there have been some changes that are ongoing with radio stations in St. Lucia, so many of them are undergoing internal changes.

- People and time – it has been a challenge to get the input of some people who were unable to attend meetings, especially the national consultation.

Innovative Approaches

- Video Presentation - the RRP Coordinator, Colleen Wint-Smith was unable to attend the National Dialogue due to a change in date. However, she prepared and sent a video that outlined the RRP, giving it the regional perspective. This was appreciated and there are plans to use it further, perhaps with some editing.
- Public Sensitisation - there are plans to develop fliers about the “Mamay-la” and distribute these on the buses. They also want to paint a mural on a wall in the community relating to the radio programme.

There have been useful links to other parenting and early childhood programmes in St. Lucia and these will be highlighted, especially in the introductory programme. He noted that the majority of participants in this project see it as a great opportunity for the community.