

## WHAT ARE PARTICIPATORY VIDEO APPROACHES?

Participatory video (PV) is a form of participatory action research which involves a group or a community in the creation of their own educational film as a form of “peer education” for the promotion of exchanges, both amongst themselves and with other communities.

The idea behind PV is that making a video being easy and accessible, the process is a great way of bringing people together to explore issues, voice concerns or simply to be creative and engage in informative story telling.

Though high quality films can be produced using the PV approach, the main added value of PV is primarily in its process which can be very empowering, enabling a group or community to take their own action to communicate their needs, ideas and, ultimately, to solve their own problems.

The persons involved in the PV move from being the “object of study” to become the “protagonist subject” of the process and, therefore, this enhances the participants’ motivation and attitude to take action.

In addition, the process of designing, shooting and acting for a PV is a very exciting one for the people involved and frequently generates a strong bond among, and with, the entire community.

PV is always in the local language and non-professionals do the acting. It is often very entertaining to watch. This is a powerful way to transmit strong educational messages through what is termed *edutainment* (learning through fun).

PV is used all over the world. It has been applied in many different situations, from advocacy and enabling greater participation in development projects to providing an empowering tool and communicative environment for vulnerable groups and illiterate people.

Very few other techniques offer development agencies the same opportunity to influence the beneficiaries’ lives as PV approaches and multimedia educational material can.

In combination with other methodologies such as Participatory Learning in Action (PLA) techniques and Participatory Rural Appraisal (PRA), PV has been successfully applied to promote local innovation and endogenous development into various projects as well as for programme monitoring and evaluation purposes.

## WHY AND HOW WE USED PARTICIPATORY VIDEO IN SMARTFISH

One of the main findings of the post-harvest loss assessments which SmartFish carried out in nine countries is that poor fish handling and lack of hygiene are major causes of fish spoilage and consequently, post-harvest losses.

One of the underlying causes of these losses is the lack of knowledge and understanding that many fishers, processors and traders have of the causes of spoilage and consequences of poor hygiene and handling on fish quality and food safety. They also often lack awareness of “how to do things better”. Therefore, education is an important part of the loss reduction process.

During the planning process for loss reduction, the beneficiary communities recognized the use of video as likely to be a powerful and potentially highly effective edutainment tool because it can:

- be watched by illiterate people of different age groups and does not require the literacy skills required for accessing paper based media;
- transmit educational messages in an accessible way and in the local context;
- be easily and repeatedly broadcast, thus reaching many beneficiaries at a low cost. It can as well be copied and easily distributed in DVD format.

Realizing the potential for PV, SmartFish designed and implemented the “Clean Fish Better Life” campaign in partnership with the Kenyan NGO Cultural Video Foundation (CVF): an integrated set of activities for the production and dissemination of PV and a video-training package on the importance of hygiene and quality in small-scale fisheries.

The design and shooting of the PV was done over three weeks in two Kenyan fishing communities on Lake Victoria. The same fishers, processors, traders and consumers produced as well as acted in the movie under the guidance of the SmartFish-FAO/CVF crew.

To add impact to the dissemination of the messages, the PV crew involved the Kenyan pop-star Nazizi as a performer-testimonial. She wrote and performed the song used for the sound track of the video and was a key promoter of the campaign.



On the set: shooting a scene for the PV in Kenya. © Silvia Gioiello, CVF

# Raising community awareness through participatory video and mobile cinema



A large crowd watching the PV during the mobile cinema screening in Nayloba landing site – Uganda. © Alfredo Broccolo, CVF

The PV produced, called *Usafi Ni Pesa* (Hygiene Makes Money), has been broadcast in many communities along the Lake Victoria shores, using a mobile cinema campaign which began in Kenya in July 2013. Then, it traveled to Uganda and Tanzania from January to March 2014.

The teams have travelled over 6 000 km rolling out the campaign and conducting mobile cinema screenings in a total of 44 landing sites and fishing communities reaching over 90 000 people.

The campaign was also accompanied by a fish consumption promotion and nutrition campaign. A special focus was made on pregnant women, elders, children and HIV affected people via use of public cooking demonstrations and the distribution of an illustrated fish recipes booklet and other sensitization materials appositely designed for the campaign.

In parallel to the awareness raising activities, another initiative of SmartFish is direct capacity building for specific groups of small scale fisheries operators. On this line, SmartFish and CVF produced a video-training kit composed of five technical video modules targeting low literacy fishers, processors, traders and consumers. The objective of these videos is to teach to different small scale fisheries operators basic good fish handling and hygiene skills and practices for use in their daily life, through short

and entertaining videos. The video trainings are available online in five different languages (English, French, Kiswahili, Luganda and Somali) and have been made in an interactive way so that the facilitator can stimulate the audience to discuss and share opinions while the video training goes on.

Training delivery is done using half day video-training sessions. A total of 135 have been completed so far, reaching a total of 4 000 fish-



Advertising the campaign. © Alfredo Broccolo, CVF

### Fishers realize value of clean fish for better profits



© Alfredo Broccolo, CVF

George Bataala spends the productive hours of his day deep in the waters of Lake Victoria casting his net to catch the sumptuous protein filled Fish. He works hard every day to ensure that when he docks at Busuyi Fish Landing Site in Uganda, his catch is still fresh. But his business is affected by losses because he does not have an icebox and ice on his boat. By the time he arrives at the landing site to sell to eager traders, half of his catch is spoilt. Yet, fish is a high value produce, sometimes sold on auction to the highest bidder.

"It is like I am seeing my people up there on the screen. Everything they were showing happens here at this landing site. This video has taught me a lot and it has opened my eyes. I have learnt the importance of handling fish like a baby, with care, putting it in ice to preserve it so that it stays fresh. Also the value of transporting it back to the shore very fast and to the market so that I do not make losses. Now I know that if I invested some money in this box and ice, I wouldn't throw away any fish or sell it for less money," he says at Busuyi, where over 400 people were gathered to participate in the SmartFish campaign.

Before watching the Clean Fish Better Life Video Campaign, Esther, who sells sardines at the landing site, could only tell good fish from bad fish by checking the color of the gills.

"Today, watching the video, I have learnt that you can also tell a good fish from a bad one by looking at the eyes and touching the fish. If it is too soft, then it is bad," she affirmed proudly.

Sarah Nakaziba, the district Fisheries Officer for Mayuge district, says that she will take the video and training material to all landing sites and teach Fisheries Officers to pass on the message and practices of the campaign to fisher folk.

eries stakeholders in the same sites targeted by the PV campaign. These sessions have been implemented by professional trainers from the Tanzanian Fisheries Education and Training Agency (FETA).

### ACHIEVEMENTS SO FAR

The first post-campaign impact assessment just carried out in Kenya and Uganda confirmed that the use of the video has successfully delivered the right messages to the communities, as was planned.

As the actors in the PV are the same type of people who are target audience of the campaign, the PV managed to transmit very efficiently the educational message of clean fish –better life in an accessible form of edutainment suiting the local socio-cultural context targeted by the project.

During the public speeches delivered before and after each mobile cinema screening, the audience, together with a trained Master of Ceremonies, has been able to analyze, describe, categorize the new information, thus providing an important link between the practices they were accustomed to and the new, recommended ones proposed by our videos.

Furthermore, the forthcoming delivery of the video-training on fish hygiene and good handling practices will add to the impact of the awareness campaign, strengthening the skills and knowledge of specific small scale fisheries operators.

The video training package is available online on the FAO global website, as well as in YouTube and Facebook. It represents a useful resource for dissemination elsewhere in the world.

It is expected that the messages of the campaign will gradually spread within and between different communities around Lake Victoria, thus reaching more and more people.

As from April 2014, SmartFish will assess further the whole impact of the campaign activities and evaluate the level to which the key messages have been fully incorporated into the day to day work of the different fish operators and consumers.



© Alfredo Broccolo, CVF

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The campaign had also a huge echo through various media such as press, radio and television in all the three target countries. It also raised a great deal of appreciation from key institutions and donor agencies who expressed their interest in replicating the success of the campaign in coastal areas as well as in other countries in the region.

## WHAT NEXT?

Building on the successful experiences of the work of the Clean Fish Better Life campaign, SmartFish will make further use of both PV and mobile cinema approaches as a powerful media and method for other sensitization campaigns aimed to promote a change in attitude in relation to different fisheries related matters.

Possible key topics are:

- Control of illegal fisheries and importance of respecting fisheries laws;
- Good environmental management;
- Livelihood diversification and alternative income generating activities;
- Participatory planning in coastal zone management;
- Fish consumption promotion.

In parallel, the already produced videos will be translated/dubbed in other languages for further dissemination in other countries.

## Participatory video on fisheries co-management in Lake Tanganyika



Video shooting in Burundi on Lake Tanganyika © Alain Gashaka

Another initiative which makes use of PV was done in collaboration with the Lake Tanganyika Authority on fisheries management. A PV has been developed with fishing communities in Burundi to help sensitize communities about good fishery management and beach landing practices as well as the importance of alternative income generating activities for fishing communities.

These videos have been made with, and by, the Fishermen's Federation of Burundi and are likely to be the start of a more long-term initiative in the Lake Tanganyika region.

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