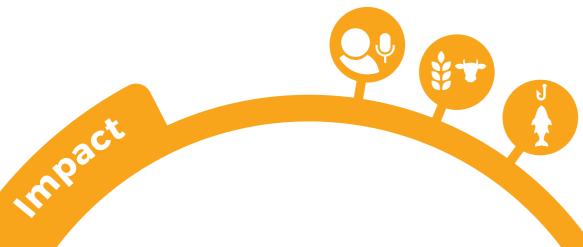


Weather Wise

This project aimed to strengthen the capacity of journalists and scientists to respond to the weather and climate information needs of farmers, fishermen and pastoralists in Northern Kenya, the Lake Victoria region of Kenya, Uganda and Tanzania, and the coast of Kenya and Tanzania.



113 individuals trained

Increased knowledge of weather and climate issues and improved capacity to produce weather and climate radio content that meets the needs of the target audience.

pact

Improved communication

Scientists report improved capacity to communicate weather and climate information more effectively having understood the target audience's media consumption patterns.

620,000

100%

end users

reported improved understanding



Improved training opportunities

Training for journalists and scientists/
technical experts in communicating weather
and climate information effectively to
farmers, fishermen and pastoralists.



More effective climate services

Build relationships and generate opportunities for co-production and public conversations to deliver more effective weather and climate services.



Improved knowledge

Improve knowledge and understanding of weather and climate issues among farmers, fishermen and pastoralists through radio programming.



Identified Need



Mentoring programme

Ten Kenya Meteorological Department County Directors of Meteorology and Marine Forecast Specialists trained on forecast production' to '14 Met Officers and 12 Technical experts trained in communicating forecasts.



Research into audience needs

Research to understand the weather and climate information needs of audiences and the capacity building needs of media experts and scientists/technical experts in communicating weather and climate information.



Production of weekly forecasts

Production and broadcast of weekly weather and climate radio content aimed at farmers, fishermen and pastoralists.

User Groups





Fishermen and Women



Farmers

Partners





Radio station partners: Maata Radio and Radio Ekeyokon (Turkana, Kenya), Sifa and Jangwani FM (Marsabit, Kenya), Gulf Radio (Homa Bay, Kenya), Radio Kaya (Kwale/Coast of Kenya), KBC (Kenya National Broadcaster), UBC/Star FM KBC (Uganda National Broadcaster), Bukkedde FM (Uganda) and Radio Kwizera (Tanzania).









