



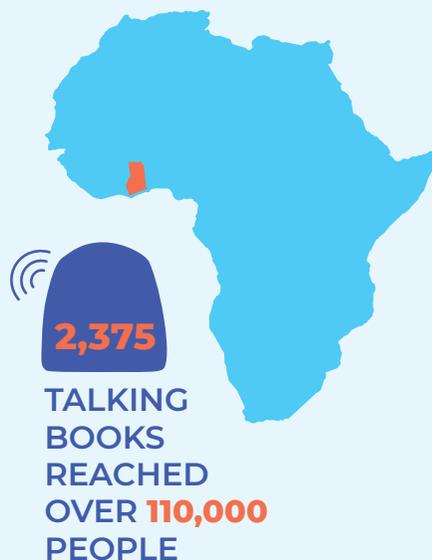
# HOW USER FEEDBACK INFORMED UNICEF'S MESSAGING ON CHILD PROTECTION

## UNICEF GHANA'S TALKING BOOK PROGRAM

**DURATION:** 2013–2019

**REGION:** Upper West and Northern regions, Ghana

**LANGUAGES:** Dagaare, Dagbani, Lambussie Sissali, Funsu Sissali



## Addressing Child Protection in Ghana

For six years, UNICEF Ghana used Talking Books as the main strategy for its Communication for Development (C4D) program in the Upper West Region. Implemented by Amplio Ghana, the program promoted key family practices for child health and development, including child protection.

## Amplifying Citizen Voices to Understand Community Challenges and Concerns

For UNICEF's program, Amplio Ghana updated Talking Book content and collected data four times a year. During a quarterly update, the team deployed new messaging on child marriage and corporal punishment. The next time they went to the field to update Talking Books and collect data, they noticed a spike in the number of user feedback messages.

When the user feedback was translated and processed, Amplio Ghana learned that Talking Book listeners in many communities felt that the content did not address their specific concerns. Community members were complaining and requesting more information. Parents said that the messaging did not address the root causes of child marriage in their communities, specifically teen pregnancy caused by consensual relationships, or rape and abuse.

Additional feedback showed that parents appreciated the messages on the reasons corporal punishment is not healthy for children. However, they wanted to know about alternative methods of discipline to keep children from going astray.



UNICEF's child protection messages created in response to user feedback were popular with listeners of all ages.

## HOURS LISTENED



ALTERNATIVE WAYS TO DISCIPLINE A CHILD

544



EFFECTS OF TEEN PREGNANCY

689



HOW TO HANDLE A CHILD DEFILEMENT CASE

1,957

## Connecting Participants and Decision Makers Through User Feedback

For UNICEF Ghana's program, user feedback revealed unique community challenges and concerns about teen pregnancy and child protection. As a result, UNICEF was able to hear and learn from program participants and respond to their needs.

*"What should a parent do if his child refuses to go to school? Remember, no parent wants to see the tears of their child. So how can we ensure that our children are disciplined?"*

— USER FEEDBACK, MALGU NAA YILI COMMUNITY

## Recommendations for Improvement

After analyzing the user feedback, Amplio Ghana presented a summary to UNICEF, along with their recommendations for content updates. With UNICEF's approval, the team created a new audio playlist with messaging on the effects of teen pregnancy, alternative ways to discipline children, and how to handle a child defilement case, and other child protection topics.

To create the content, Amplio Ghana referenced UNICEF materials, as well as information from the World Health Organization (WHO) and USAID's Knowledge for Health project. They also recorded interviews with local subject matter experts, including a former child head porter on how her work affected her life. The new playlist was added to UNICEF's Talking Books the following quarter, with the next content deployment and the messages were well-received.

## An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is a rugged, battery-powered audio device designed for low-literate adults and youth. Users can select and play messages on demand and record their feedback. A built-in speaker allows families and groups to listen and learn together. Amplio's technology collects usage data and user feedback, so partners can monitor program engagement, identify issues and trends, and continually update their content for greater impact.

