



SIMPLE GUIDE FOR THE MEDIA TO CHAMPION FOR INCREASED
PUBLIC UNDERSTANDING AND PARTICIPATION in FOOD
SECURITY AGENDA

DEVELOPED BY MESHACK IAN ACHOLLA

WELCOME!

**RADIO HAS THE POWER TO DRIVE CHANGE BY INSPIRING
COMMUNITIES TO ACT.**

Table of Contents

HOW TO USE THIS RADIO PROGRAM GUIDEBOOK	3
Why focus on local journalist set the agenda?.....	3
Stakeholder Engagement Analysis	3
KEY AREAS OF FOCUS	5
Media values and key responsibilities.....	5
Key pillars/principles for media advocacy communications.	6
Getting ready for a radio program on sustainable food systems.....	9
How to identify radio guests and experts for a radio show	10
Opening a radio program on sustainable food systems.....	12
Closing a radio program on sustainable food systems	14
Recognizing audience engagement responses to ice breaker	14
Topics for radio episodes [THE EPISODES]	14

HOW TO USE THIS RADIO PROGRAM GUIDEBOOK

Introduction

This radio program guidebook has been designed to help radio journalists, reporters and hosts to set up and run Sustainable Food Security sessions in radio stations that have presence in West Pokot, Baringo and Samburu counties, and other rural counties of Kenya.

This guidebook has been developed with the help of the media fraternity, community members, civil society, county government and national governments representatives. The guidebook has been refined to ensure that radio journalists, reporters and hosts have the tools and guidance they need to make a difference in their counties and champion the food security agenda.

Why focus on local journalist set the agenda?

Communities in West Pokot, Baringo and Samburu greatly rely on radio as a main source of receiving news and staying afloat with current affairs. This outlines significance in working with the media in these 3 counties to ensure that information about sustainable food security is available to the people, an interactive platform to engage with local leaders is provided and they are inspired to act by increasing their participation on public governance processes that discuss sustainable food systems.

The radio program guidebook will lead local media and provide a system for sequential multi-stakeholder dialogue that will drive conversation as well as encouraging public participation on food security agenda. Journalists will be able to refer on this guidebook and engage stakeholders. The guidebook will outline the development process for a comprehensive radio session giving tips on how to prepare for a session, open a session, increase audience engagement and closing a session.

Stakeholder Engagement Analysis

Developing this radio program booklet required significant engagement with key stakeholders from the local media, civil society and government officials. This booklet has been tailor made in response to the reflect and address the specific context harnessing of similar challenges and also drawing diversities among the counties of West Pokot, Baringo and Samburu.

The following is a summary from discussion held with stakeholders:

- Radio is identified as one of the most utilized form of media in West Pokot, Baringo and Samburu. Communities living in these counties rely on radio as the main source of news and it is used as an avenue by leaders across all divided to pass messages. This presents an opportunity to continue to use an accepted medium of communication to present topical discussions on sustainable food systems involving multiple stakeholders.
- In all the 3 counties there are opportunities to include the radio program on sustainable food security and integrate it into existing programming schedule. Most of these radio stations have identified early morning shows that run from 6am to 10am as some of the most popular as well

as evening shows between 7 and 10pm. This is because most pastoralists communities go out to graze livestock during the better part of the day.

- Already these local radio stations have relationships with leaders from the county assembly, county government departments and institutions like National Disaster Management Authority (NDMA). These leaders provide a resourceful pool of experts who are often invited to the radio shows to discuss about food security and other agricultural and disaster management practices.
- It was however noted that elected leaders in Samburu and Baringo do not often engage in discussions on food security as their counterparts in West Pokot. This provides an opportunity for this radio program on sustainable food security to act as a catalyst and ignite conversation among these elected leaders.
- Local radio has been key to bring out conversations on other social issues such as female genital mutilation, cattle raiding, women empowerment, peace and entrepreneurship across all the 3 counties. Through radio, there has been positive notable social change among community members and the proposed radio program on food security can leverage on this success to impact communities positively.
- In all of these 3 counties, citizens are not well conversant or familiar with the county budget and planning process where resources to contribute towards sustainable food systems are discussed. This clearly cuts the need for an interactive and educative radio program that will use the inform and inspire communities to get involved in public governance processes.
- Already, there are other stakeholders like community-based organizations and non-governmental organizations that have made significant efforts to ensure food security is discussed on radio. This radio program booklet will act as a guide to embed this discussion and sustain it on local media by empowering journalists to drive the agenda.
- Civil society organizations are collaborating with state institutions like NDMA, Meteorological Department, County Governments Departments of Livestock, Agriculture and Water and farmers group to sustain conversations and educate communities around food security.
- Integrating discussions on Early Warning Systems and implementation of key food security programmes by the county governments will be key. Journalists need to increase their level of knowledge around these areas and collaboratively work with civil society as resident hosts in their radio programs.

KEY AREAS OF FOCUS

Media values and key responsibilities



This radio guidebook is in line with all laws and regulations that govern the practice of journalism within the Kenya. As a requirement, journalists, media practitioners and media entities must adhere to the Media Council of Kenya code of conduct. This document can be accessed on the Media Council of Kenya website.

When delivering radio programs on sustainable food systems, this guidebook would remind journalists and media entities in West Pokot, Baringo and Samburu to uphold the following values:

- **Accuracy and Fairness**

The radio host shall conduct a fair, accurate and an unbiased program on the topic food security as a matter of public interest. The radio program should be well balanced and a comment must be sought/or opportunity given to respond to people mentioned.

- **Independence**

The radio program team shall work with a high level of independence and always defend the independence of all journalists from those seeking influence or control over content delivered through the program or in the media entity through news and other shows.

The journalists should gather and report content during the food security show without fear or favour, and resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals and special interest groups.

They have a responsibility to resist those who would buy or politically influence radio content or who would seek to intimidate those who gather and disseminate news.

- **Integrity**

Journalists shall present news with integrity and common decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news.

- **Opportunity to Reply**

A fair opportunity to reply to inaccuracies during the radio programs shall be given to individuals or organisations when reasonably called for. If the request to correct inaccuracies in a story is in the form of a letter, the radio program editor has the discretion to read it in full during the show or in its abridged and edited version, particularly when it is too long, but the remainder shall be an effective reply to the allegations.

- **Recording Interviews and Phone Conversations**

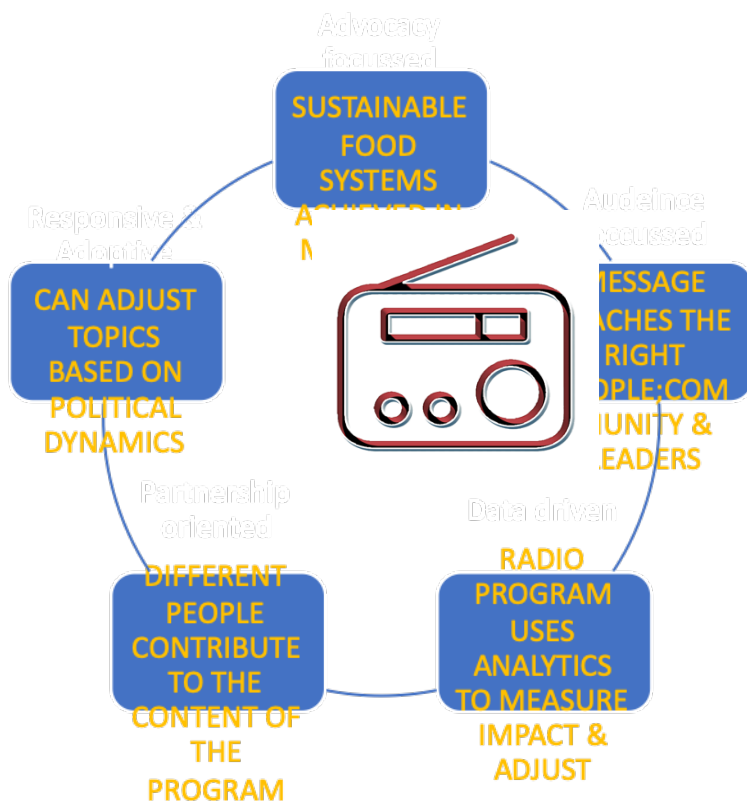
As a good practice for interviews, you shall not tape or record anyone without the person's knowledge. An exception may be made only if the recording is necessary to protect the journalist in a legal action or for some other compelling reason.

- **Gender Discrimination**

The radio program host will give equal opportunity for both male and female guests. Women and men shall be treated equally during the radio program and given equal opportunity to respond and engage in conversations.

Key pillars/principles for media advocacy communications.

The radio programs will be instrumental in advancing advocacy agenda for governments to promote sustainable food systems that are people driven. Journalists who will be part of these radio programs are therefore key advocates to champion for food security in West Pokot, Baringo and Samburu. The following key principles should guide the radio program



- **Advocacy focused**

The radio program is designed to support the work of activists, lobby groups and advocates of sustainable food systems. The bigger goal is that these radio program will increase citizen participation on food security agenda and enlighten them about policies and development plans set by the county and national governments.

Every episode should be an opportunity for the host to remind the audience about their specific role towards realizing the set goal of sustainable food systems.

The radio show should highlight evidence and data on situation of food security, identify key actors and give guidance to community members.

- **Audience focused**

The design of every radio program should be with the aim to engage community listeners and leaders. It should be delivered in a language that the community members can easily understand and comprehend.

The radio host should be familiar with the audience understanding their social cultural norms and ensure that the radio program demonstrates these shared values with the audience.

During the program the host should be using examples from scenarios which can be pointed out by listeners. The audience should be encouraged to participate and be part of the radio program. The host should aspire to build a personalised relationship with the audience and have routine radio sessions/cuts to engage them through phone calls, SMS and social media platforms.

- **Data driven**

The organizers of the radio program should use radio analytic data to ensure the schedule of the program is at a time that would capture a huge audience. The analytic should go further and look at audience interaction, perceptions and attitudes towards the program.

Periodically, this data should be used to improve and adjust how the radio program is delivered in each county.

- **Partnerships oriented**

Guests who come in from different sectors to contribute to the radio program content should be encouraged to be regular and consistent. Inviting guests from a pool of experts add great value to the radio content and topic of discussion. This would also help get the audience engaged and captivated.

The radio program on sustainable food security systems could be used as a key stage to create awareness about public policy by governments and sensitize about public participation opportunities rallying citizens to participate.

- **Responsive and adaptive**

The radio program existence in a socio-political context. The organizers should always align the topic of discussion to important conversations at county and national level.

The program should be key to highlight relevant changes in the socio-political set up and how that could potentially influence the goal to achieve sustainable food systems in the counties.

Getting ready for a radio program on sustainable food systems



Good preparation by the radio host and the editorial team before the radio program goes on air is a key contributor to a successful session. A media entity should do the following:

- Dedicate a specific time and day for the radio program guided by the use of data analytic for the most opportune time a high audience engagement.
- Identify an interactive and well-informed radio host who is well vast with the subject of food security and public governance processes.
- Ensure that the audience is constantly reminded about the radio program and how they can get involved throughout other radio programs that are run in the media entity.
- Ensure they find expert guests on time and plan with them on how to discuss/deliver the specific episode as planned on sustainable food systems in the county.
- Allocate reporters on time to gather vox pop from the community on the topic and file in quite early so that they can be used for the radio program.



vox pop

/vɒks ˈpɒp/

noun INFORMAL • BRITISH

popular opinion as represented by informal comments from members of the public, especially when broadcast or published.

"paragraphs of vox pop"

- Do you have enough evidence and data on food security situation in the county that will provide good content for the radio program?
- Has the radio program invited at least 2 experts from civil society and state agencies who will contribute to the discussion on a particular episode?
- Are listeners well informed about the radio program and the team collected community views (vox pops)?



How to identify radio guests and experts for a radio show

The radio program on food security editorial team has a responsibility to identify and invite guest speakers for the episodes that will be running. Radio guest speakers can be categorized into two:

1. Resident expert guests and
2. Non-resident expert guests.

The resident expert guests are always available and consistent in each episode. They act as a reference point for the radio host and always maintain an objective, factual and accurate position during discussions and deliberations on any topic. They should not demonstrate any form of bias.

The non-resident expert guests are invited by the team for specific topics of discussions. They have an in-depth understanding and hold independent views and opinion on a subject matter. They are allowed to defend their remarks made and should always be given an opportunity to rebut arguments in line with the media practice principles and values.

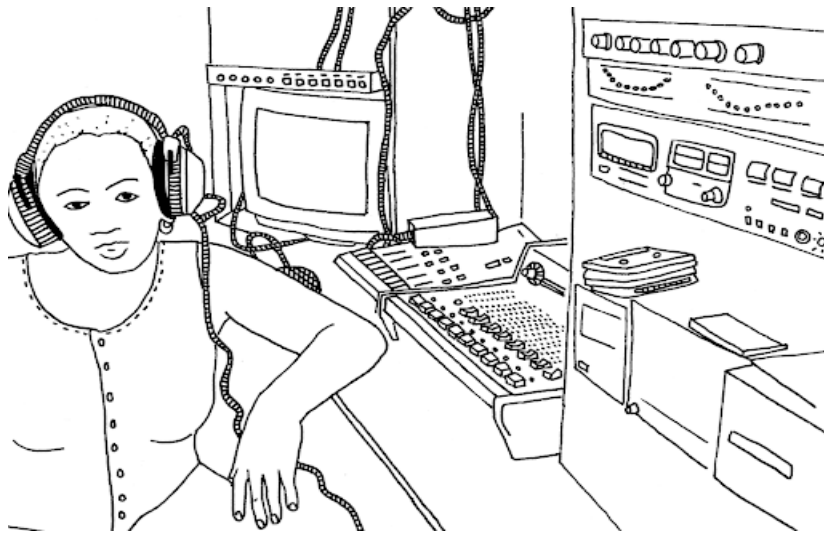
The following are key factors to consider when identifying radio expert guests:

- **Representation-** They are part of or represent an important stakeholder group in the community that has an active role to play in the process of realizing sustainable food systems e.g. Farmers' groups, cooperative

movements, teachers, religious leaders, women groups, people with disability groups, youth groups, political movement etc

- **Knowledge-** They have information worth sharing and are an authority in a particular topic of discussion during a radio program. These could be experts from state agencies, civil society and companies.
- **Gender and youth inclusion-** Ensure that the composition of a radio program set including the host is not biased towards one dominant gender and age demographic. It is important that this program allows all voices to be heard and should be a platform for women and youth to use to increase their participation.

Opening a radio program on sustainable food systems



Welcome

Welcome everyone to the specific episode on the radio program series to discuss sustainable food security. Explain that the sustainable food systems radio program is a platform for community members in either West Pokot, Baringo or Samburu counties to have a candid, interactive and educative session towards promoting food security.

Let the listeners know that all opinion is welcome in this program and they should feel free to question government initiatives and share recommendations that will change the current food outcomes in their county.

Introductions

Start by giving a clear background and overview in simple language using the data and evidence gathered on food security situation. Help listeners to be able to see food security as one of the national big 4 agenda and even its place in the County Integrated Development Plan (CIDP) and Annual Development Plan by county governments of West Pokot, Baringo and Samburu.

Clearly, set out to the listeners that your role as a radio host is to moderate a balanced discussion, educate and enlighten them about policies on food security and point them towards the right direction on how they can increase their participation in these processes. At this point, give your guests also an opportunity to introduce themselves and briefly share with the listeners what they do and the roles they play to promote sustainable food systems.

Outline the radio session format

As a radio host, it would be important to outline to both the guests and listeners how the session would be conducted.

This will be as follows:

- Playing vox pop on public views towards the topic of discussion.

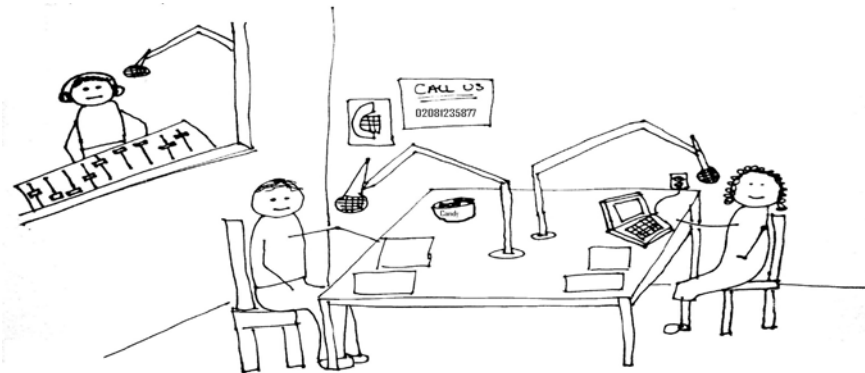
- Discussion on food security policies and county background.
- Role of different stakeholders to promote food security among the guest invited.
- Opportunities for the public/community to engage and be part in the development, implementation and review of food security programmes and policies.
- Audience call in session to the studio with views and questions.
- Response to questions and
- Closing the session

Ice Breaker

Throughout the radio program, the host should use interactive ways to increase audience engagement. For example, use of questions and audience shares with a answers with SMS, social media and even calling in.

[START THE EPISODE - see episodes at the end of this booklet]

Closing a radio program on sustainable food systems



Every radio program on sustainable food systems should be closed by the radio host. The host should take time to let the audience know that time has come to end the radio episode and remind them on when the next session will be on air and what it will discuss. All the expert guests invited in the show should be allowed to give brief closing remarks.

Recognizing audience engagement responses to ice breaker

The radio program team should pick a few audience engagement messages and ask the radio host to read them out as answers to trivia questions asked. This opportunity should also be used to call out names of listeners and thank them for tuning in for the radio program. Encourage the audience to continue discussions on social media platforms if they are available and if a recording of the radio program can be made available too.

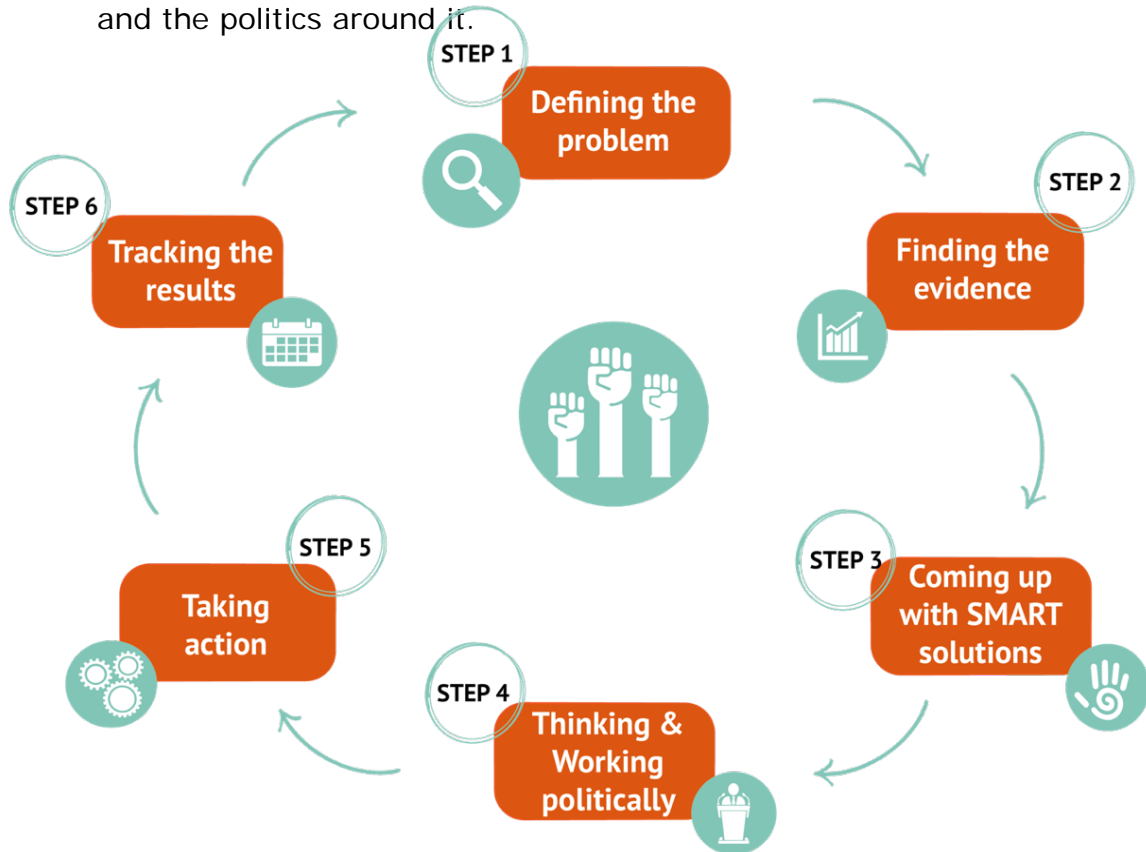
Topics for radio episodes [THE EPISODES]

This guidebook provides a sequence of topics to be discussed in different episodes for the radio program on sustainable food systems. Depending on manuscripts developed and time allocated by individual media entities the delivery on these episodes may vary but it is important to follow through each of them as provided.

These topics follow key steps towards realizing change and contribute to achieve the following objectives:

1. Act as an educational guide to improve level of knowledge for the public of key policies on food security and national and county level including the county budget for previous, current and upcoming financial years.
2. Catalyze local action driven by journalists and reporters to enable communities to play an active role in public governance processes that discuss food security at county and national level.
3. Provide useful resources to existing local media and platforms to engage and enhance accountability with local decision makers working within the executive and legislative wings of the county governments.

4. Provide a platform for affirmative action and increased engagement for women, youth and people living with disabilities on matters food security and the politics around it.



The Episodes:

This section contains the actual issues about food security as a guide to shape up the discussions and ensure such deliberations remain within the parameters of the topic. The guide contained here are streamlined to fit into the contexts of the target counties.

EPISODE 1

Step 1 Defining the problem

This first episode will focus on understanding food security and challenges that prevent achieving sustainable food systems in the target counties. As a maiden episode, it would be important for the radio host and team to prepare content that will make the audience appreciate that food security is a topic worth discussion and they should participate in that agenda.

This is what should be discussed here to transfer knowledge to the listeners:

Definition of food security and its importance

The United Nations Committee on World Food Security states that food security means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life. Kenya is looking at its agricultural (agriculture and Livestock) sector as a base from which to grow the economy and boost foreign exchange earnings while attempting to reduce food Insecurity to meet the Big 4 Agenda. The Counties of West Pokot, Baringo and Samburu has at times relied on food aid and for them to [gate out of this then the local population and their government should take food security agenda seriously.

The following are key:

- Food Security- ensure all people in the county have sufficient food for dietary needs.
- Food safety- people have healthy nutritious food free from contamination and degradation.
- Food sovereignty- Empowering people to make their own choices about the food they eat, where it comes from and how it is produced.

Important factors that influence food and nutritional security are:

- **Availability**, which entails crop/livestock production; provision of factors of production like water for irrigation, conflict; imports and exports

- **Access**, entails: incomes, prices, markets, infrastructure, food distribution between households and gender issues in the communities and governance
- **Utilization** which includes issues like: food and nutritional knowledge, food preparation and nutritional knowledge, cultural practices, knowledge and standards and hygiene.
- **Stability** which entails resilience, storage capacity for food and alternatives.

Impediments to food securities in the counties of West Pokot, Baringo and Samburu include:

- Conflicts among communities due to land and livestock, which affects production, distribution etc
- Drought and floods, which affect production and sometimes distribution
- Poverty
- Less government interventions/ weak institutions
- Over dependence on social grants/ relief
- Fragile environments/ environmental factors
- High population etc

Week 1: Part 1

The radio host should introduce the topic of food security and factors that influence it.

The radio host is encouraged to describe or allow the expert guests to highlight the food security situation in the county.

The host should moderate a discussion on what factors contribute to food insecurity in your county and also allowing the audience to be part of this discussion. Audience engagement can be achieved through a vox pop and live engagement during radio program.

Have a discussion and even through a trivia question with the community audience on who have been the key players to address and point out the food security situation in the county.

Let the audience know that this session marks the beginning of a regular radio program that will be aired weekly to discuss citizen involvement in county/state led programmes to achieve sustainable food systems.

Week 2: Part 2

Give the audience an overview of the last decade and lead a discussion to asses if there has been change towards efforts aimed at promoting food security in your county.

Open the discussion and find out who have been the key actors towards driving positive change in the food security agenda.

	Find out from the audience using vox pop and live engagement on what individual efforts they have taken in the past to positively contribute to policies and programmes that aim to improve food situation in the county.
	Share an expert opinion on what has been some of the challenges towards realizing sustainable food systems in the county. An opportunity here also for the audience and guests to participate
EPIISODE 2	
Step 2 Finding the evidence	<p>This episode will introduce to the audience the topic ‘sustainable food systems’ and look at the responsibility of departments/ministries within both levels of government to achieve this. The host will be sensitizing the audience on the different responsibilities and obligations government has to promote food security and how the communities can also play a role.</p> <p>What is sustainable food system (SFS)? A sustainable food system is a food system that delivers food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition for future generations are not compromised.</p> <p>This is what it mean in our county context:</p> <ul style="list-style-type: none"> – It is profitable throughout (economic sustainability); we should keep livestock with a mind of making profit. – It has broad-based benefits for society (social sustainability): Whatever we do to to ensure food security will go along way in non-dependent on relief aid, will engage the youth to be productive and we shall reduce conflict when we are food secured. – It has a positive or neutral impact on the natural environment (environmental sustainability). We should always graze livestock in a way that maintain range-lands, we should always not encroach the forests and river banks. <p>A sustainable food system lies at the heart of the United Nations’ Sustainable Development Goals (SDGs) also referred to as agenda 2030. Adopted in 2015, the SDGs call for major transformations in agriculture and food systems in order to end hunger, achieve food security and improve nutrition by 2030.</p> <p>To realize the SDGs, the global food system needs to be reshaped to be more productive, more</p>

inclusive of poor and marginalized populations, environmentally sustainable and resilient, and able to deliver healthy and nutritious diets to all.

These are complex and systemic challenges that require the combination of interconnected actions at the local, national, regional and global levels. The governments and the people of West Pokot, Baringo and Samburu have a role to play.

The following are key actors towards promoting sustainable food systems:

1. **National and County governments roles:** These entail regulatory frameworks and standards which are farmer friendly; Institutional frameworks like NDMA implementing Ending Drought Emergencies; Working policies both national and county (cite some policies); Incentives for farmer adoptions; political goodwill for government projects; Equitable distribution of resources; Controls for imports and exports
 - People should understand that there is no one ministry responsible for ensuring food security. However, there are specific ministries that take lead role like departments of Agriculture, Livestock, pastoral economy, cooperatives, etc.
2. **The citizens role:** Willingness to pay; Awareness and the will to undertake initiatives; Environmental Friendly lifestyles; Public participation in decision making tables/events; Playing their oversight role in policy/ projects implementation.
3. **Businesses/ Supply Chain role:** Farmer Market linkages; Technical Innovation; Financial share; Local knowledge building; standards and assurance;

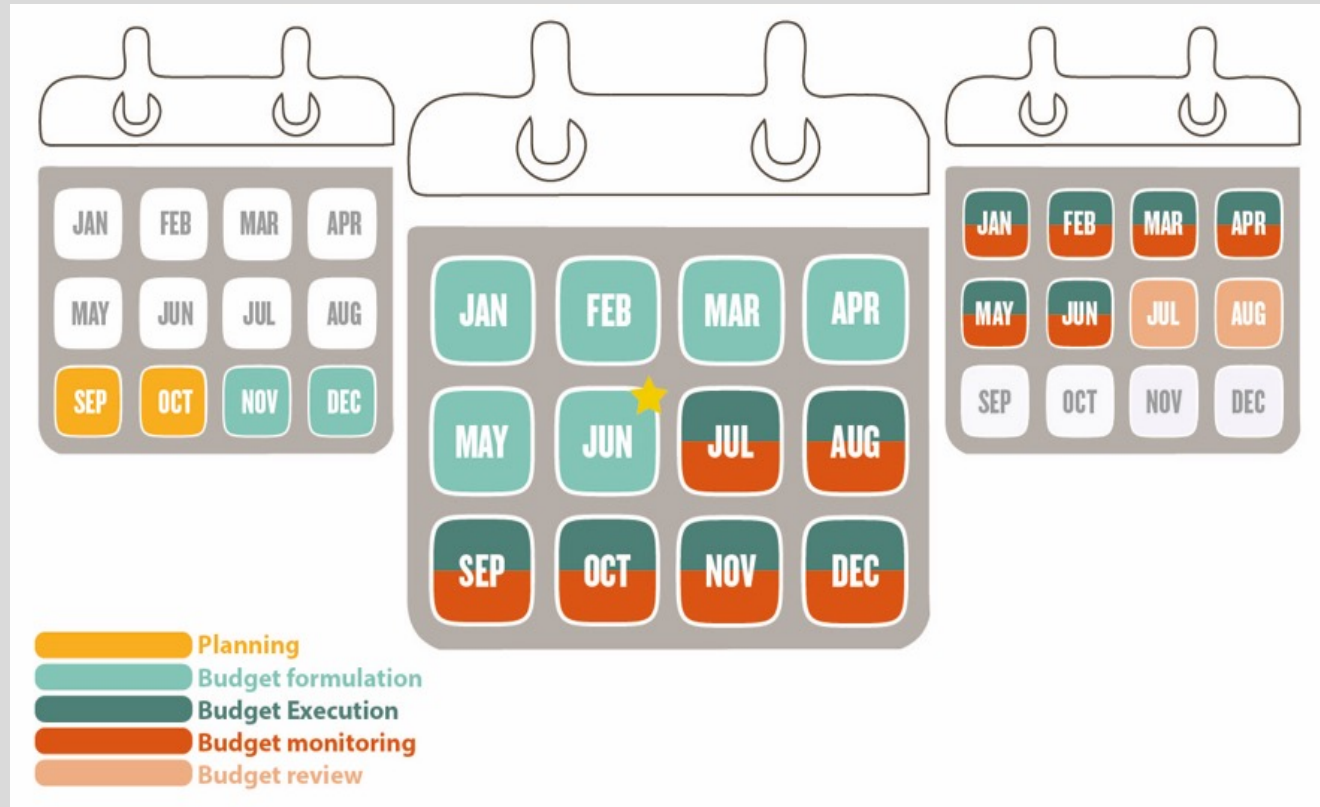
Week 3: Part 1

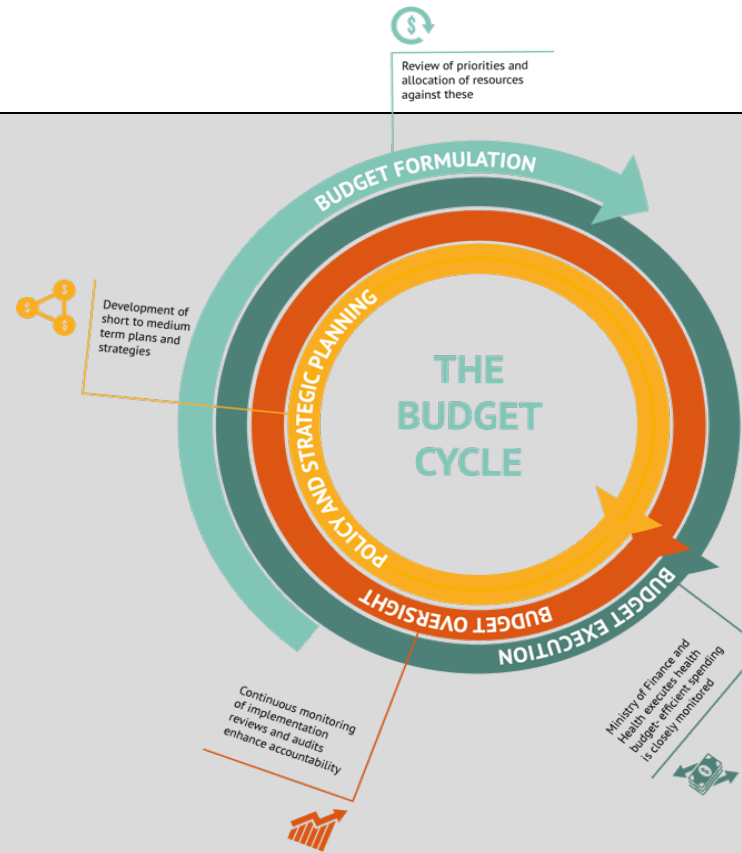
Have a discussion with the relevant expert guests on the responsibility of government to lead and promote efforts towards sustainable food security in your county. Reflect on the status in your county and based on your research, ask questions on current programmes and their status. It would be important for the community to know details about this programmes including the financial investments made.

	Find out if the audience is aware of the policies/programmes by either the county government or national government to promote food security and if they were involved in their development process. It would be important to engage the guests and find out if these programmes are included in the citizen led development plans for the county.
	Ask the audience if they feel that their participation in public governance processes has been effective in guiding the development of these policies/programmes in the county.
	Week 4: Part 2
	Ask community members if they are aware of any political commitment made to promote food security and who amongst their leaders made the commitment. It would be good to have political leaders as guests for this session and let them respond to their promises made and efforts to promote food security.
	Discuss the process to allocate resources that contribute towards achieving sustainable food systems and how open are these processes to citizen participation.
	Ask the guests to highlight the situation of what is happening currently in the county on efforts to achieve sustainable food systems.
EPIISODE 3	
Step 3 Coming up with SMART solutions	<p>This episode is designed to discuss the political space that ensure public participation and increase community understanding on food security. The host should guide the discussion reflecting on the role of citizens to influence how county resources should be utilized during the budget making process and other public governance spaces.</p> <p>Public participation is a constitutional right of every Kenyan and governments of West Pokot, Baringo and Samburu have an obligation to include citizen voices in the design of their policy programmes including the budgeting and planning process.</p> <p>In Kenya, the constitutional framework that safe guards' public participation is the Public Finance</p>

and Management Act of 2012. This Act of parliament stipulates how and when public participation should happen during the budgeting and planning process.

The budgeting and planning process is a continuous cycle that runs concurrently every year (government financial year) as shown below. The citizens should participate in all relevant departments that influence sustainable food systems in their county.





The radio host should highlight to citizens that budget planning stage starts in September and runs through to October, then the budget formulation stage starts until June. During the budget formulation, communities and their representatives in civil society can engage with county government departments and even the county assembly to present views and influence food security factors through support from government programs to be implemented.

Citizens and civil society are also reminded to play an oversight role during budget execution and review stage. Here they should inspect government programs for food security and building sustainable food systems and ensure they meet their objectives to impact lives of the people of West Pokot, Baringo and Samburu.

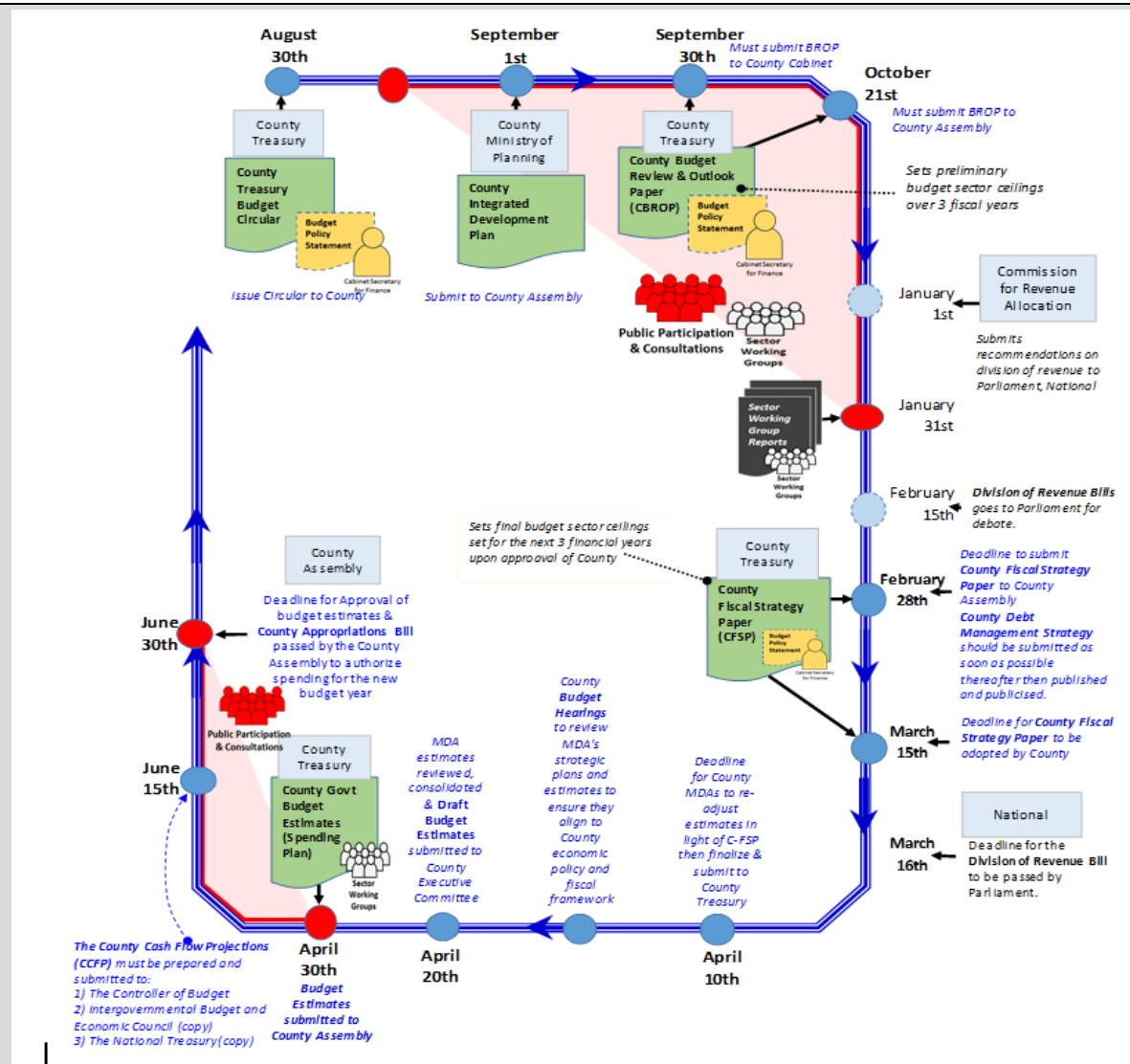
Specifically, this area elaborates when and how the citizens should participate in decision making through public participation. It also entails the opportunities that the relevant departments in food security, politicians and other duty bearers offer to the citizens to increase their participation.

There should be an intentional, integrated approach to the design, delivery, and evaluation of programs has the potential to make an enduring difference in the lives we are dedicated to serve. Hence politicians should always promote public participation as entrenched in the constitution.

For the citizens to effectively participate, it is important to let them know when to participate and why they should participate. And it is through their participation that they will own the process, projects and their sustainability. Here is what the people should know in the process. What to do;

- Before public participation: Gather information on the agenda for inclusion in the decision; Access relevant policy documents and reports as evidence; Identify who are the decision makers to engage with (MCAs, MP, Governor, CECs etc); Access public participation schedule; Read and develop memos.
- During Public Participation: Attend public participation forums; Identify where decision makers meet informally; Engage with the media to engage with the policy makers; Present memos to key decision makers in food security.
- After Public Participation: Always give feedback to decision makers on the process for credits or improvements; monitor the process on the decisions made on matters food security.

Below is a chart showing key dates throughout the year for public participation opportunities:



NB: The duty bearers who are the area politicians and other technical staff spearheading food security should observe the following to ensure maximum public participation:

- Provide all information on the food security matters and mechanisms of engagement. This information should be provided 7 days before the citizens are required to give inputs.
- Build the capacity of the citizens to understand the process of the food security project/ issue to be initiated and why their inputs are important.
- Communicate what is expected of the public before, during and after public participation.
- Respond to questions of clarifications by citizens.
- Communicate decisions made from the public inputs giving feedback on what has been incorporated and left out giving reasons why.

Week 5

The host should give the community an overview of the county integrated development plans and annual development plan highlighting the food security agenda and programmes planned for the county.

The guests in this episode should be able to outline for the listeners county/state led mechanism to encourage and open participation for citizens to contribute on food security discussions. They should be able to site specific examples of how this is being implemented in the county.

Communities members should be asked to contribute in the discussion by stating if they are aware about the plans by county captured in the CIDP and annual development plans on building food security systems examples from where their sub-counties.

The trivia guide for this episode would be to focus on the role of citizens in promoting sustainable food systems and why they should participate.

Ask community members from the audience to share their experiences on participation in public governance processes that discussed food security. Eg budget process, bills etc

Before closing, discuss solutions that can help promote the goal to achieve sustainable food systems.

EPIISODE 4

Step 4 Thinking and working politically

This episode will sensitize and educate the listeners on how they can ensure that food security is among the top agenda on county political priority list by working in collaboration with elected leaders.

Every 5 years, Kenyans go to the poll to elect new leaders. Kenyans elect the following:

- President (National)
- Governor (County)
- Senator (County and National)
- Member of Parliament at Constituency (National)
- Women Representative (County and National)
- Member of the County Assembly (County)

The constitution of Kenya 2010 created devolved governments like the ones in West Pokot, Baringo and Samburu. These devolved governments receive a share of the national revenue and have an obligation to run certain devolved functions including agriculture, health, basic education etc

Every 5 years once a new county government is in office, they are required by law under the Public Finance Management Act 2012 to develop a County Integrated Development Plan (CIDP) that should be in line with the national development framework provided by the national treasury. The CIDP document is the basis that guides county development projects for the 5 years period.

CIDPs require county to have annual development plans (ADPs) which they guide every sector and departments on their set achievements every year within the 5 years period. All these documents must be developed with participation by citizens as required by law. The government makes public and citizens should be keen to follow the process.

Members of the County Assembly are the people representatives at county level and should play their role to offer oversight and ensure sustainable food systems are part of the CIDP and the county governments of West Pokot, Baringo and Samburu are following their plans.

	<p>It is program included in the CIDPs and ADPs that are funded during budgeting and planning process. The radio host should access the CIDP and ADP documents and educate citizens and work with MCAs to champion for accountability.</p> <p>The public can also petition the clerk of the county assembly and the speaker will notify the relevant committee about public's input of a programme affecting sustainable food systems. The public can be given an opportunity to make submissions which will be included.</p>
Week 6	
	<p>The host will highlight the significance of aligning national and county development agenda and bring out the food security as one of the big 4 agenda. Guests from the county department would be asked to identify the top 4 political agenda in the county.</p>
	<p>The audience will be asked to identify the any elected political leader who is a key champion for food security and later on a vox pop with views from elected MCAs discussing food security agenda can be played on air and act as a conversation starter.</p>
	<p>A trivia question could focus on if citizens choose leaders based on their manifesto that highlights food security commitments during elections. The host can then guide a discussion on the important role elected leaders can play to promote sustainable food systems.</p>
	<p>This session will also feature the work of county specific grassroots lobby groups and civil society organization that champions matters food security and how they ensure the community voices are captured.</p>
EPIISODE 5	
<p>Step 5 & 6 Taking action and Tracking the results</p>	<p>This episode will discuss the role of the community, civil society and media in promoting food security agenda and ensuring enhanced accountability from county government. The host will invite community champions from interest groups like farmers etc and let them join civil society in the studio to discuss collaborative efforts that will promote community voices.</p> <p>One of the best ways to track progress, actions and result on sustainable food systems in the county is to review budget and planning expenditure documents. Every financial year, the Public Finance and Management Act 2012, requires that county governments departments through their</p>

treasury file all quarterly expenditure for review by the county assembly and auditor general. The auditor general releases a report which the public and MCAs can access and champion for accountability.

Civil society, media, special interest groups, MCAs and the public all have a role to keep the governments of West Pokot, Baringo and Samburu in check to ensure that public resources aimed at promoting sustainable food systems are best utilized.

The media and civil society should support community members to see if their submissions during public participation have been included as the planning and budgeting process is ongoing before approval stage by the county assembly.

Week 7

The discussion will focus on steps that citizens can take to ensure government plans for sustainable food systems are implemented as planned. They will discuss ways to ensure that access to information is achieved and communities are aware of status of implementation and details on government programmes with the support of the local media.

The host will encourage community members to come and out and participate in the county budget making process and present memoranda on their views with support of local civil society organizations.

The episode will also reflect on past development plans and provide a social audit to guide the audience on the discussion on how do we know we are making progress towards achieving sustainable food systems in the county.

Acknowledgements:

Radio Alpha Kenya, Baringo County

Kokwo FM, West Pokot County

Watchman Radio, Samburu County

Anglican Development Services Organisation, West Pokot County

I serve Kenya, Baringo County

IMPACT, Samburu county

Konrad Adenauer Stiftung

Media Council of Kenya

CARITAS Maralal

Food and Agriculture Organization