

Formats of Communicating Climate Information in East Africa

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- ❑ Communicating weather and climate information to the general public is quite problematic in Africa. Even where the audience is literate it is not automatic the recipients will understand the gist of the message that is being disseminated.
- ❑ WCI is presented in narrative and numerical data format by Meteorological Authorities

How weather and Climate information is presented to the media in EA

Meteorological services deliver the following products to the media

- Historical data. Data on past conditions and trends can be used for mapping hazards, assessing trends, disease outbreak and food insecurity
- Real-time information
- Future forecasts and projections and analysed products

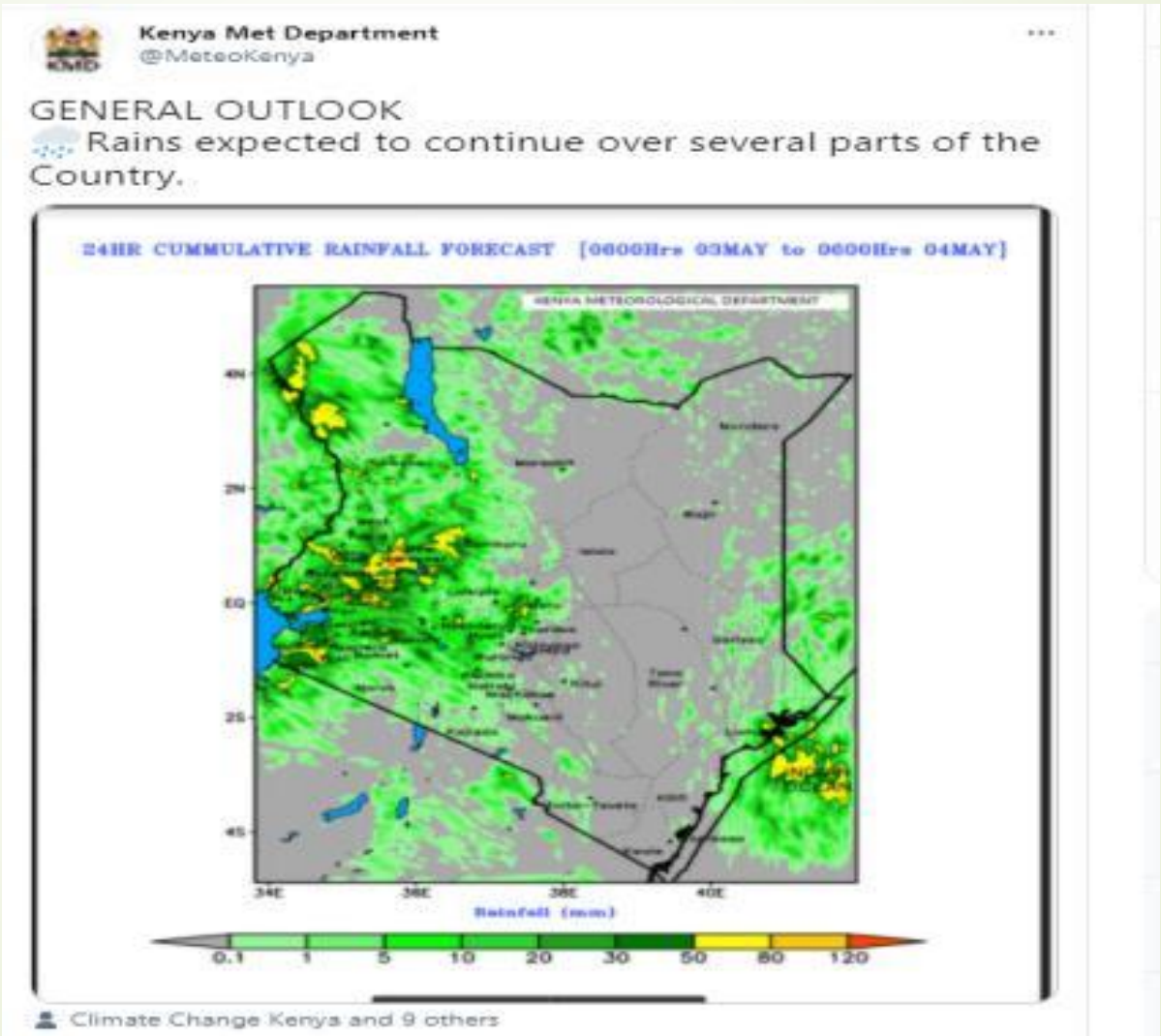
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- ▶ Translated forecasts, warnings and advice for example HIGHWAY Project sends Marine forecasts to NECJOGHA WhatsApp mentoring groups which is picked by journalists and aired on local radio stations.

Satellite imagery for crop monitoring produced by ICPAC



Maps



Graphs

Seasonal rainfall outlook for March to May 2021

[Download detailed report](#)

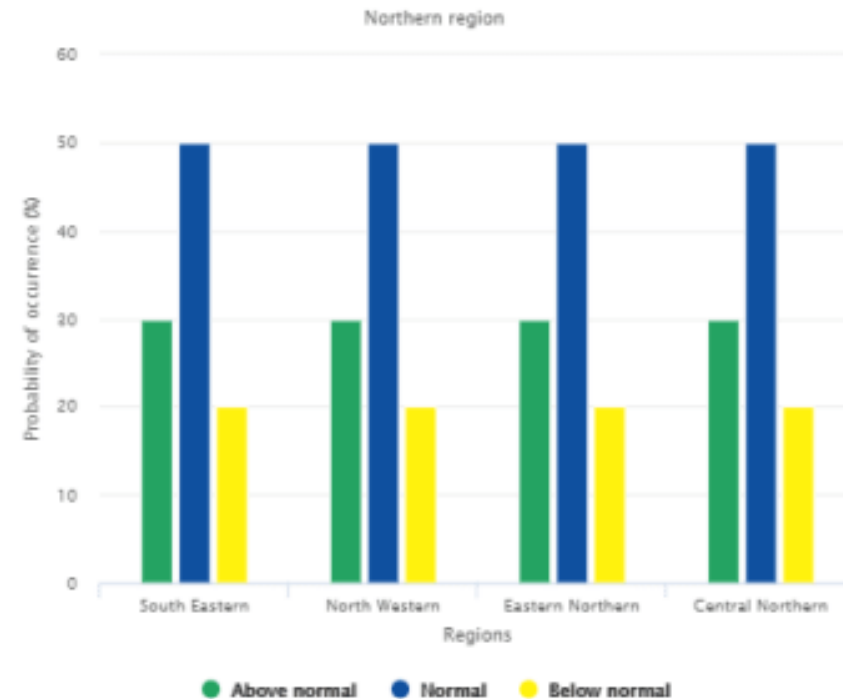


Lake Victoria basin & Central Region


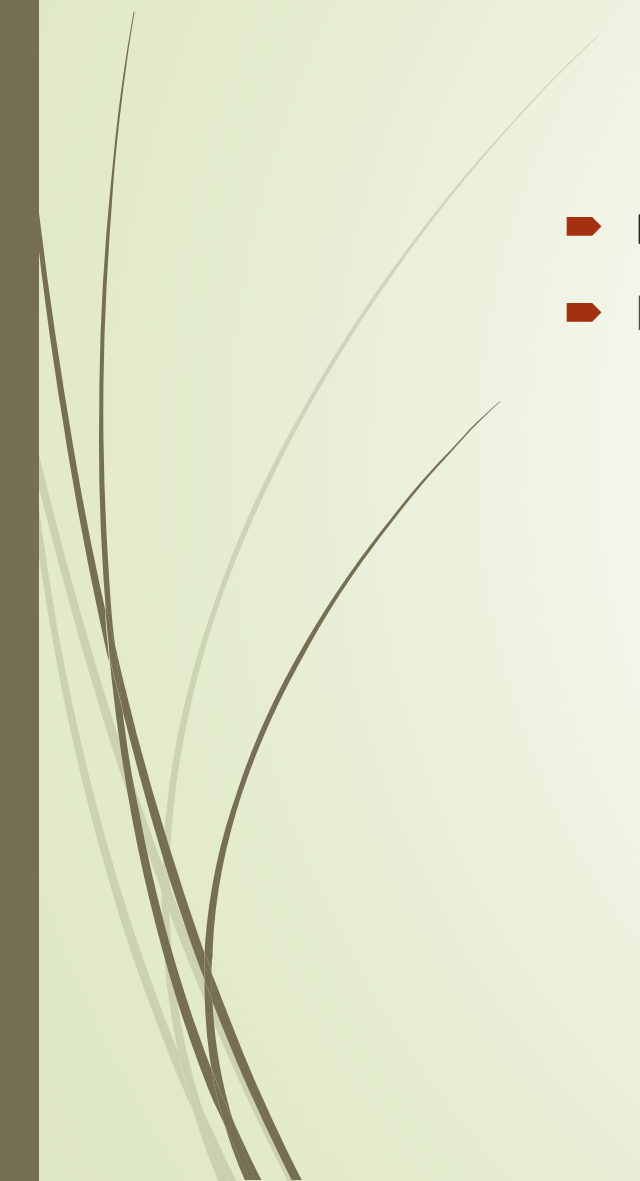
Eastern Region

Northern Region

Western Region



UNMA

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- Podcast; Climate Change explainer on sound cloud
 - Narrative ;

How Best Should Meteorology present WCI to Journalists in EA

- Social media like WhatsApp, Telegram those enable real time feed back
- Identification of active media networks in different regions of the county.
- Regular delivery of email threads , EMAILS created should be sub regional and should receive specific updates
- Production and disseminating of precise audio clips to community radios
- Using local languages for example in Uganda we have over 40 different languages currently .
- Newsletters in various local dialects can be resourceful
- Less graphs should be used in the forecasts.
- Limited Jargons, Jargon is the specialized terminology associated with a particular field or area of activity.
- Use of Climate Cafes organised by NECJOGHA and Africa Farmers Media Centre

Climate Information End users

- To appreciate the importance of climate communication in East Africa, one needs to understand the rural livelihoods of the region.
- The biggest percentages of the population live in rural areas and are dependent on agriculture for a living.
- It is a rain fed agricultural system and discussions on the weather and climate are on the lips of the common people all the time.
- They worry about a possible delay in the onset of rains or the early cessation of the rains.



Weather and Climate information outlets in East Africa Media

- Uganda; Daily Monitor , New Vision, Smart24 TV, Bukedde Radio, UBC TV, Start Tv, CBS fm, NBS and NTV Uganda
- Kenya; KBC Kenya, The Star ,
- Tanzania; The Citizen
- Burundi; Radio Tv Buntu
- Rwanda; The NewsTimes
- Mobile phones Messages; UNMA and Makerere University SMS project
- Social media outlets on Twitter, Facebook and Youtube; ICPAC, KMD , TMA, UNMA, RMA have done a good job by updating their audiences.
- Climate Café- NECJOGHA
- Climate Tracker Africa
- Climate Home News
- Africa Climate Conversations

Media and Met

- A few years back the media and the climate community were not talking to each other.
- Instead they were talking against each other. While one side felt that they were knew too much about their speciality, the other side made fun of them claiming that they always got their predictions wrong.
- Now co-production has created the bridge between the media & CIS producers



Thank You

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