

# Gender Based Violence in Uganda

Serious Citizens Interactive Radio Campaign.  
**Part 2**

Data Analysis Report



NOVEMBER 2022



**Belgium**  
partner in development



## QUICK STATS FOR THIS CAMPAIGN

## Talk Shows

**Total Responses**

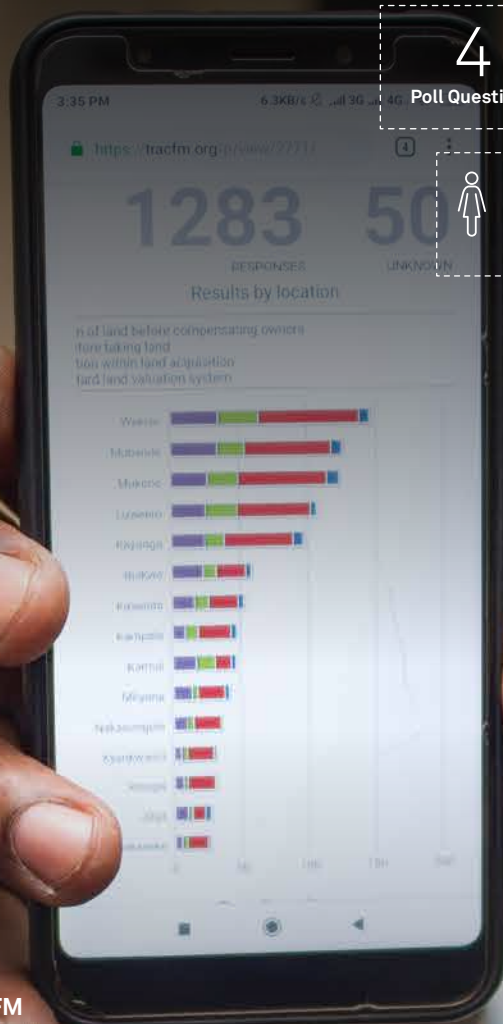
## Poll Questions

## Radio Stations

### Districts Covered

### Female Respondents

### Male Respondents



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This report presents findings from the Serious Citizens interactive radio campaign undertaken by Trac FM International (Trac FM)

Additional information about the Survey may be obtained from Trac FM International;  
Email: [info@tracfm.org](mailto:info@tracfm.org); Website: [www.tracfm.org](http://www.tracfm.org)

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## i. List of Acronyms

<b>ACP</b>	Advocacy Campaign Plan
<b>CSO</b>	Civil Society Organization
<b>GBV</b>	Gender Based Violence
<b>NGO</b>	Non-governmental Organization
<b>SRHR</b>	Sexual Reproductive Health and Rights

Trac FM's reach by  
sub-region in Uganda



## ii. Acknowledgments

First and foremost, we thank the tens of thousands of Ugandan citizens who contributed to this report. Through their answers to radio polls and surveys, we obtained valuable insights into community perspectives on gender based violence. In three months, we received over 43,000 responses to four poll questions aired on 9 radio stations throughout Uganda. These citizens' perspectives are crucial to a more inclusive and informed debate.

This report was prepared by Trac FM and Reach A Hand Uganda (RAHU). The core Trac FM team include Innocent Amanyire, Teddy Atim, Wouter Dijkstra and Maurice van Rooden. RAHU staff members include Solomon Muganza Byuma and Helen Patricia Amutuhaire.

Valuable input, thoughts and research papers related to gender based violence in Uganda were provided by Dr. Simone Datzberger, Lecturer in Education and International Development University College London (UCL) and Dr. Viola Nilah Nyakato, Senior lecturer of Mbarara University of Science and Technology. We also thank the Belgian Embassy in Kampala and their colleagues at Enabel for their input into the campaign content. Uganda Women's Network (UWONET) helped identify interesting topics and challenges within the theme of gender based violence.

This report drew upon data collected through radio polls that were aired on 9 radio stations across the country. We gratefully acknowledge the support of our radio partners Hits FM, Radio West, Radio Simba, Baba FM, Delta FM, Radio WA, Radio Pacis, Mega FM and Akica FM.

Special thanks go to our talk show guests, who contributed by sharing their knowledge and experience during interesting and lively radio debates: Charles Omudu, Annah Tukahirwa, Asuman Malala, Alfred Okettayot, Emmanuel Fokushaba, Albert Ongom, Sarah Adong, Thomas Odelok, Charles Odenge, Amos Oluka, Victoria Adiru, William Lochodo Lokutae, Namale Mercy Penina, Caroline Dekura, Marion Kainza, Maureen Juliet Nakaima, Robin Rachkara, Zipporah Katusiime, Stella Barbra Ofutaru, Alexander Omara, Magdalene Sophie Komol, Peter Kato and Anna Grace Akot.

Finally, we would like to thank the Directorate-general for Development Cooperation (DGD), which responds to the priorities of the Belgian Minister for Development Cooperation and Humanitarian Aid for financial support through the Civic Space 2021 program.



# Belgium

partner in development

### iii. Key Findings

#### Poll 1:



Women are more likely to accept gender based violence once bride price is paid.

#### Poll 2:



Men who fail to fulfill their traditional roles resort to violence to reassert their authority.

#### Poll 3:



When faced with poverty, 36% of respondents advice for males is: 'Be a man and try harder'.

#### Poll 4:



28% of 11,000 respondents indicate the main reason to abuse alcohol is to escape family problems.



“

*The assumption that women have equal right as that of men is responsible for GBV. Women who challenge their husbands over their rights often cause anger leading to GBV.*

Imat Silvia, Lira

“

*It seems the more independent a woman is, the less she values marriage.*

Male call-in respondent, Soroti

STOP  
THE  
SUBJUGATION  
OF WOMEN

## 1.0 Foreword

Studies around the world have found that violence against women is most common where gender roles are rigidly defined and enforced and where the concept of masculinity is linked to toughness, male honor, or dominance. Other cultural norms associated with abuse include tolerance of physical punishment of women and children, normalisation of violence as a means to settle interpersonal disputes, and the perception that men have “ownership” of women.<sup>1</sup>

In most parts of Uganda, gender roles are based on cultural norms, rituals and practices. Marriage being a defining moment for most couples and families. In most cases, bride price is paid for the transfer of ‘ownership’ of a girl from her family to her husband. The commodification of Daughters and wives, as seen through their trade upon marriage, does not match well with ambitions for women's economic empowerment and gender-equal rights. Gender roles attached to traditional marriage fail to catch up with current societal expectations where girls are educated and generate income.

Unrealistic expectations based on traditional gender norms often lead to friction within households where men are unable to fulfill their role as breadwinners and land owners. The traditional role of women as housewives and caregivers is also changing. Opportunities to work, handle money and engage in social networks outside the traditional networks contribute to a more independent and critical worldview by women.<sup>2</sup>

Poverty, alcohol abuse and an uncontrolled extramarital birth rate further erode traditional social norms. Frustration with a dysfunctional set of cultural coping mechanisms leads to friction, abuse and violence.

This report further explores some of the dynamics at play leading to GBV based on a number of opinion polls and follow-up interviews. Instead of looking at GBV from a perpetrator/victim perspective, GBV could be approached as a negative but possibly temporary side effect of the renegotiation of gender roles. This begs the question how development programs geared towards women empowerment and gender equality could be one of the key drivers of the high rates of GBV.

<sup>1</sup> [http://hrlibrary.umn.edu/svaw/advocacy/modelsessions/causes\\_effects.PDF](http://hrlibrary.umn.edu/svaw/advocacy/modelsessions/causes_effects.PDF)

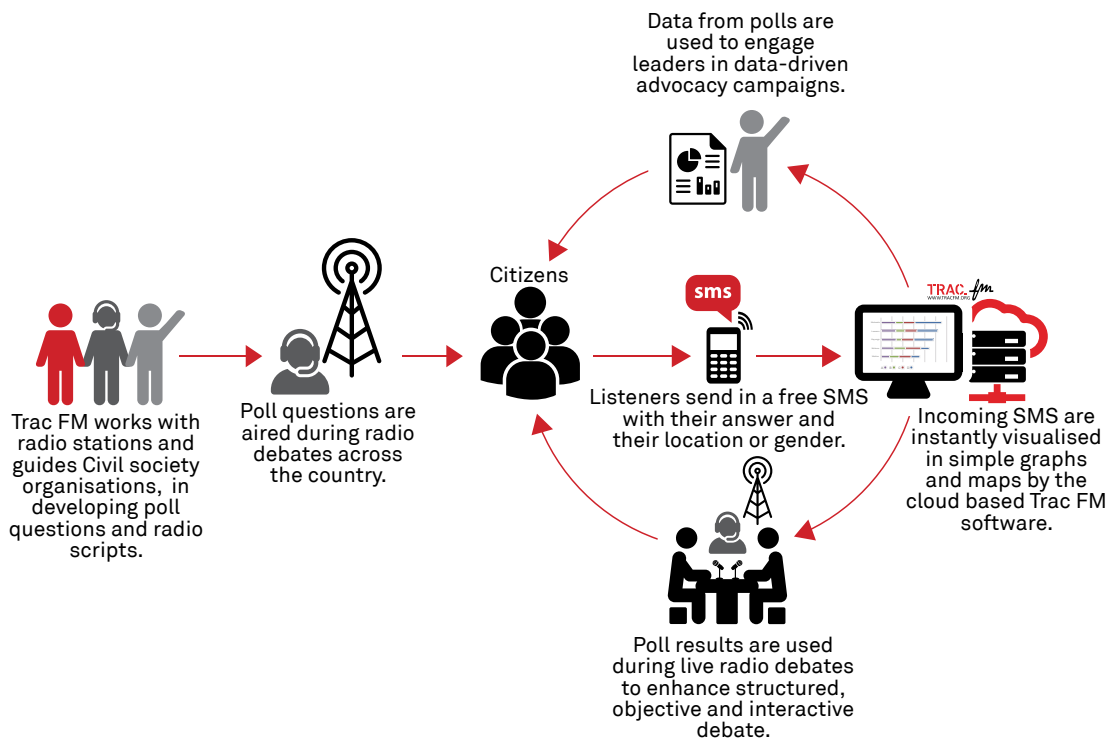
<sup>2</sup> <https://www.dhsprogram.com/pubs/pdf/FR333/FR333.pdf>

## 2.0 Background

### A. Approach and Methodology

Through live radio talk shows and SMS polls Trac FM creates a powerful feedback loop between citizens and their leaders, and among citizens in remote communities. Trac FM offers free participation to the polls in all local languages and the rule where each phone number only gets 1 vote in the poll. By working with the the most widely favored local language radio stations at the most popular timeslots, Trac FM polls and talkshows reach the homes of millions of listeners.

During the live talk shows, The Trac FM software visualizes the responses in real time, making it possible for the talk show host and commentators in the studio to access and discuss live poll results. Nine radio stations took part in the Serious Citizens campaign, each station received an average of 1,000 - 1,500 responses per poll question. In the period July to September 2022, the Trac FM platform received a total of 43,221 responses on the 4 poll questions presented in this report.





## 3.0 Poll Findings

### 3.1 POLL 1 - In your family, why do husbands hit their wives?

The first poll question sought to investigate the contributing factors to gender based physical violence. Specifically why husbands beat their wives. A total of four answer options were given based on commonly provided explanations during SRHR program work. This poll ran across 9 radio stations attracting a total of 9,968 respondents.



In your family, why do husbands hit their wives?

After paying a  
bride-price, they have the  
right to discipline the wife



To make the wife  
respect the husband



To show he loves and  
cares for the wife



In my family, husbands  
never hit their wives



Male (M)

Female (F)

TOTAL NUMBER OF  
RESPONDENTS: **9,968**

DURATION: 25 July to 8 August 2022

## Analysis

There is a highly significant difference between men and women in answer option **A: After paying bride price, men have the right to discipline women.** Contrary to some expectations that especially men see their payment of 'bride price' as a legitimization of violence, data shows that it is especially women who feel that the payment of bride price transfers the 'right' to commit violence against them to the husband. For many women, bride price seems to come with disempowerment and impunity for the husband's physical abuse.



DRICIRU BETTY  
(Ediofe)



*Men beat their wives because after paying bride price, they look at women as a joke and the wife becomes useless to them. They want all things at home to be done by the wife and when the woman objects, the man feels offended.*

Bride price payment reinforces the unequal position of men and women in society, keeping a woman in a subordinate position while the husband is seen as superior with more authority and rights. Marriage, when viewed as a form of social control and organization, contributes to upholding the inferior social and moral status of women. Regardless of these negative effects, bride price is still regarded as a highly valued and essential tradition by both men and women and their extended families.

The second most popular answer is option **B: To make the wife respect the husband.** Several studies show that when men cannot fulfill their role as a successful

provider for their family, they resort to violence to reassert their authority in the household. It is born of the feeling that the things that define men or manhood, like their status as sole providers of household income, are no longer apparent. It becomes more difficult to exert authority and earn the respect that comes with their male role, as a consequence this authority is enforced through violence.



ANONYMOUS MAN  
(Wakiso)



*Hihhihi, I even beat her yesterday. You come back home tired and she welcomes you with insults. Instead, she tells you of how I am coming from other women and she grabs me by the collar, that's when I had to show her that I am the man and slapped her.*

The reply above is a combination of various social tensions. It shows a negative macho culture and the economic stress of providing for the household. In addition it exemplifies the insecurity women face in their homes where marriage contributes to the survival of the woman and relies on the man 100%.

Only 28% of respondents indicate that in their family, husbands never hit their wives. One recent study found that in Uganda only 40% of women experience domestic violence.<sup>3</sup> Across the world, domestic violence is significantly underreported for a number of reasons: fear, shame, and protecting the image of the family. Could our poll findings indicate that the prevalence of domestic violence might be (much) higher than some studies suggest?

<sup>3</sup> US Agency for International Development's Demographic and Health Survey:  
<https://www.imf.org/en/Blogs/Articles/2021/11/24/how-domestic-violence-is-a-threat-to-economic-development>

### 3.2 POLL 2 - Why is Gender Based Violence so prevalent in your community?

#### Why is Gender Based Violence so prevalent in your community?

Women are scared or  
ashamed to speak  
out against GBV



Physical and sexual  
violence are culturally  
accepted



There is a failed  
system of reporting  
on GBV to authorities



Men are frustrated  
because of poverty



Male (M)

Female (F)

TOTAL NUMBER OF  
RESPONDENTS: **11,056**

DURATION: 01 to 20 July 2022

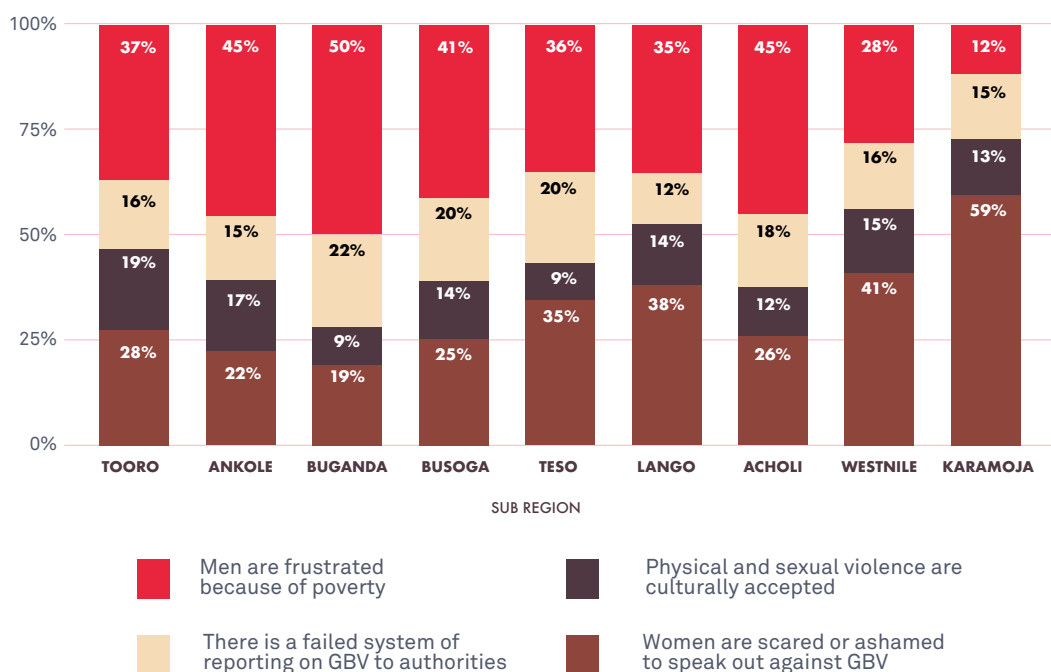


KANSIIME SHAMIM  
(Bweyogerere)



*There is a lot of poverty affecting us due to the hard economy, yet women continue demanding for basic needs like soap, food, sugar and others. When the man can't meet the basic needs, he will resort to drinking and end up fighting at home.*





## Analysis

The most popular answer in this poll indicates the prevalence of GBV follows from frustration among men because of poverty. Follow-up interviews also confirm that frustration within the household most often stems from basic economic needs like food, electricity and school fees that cannot be provided by the male head of the household. The inability of men to fulfill their traditional gender role as providers leads them to another way they can still exert their authority: the use of violence.



OCHAYA MICHAEL  
(Lacor Center)



*Gender based violence mostly starts from parents who have produced many children that they cant even take care of, especially girl children who are left to roam freely.*

Traditions based on kinship, inheritance of land and male superiority are reinforced by traditional and religious leaders. These leaders should be part of a solution by supporting more realistic and modern gender roles and expectations, lest they aggravate the problems they are trying to solve. Despair and frustration with poverty fuels alcohol abuse and often consequent infidelity and inflames the household situation. In follow-up interviews, unintended and extramarital children are generating a cycle of neglect and erosion of social norms.<sup>4</sup>



Namusobya  
(Bugembe)



*Once he understands that you're pregnant, the man stops communication! This is because they impregnate about 3 women at the same time hence ladies end up suffering.*

<sup>4</sup> "Individuals are sanctioned less negatively if they display behaviour in an environment where that behaviour is more common." From Extreme to Mainstream: The Erosion of Social Norms.  
<https://www.aeaweb.org/articles?id=10.1257/aer.20171175>



29% of respondents indicate a high prevalence of GBV because **Women are reluctant to report on GBV**. In most communities in Uganda it is the norm for many victims and survivors of GBV not to report as it carries shame on the woman and her household if she reports the

husband. It lowers the husband's status and respect in the community, which negatively impacts the entire household. Practical concerns are related to fears of reprisal and women's financial dependence on the man for their survival.



### 3.3 POLL 3 - What should boys and men do who feel pressured by expectations to provide for their family?



Namukose Betty  
(Namutumba District)

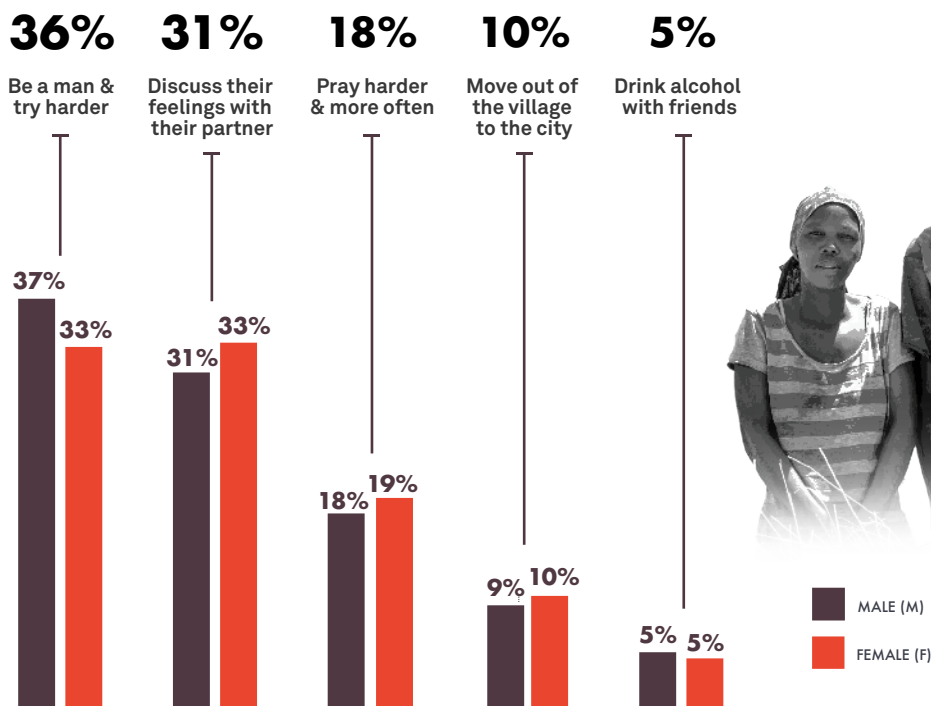


*Some men ran away from their women because of too much responsibilities. Everything at home is on their head like buying salt, children falling sick, banks are after them because of loans so they end up running away from home.*

In Uganda, upon marriage, a man is expected to protect, provide and make decisions for the household, while a

woman is expected to take care of the day-to-day management and survival of the household, normally in support of her husband. Men are responsible for the productive resources of the households, including land, livestock, etc, and women perform reproductive roles. In this social organization and construction of roles along gender lines, men hold more dominant social roles and hierarchy over women in everyday lives.

What should boys and men do who feel pressured by expectations to provide for their family?



TOTAL NUMBER OF RESPONDENTS: **11,267**

DURATION: 13 to 29 August 2022





The version of masculinity which is most valued in a particular context is sometimes described as the 'hegemonic' masculinity.<sup>5</sup> Based on poll findings, Hegemonic masculinity in Uganda dictates to '**be a man and try harder**' (36%) when times are tough.



Hellen Arapai  
(Soroti district)



*A man should never accept defeat but rather have a wider brain that can think outside the box of world challenges that he is faced with.*

The comment above speaks to the pressures on the man's mental health following impractical expectations on his ability to solve problems the household faces. Pressure and frustration may result in violence inflicted on self or their spouse or family members .

When developing the poll, it was expected that female participants would favor option **C: Discuss financial problems with their partner (30%)**. Interestingly, poll results show no significant difference between men and women when it comes to discussing financial problems at home. Could an opportunity exist in promoting shared household budget planning to manage realistic expectations? How could this conversation best be initiated and how can the conversation be constructive instead of destructive?



SSEWAKIRYANGA JOEL  
(Kabaka Representative Kyaddondo)

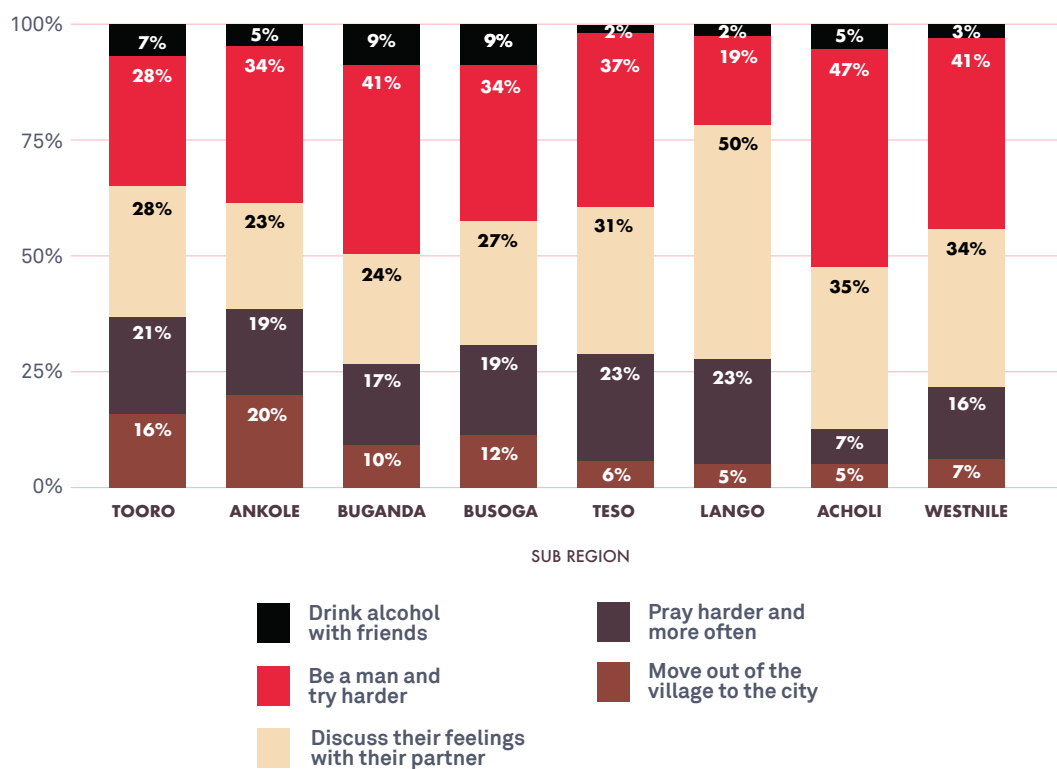


*When financial situations worsen, men should go back and talk to their wives and they divide responsibilities. Another way is to be straight about their earnings to let their wives and other family members know their income so that they get to understand the situation when things aren't easy.*



<sup>5</sup> Masculinities, conflict and peacebuilding: perspectives on men through a gender lens: <https://www.saferworld.org.uk/resources/publications/862-masculinities-conflict-and-peacebuilding-perspectives-on-men-through-a-gender-lens>

## Sub-region Results

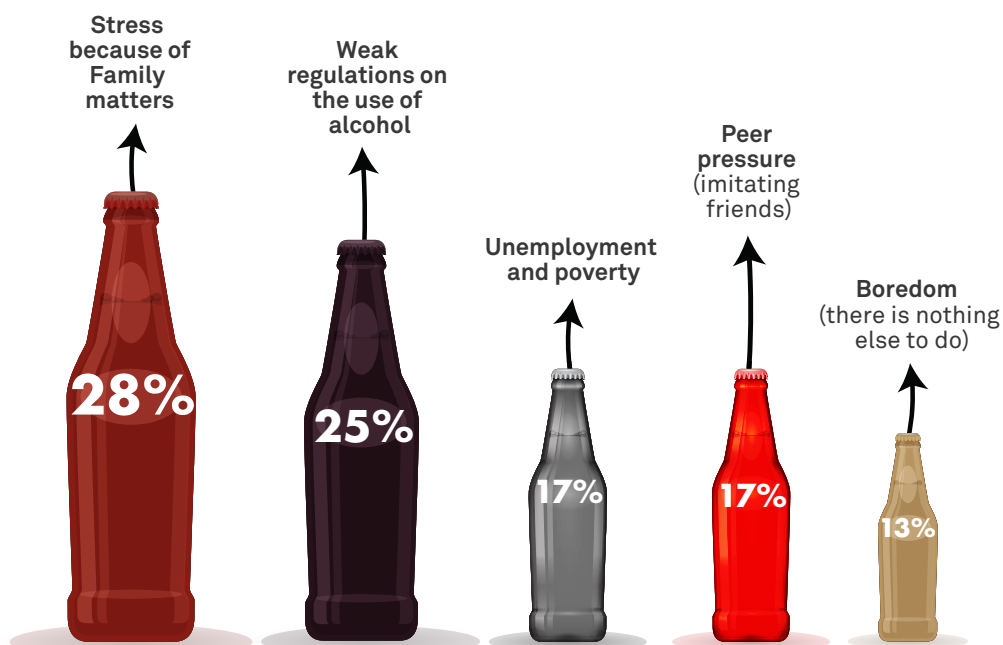


### 3.4 POLL 4 - What is the main reason for alcohol abuse?

Alcoholism is widespread in Uganda with one of the highest consumption rates in the African region. Research shows that harmful alcohol use increases the chance of domestic violence.<sup>6</sup> Excessive alcohol use

also causes health risks and neglect of responsibilities. Although alcoholism can be treated with the right support, it is better to prevent people from getting addicted and overconsuming alcohol.

#### What is the main reason for alcohol abuse?



TOTAL NUMBER OF  
RESPONDENTS:

**10,930**

DURATION:

03 to 18 September 2022



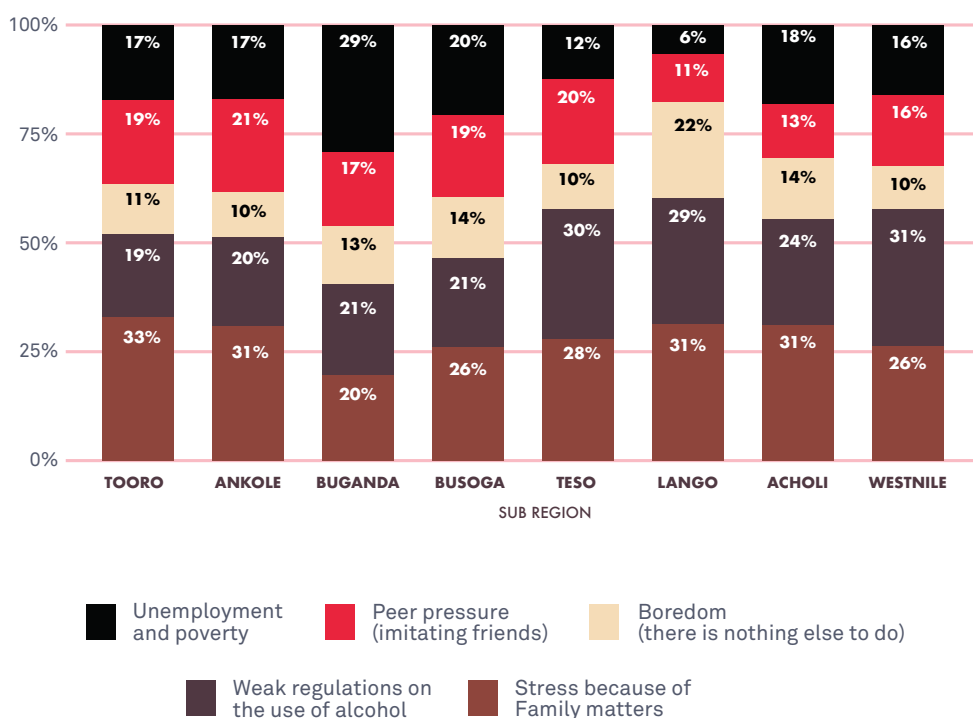
**NABATANZI SHARON**  
(Iganda district)



*You go look for money and fail to get it! In the end you use the 1000 shillings you have to buy Waragi to relieve stress. You suck it while deep thinking and find someone who can buy you another one till it gets late to sleep. Even the following day you do that because at home you don't have food, school fees, rent and you end up going to the bar to pass time and wait for tomorrow.*

<sup>6</sup> Dr Leane Ramsoomar-Hariparsaad, researcher at the SAMRC <https://mg.co.za/special-reports/2021-12-03-clear-link-between-alcohol-abuse-and-gender-based-violence-evidence-review-finds/>

## Sub-region Results



In the Buganda we see that ‘unemployment’ takes precedence over ‘family matters’ as the main reason for alcohol abuse. This can be explained by higher dependence on ‘employment’ instead of ‘land’ in a more urbanised environment.

## Analysis

The majority of respondents (28%) indicate ‘stress because of family matters’ as the major reason for alcohol abuse.



MUGERWA TOM  
(Kyaddondo)



*Women abusing us forces us to go to friends and drink so that when you go back you won't hear the insults anymore and rest. We are forced by women to drink.*

A recent study in South Africa found the two most important risk factors for GBV to be economic hardship and alcohol abuse. In many instances, these two issues are inexorably linked.<sup>7</sup>

Women are expected to serve a daily meal and take care of children and elderly and for this mostly depend on their male partners bringing in resources. When at the end of the day, basic needs like food or money for

<sup>7</sup> Dr Leane Ramsoomar-Hariparsaad, researcher at the SAMRC <https://mg.co.za/special-reports/2021-12-03-clear-link-between-alcohol-abuse-and-gender-based-violence-evidence-review-finds/>



medicine or school fees are not provided, stress levels and tensions within the household rise. Weak regulation on the sale and consumption of cheap and widely available sachets containing potent spirits make alcohol the ideal refuge to manage high stress levels.

**25% of respondents think these weak regulations are the main reason for the alcohol problem.** Although no clear statistics are available, follow-up interviews indicate that women respondents report the same results as men and are equally gripped by alcohol to relieve stress and anxiety.

As much as people try to find stress relief in alcohol it must be said that this refuge only exacerbates the problem as it increases instances of infidelity, unintended pregnancies, additional financial pressure and GBV. The negative cycle is complete when an unstable household produces children. These children grow up without receiving their basic needs in nutrition, education and safety. Early and unintended pregnancy locks couples into a dysfunctional relationship from where the cycle starts repeating itself. In our next report, Trac FM and partners will look into the theme of Teenage Pregnancy.



NAMUKOSE SUZAN  
(Namutumba)



*A poor person has no money and when he looks around, he can't buy salt and other necessities. That's why they say let me spend the money on alcohol & I go back home to sleep without buying anything. That's why people drink too much, especially us in Namutumba!*



NAALONGO BABIRYE  
(Kasangati Town Council)



*We drink because of a lot of issues and you need to rest your mind from such issues. Me, I drink a lot because of issues of looking after my children single handedly. My husband doesn't want to look after them. I look after them, that's why they are healthy but when I get issues I decide to drink alcohol.*



## 4.0 Respondent Profiles

Among all of the participants in the radio polls, over 500 respondents were randomly selected to understand our respondent base and for in-depth follow-up interviews. This time, we wanted to gain a better understanding of whether the radio broadcasts contributed to the

discussion of topics between people in the communities. Did the respondents discuss the topics of talk shows with other people? Has it provided them any insights? Did it help them and if so, how? The typical profiles of respondents to the Trac FM radio polls are below.

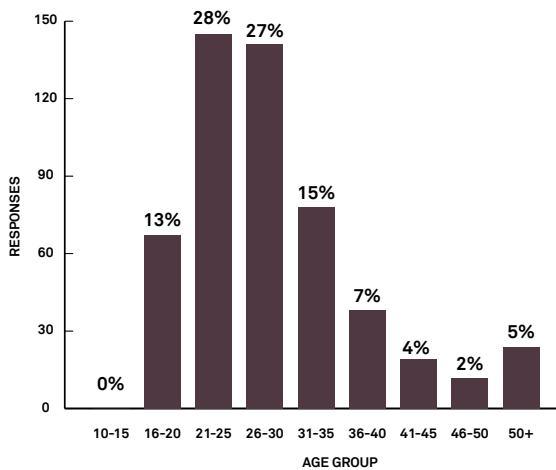
### GENDER

**25%** Female Respondents **75%** Male Respondents

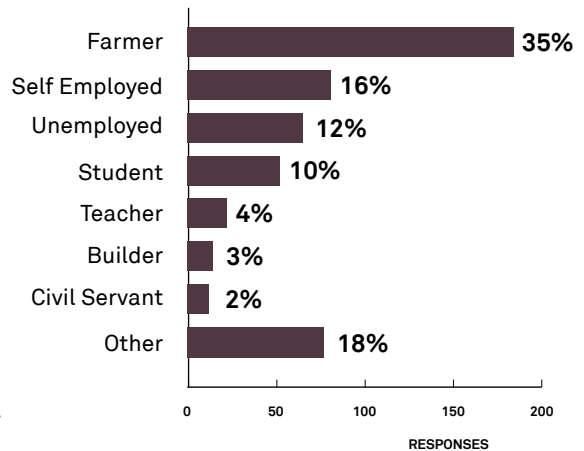
### RURAL/URBAN

**59%** Rural **41%** Urban

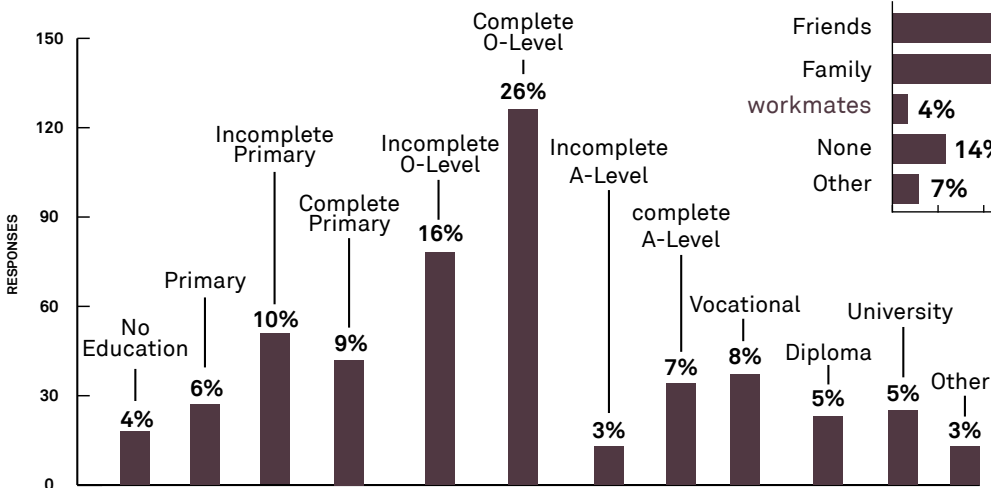
### AGE GROUP



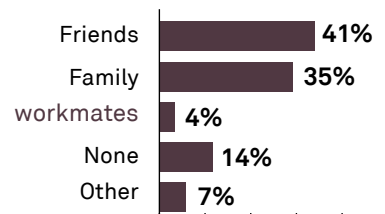
### OCCUPATION



### EDUCATION



### WHO DID YOU DISCUSS THE POLL RESULTS WITH?





## 5.0 CSO Partners

The Serious Citizens campaign is a program by Trac FM in collaboration with two CSO partners. Reach a Hand Uganda (RAHU) and Uganda Women's Network (UWONET).

Through trainings on data-driven advocacy and behaviour change communication, Trac FM shares its vision for

demand driven democratic values where constant feedback loops of citizen views builds a more accountable and transparent society.

Partners are involved in creating content, developing advocacy strategies, and providing talkshow guests.



**Reach A Hand  
Uganda (RAHU)**

Reach A Hand Uganda (RAHU) is a non-profit youth centered organization focused on youth empowerment programs with an emphasis on Sexual Reproductive Health and Rights (SRHR), HIV/AIDS awareness and prevention.

RAHU focus on changing social norms and values that limit access to SRHR services and information through designing effective communication strategies and campaigns to create awareness and mitigate sexual health risks among the young people today.



**Uganda Women's  
Network (UWONET)**

Uganda Women's Network (UWONET) is an advocacy organization that exists to coordinate collective action among women's rights and gender equality stakeholders for the attainment of gender equality and equity in Uganda. It is an umbrella organization of national women's NGOs and individuals operating in East Africa.

## 6.0 Data-driven Advocacy

The Serious Citizens campaign does not only engage citizens in public debate, it also advocates for the consideration of popular opinion by people in positions of power. For this, Trac FM and partners set up a data-driven advocacy campaign plan (ACP) where strategic dissemination of data

towards relevant changemakers is the main objective. The design of the ACP happened at the initial stages of development of the Serious Citizens campaign. Clear advocacy objectives and recipients were identified before the radio content was produced.

	Partners	Role
<b>Civil Society Organisations</b>	Reach A Hand Uganda (RAHU) - Main partner for Women's Economic Empowerment	Several RAHU programs linked to gender based violence formed the basis of the partnership. RAHU provided CSO representatives for all talk shows, co-developed poll questions, provided research and took lead in further dissemination and uptake of data in policy briefs.
	Uganda's Womens network (UWONET)	For this theme, UWONET provided input in the ACP development.
<b>Policy advocacy</b>	Ministry of Gender, Labour and Social Development & World Bank	Informed thematic content and shared research and future planned activities within the planned national program on national program on Generating Growth Opportunities and Productivity for Women Enterprises (GROW).
	Enabel	Informed thematic content and shared research and future planned activities within the planned bilateral program with a strong component of inclusive development and youth employment.
<b>Academic</b>	University of Amsterdam (UvA), University College London (UCL),	Provided feedback on poll formulation and additional research papers on one or more of the Serious Citizens thematic areas.
	International University of East Africa (IUEA), Mbarara University	Starting in 2023, qualitative research will be conducted with IUEA and UvA Master students collecting data at community level through field visits, in-depth interviews and listening groups.

Through involving CSO, academic and public partners from the onset of the campaign, collected data speaks to existing or planned programs related to thematic areas. Key recipients of the reports will be invited for data analysis sessions to identify findings for entry into policy briefs and papers.

Social media is an important outlet for the

dissemination of poll findings towards affiliated organizations and individuals. Trac FM designs clear infographics and social media messages to stand out from busy information streams. Through a concerted social media strategy with CSO partners, data is shared with relevant audiences on Twitter and LinkedIn.

## 7.0 About Trac FM

Trac FM transforms radio audiences from passive listeners to active participants. Through SMS polls and radio talk shows citizens of Uganda and other East African countries take part in inclusive and well-informed public debate on social development, public policy and governance. Through its network of partner stations, Trac FM reaches out to the most remote and excluded citizens through the use of basic mobile phones, free SMS and interactive FM radio talk shows, all broadcasted in local languages.

Trac collects real-time data through radio and SMS to identify cultural, socio-economic and political trends from a citizen perspective. Local language programming, respondent anonymity, long-standing partnerships with radio stations and the involvement and training of local radio journalists enables Trac FM to build a unique

relationship with an underrepresented, unheard and often overlooked segment of the population and discuss intimate and sensitive topics with them at a national scale. The collected feedback is analyzed, packaged and disseminated to assist policymakers and practitioners on the ground to integrate unmediated citizen opinions in the development of their policies and programs.

Trac FM International is an NGO registered in the Netherlands and Uganda with programs throughout East Africa. Would you like to efficiently and effectively interact with the local communities you serve?

**For interactive radio campaigns, Monitoring Evaluation and Learning partnerships and other questions, please contact us at [info@tracfm.org](mailto:info@tracfm.org).**





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Trac FM collects valuable data from citizens and enables organisations, researchers and government institutions to reach out to remote communities in a direct and cost effective way. Contact [info@tracfm.org](mailto:info@tracfm.org) for more information.