

CASE STUDY**GAIA ETAF
Humanitarian Communication****Situation**

Malawi has one of the highest HIV prevalence rates for countries in the world. Since 2008, the Global AIDS Interfaith Alliance (GAIA) and the The Elizabeth Taylor AIDS Foundation (ETAF) have partnered on bringing health care to over 1 million residents in the rural Mulanje and Phalombe districts.

**Problem**

Because of the stigma associated with AIDS, some residents avoid being tested, receiving care or learning prevention techniques freely offered at the GAIA/ETAF mobile health clinics. The GAIA/ETAF mobile health clinics have been relying on word of mouth and other means of announcing their medical visits and educational programs.

Solution

Genasys donated four LRAD 100X systems for use on the mobile health clinics in Malawi. The communication systems are being utilized to broadcast Anti-Siren® acoustic tones, greetings, clinic services and health education information to rural villagers in the Mulanje and Phalombe districts.

"Genasys' generous donation equips our mobile clinics with versatile public address systems to better reach the communities we serve in Malawi."

Joel Goldman, ETAF Managing Director



Genasys Protect

LRAD 100X

The world's leading portable acoustic hailing device (AHD), the LRAD 100X is 20 - 30 decibels louder than most bullhorns and portable P.A. systems to provide up to 750 meters of clear voice communication. Live or recorded broadcasts from the portable LRAD 100X are heard and understood over wind, engine and other background noise in any type of terrain or environment.

Unlike bullhorns and portable P.A. systems that disperse sound in all directions, LRAD's proprietary audio technology focuses sound in a 30° beam while substantially reducing sound levels behind the devices and in surrounding areas.

Optimized to the primary human hearing range of 1 - 5 kHz, LRAD's advanced driver and waveguide technology ensures every broadcast is clearly heard and understood. By maintaining a smooth frequency response with an intensity variation of less than 5dB, LRAD prevents audio fading, producing clear, unambiguous communication across all broadcast frequencies.

LRAD is unique in its ability to broadcast either live or recorded voice messages in any language with exceptional vocal clarity in any type of environment.



"Our sonic placemaking firm, Public Decibel®, developed Anti-Siren acoustic tones for ETAF to help break down the social stigmas of receiving care. More village residents are now coming for medical treatment after reportedly hearing the LRAD broadcasts from over 1 km away."

Jake Harper, Public Decibel Creative Director

Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 100 Million people in more than 100 countries worldwide, including more than 500 cities, counties and states in the U.S., as well as more than half of all California counties.

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