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Notes

The document contains: Summaries of some of the work done by UNICEF with PSC assistance in several regions; some PSC prototype materials (examples from the following countries: Afghanistan, Egypt, India, Kenya, Sri Lanka, Tanzania and Zambia).

Print Name of Person Submit Image

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SAROJA DOUGLAS

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UNITED NATIONS CHILDREN'S FUND
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EXPRO

EXPRO-240/Add. 1

13 June 1975

TO: Field Offices

FROM: Charles A. Egger

SUBJECT: Communications Support to Project Implementation

For your information, attached are summaries of some of the work done with PSC assistance in several regions.

SOME PSC PROTOTYPE MATERIALS

Prototype material has been produced by PSC officers in several Regions with the object of providing training or motivational aids, or a combination of both. There have also been a variety of seminars, workshops and training courses aimed at sensitizing various groups, such as field workers and extension agents, to the value of communications as a development tool and an outline of the various techniques which can be used.

Examples of the prototype material are given here as some guide to the nature of the communication or training aid :

1. Afghanistan

A film in Farsi, "Ketab Kofi Nest" ("A Book Alone Is Not Enough") was produced for primary school teachers, also education administrators, inspectors and provincial authorities. Its aim is to explain that in order to introduce specific "modern" teaching techniques, the teachers themselves must be mentally and emotionally prepared for innovation or change, and especially must be imbued with the confidence needed for a radical departure from a long-established system. The 16mm colour film was designed as part of an integrated media package, which also contained back-up filmstrips and slide sets, black and white photographs and teaching notes. It was later supplemented by a second 16mm colour film under the title "Atfaal Chegooneh Mee aa Moozand" ("How Do Children Learn?").

2. Egypt

Tapes prepared for playing in Egyptian MCH clinics contain a mixture of entertainment and instructional messages on health, hygiene and child-care addresses to the mothers, who, through over-crowding, have to spend several hours waiting for their turn. According to preliminary results of this tape experiment undertaken by UNICEF, the chief value of the tapes seems to lie in the discussions which they provoke among the mothers afterwards and underlines the need to have a well-informed staff member present to lead the discussion, in order to make the maximum use of the information that is disseminated.

3. India

An ingenious low-cost kit has been designed by which village extension workers with a minimum of education and skill can produce their own black and white film strips for use in "block" development projects - a simple but effective communication tool involving local people. At the other end of the scale in India has been the work to develop special TV modules for children with a view to their possible use in the ambitious project to relay educational programmes from an Earth satellite to rural schools.

4. India

In an effort to allay the fears of Indian medical students about the obligatory two years work they must do in rural areas, a film "To Be a Doctor" was produced in 16mm and "blown up" to 35mm for showing in cinemas. The film shows a discussion among medical students, intercut with a fictional story of a young doctor who goes to a desolate rural post, finds it initially even worse than he expected, but adjusts to making the best of things and ultimately finds satisfaction in the work he is doing. It was filmed in Maharashtra.

5. Kenya

An integrated communications package has been prepared for field extension workers from various Government departments explaining first the need for co-ordinated efforts in trying to reach rural people and secondly how best to use communication aids in these efforts. One film in Kiswahili entitled "Kushirikiana" ("Work Together") demonstrates the usefulness of a co-ordinated approach, and this is supported with another, "Reaching Rural Families" (English), a relevant slide set, black and white photographs, and a communications handbook. The integrated package was prepared in close collaboration with the Programme for Better Family Unit (PBFU), FAO, as well as the Kenya Government.

6. Sri Lanka

An arrangement has been reached between UNICEF and the radio network in Sri Lanka under which a radio serial of the "soap opera" type will include family planning motivational material from time to time. This is the first occasion on which radio is to be used effectively in support of a UNICEF-aided programme and the experience should be carefully observed with a view to its application in other developing countries.

7. Tanzania

Malnutrition is a serious problem in this East African nation, although in many regions the food can easily be provided to ensure a balanced diet, once parents have been aware of this need. An integrated communications package was prepared around a 16mm colour film in Kiswahili entitled "Mama Chakula Bora" ("Mother of Good Food"), featuring two infants from the same area of Tanzania, one healthy and the other sickly and malnourished. The film follows the development of the two babies and shows how the mother of the malnourished child learns the importance of maintaining a balanced diet through attendance at nutrition lectures given by the local nutrition worker. Supporting material included a song especially written for the film by a popular local singer, Mbarak Mwinshehe, which was also issued as a commercial recording and immediately reached the top of the local charts. This sings the praises of the nutrition workers of Tanzania and stresses the importance of a balanced diet. A pamphlet, slide set, teaching notes and black and white pictures were also prepared. The

main target audience was the trainee nutrition workers of Tanzania, with a secondary purpose other field extension workers involved in rural development in Tanzania and other parts of East Africa.

8. Tanzania

One of the keystones of the Government policy in Tanzania is Education for Self-reliance, which involves a drastic revision of the curriculum and attitudes to education. The Government, with aid from UNICEF, has introduced an extensive re-training programme for primary school teachers, including those who will work in the "ujamaa" village system. In collaboration with the Ministry of Information's Audio-visual Institute, UNICEF produced a 16mm colour film designed for use in the 12 Teacher Training Centres of Tanzania, with secondary target groups being education administration officials and secondary school pupils. The package also includes colour slides, teaching notes and black and white photographs.

9. Zambia

UNICEF is involved in an extensive programme for improving and up-grading the squatter settlements around cities such as Lusaka, the Zambian capital. This served as an opportunity for UNICEF to organise a special communications workshop in Lusaka, attended by communicators from a number of East and Central African countries, at which various proposals were submitted for a communications campaign to support the squatter up-grading programme in Lusaka.
