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"Preface to the complete set of workshop papers" by Greg Lanning, and "A Short Report on the Workshop", relating to the UNICEF Workshop on Communication for Social Development, held at the University of Zambia, Lusaka, 29 April to 10 May 1974

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Notes

Preface to the complete set of workshop papers by Greg Lanning, compiler, and Assistant Information Officer, UNICEF, Nairobi. The preface is followed by a breakdown of the organization of the workshop. A short report on the workshop, including: agenda, list of participants and observers, list of papers distributed at the workshop, list of slide sets and films shown during the workshop.

Print Name of Person Submit Image

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Number of images without cover

SAROJA DOUGLAS

Saroja Douglas

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THE COMPLETE PAPERS OF AN INTERNATIONAL PSC WORKSHOP

"COMMUNICATION FOR SOCIAL DEVELOPMENT"

A UNICEF Workshop held at the
University of Zambia, Lusaka,
29th April - 10th May, 1974

PREFACE TO THE COMPLETE SET OF WORKSHOP PAPERS

The aim of this compilation of workshop papers is to serve as a complete record of the Lusaka PSC Workshop. The emphasis throughout the workshop was on involving the participants, not just in the discussions, but also in determining the shape of the workshop. We constantly changed the order of events to fit the demands and needs of the participants. It was thus a very fluid workshop and a presentation of the complete papers in the chronological order they were given would not necessarily be a very logical order for non-participants. Therefore, the papers have been re-organised under five general headings: a short report on the workshop; general considerations in Project Support Communications; media in PSC campaigns; examples of PSC campaigns; and workshop exercises. This, we hope, makes easier reading for non-participants.

While we felt that the compilation of a complete set of workshop materials was a useful exercise, we recognised that the complete papers were too bulky to be used as much more than a reference volume. Nevertheless, we also felt that this collection of a wide range of materials was potentially very useful if we could reduce it to a more manageable form. We propose, therefore, to edit the papers prepared for the workshop into a PSC Handbook for use by UNICEF programme officers and government officials in this Region (and possibly elsewhere in Africa). The Handbook is designed to complement both the PSC pamphlet "What is PSC?" and "A Catalogue of PSC Materials Produced by UNICEF in Eastern Africa", both of which should be ready in early July.

Greg Lanning
Compiler

June, 1974

CONTENTS OF THE COMPLETE PAPERS

PART ONE: Short Report on the Workshop

- (a) Introduction to Workshop
- (b) Programme of Workshop
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PART TWO: General Considerations in Project Support Communications

- (a) PSC Pamphlet "What is PSC?"
- (b) PSC Paper No. 5: "Communication for Development"
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- (d) PSC Paper No. 22: "The Communication Process: the Role played by the Audience"
- (e) PSC Paper No. 15: "Communications - Pain or Pleasure?"
- (f) Planning PSC Campaigns: Workshop discussion

PART THREE: Media in PSC Campaigns

- (a) PSC Paper No. 24: "Nutrition Education and the Mass Media"
- (b) PSC Paper No. 17: "Selecting Media for PSC Campaigns"
- (c) PSC Paper No. 25: "Radio in Project Support Communication"
- (d) Workshop discussion: Radio in Project Support Communication
- (e) PSC Paper No. 16: "Theatre and Development"
- (f) Workshop discussion: Theatre and Development
- (g) PSC Paper No. 18: "Film and Development"
- (h) PSC Paper No. 14: "The Cost of Film-making in Eastern Africa"
- (i) PSC Paper No. 21: "The PSC Filmstrip Kit"
- (j) PSC Slide Set No. 1: "Visual Perception in Rural Eastern Africa"
- (k) PSC Paper No. 19: "Music and Song in PSC Campaigns"

PART FOUR: Examples of PSC Campaigns

- (a) Information Aspects of a Development Project (DSCS Bangkok)
- (b) Workshop discussion: the example of a Dam
- (c) PSC Paper No. 23: "The Machakos Project (Kenya)"
- (d) PSC Paper No. 10: "A Simulated Rural PSC Campaign"
- (e) PSC Paper No. 11: "A PSC Campaign for an Applied Nutrition Programme in Lesotho"
- (f) PSC Paper No. 9: "UNICEF PSC Work in Eastern Africa 1971 - 1973"
- (g) PSC Paper No. 12: "The Lusaka Urban Upgrading Project"
- (h) Other examples: Zambia, Ethiopia, Botswana and India

PART FIVE: Workshop Exercises

- (a) "Distortion" - a play written by Mr. Kabwe Kasoma
- (b) Filmstrips produced by workshop participants
- (c) Workshop exercise: The Lusaka Urban Upgrading Project
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- (e) Participants' own experiences and PSC programmes prepared at the workshop
- (f) Participants' comments on the workshop

PSC Paper No. 13

REPORT ON AN INTERNATIONAL WORKSHOP ON
"COMMUNICATION FOR SOCIAL DEVELOPMENT"

Held at the University of Zambia, Lusaka
29th April - 10th May, 1974.

INTRODUCTION: THE LUSAKA PSC WORKSHOP

"Communication in Social Development" is a fairly loose title for a workshop. We meant it to be. Our aim was to get people fairly high up in government service together for a couple of weeks to discuss the communications problems they faced in planning and implementing social development programmes.

The workshop was designed for participants from Botswana, Lesotho, Swaziland and Zambia. We also invited one participant each from Kenya and Tanzania. The participants were an interesting mix. We had a handful of professional communications people; a strong representation of administrators; and a very vocal group of community development specialists, the latter closely associated with the Lusaka squatter settlement upgrading project. Discussions were lively and animated. There was a very genuine pooling of views and experience.

The first week was devoted to ideas, introduced by a few papers prepared in advance along with sound tapes, slides and films. Nobody read a paper. A paper would simply be circulated for background information on the topic under consideration, briefly introduced by the author. Usually an enthusiastic and freewheeling discussion ensued. Three topics seem to have really taken off: communication as a two-way process, the role of entertainment in communication, and the need for good communications at the very earliest stage of project development.

The second week of the workshop was devoted to practical exercises. Over the week-end, the participants visited some of the squatter settlements the government of Zambia is planning to upgrade with assistance from the World Bank, UNICEF and the American Friends Service Committee.

On Monday, the City Engineer of Lusaka explained the project to the participants. Some of the participants then worked out their own project support communications proposals for the scheme, while others developed PSC proposals for development projects in different fields.

Highlights of the workshop included the presentation of Kabwe Kasoma's satirical play, "Distortion", about a breakdown in project communications, which was given at the formal opening of the workshop and which was repeated by public demand the next week, and the demonstration of the village-level film-strip making kit which has been developed by UNICEF's India PSC office. Everybody took a hand in the making of a film strip. All agreed that if production difficulties can be ironed out, the kit should find very wide use in Africa, both to localize messages and to facilitate a two-way flow of messages.

No one questioned the importance of communications in social development. Indeed, many participants had their own horror stories to tell of projects aborted or still-born because of failure of communications. At the same time, it was soon evident that existing models of communication, based as most of them are on advertising campaigns in developed countries, are not particularly helpful in an African context, development not being a commodity that can be sold like different brands of toothpaste or chewing gum.

For this reason we feel that some of the practical suggestions presented and discussed at the Lusaka workshop are worth presenting in printed form, and we hope in the near future to edit the papers in this collection into a handbook.

An International Workshop on
"Communication for Social Development"

THE PROGRAMME

The Workshop ran from Monday, April 29th to Friday, May 10th, 1974

Before the Workshop

Two papers were distributed to workshop participants: "What is PSC?" and the outline programme for the workshop.

Monday, April 29th

- 0900 Opening session attended by workshop participants and about eighty invited guests from the Government of Zambia, the Lusaka City Council, the University of Zambia and the Central Committee of the United National Independence Party of Zambia (UNIP).
- 0915 Opening address by the Vice Chancellor of the University of Zambia, Professor Lameck H. Goma:
"Communications and Development: the Realities"
- 0930 After a brief reply the Director of the Workshop, Mr. Kabwe Kasoma, Dean of Students at the University, presented his comments on the themes of the workshop in the form of a specially written 35 minute play called "Distortion"
- 1100 The workshop participants discussed the play.
- 1400 The afternoon was taken up with administrative matters and the arrival of participants from Botswana.

Note: Coffee was served at 1030 hours each day
Lunch was at 1200 hours each day
Tea was served at 1515 hours each day

Tuesday, April 30th

- 0900 Participants introduced themselves, described their work, and mentioned some of the communication problems they encountered in their work. Discussion.
- 1300 Discussion continued.
- 1400 John Balcomb presented his paper "Communication is a Two-Way Process". (PSC Paper No. 20)
- 1600 Ken Nelson presented the PSC Filmstrip Kit developed in India by Robert Tyabji and the PSC staff in Delhi. Technical notes on the Filmstrip and the report of two field tests were distributed.
- 1700 Mr. Joseph Mahiga introduced the Tanzanian film "Juma Abdullah Mkulime na Mwanafunzi" (Education by correspondence course).

Wednesday, May 1st

- 0900 Games on received notions and the difficulty of change led by Dr. Shawki Barghouti (FAO-PBFL, Kenya).
- 1300 Participants (divided into four groups) planned the filmstrips they would make during the workshop.
- 1400 "Radio and Development". A discussion led by John Balcomb. Two papers were distributed: an interview with the creator of the famous English radio serial "The Archers", and a proposal for a radio serial in Sri Lanka with a population education message.
- 1545 "Perception in Rural Areas of Eastern Africa" - a slide set prepared and introduced by Phil Vincent.
- 1630 "Film and Development" - a discussion led by Greg Lanning. Two papers were distributed: "Film and Development" (PSC Paper No. 18), and "The Cost of Film-Making in Eastern and Southern Africa" (PSC Paper No. 14).
- 1715 Ken Nelson introduced some PSC films from India. An article by John Balcomb "UNICEF and the Communications Challenge: What's Happening in India" (UNICEF News April 1973). The films shown were: "Na" and "To be a Doctor".

Thursday, May 2nd

- 0900 "The Audience in the Communication Process" - a discussion led by Dr. Shawki Barghouti. His paper on this subject (PSC Paper No. 22) was distributed.
- 1100 Ken Nelson demonstrated the PSC Filmstrip Kit again by making a filmstrip on "How to Use the PSC Filmstrip Kit".
- 1300 Dr. Shawki Barghouti described the Machakos project in Kenya and led a discussion on encouraging extension workers to produce their own communication and education materials.
- 1530 Steve Mulenga, Harrington Jere, Ivy Selitoane and Kabwe Kasoma introduced and played parts of the tape recordings they had made in a squatter compound in Lusaka, as part of an experiment to create an upward flow of information from the squatters to the planners and administrators in City Hall.
- 1630 Participants helped Ken Nelson to finish and project the filmstrip begun earlier in the day.

Friday, May 3rd

- 0900 Visit to the Public Relations Unit of the National Nutrition Commission in Lusaka followed by a discussion with the Director, Mrs. Annette Jere, on the Zambian nutrition campaign. One group took the photographs for a filmstrip on the visit to the Nutrition Campaign Commission.
- 1100 Kabwe Kasoma led a discussion on his paper "Theatre and Development" (PSC Paper No. 16). John Balcomb's paper "Communication - Pain or Pleasure?" (PSC Paper No. 15) was distributed for reading over the weekend.
- 1300 "What is a PSC Campaign?" Discussion introduced by Greg Lanning. Mrs. Annette Jere described in more detail the Zambian nutrition campaign. Mr. Litsebe Mokhachane described the Applied Nutrition Campaign in Lesotho (described in PSC Paper No. 11).
- 1600 Participants were introduced to the Lusaka upgrading project by showing the EARD/PSC slide set "The Squatter Community in Lusaka".
- 1700 Film: "Promise of the Cities" (Colombia).

Saturday, May 4th

0900 Split into several groups, participants toured the squatter areas of Lusaka in the company of local Community Development workers.

One group later began to make a filmstrip about George Squatter Compound.

1300 Afternoon free.

Sunday, May 5th - Free

Monday, May 6th

0900 The City Engineer of Lusaka City Council explained the background to, and the details of, the forthcoming urban upgrading project for the squatter areas of Lusaka (at the Civic Centre, Lusaka).

1100 Discussion of the project, the City Engineer's presentation of the project, and of participants' understanding of the concept of 'upgrading'.

1300 Participants divided into groups to identify the potential communication trouble spots in the project and to prepare their own suggestions to meet the problems foreseen. Participants continued working on the problems in the evening.

Tuesday, May 7th

- 0900 Participants present their proposals for Lusaka urban upgrading project.
- 1100 John Balcomb and Greg Lanning introduce and discuss with participants the proposal the EARO PSC unit made in November 1973 on the Lusaka urban upgrading project.
- 1300 Greg Lanning led a discussion on "Selecting Media for PSC Campaigns" and distributed a paper of the same title (PSC Paper No. 17).
Thabo Katametsi introduced and described the radio campaign to explain the second national development plan to the people of Botswana, and distributed the study plan for listening groups.
The catalogue "Visual Aids for Child Care and Nutrition Education" produced by the Ethiopian Nutrition Institute was also distributed.
- 1700 Film: "To Build a Healthy Nation" (Lesotho) was introduced and shown by Mr. Litsebe Mokhachane. "Mama Chakula Bora" (Tanzania) was also shown.

Wednesday, May 8th

- 0900 Participants divided into country groups to prepare PSC programmes which will serve them when they return to their respective countries.
- 2000 One group of participants photographed a repeat performance of the play "Distortion" for a filmstrip on "Democratic Decision-Making".

Thursday, May 9th

- 0900 Participants' PSC programmes collected for stencilling and printing.
- 0915 John Balcomb led off a discussion on the importance of entertainment in PSC. A selection of lively songs from U.S.A., Tanzania and Mauritius was played. Greg Lanning led a discussion on "The role of Music and Song in PSC" (PSC Paper No. 19). Distribution of PSC Paper No. 5: "Communications for Development", PSC Paper No. 9: "UNCEF PSC Work in Eastern Africa", and PSC Newsletter No. 1.
The film "Jenny is a Good Thing" was shown.
- 1100 Phil Vincent introduced and led a discussion on the possible role of video in PSC.

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Thursday, May 9th (continued)

- 1145 Dud and Pete (Greg and Phil in disguise) gave their misunderstanding of the Lusaka Urban upgrading project.
- 1300 Participants presented their own PSC programmes.
- 1700 Films shown: "Shule ya Kijamaa" (Tanzania), "Teachers for To-morrow" (Botswana), and "Uganda's Do-it-Yourself Teachers".

Friday, May 10th

- 0900 The Lusaka group showed their filmstrip "George Compound".
- 0930 Presentation of participants' PSC programmes continued.
- 1100 Final round-up discussion introduced by John Balcomb.
- 1200 Workshop officially closed.
- 1300 Remaining PSC filmstrips completed.
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Communications for Social Development
List of Workshop Participants and Observers

<u>Name</u>	<u>Dag Hammerskjold Hall</u> <u>Room No.</u>	<u>Country</u>
 <u>WORKSHOP DIRECTOR</u>		
Mr. Kabwe Kasoma		UNZA P.O. Box 2379 Lusaka <u>Zambia</u>
 <u>RESOURCE PERSONNEL</u>		
Mr. John Balcomb	22) UNICEF
Mr. Greg Lanning	12) P.O. Box 44145
Mr. Phil Vincent	23) Nairobi
Mr. Ken Nelson	20) <u>Kenya</u>
Mr. Shawki Barghouti	21) FAO P.O. Box 30470 Nairobi <u>Kenya</u>
 <u>PARTICIPANTS</u>		
Mr. Massa Diabate	19) UNICEF B.P. 4443 Abidjan <u>Ivory Coast</u>
Mr. Lepetu Setshwaelo	31)
Mr. Thabo Katametsi	4)
Mr. Jim Honold	28) Botswana
Mr. Sam Pule	5)
Mr. Herbert Mokhachane	17) Lesotho
Mr. Justus Siboe	6) Kenya
Mr. Joseph Mahiga	13) Tanzania
Mr. Nat Kunene	18) Swaziland
Mr. Richard Mdladla	14)
Mr. William Selemani	3) Zambia
Miss Ruth Mundende)
Mr. Steven Mulenga)
Mr. Harrington Jere) Zambia
Miss Ivy Setiloane)
Mr. Isaac Mwendapole)
Miss Monde Liwena)
Mr. Rugare A.N. Gumbo) Zimbabwe
Miss Kathleen Fallon) USA
 <u>OBSERVERS</u>		
Mr. Godwin Sifafula) (Z.I.S.)
Mr. Bernard Mukuwa) Zambia
Mr. Srini Vasam)
Mr. Jack Hjelt) Zambia
Mr. Ian McKenzie) Zambia
Mrs. Annette Jere) Zambia
Mr. Ron MacDonald) Zambia

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Papers Distributed at Workshop

1. What is Project Support Communication?
2. A Programme for PSC Workshop
3. DISTORTION - a play by Kabwe Kasoma
4. PSC Paper No. 20: "Communication is a Two-Way Thing"
5. Notes on the PSC Prototype Filmstrip making kit
6. A field test of the PSC Filmstrip Kit
7. Radio: "The Archers" - A pioneer of rural radio
8. Radio: A proposal for radio series in Sri Lanka
9. Visual Perception in East Africa
10. PSC Paper No. 18: "Film and Development"
11. PSC Paper No. 14: "The Cost of 16 mm Film-making in Eastern and Southern Africa"
12. UNICEF News with article "UNICEF and the Communications Challenge: What's Happening in India" April, 1973.
13. PSC Paper No. 22: "The Communication Process: the Role Played by the Audience"
14. PSC Paper No. 23: "Integrated Rural Extension Services in the Machakos District of Kenya"
15. Tape cassettes - An experiment in two-way communication transcripts of three interviews
16. A newspaper article produced from tape interviews
17. PSC Paper No. 16: "Theatre and Development"
18. Information aspects of a development project: DSCS Bangkok
19. PSC Paper No. 11: "Outline of a Proposed Applied Nutrition Campaign in Lesotho"
20. List of workshop participants and observers
21. PSC Paper No. 12: "Lusaka Upgrading Project"
22. Botswana: N.D.P. Study Guide
23. PSC Paper No. 17: "Selecting Media"
24. PSC Paper No. 24: "Nutrition Education and Mass Media in Developing Countries"
25. Balcomb's Patent Media Selector
26. Visual Aids for Child Care and Nutrition Education
27. PSC Paper No. 19: "Music and Song in Project Support Communication Campaigns"
28. Filmstrip Planning Storyboard Form

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Papers Distributed at Workshop (continued)

29. Turning the Corner: UNICEF in Africa
30. Project Support Communication: Newsletter
31. PSC Paper No. 9: UNICEF's PSC Work
32. PSC Paper No. 5: Communications for Development
33. PSC Paper No. 10: A simulated project support communication campaign
34. TV in Thika, Kenya - reprint from Newsweek

Slide Sets and Films Shown and Equipment Demonstrated at the Workshop

1. Slide Sets:
 - Bangkok: Klong Toey Slum
 - Lusaka Squatter Compounds
 - Alternatives to Public Housing
 - Urbanisation in Africa
 - Perception in Eastern Africa

2. Film-strips:
 - How to make a filmstrip
 - A visit to George Compound
 - A visit to Nutrition Centre

3. Films:
 - Africa: *Mama Chakula Bora (Tanzania)
 - *Shule ya Kijamaa (Tanzania)
 - *Teachers for To-morrow (Botswana)
 - *To Build a Healthy Nation (Lesotho)
 - Uganda's Do it Yourself Teachers
 - Juma Abdullah Mkulime na Mwanafunzi (Tanzania)

 - India: To be a Doctor
 - The letter "Na"

 - The Americas: Jenny is a Good Thing (U.S.A.)
 - Promise of the Cities (Colombia)

4. Songs:
 - *Mama Chakula Bora
 - *Zambian Child-feeding song
 - *Zambian Clinic song
 - *Mauritian Family Planning song
 - *Kenya Nutrition songs

5. Equipment Demonstrated:
 - PSC Filmstrip Kit
 - Cabin Overhead Projector
 - Cabin AV-2000 Slide Projector
 - Jonan Synchrocorder linked with Carousel

*English and original language versions of scripts/words available from UNICEF EARO, Nairobi.