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Outline of a Proposed Applied Nutrition Campaign  
in Lesotho

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Prepared for the Agricultural Information Service,  
Ministry of Agriculture, Maseru, Lesotho, by the  
UNICEF Project Support Unit in Africa

October, 1973

## INTRODUCTION

In October, 1973, a PSC team from the UNICEF Eastern Africa Regional Office visited Lesotho to show the film "To Build a Healthy Nation" to the government; to incorporate necessary revisions in the film; to seek government approval for the narration; and finally to translate and record the Sesotho language narration.

In the course of this visit, the Director of the Agricultural Information Service and the PSC team discussed the use of the film in the on-going applied nutrition campaign. After extensive discussions, the PSC team agreed to prepare a draft outline for such a campaign using the film when it became available in early 1974. This paper is the result of those discussions.

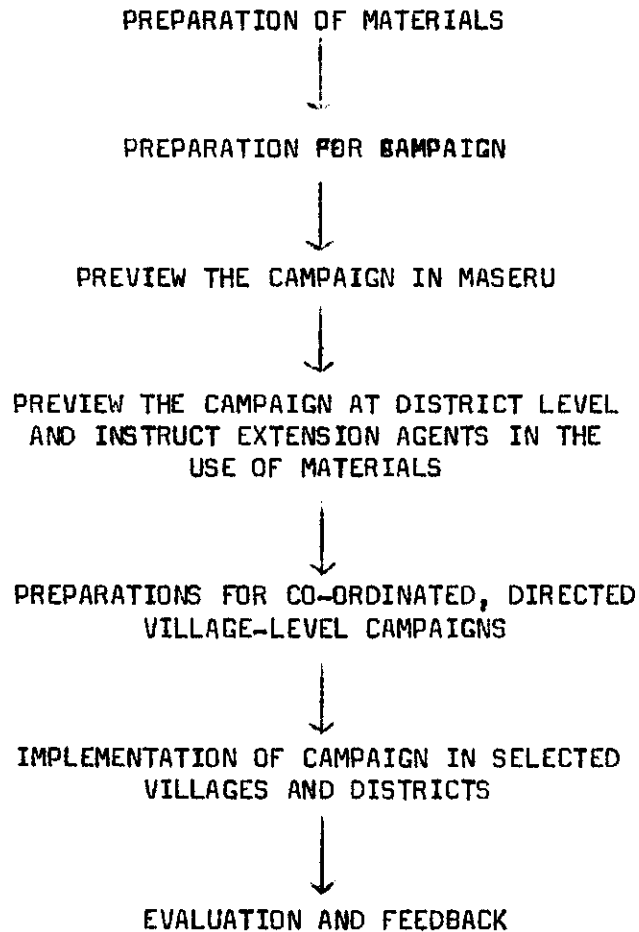
The aim of the applied nutrition campaign is to use the showing of the film "To Build a Healthy Nation" as the focal point in a renewed campaign to promote the increased production of nutritious foods, and the preparation of these foods for children.

One final point, this paper is designed to give an outline of how the film might be used in an applied nutrition campaign. It is not meant to suggest that this is the only way the campaign can be run, although it gives, we suggest, a useful framework for detailed planning of the campaign. Any dates mentioned in the paper are there for demonstration purposes only to indicate minimum time-spans for each stage.

Further reading: "Outlook on a National Nutrition Campaign" by Andreas Fugelsang, published by the Public Relations Unit of the National Food & Nutrition Commission, P.O. Box 2669, Lusaka, Zambia.

IT IS MOST IMPORTANT THAT THE CAMPAIGN BE  
CO-ORDINATED WITH THE PROGRAMMES OF THE  
EXTENSION SERVICES, SO THAT THE EXPECTATIONS  
OF THE VILLAGERS DO NOT RUN AHEAD OF THE  
CAPABILITY OF THE GOVERNMENT TO MEET THE  
VILLAGERS' DEMANDS.

STAGES IN PROPOSED CAMPAIGN



1. THE PREPARATION OF MATERIALS

1. FILM

"Ikaheleng sechaba se Matlafetseng" (To Build a Healthy Nation).  
16 mm. colour, 14 minutes. Six prints of the film are to be delivered by UNICEF.

Delivery February 1974

2. PAMPHLET

This should recapitulate the main points of the film, and incorporate additional detailed information which cannot be in the film. The pamphlet should be written in such a way that each section on a part of the applied nutrition campaign (e.g. fish production) should be capable also of being issued as a single leaflet. Each of these sections should be written by the ministry department concerned.

To be ready February 1974

3. PHOTOGRAPHS

Sets of black and white photos covering the main features of the applied nutrition campaign programme to be supplied to training centres and district offices. Selection to be made by the Agricultural Information Service from negatives provided by UNICEF, who will also provide the prints.

To be ready February 1974

4. POSTERS

The aim of the posters is to create a general awareness of the applied nutrition campaign; to highlight the main points in the campaign (and the film); to illustrate key factors in the production of vegetables, eggs, chickens and fish; and to illustrate the best ways of preparing food for children.

To be ready February 1974

5. SONG

The campaign should have a theme song, with a nutritional message which can be played on the daily Agricultural Information programme on Radio Lesotho.

To be prepared as soon as possible

TIMINGS - SEE CHECKLIST ON PAGE 7

## 2. PREPARATION FOR CAMPAIGN

- (a) Check all projectors in Agricultural Information Service, mobile vans, and nutrition and Agricultural Training Centres, are in working order.
- (b) Send for servicing if necessary.

## 3. PREVIEW AT MASERU

The film, the posters and the pamphlet to be shown in Maseru to the Ministers, Permanent Secretaries, and senior civil servants concerned and involved in community development and in the applied nutrition programme. Representatives from the Ministry of Information and the Prime Minister's office should also be invited.

Possible date: First week in March.

## 4. DISTRICT LEVEL PREVIEWS AND DISTRIBUTION OF MATERIAL

Co-ordinated by the Agricultural Information Service, the materials are distributed to extension officers at District Headquarters.

The film is shown to district and extension officers, so that they are prepared for the enquiries of villagers which the film encourages.

Agricultural Information consult with extension and district officers on arrangements for the campaign in their district, the placing of posters, the schedule of film shows with the mobile film van and the back-up meetings, etc.

Possible date: March 1974

## 5. PREPARATIONS FOR CO-ORDINATED, DIRECTED, VILLAGE-LEVEL CAMPAIGNS

- (a) The districts in which the campaign is to be launched, are selected.
- (b) Final discussions with local officials and extension agents on the campaign. Check that materials are available in the district.
- (c) Meetings and filmshows are advertised with posters and announcements on Agricultural Information Service's daily radio show on Radio Lesotho.

Possible date: End March/early April

6. IMPLEMENTATION OF CAMPAIGN IN SELECTED  
VILLAGES AND DISTRICTS

The nutrition team holds its meetings, showing the films (several times if necessary), explaining the need for good foods to the villagers and answering questions from the villagers. Where possible, it would help if the extension agents were also present, or if it could be combined with a nutrition-agriculture demonstration. Posters and pamphlets recapitulating the main points of the campaign should be distributed at these meetings.

Approximate date: April 1974

7. EVALUATION AND FEEDBACK

Another important feature in the campaign should be the evaluation of the results of the campaign and the use of this information in future campaigns to avoid making the same mistakes again. In this assessment a distinction should be made between the effectiveness of the campaign and the effectiveness of the follow-up work by the extension agents. To increase food production and build a healthy nation, both elements of the programme need to be successful.

Greg Lanning  
Phil Vincent  
Assistant PSC Officers

Maseru, Nairobi  
October 1973

APPENDIX 1: CHECKLIST

TIMINGS FOR PREPARATION OF MATERIALS AND MASERU SHOWING OF FILM

A. PREPARATION OF MATERIALS

1. October, 1973:

- (a) Check 16 mm. projectors and send for servicing.
- (b) Begin making posters for campaign.
- (c) Each section of ministry to prepare their section of pamphlet.
- (d) Arrange the recording and composition of theme song for campaign.

2. November, 1973:

- (a) By the end of November half of the posters should be completed.
- (b) By the end of the month the pamphlet should be written.
- (c) By the end of the month all the projectors should have been checked.

UNICEF, by the end of November, will have

- (d) sent the film to New York for printing.
- (e) sent the script in Sesotho and in English to Maseru.
- (f) sent the black and white photos for inclusion in pamphlet, and
- (g) sent a set of campaign proposals to Maseru.

3. December, 1973:

- (a) By the end of the month all posters should be finished.
- (b) By the end of the month the pamphlet should be printed.
- (c) By the end of the month the projectors should be back from servicing.
- (d) Theme song should be recorded.

4. January, 1974:

Film should arrive back from New York, but in case it doesn't, the preview should be arranged for later.

B. PREVIEW IN MASERU

5. February, 1974:

- (a) Arrival of film from New York.
  - (b) Arrangement of series of previews for relevant Ministers, Permanent Secretaries, government staff in Maseru. Ministry of Information, Prime Minister's office.
  - (c) Arrangement of display of campaign back-up material, posters, pamphlets, etc., radio announcements, press releases.
- 3rd week
- 4th week



6. March, 1974:

- (a) Premiere of film in Maseru, at one major show and several subsidiaries.
- (b) Preparations for district campaigns.

Sequence of events for district and village-level campaign

- Month 1
  - (a) Select district where campaign is to be launched.
  - (b) Preview film to local chiefs, district officers, agricultural extension agents, nutrition workers, poultry assistants, etc. at district headquarters. Explain the purpose of the film and the campaign.
  - (c) Discuss campaign with these officials and community leaders, in which villages and where the filmshows should be held; where the posters should be displayed.
  - (d) Arrange for nutrition workers and extension agents to be present at film show.
  - (e) Distribute posters around district.
- Month 2
  - (f) Advertise meetings and filmshows by word of mouth, by poster and by announcements on the Agricultural Information Service's daily radio programme.
  - (g) Meetings are held.
- Month 3
  - (h) Extension agents and district officials begin follow-up work.
- Month 4  
or later
  - (i) Agricultural Information Service checks on effectiveness of campaign in the district, and incorporates lessons learned into future campaigns.
  - (j) Repeat campaign, arrange if necessary.

## APPENDIX 2: THE POSTER CAMPAIGN

The main role of the posters is to serve as a continuing reminder of the main features of the applied nutrition campaign and to reinforce the main instructional messages of the film and the extension workers. It should be remembered, however, that many of the target group for the poster campaign cannot read and the emphasis should therefore be on visual and not written representation.

1. A poster to announce the showing of the film, with space for details of the meeting to be filled in by the local extension agent.
2. To back up the film, another poster should summarize where further information can be obtained.
3. Two general sets of posters which cover the same areas as the film but are not specifically linked with it. Suitable posters may already be in existence requiring only a new print run.
  - (a) The production of nutritious foods
    - (i) Egg production
    - (ii) Rearing broiler chickens
    - (iii) Fish production
    - (iv) Vegetable production.
  - (b) The preparation of foods for children
    - (i) Preparation of eggs
    - (ii) Preparation of chickens
    - (iii) Preparation of fish
    - (iv) Preparation of vegetables.

### A suggestion

In order that the campaign is seen as a whole programme and not a series of isolated initiatives, the posters should be linked in some way to each other. They should all have at the bottom the campaign slogan "Ikahelang Sechaba Se Matlafetseng". Also, perhaps the posters could be colour coded - so that all posters concerned with production are, for example, green, all posters concerned with the preparation of foods for children are red, etc. This colour coding could take different forms but since it is suggested that all posters have the campaign slogan "Build a Healthy Nation" at the bottom of the poster, this could be in green on the "production" posters and in red on the "preparation" posters.

### APPENDIX 3: THE PAMPHLET

While the posters and the films are the main media information channels for both the illiterate and literate sections of the population, the pamphlets are necessarily designed for those who can read, or who have access to someone who can.

The aim of the pamphlet material should be to recapitulate the main points of the film and to give additional information that is important but which cannot be given in the film. The pamphlet should also act as a reminder and useful summary of the campaign to build a healthy nation. Its main distribution would be among the extension agents, district officers and community leaders. Where possible, there should be reproductions of black and white photographs to illustrate the text.

It is suggested that a single pamphlet be designed and written, but in such a way that each section can be issued as a separate sheet.



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Notes

PSC paper No 11, prepared previously for the Agricultural Information Service, Ministry of Agriculture, Maseru, Lesotho by the UNICEF Project Support Unit in Africa. In October 1973, a PSC team from UNICEF EARO in Nairobi visited Lesotho to show the film "To Build a Health Natino" to the government, for the purpose of getting it approved and if so translated into the local language and adapted to local conditions. The paper describes the materials considered for the proposed campaign.

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