

CIRCULATION RESTRICTED

PSC Paper No. 9

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UNICEF Project Support Communications in  
East Africa  
(1971-1973)  
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Nairobi

September 1973

PROJECT SUPPORT COMMUNICATIONS IN EAST AFRICA  
(1971-1973)

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## INTRODUCTION

This survey covers the work of the Project Support Communications Unit in East Africa since its establishment just under two years ago, and lists the projects which the Unit has aided in one way or another.

The work of the Unit from 1971-1973 may be classified into four broad areas of activity.

1. The encouragement of Development Support Communication Services by East African governments. The PSC unit has developed close contacts with key communication units in the region and is currently investigating what direct aid it can give to encourage development support work by the Institute of Mass Communications in Kenya and the Audio Visual Institute of Tanzania.
2. The development of model project support communications "packages". To heighten awareness of the role of communication in promoting development, an effort has been made in certain countries to develop a complete communication package to support the project at all levels. At the same time a detailed plan was drawn up to ensure the most complete usage of the project support materials.
3. The production of teaching aids. There is a tremendous lack of Africa-oriented teaching aids. In most training institutes and colleges the instructors have to use films, posters, flip-charts, etc., which feature European or American models and situations. The PSC unit has produced films and slide sets for use in the region which use national languages and which feature African models in African settings.
4. The evaluation, testing and design of suitable audio-visual equipment. The unit monitors and researches the performance of existing audio-visual equipment in field conditions. At the same time the unit keeps abreast of new developments in the communications field which may be of use to the region. Provided the unit is consulted at a sufficiently early stage the unit is often able to ensure the most efficient use of the equipment supplied by UNICEF, and sometimes to reduce the cost of recommended equipment.

The Unit's time, money and effort have not been equally divided among these four activities. Until now most emphasis has been placed on the provision of teaching aids and films, largely because of financial and programme commitments. It is anticipated that in future the Unit will follow a more "classical" development support communications programme, with heavier emphasis on integrated communications packages and the encouragement of governmental initiatives in this field.

## GENERAL POLICY ON FILMS

It will be gathered from the accompanying list of materials produced by the PSC Unit that there has been a heavy emphasis on expensive 16 mm films. It would therefore be useful to outline the unit's general policy on the use of film in support communications in Africa. To be honest we have not always stuck to the policy in the past, but that is partly how it has been evolved!

The Unit's general policy is to make films only when the need is clear, when local resources cannot do the work, where distribution of the finished product is assured, and where 16 mm projectors are known to be working and easily serviced. In deciding the target audience of the film because of the tremendous variations in local customs among the numerous tribes of Africa and because of the small resources available, the Unit decided to direct its films to the "change agents", that is, the trained workers whose job it is to spread new techniques and encourage development, viz. agricultural extension workers, nutrition workers, primary school teachers and nurses.

At the present time most of the films begun since 1971 are being completed and before embarking on any more films there will be a period of evaluation of the material produced to see whether they have met their objectives.

## ACTIVITIES OF THE PSC UNIT 1971-1973

### 1. General survey

The first stage was to make a survey of existing resources for Development Support Activities in East Africa. The Public Information Officer carried out this survey in 1970-71. Material: Project Support Communication Paper No. 1, "Development Support Communication in Africa".

### 2. The encouragement of Development Support Communication Activities

In Tanzania the PSC Unit made contact with the Audio-Visual Institute. This institute established with Danish aid, is training audio-visual technicians (cameramen, sound recordists, editors, etc.). The Institute is also responsible for servicing all government Bell & Howell 16 mm film projectors throughout the country. It is establishing a mobile servicing team for this purpose. The institute is also responsible for the distribution and care of all government films. No ministry is allowed to keep films; all films must be stored and distributed by the National Film Library run by the Institute. UNICEF agreed that all PSC productions within Tanzania would be joint productions and the PSC unit would give on-the-job training to cameramen, film editors and sound recordists. The Institute agreed to concentrate on checking the projectors in the training institutes with which the PSC unit was concerned (i.e. teacher training colleges and training centres for nutrition workers).

In Kenya, the Unit has made contact with the Institute of Mass Communications in Nairobi. At ~~present this~~ Institute trains government information officers and technical staff for the government radio service Voice of Kenya. There is considerable pressure for the Institute to extend its training to agricultural extension workers and nutrition workers, but it is unable to meet these requests because of lack of staff. The PSC unit is looking into ways in which extra staff could be funded.

In Malawi, where the PSC unit was asked to investigate the possibility of a film to support the water supply project, an attempt was made to persuade the Malawi Film Unit (under the Ministry of Information) to undertake the work if UNICEF provided the funds. The Malawi Film Unit was enthusiastic but the Permanent Secretary of the Ministry vetoed the idea. A further attempt to persuade the Ministry to get involved in development support work is to be made.

#### UNESCO Seminar on Development Support Communications

In December 1972, UNESCO organized a seminar for East African government information officers to explain the need for and purposes of development support communications, and the difference between it and ordinary information work. The PSC Unit helped to prepare the conference, and PSC materials were used as examples of the correct approach to development support communications. The PSC officer prepared a key-note paper on the whole subject and a case study.

Material: Project Support Communications Paper No. 5,  
"Communications for Development"

#### Cooperation with other UN agencies

The PSC unit has kept in close touch with the UNDP Development Support Communications Service in New York, but Africa is not very high on their list of priorities at the moment. They also seem to favour Addis or Lusaka for their main operation in this region but the establishment of the Environment Secretariat here may swing the balance in favour of Nairobi.

UNESCO have verbally agreed to liaise closely with us in their development support communications activities. They may decide to fund an expansion of the UNICEF unit instead of establishing a separate unit with all the duplication that would entail.

FAO. The PSC unit is working closely with the Planning for Better Family Living Programme to produce reading aids and various instructional materials to train extension workers in personal communication skills and the use of various communication aids (see 4b below for more details).

3. The development of demonstration Project Support Communications "packages".

In Tanzania the Government is rewriting the whole primary school curriculum with assistance from UNESCO and UNICEF. The aim of the programme is to revise the curriculum to provide an education for Tanzanian children which is in line with the government's philosophy of self reliance. After two research trips it was decided that there was a great need to give the teachers a strong visual idea of how the new curriculum with its flexible timetable and frequent trips outside the classroom would operate in practice as the whole point of the reforms would be lost if the teachers continued to follow textbooks and seek the security of the classroom. It was also realized that most civil servants in the Education Ministry, having been educated in the old mode, also lacked a clear idea of the aims of the new reforms. A complete PSC package was planned, details of which are in PSC paper No. 7.

- Action:
1. Preliminary research November 1971
  2. Second research April 1972
  3. PSC paper "A Support Communications Programme for Tanzania's primary school reform"
  4. Film shot, slides taken, August 1972
  5. Film edited, slide set prepared April, July 1973
  6. Government approval secured July 1973
  7. Film completed and sent for processing August 1973
  8. Film to be delivered, with slide set for conference of teacher educators, late September 1973.
  9. Special showings of the film and slideset for Dar es Salaam ministry officials arranged for November 1973.
  10. Copies of film and slide sets are to be delivered to colleges by 1 November 1973 in time for six-week teacher training course.
  11. A booklet is being prepared which will outline the need for reform, the training programme, and give each teacher a clear and comprehensive outline of the reforms, as well as a question and answer section to help him explain the changes to villagers.
  12. It is also proposed to have a special edition of the Teachers magazine which would discuss the reforms. This magazine reaches all teachers in Tanzania and not just those involved in the training programme.

- Materials:
1. 16 mm film colour 30 minutes "Shule ya Kijamaa" (Kiswahili)
  2. Slide set and Kiswahili teachers notes
  3. Booklet on the reforms, for each trainee (Kiswahili)
  4. Special issue of Teacher magazine in May 1974 (Kiswahili).

It is also proposed to make an English language version of the film for use by UNICEF and UNESCO in the rest of Africa, as the Tanzanians are introducing modern teaching methods which both agencies would like to see introduced in other countries.

#### 4. The production of teaching aids

(a) Tanzania Nutrition Project UNICEF is aiding the training of nutrition workers in Tanzania and equips mobile teams in the rural areas. The head of the Tanzanian Nutrition Unit requested a training film for nutrition workers because, he said, many of the trainees came from the urban areas and had little idea of the problems and conditions of the rural areas. It was agreed that the PSC unit should produce a Kiswahili language film for use in the training colleges which, while designed for the trainees, would be suitable for use by the Ministry of Rural Development's mobile vans in the rural areas. As the first step to put the nutrition message across to the public at large, the most popular singer in Tanzania, Mbarak Mwinshehe, was commissioned to record a nutrition song. Other proposals which we are still working on include a radio series featuring a health worker in the rural areas, and a special print order of Tanzania's national cloth with a very simple nutrition message.

- Action:
1. Preliminary research trip 1970
  2. Further research trip November 1971
  3. Film shot in April 1972, edited October 1972
  4. Government approval secured December 1972
  5. Commentary recorded, film sent for processing February 1973
  6. Film to be delivered October 1973
  7. Supplementary slide set using Ministry slides, prepared September 1973.

- Materials:
1. A 23-minute 16 mm colour film "MAMA CHAKULA BORA" in Kiswahili.
  2. An English version was prepared in February 1973
  3. One slide set with commentary (40 slides)
  4. A revised edition of booklet "Nutrition in East Africa" is being prepared. The original edition was in English and it was felt that a Kiswahili version would be more widely used. A translation is being prepared in cooperation with FAO.
  5. A 45 rpm record "Mama Chakula Bora" recorded by Mbarak Mwinshehe and released by Polydor.

#### (b) Communication skills for extension workers in East Africa.

In cooperation with the FAO "Planning for Better Family Living" Programme, the PSC unit is preparing teaching materials to teach communication techniques to extension agents in East Africa. The project is in four parts: (1) a film and slide set to introduce the need for communication skills and

for co-ordination among extension agents (2) a booklet introducing communication techniques for rural extension agents (3) teaching materials including a film, slide sets, filmstrips, booklets, etc. on the various personal communication skills and how to use them in different contexts, e.g. the home visit, the demonstration, the discussion group, etc. (4) instructional materials demonstrating the proper use of more advanced audio-visual aids, e.g. film projectors, tape recorders, slide projectors, overhead projectors, etc. emphasizing both their advantages and disadvantages in the rural areas of East Africa. So far only parts one and two of this project have been implemented.

- Action:
1. Research trips June, August and December 1972
  2. Film shot, slides and black & white photos taken January 1973
  3. Booklet produced May 1973
  4. Film edited August 1973
  5. Film to be delivered to training colleges January 1974
  6. Stage 3 and 4 of programme to begin November 1973 (provisionally)

- Materials:
1. Booklet "Communication in the rural areas"
  2. Film "Getting through",\* 16 mm colour, 30 minutes
  3. Slide set and black & white photo set

Later productions will include filmstrips, pamphlets, slide sets and short five-minute 16 mm films.

(c) Other Project Support Communications activities

PROJECT: Swaziland Youth Service (GCINA)

UNICEF has provided transport and agricultural tools to this Israeli-aided project in Swaziland. The project manager explained that the scheme was the victim of much misunderstanding in the villages. It was decided to make a film showing simply the need for improved agricultural techniques and the contribution of the youth training programme and pointing out the need for improved agricultural techniques.

- Action:
1. Preliminary research May 1970
  2. Film shot January 1972
  3. Additional material shot May 1972
  4. Film edited May 1973
  5. Government approval September 1973
  6. Film to be delivered December 1973.

- Materials:
1. One 12-minute 16 mm film "GCINA" with Swazi commentary
  2. Set of black & white photos.

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\* working title

PROJECT: Lesotho Applied Nutrition Project

In this tiny, mountainous country, UNICEF has been aiding a very successful applied nutrition programme designed to increase local production of protein foods such as chickens, eggs, fish. The Agricultural Services Unit has no films which show conditions in Lesotho and no films at all in Sesotho (the local language) and yet it is charged with encouraging farmers to produce better quality crops and more protein foods. It was decided to produce a short film, outlining the applied nutrition programme and encouraging villagers to contact their local agricultural extension officers.

- Action:
1. Preliminary research May 1970
  2. Abortive film mission January 1972
  3. Film shot May 1972
  4. Film edited May 1973
  5. Government approval September 1973
  6. Film to be delivered January 1974

Materials: 1. A 10-minute 16 mm colour film.

PROJECT: Botswana Primary School Teacher Inservice Training Programme

Strictly speaking, this was not a project support operation as the project was almost complete when the unit was called in, but it was felt that since the project had been an exemplary success and it was hoped to encourage similar schemes in Africa, e.g. Swaziland, a brief record of the project would be useful. As the film unit was in the area, transport costs would be saved, and considering that Public Information Division, New York, could also use the material, it was decided to make a short film of the project.

- Action:
1. Abortive film mission January 1972
  2. Film shot May 1972
  3. Edited February 1973
  4. Completed March 1973.

Materials: 1. One 8-minute 16 mm colour film "Teachers for Tomorrow" (also article for UNICEF News and set of black & white photographs).

PROJECT: Mauritius family planning campaign

For many years Mauritius has had a family planning campaign run by the local Family Planning Association. The government has taken over the campaign from the voluntary agencies and UNICEF and UNFPA have provided large funds to assist in the implementation of the programme. The PSC unit has made two research trips so far to the island and expects to make at least one more before proceeding any further. Although no communication materials have yet been produced, the Unit has made many equipment recommendations and as a result the equipment to be provided will not only be more suited to the job but will be much cheaper than that originally specified.



- Action: 1. Research trip  
2. Research trip February 1973

- Materials: 1. Project Support Communications paper No. 2  
2. " " " " " " No. 6

PROJECT: Urban settlement project, Lusaka, Zambia

The PSC unit carried out an investigation of the communication needs of the UNICEF-aided, urban settlement scheme. After this investigation it was decided that there was no need for any major involvement by the PSC unit although it was recommended that a small quantity of Super-8 mm film be provided to the project manager to assist the Lusaka Municipality record the progress of the scheme.

Action: Research trip March 1973

Material: Project Support Communications Paper No. 7

PROJECT: Malawi Water Supply Project

A very successful gravity-feed rural water supply project has been assisted by UNICEF in the Mulanje district of Malawi for some time. After investigation it was decided that the need for communication material was limited and a film was not recommended. It was felt that there was a need to augment the project manager's slide set which was used by him to explain the scheme to villagers. It was also decided to use this project for a field test of the prototype slide box developed by Mr Matheson.

- Action: 1. Preliminary research April 1973  
2. Slide set to be photographed and commentary recorded in October 1973  
3. Slide box to be delivered October 1973.

- Materials: 1. Project Support Communications Paper No. 8  
2. One automatic slide set with Chichewa commentary.

PROJECT: Commercial soybean production, in Uganda

A small company, Africa Basic Foods, had been established in Uganda with UNICEF equipment and transport to produce various high protein soybean products. In May 1972, the company decided to revamp its packaging to promote sales. The PSC unit took the photographs for the new packages for Baby Soya, and Soy Family Porridge.

PROJECT: Sudan Emergency Programme

As the nearest photographic and film unit, the PSC unit was asked to produce a report on the refugee situation after the ending of the civil war in Southern Sudan. It was decided to produce a short film, newspaper articles, black and white and colour photographs.

Action: 1. Film and associated materials produced on mission in June 1972  
2. Film sent out via Visnews September 1972  
3. Wide distribution of newspaper and radio material

Materials: 1. Eight-minute film, 16 mm, colour "Sudan Refugees"  
2. Radio programme  
3. Newspaper articles, black and white and colour photographs

5. Testing, Evaluating and Designing of Audio-Visual Equipment

The unit is constantly monitoring the performance of audio-visual equipment and is paying close attention to the development of low cost aids, such as the "Crusader" projector, an \$8 battery-operated slide and film-strip projector. Recommendations have been made for the Mauritius family planning programme, which have resulted in an improved selection of equipment for the programme and a substantial cost saving (see PSC Papers Nos. 6 and 9).

Matheson slide box Mr. Matheson developed an automated slide set with an accompanying cassette tape recorder carrying a pre-recorded commentary with music. This concept was further refined by building a box containing the Carousel projector and Jonan cassette tape recorder. The box is so designed that the operator has only to plug the machine into a mains or generator supply and start the tape recorder. The slide set is then completely automatic. The "Matheson slide box" is to be field tested in a Malawi water project starting in October 1973.

CURRENT AND FUTURE PROJECTS

1. Stages 3 and 4 of joint programme with FAO Planning for Better Family Living.

2. Kenya Day Care Centre programme - Budget \$ 10,000  
The PSC unit is currently investigating the needs of this project, with a view towards the possible production of training materials. No decisions have yet been reached.

3. Evaluation Programme - Budget \$ 3,000 In cooperation with the Africa Medical Research Foundation's education officer, it is hoped to arrange for the routine testing and evaluation of all material produced to see how far they have achieved their aim. They will be tested against their target audience of change agents and some of the films will also be tested among villagers to see if they are suitable for use in the rural areas outside the training institutions for which they were designed.

4. Radio programmes - Budget \$ 3,000 It has so far proved difficult to encourage radio programmes for development support in East Africa, so the unit is providing 'seed' money to cover the costs of scripting and producing pilot programmes in both Kenya and Tanzania. The aim is to get both national radio programmes to start a long running (possibly daily) popular radio serial with a good story line which also carries a nutrition or health message.

5. Ethiopian Education Reform Preliminary discussions have been held with the programme officer responsible for this project. The entire Ethiopian educational system is being overhauled and UNICEF's contribution will be substantial. Possibly UNICEF's largest programme in the East Africa region, it totals some \$6 million over the next five years. The PSC unit will help draw up and implement a complete PSC package for the reforms covering the whole period of transformation.

6. Training Programme - Budget \$ 3,000 It is planned to continue the training assistance which we have been giving to the Tanzania Audio-Visual Institute. The present proposal is that trainees should come to Nairobi for editing, sound recording, mixing and dubbing experience. The trainees (6 or 8 in all) would come when the PSC unit's film production schedule offers the best opportunities for such training.

7. Equipment - estimated \$ 6,000 It is proposed to purchase a few items of equipment to enable the unit to function more productively. These include a 16 mm projector, a studio quality tape recorder and several 35 mm still cameras. We are investigating means of cooperation with the new United Nations Environment Programmes, which has established its headquarters in Nairobi, with the aim of sharing facilities and reducing costs.

Greg Lanning  
Assistant PSC Officer

5 September 1973  
Nairobi

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## APPENDIX A

### PROJECT SUPPORT COMMUNICATIONS MATERIALS (1971-1973)

All these materials are available now, or will be shortly, from the Nairobi office.

#### Project Support Communications Papers:

- No. 1 Development Support Communication in Africa (a survey of resources)
- No. 2 Mauritius Family Planning Programme
- No. 3 Tanzania - An investigation of development support feasibilities
- No. 4 A Support Communication Programme for the Tanzanian Primary School Reform
- No. 5 "Communications for Development"
- No. 6 Mauritius Family Planning
- No. 7 Investigation of Zambian Urban settlement schemes
- No. 8 Malawi water supply project
- No. 9 Project Support Communications in East Africa (1971-1973)
- No. 10 PSC Case Study

#### Slide sets

- No. 1 Tanzania Nutrition Worker programme
- No. 2 Tanzania Primary School Reform Programme
- No. 3 Communication skills for extension workers - Part 1 Coordination and communication.
- No. 4 Malawi water supply project.

All these sets come with users notes. Local and English language commentaries on cassettes for use with automated slide box where provided have also been produced. Black and white photo sets covering the same ground as the colour slide sets have also been produced.

#### Films

- No. 1 "Teachers for Tomorrow" - education in Botswana, 8 minutes, colour, 16 mm, English.
- No. 2 "Mama Chakula Bora" - nutrition film for Tanzania, 23 minutes, colour, 16 mm, Kiswahili.
- No. 3 "Mama Chakula Bora" (English version), 23 minutes, colour, 16 mm.

- No. 4 "Shule ya Kijamaa"(education in Tanzania), 30 minutes, colour, 16 mm, Kiswahili.
- No. 5 "Education for Self-Reliance"(English version of Shule ya Kijamaa.
- No. 6 Swaziland Youth Project "GCINA" , 12 minutes, colour, 16 mm, Swazi language
- No. 7 "Grow More Food" (Lesotho applied nutrition), 10 minutes, colour, 16 mm, Sesotho.
- No. 8 "Getting through" (Rural extension techniques in East Africa), 28 minutes, colour, 16 mm, Kiswahili.
- No. 9 "South Africa's Hostages" (UNICEF activities in Southern Africa), colour, 25 minutes, English, for fund-raising (in preparation).

RECORD

- No. 1 "Mama Chakula Bora", sung by Mbarak Mwinshehe and released by Polydor.

APPENDIX B

PSC UNIT PERSONNEL 1970-1973

PSC Officer 1970-1973	Alastair Matheson
Assistant PSC Officer 1971-present	Greg Lanning
Assistant PSC Officer 1972-present	Phil Vincent

APPENDIX C

OUTLINE BUDGET FOR PROJECT SUPPORT COMMUNICATIONS  
ACTIVITIES IN EAST AFRICA 1971-1973

	\$
Total Budget 1971-1972	52,000
Total Budget 1972-1973	49,700
Funds so far allocated 1973-1974	20,000
1974-1975	10,000

Expenditure

	<u>1971-1972</u>	<u>1972-1973*</u>
	\$	\$
Equipment purchased	15,150	4,000
Salary cost of one PSC Asst. and all production expenses	6,700	6,700
	<u>19,450</u>	<u>39,000</u>
TOTAL	<u>41,300</u>	<u>41,700</u>

Source of funds

1971-1972

	\$
Tanzania SSC	20,000
Mauritius SSC	15,000
Kenya SSC	7,500
Swaziland Health Services	6,000
Public Information, HQ	3,500
TOTAL	<u>52,000</u>

1972-1973

Kenya SSC	20,000
Botswana SSC	6,000
Lesotho SSC	6,000
FAO contribution to Kenya PBFL Film	7,000
Reprogrammed from 1971 and 1972	10,700
TOTAL	<u>49,700</u>

1973-1974

Kenya SSC	20,000
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1974-1975

Kenya SSC	10,000
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\* estimates



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Notes

**PSC paper No 9, prepared by UNICEF, Nairobi.**

**The paper is a survey of the work of the Project Support Communications Unit of UNICEF's East Africa Regional Office from its establishment in 1971 until 1973. Activities of the Unit are divided into 4 broad areas:**

- **The encouragement of development support communication service by Eastern African governments;**
- **The development of model project support communications packages;**
- **The production of teaching aids;**
- **Evaluation, testing and design of suitable audio-visual materials.**

**The paper also gives details of projects undertaken or considered in Tanzania, Swaziland, Lesotho, Botswana, Mauritius, Zambia, Malawi, Uganda, Sudan, and lists current and future projects.**

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