

## OTHER EXAMPLES OF PSC CAMPAIGNS

The aim of the workshop was not to push one style of Project Support Communications as the way to do things, but to expose participants to as many different examples of PSC work as possible. Apart from the examples already given in this section, we also discussed the following:

### Zambia

In Lusaka a voluntary group, Social Action in Lusaka (SAIL) works in the squatter areas of Lusaka. It has several projects, but we were particularly interested in the regular bi-monthly newsletter "ACTION - Lusaka Development News" which is published in Nyanja, Bemba, and English. The newsletter aims to promote community self-help and local development in Lusaka by publishing news and information of interest to the squatter community, the local authorities and other government departments.

Another SAIL project which attracted attention was a series of radio programmes prepared by SAIL and broadcast by Zambia Broadcasting Services since October 1972. The first series was titled "Are urban squatters the main problem or a solution?" and covered such topics as "Who are the squatters and how have they developed their communities?", "What is life like in the squatter areas?", "What is Government policy on the squatter areas?" The second series was titled "Self-help in Action" and explained various aspects of self-help housing in the squatter areas. The third series, "Self-help and the People" featured various self-help projects presented by their organisers in the squatter areas. The fourth series continued the same theme. It was titled "Pioneers of Self-help: Further programmes featuring self-help projects". The fifth series was on "Organising self-help projects", presenting community development ideas and methods useful for organisers of self-help projects in urban areas. The sixth series concentrated on community planning.

More information from: SAIL,  
P.O. Box 3019,  
Lusaka, Zambia

Botswana

The Department of Extra Mural Studies (DEMS) of the University of Botswana, Lesotho and Swaziland, co-operates very closely with the various government departments in preparing PSC materials. For example, when the 1973 - 1978 National Development Plan was announced DEMS launched a major educational programme to get the main points of the development plan across to the public. Listening groups were established all round the country and these groups were supplied with radios and a study guide prepared by DEMS. There were ten radio programmes in the series called "Sachaba Le Togamaano" ("The people and the plan"). An evaluation form for each programme had to be filled in and returned to the Department of Extra Mural Studies.

More information from: Department of Extra Mural Studies,  
University of Botswana, Lesotho  
and Swaziland,  
Private Bag 22,  
Gaborone, Botswana

Ethiopia

The Communication Centre of the Ethiopian Nutrition Institute has produced a comprehensive series of leaflets and posters for their nutrition programme. Their catalogue of visual aids is noteworthy because each poster or series of posters has a target group, e.g. teachers, urban literates, rural illiterates, mothers, school children, etc. The various messages are carefully adapted to each group bearing in mind their abilities and sensibilities. Unfortunately we had no one at the workshop who could tell us the results of the campaign, but we can safely say that the E.N.I. started off on the right foot.

More information from: Communication Centre,  
Ethiopian Nutrition Centre,  
P.O. Box 2361,  
Addis Ababa,  
Ethiopia.

India

The UNICEF PSC Unit has developed several innovative PSC projects. The PSC Filmstrip Kit is described in detail in PSC Paper No. 21. At the workshop Ken Nelson and John Balcomb also discussed the idea behind the Children's Media Laboratory (CML). The aim of the CML is to develop materials for the Indian satellite programme, which will beam programmes direct into Indian villages from a satellite in stationary orbit above the sub-continent. Worried that too much attention was being paid to the hardware aspect of the project and not enough to the software aspect, that is the programmes that will be shown, the PSC unit commissioned a couple of short animation films designed to teach young children letters of the Hindi alphabet. One film, "The Letter Na" was shown at the workshop.

More information in: UNICEF News of April 1973 - "Unicef and the Communications Challenge: What's happening in India?"

or from: The PSC Unit,  
UNICEF,  
Unicef House,  
11 Jorbagh,  
New Delhi 110003,  
India.



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**"Other examples of PSC Campaigns" Workshop discussion during Part VI (Examples of PSC Campaigns) of the UNICEF/PSC Workshop on Communication for Social Development, held at the University of Zambia, Lusaka, 29 April to 10 May 1974**

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Notes

**Outline of the discussions during Part VI of the workshop; discusses PSC campaigns in Zambia, Ethiopia, Botswana and India.**

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