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MUSIC AND SONG IN  
PROJECT SUPPORT COMMUNICATION CAMPAIGNS  
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Many cultures have used the medium of song to entertain and instruct; there are many examples of this in Africa. Song and dance have been used to inculcate right moral behaviour, loyalty to tribe, honour to the elders, and so reinforce social mores, as well as to express political feelings. In Southern Africa, the Zulus believed that failure to observe moral rules connected with sex would cause evil to befall the community. To reinforce the strong emphasis on virginity before marriage, young Zulu virgins sang frank puberty songs which combined moral with sex instruction. In the struggle for independence in Ghana, the Ashanti sang loudly "slowly but surely we shall kill Adrinki". British officials applauded the song without realising that Adrinki meant British. In Kenya, the British national anthem was given new words calling for blessings to be bestowed on Jomo Kenyatta and all those working for self-government. To-day in Southern Nigeria, it is the practice for a singing crowd to gather outside the house of a dishonest politician or inefficient administrator. The songs catalogue the official's offences, and there is little the official can do. He can hardly call the police. He simply has to put up with the singing till dawn. Such an event is often devastating to his career, for the singers are usually very well informed.

In view of the widespread use of song in Africa, then, it is not surprising that songs have been used to carry various instructional or motivational messages. The purpose of this paper is to make available the text of several songs written recently to support various development projects. But before we look at the songs themselves, perhaps we should consider how successful they have been in supporting development projects.

The first point to make is that it is extremely difficult to measure the effect of records played in the home or heard over the radio, without an expensive survey. It seems to me that one cannot look for specific measurable results from the use of song in development campaigns. A specially commissioned song is not (or should not be) designed to carry the whole weight of a mass education campaign. It is (or should be), one facet of a multi-pronged campaign designed to carry certain information into the public consciousness. Its role in such a campaign is part of the process of focusing public attention on, for example, nutrition education or family planning. Thus the UNICEF-commissioned song "Mama Chakula Bora", composed and recorded by one of the most

popular bands in East Africa, does carry some specific information about good nutrition, but it does not pretend to be a substitute for nutrition education. It works, we hope, on two levels; it awakens the radio listening public to the importance of good nutritious foods for young children, and the endorsement of the message by such a popular musician will, we hope, make the public more receptive to the detailed instruction provided by mobile nutrition education teams. The advantage of using a popular recording star is that the record is more likely to be played on radio programmes, outside the normal educational radio slot, such as record request programmes. In urban areas, where malnutrition among young children is still a problem, we have found the record in juke boxes in bars. In fact, the song reached the top of the East African hit parade a short while after its release.

The song is also used in a film of the same name. Although the film is primarily designed to be used to motivate and educate nutrition education trainees, it is also intended to be shown throughout Tanzania in rural areas by mobile cinema vans. The record "Mama Chakula Bora" was released by the Polydor record company through normal retail outlets. Our aim was to get the widest possible exposure of this song on records, in homes, and on the radio.

We do not expect that this campaign will result in a dramatic reduction of malnutrition in Tanzania of itself, but we do feel that the role of music and song in developing public awareness of the important of body-building foods for young children, is extremely useful, if difficult to quantify precisely.

The rest of this paper contains the text of several songs which have been specifically commissioned either by the UNICEF Eastern Africa PSC Unit, or other agencies, to carry a development message to the people. Part One contains songs commissioned by UNICEF, and Part Two contains songs commissioned by other agencies that we have come across. This is not, of course, a definitive collection of such songs in Eastern Africa, but merely lists those that we have come across. UNICEF does not control the copyright of any of the songs listed in Part Two of this paper. Songs listed in Part One of the paper may be freely broadcast provided UNICEF is credited. The record "Mama Chakula Bora" is available from this office or Polydor Records East Africa. A recording of all the songs listed in this paper is available on either  $\frac{1}{4}$ " tape or tape cassette. This is free to government agencies in Africa, but for other requests we regret we must charge U.S.\$2.00 to cover our production costs.

PART I

Songs Commissioned by the  
UNICEF Project Support Communications Unit  
in Eastern Africa, 1972 - 1973

"Mama Chakula Bora"

"Mama Chakula Bora" means literally, "Good Food Mama", which is the name given by Tanzanians to their nutrition workers. The song was commissioned in 1972 from Mbarak Mwinshehe and his Super Volcano Orchestre to support the Tanzania nutrition education campaign. UNICEF bought the song from the composer and paid for a part of the recording costs. The record was released as a 7" single by Polydor Records in May, 1973. On 9th June, 1973, the Daily Nation newspaper reported that the record had reached No. 1 on the local hit parade.

The record and the film "Mama Chakula Bora" are available from UNICEF's Eastern Africa Regional Office. The record is also available on Polydor Records, from East African record stores or direct from Phonogram Ltd., P.O. Box 4365, Nairobi.

"Mama Chakula Bora"

(Kiswahili original)

by Mbarak Mwinshehe

1. Kutokana na maradhi mbalimbali  
Lazima tufuate kanuni Za afya  
Lazima tufuate kanuni za afya-ooo  
Mtu ni afya - kwa kila  
Binadamu - ooo Mama chakula bora

Chorus

Kwa maisha matamu  
Ni jambo la muhimu  
Maisha marefu  
Ni jambo la muhimu  
Kuwa na nyumba safi  
Kuyashinda: magonjwa  
Lazima tufuate kanuni za afya

2. Aina za vyakula ziko tatu  
Kwanza ni kile kinachojenga mwili,  
Chapkli ni kile kinachotia nguvu  
Mwilini - cha tatu ni  
Hasa kinacholinda mwili;

Chorus

(Repeated)

3. Vyakula vyenyewe sasa tunavitaja:  
Nyama na maharage na mayai  
Kchicha, samaki na maziwa  
Kengi - Karanga na ndizi  
Kabichi na dagaa - ooo  
Ni vyakula bora - kwa jamii  
Yote - vinafaa kula kila siku.

Chorus

(Repeated)

The "Mama Chakula Bora" Song

An idiomatic translation from the Kiswahili original  
by Mbarak Mwinshehe and  
Joan Bel Geddes (UNICEF New York)

1. If you don't want to catch disease  
You need good health, so listen please:  
Nutrition workers know the way  
To keep you healthier. Hurray!

Chorus

If you're a mother or a wife  
And you want a longer, better life,  
Keep your house clean — also feed  
Your family foods that people need,  
And if you do your family will  
Be healthy, rarely weak or ill.

2. The kinds of food you need are three,  
The first helps build your body, see?  
The second kind gives strength. And next  
There is a third kind, which protects.

Chorus

(Repeat)

3. What are the good foods you should eat?  
Beans, eggs, groundnuts, fish and meat.  
Green vegetables and cabbage too.  
Bananas also. This is true.  
All these are very good for you.  
So, for your family's health, we say:  
Eat these good foods every day.

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"Mtoto Umtakapo"

"Mtoto Umtakapo" means roughly "Have a child when you want to", and was commissioned in January 1973 to be used in the film "Reaching Rural Families", produced jointly by UNICEF and FAO for the Government of Kenya. The film shows the various methods that can be used by extension workers in getting development messages across to rural families.

The composer, David S. Rughendo of Kenya, leads his own choir, "The Wundanyi Vocalists". This choir is well known in Kenya and regularly gives performances at State House, Mombasa for the Kenyan President, Mzee Jomo Kenyatta. Mr. Rughendo donated the song and also "Watu Wenye Nguvu" (see p. 10), and although no record has been made, a  $\frac{1}{4}$ " tape of the two songs was sent to several radio producers in East Africa for use on their programmes.

The film, "Reaching Rural Families", which uses the song "Mtoto Umtakapo", is available on loan from UNICEF East Africa Regional Office. A  $\frac{1}{4}$ " tape or tape cassette of the two songs is also available from UNICEF.



"Mtoto Umtakapo"

by David S. Rughendo  
(Kiswahili)

1. Kila mtu wa dunia ya sasa  
Anayapenda maisha mazuri.  
Nyumba nzuri na chakula kizuri,  
Na usafi wa mwili na nyumbani  
Na hayo yote yanategemea:  
Bibi na bwana,  
Na Jamaa yao na uchumi wao,  
Kwao nyumbani  
Nao uchumi wao unafwata:  
Mapato yao.  
Kiasi gani? Nao ni wangapi?  
Mle nyumbani.
  
2. Zaa watatu wa kujivunia,  
Kuliko kuzaa wezi dazeni!  
Zaa watoto wale upendao,  
Tena wakati ule upendapo.  
Kwa kafuata pato la nyumbani:  
Utawatunza;  
Utawavisha na kuwasomesha,  
Watoto wote.  
Unayo mali ya kujenga nyumba  
Pia wakati,  
Kufanya kazi kutimiza ndoto  
Za maishani.
  
3. Watoto saba kwa miaka saba,  
Wanamuacha mama yu mnyonge!  
Panga uzazi kulenga Afia,  
Nayo Furaha, pia na Fanaka.  
Pata shauri kwake Dakitari:  
'Pote ulipo,  
Yuko mmoja, atakupokea  
Kukushauri  
Hilo ni wazo, baki kufikiri:  
Maisha yenu.  
Bibi na bwana mshauriane.  
Hiyo ni siril

"Have a child when you want one"

Idiomatic translation by David S. Rughendo  
and Greg Lanning

1. To-day everyone wants a happy life  
With a good home, proper food and smart clothes  
All these depend on the wealth  
Of the husband, the wife and their family,  
Their wealth depends on their income,  
And on the size of the family.
  
2. Have three children you can be proud of,  
Rather than a dozen thieves.  
Have the children you want —  
When you can afford them,  
Then you can care for them properly  
And can clothe and educate them all.  
You can build yourselves a good house,  
Fulfilling all your dreams of a good life.
  
3. Seven children in seven years,  
That will exhaust the mother.  
So plan your children and safeguard  
The health and happiness of your family.  
Consult your nearest doctor,  
He will welcome and advise you.  
Think about the life of your family,  
And think about our suggestion.  
Let husband and wife discuss this,  
And plan for a happy life.

"Watu Wenye Nguvu"

"Watu Wenye Nguvu" means roughly, "Healthy People" and was commissioned from Mr. David Rughendo at the same time as "Mtoto Umtakapo".

"Watu Wenye Nguvu"

by David S. Rughendo

(Kiswahili)

Prelude: TUNAUZA VYAKULA: HAA! TUKISHATOSHEKA AFYA YETU.  
TUFUKUZE KWASHIAKOR: HAA! NA MARASMUS KWA WATOTO.

1. Twakitaji damu mwilini mwetu  
Tushinde maradhi, wananchi.  
Tuiongese damu: Haa! Kwa kula Maboga na Matunda  
Twazikuza wenyewe: Haa! Hazina gharema kuzipata
2. Tuijenge miili kwa kula Nyama  
Maharagwe, Yai na Samaki.  
Kuku tunawafuga: Haa! Nyama na Mayai ni ya bure  
Shambani tunavuna: Haa! Maharagwe, Kunde hata Pojo
3. Twahitaji nguvu tufanye kazi,  
Tujenge Taifa, wananchi.  
Ni chakula cha jadi: Haa! Mahindi, Mtama na Mchele  
Na Ndizi za kupika: Haa! Pia na Mhogo na Viazi.
4. Na mifupa yetu, na meno yetu  
Tuijenge tangu utotoni.  
Tunywe Maziwa mengi: Haa! Yaliyochemshwa kwa usafi  
Maziwa si ya shida: Haa! Tunafuga ng'ombe vijijini.

"Healthy People"

An idiomatic translation by Peter Chege

Prelude: WE SELL FOOD: HAA! TO SATISFY OUR HEALTH  
TO PREVENT KWASHIAKOR: HAA! AND MARASMUS IN CHILDREN

1. We need good blood in our bodies  
To prevent sick citizens  
Let's add blood: haa! by eating the vegetables  
and fruit  
We grow ourselves: haa! they are not expensive to get
2. Let's build our bodies by eating meat,  
Beans, eggs and fish  
If we keep hens: haa! meat and eggs are free  
And from the garden we can harvest: haa! beans and peas
3. We need energy to work and  
To build the nation, citizens  
It is body-building food: haa! maize, millets, rice  
And bananas for cooking: haa! and cassava and potatoes
4. Let's build our bones and teeth  
From earliest childhood onwards  
Let's drink milk: haa! boiled for cleanliness  
Milk is not difficult to get: haa! we have cattle in  
the village.



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Notes

**PSC paper No 19, compiled by Greg Lanning, Assistant PSC Officer, UNICEF, Nairobi. Discusses the role of music and songs in influencing people, for instance regarding nutrition. Includes texts of songs commissioned by the UNICEF PSC unit in Eastern Africa 1972-1973. Songs are in Kiswahili original with English translations by Joan Bel Geddes, Mbarak Mwinshehe, Greg Lanning, David Rughendo and others. The songs address nutrition, good health and spacing of childbirths.**

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