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The objective of the mission was to study modalities of better utilization of social communication means to promote education and applied nutrition project aimed at modifying food habits. This study was undertaken together with the Catholic Relief Service. As awareness of the nutritional situation had already been raised with officials, efforts could now be directed towards organizing fishermen, train personnel to explain the nutritional value of fish to mothers; launch information and education campaign to introduce fish into Djiboutian cooking. The report also gives advice on radio and television campaigns.

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Saroja Douglas

Saroja Douglas

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Objectives of the Mission

To study with Catholic Relief Service (CRS) officials the terms and modalities of better utilization of social communication means and aids to promote the education and applied nutrition project on modification of food habits through fish consumption, especially by children suffering from malnutrition.

The "Fish Promotion" Project

This project is being conducted jointly by CRS, UNICEF and the Government of Djibouti, through the Ministry of Health. It is financed by UNICEF and CRS, which is responsible for implementing the various educational and nutrition promotion activities in co-operation with the staff of the mother and child protection (MCP) sections established at the clinic level. The main aims of the project are, on the one hand, to promote a local small-scale fishing industry by providing facilities, through USAID, to fishermen's co-operatives, and, on the other, to encourage fish consumption as a means of combating protein-calorie deficiency in children. The children covered by the project are registered and monitored for growth on a monthly basis, using a visual system which makes it easy to explain to the mothers the weight gain and its beneficial impact on their children's health. Educational talks and cookery demonstrations are organized for the mothers, who are also given free food made available to CRS for this purpose by the United States Government. This food distribution is only for children up to the age of 5, for each of whom 2 kilogrammes of rice, 2 kilogrammes of powdered milk and 1 kilogramme of oil are provided per month. There is of course a problem in knowing whether this food is used exclusively for the children, since their parents, too, have daily food problems.

Campaigns to be Conducted for Education and Project Promotion

The training, education and awareness campaigns to be strengthened or conducted can be directed into three main channels, since the work of creating awareness among officials has already been successfully carried out by Mr. Bourassa, the CRS director in Djibouti, and Mr. Idris of the UNICEF Programme Office:

1. A campaign to organize the fishermen who have joined the co-operative and educate them in improved fishing methods and in their duties and responsibilities towards the co-operative and their fellow members.
2. A training campaign for the personnel whose job it is to explain to the mothers the nutritional value of fish and the advantages of assiduous MCP attendance. This training should permit improvement of the demonstration techniques employed, as well as the use of certain visual aids - flanellograph, flip chart - and any other teaching materials to be introduced. Already, the project is using illustrations designed by "Volunteer for Progress" and the Zaire centre for production of health education teaching materials. Obviously, the new material to be introduced will have to take account of Djibouti's cultural characteristics, as well as of the languages spoken by the various target groups. The training can be conducted on the job, through instruction in the definition and presentation of educational messages, complemented by practical demonstrations in the centres, with critical discussion of the techniques employed.
3. Organization of an information and education campaign to modify food habits by introducing fish into the Djiboutian cuisine. It was on the question of the conduct of this campaign by radio that a meeting was held with the Director of Broadcasting service to discuss

the modalities of a health education programme in which applied nutrition themes could be considered as priority topics in the context of the fish promotion project.

Meeting Between the Director of Djibouti Radio and Television and UNICEF, WHO and CRS Officials

It was apparent from this meeting that the Director of Djibouti Radio and Television is extremely willing to open his doors to educators from the various specialized services, and that these services are equally willing to conduct an integrated programme of radio broadcasts which takes account of priority health education and applied nutrition themes in the light of the means available and the various target groups to be reached. The problem is thus one of defining the terms of the co-operation and division of labour between the broadcasting service and the various educational services, particularly that of CRS, which has already launched a nutrition programme centred on fish consumption by children suffering from malnutrition, using a system of demonstrations at the clinic level. This programme, which is supported by UNICEF and the health authorities, has already yielded very encouraging results.

This nutrition education and social health campaign can be seen as a stepping stone towards a broader health education backed by the use of audio-visual aids, and particularly by educational broadcasting. Only the use of radio for educational purposes meets the requirements for programming, production, organization, outreach and monitoring of the programmes' impact on listeners in general. The same is true of television, but obviously it costs more and reaches a more limited audience.

Practical Recommendations for a Series of Educational Radio Broadcasts

1. Hold an intersectoral (CRS-WHO-health education-radio) meeting to:
  - a) Define priority topics in the light of the target groups and the appropriate timing;

- b) Determine suitable transmission slots. It has been pointed out that the most suitable listening slots are from 8 to 11 o'clock in the morning for women, and between 6 and 9 p.m. for the family as a whole;
- c) Draw up a list of items required to give the series a good start, if these are not available - for example, recording and montage equipment, tapes, transport, receiver sets if necessary, etc.;
- d) Designate producers, who may be from the broadcasting service or the other services concerned. It is in any event important to select comperes who at the outset possess real human qualities and of Djiboutian traditions. Obviously, too, they must know the languages spoken by the target populations.

2. Institute a very simple system of periodic meetings for monitoring the regularity of the broadcasts, their contact and their impact, so as to find solutions to the problems that are bound to arise.

3. Organize a workshop to familiarize the producers and comperes with the techniques and methods of educational broadcasting. Among other subjects of a practical nature, the programme of this workshop could cover the following topics:

- a) Definition and programming of educational themes;
- b) Delimitation and presentation of an educational theme;
- c) Sound recording techniques - use of recorders, microphones, studio and outside broadcast sound recording;
- d) The different forms of radio, with emphasis on interview techniques;
- e) Organization of collective or individual listening;
- f) Collection of reactions to the broadcasts and analysis of the programmes' impact on different listener groups.

CRS already has among its staff someone with experience in television and radio production who could be extremely useful in the implementation of this programme. He should also assist in the production of a number of broadcast slogans relating to the fish project.

#### Other Practical Recommendations

1. Consideration has been given to producing a series of posters in step with the progress of the project.
  - a) The first poster should establish the link between malnutrition among children and fish as a solution which is within the families' reach. The slogan will be "For your child's health, feed him fish";
  - b) The second poster should go further, linking the mother's health to that of her child. This will involve getting not only children, but their mothers as well, to eat fish. The persuasive element in this poster should therefore bring out the need for the mother to feed well so as to be able to give her child a better supply of mother's milk;
  - c) The third poster will be aimed at the whole family, including the father. It will thus sum up and consolidate the positive results of the project, which, while combating child malnutrition, also seeks to change the food patterns of Djiboutians, which are marked by nomadic traditions that give preference to meat-eating, although meat has become a luxury product reserved for the rich. Mr. Bourassa suggests the following slogan:  
"Enjoy the Djibouti fish for good health".

To produce these posters, the project has already identified a health technician named Mr. M. Kassim. He has artistic talent and a real feeling for adult education. Moreover, he has been designated to attend a further

training course in Tunisia. With suitable equipment and facilities, he can take care of producing the posters. Their reproduction in quantity can be done by local printers, or using artisanal techniques in case of difficulty.

2. UNIPAC also has teaching aids which would be directly useable by the project, at the MCP level. In the event that CRS can make arrangements with the local UNICEF office to order this material directly, the items to be ordered, in line with the activities currently being undertaken by the project staff at the MCP level, are:

<u>UNIPAC CODE</u>	<u>DESCRIPTION OF ITEM</u>	<u>PRICE PER UNIT</u> US\$
17 180 80	Breastfeeding, Developing Countries Slides/Tapes	21.71
17 210 00	Feeding Children, West Africa - Slides/Tapes	45.72
17 595 00	Malnutrition in India - Slides/Tapes	23.08
17 690 40	Charting Growth in Small Children - Slides/Tapes	21.85
17 681 00	Protein-Calorie Deficiency - Slides/Tapes	21.86
18 020 50	Projector, 35mm, Slide/Filmstrip (with 18 020 53, 18 020 56, 18 020 59)	99.32
18 107 00	Stand for Projector, portable	66.30
18 838 09	Tape Recorder, Cassette	108.12
17 250 00	Flanellograph Pictures (Nutrition)	4.42
99 320 00	Flanellograph Kit	5.83

It would also be useful to consider arranging small briefing sessions on the handling of this material for the staff who will be using it, should the decision be taken for its acquisition by either CRS or UNICEF for the Ministry of Health. The PSC Officer is entirely willing to organize this training at an appropriate juncture.

Nairobi, June 1982