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# UNICEF

UNITED NATIONS CHILDREN'S FUND-FONDS DES NATIONS UNIES POUR L'ENFANCE

OFFICE OF THE DIRECTOR

EASTERN MEDITERRANEAN REGION *27/M/81*

REC
Attention
4032
24 March, 1981
<i>Jess Manduley</i>
<i>S.S. Kiaman</i>
<i>M. W. Mohamed</i>
<input type="checkbox"/> Note for the Record

7.38

To : Mr. Revelians Tuluhungwa  
Chief, PSC Service,  
UNICEF HQS., NEW YORK

From : Hoda Hallab  
Assistant PI/PSC Officer

Subject : P. I. Material

Kindly find enclosed some public information materials which are detailed in the attached list.

Please keep us informed of the distribution and use of these materials in your country and any reaction you may have to their content.

Best regards.

- 1 copy "Note for the Record"

NOTE FOR THE RECORD

Thoughts on an information strategy for UNICEF - Riyadh

Objectives

- 1.- Make the name of UNICEF, its mandate and ways of co-operation known among government, non-government, institutions and the public at large through inter-personal and mass communication.
- 2.- Advocate the needs of the child in Saudi Arabia and in the rest of the world by disseminating information to the officials and the public about the situation of children in the developing countries.
- 3.- Sensitize the officials and the public to take action to improve the conditions of children by making use of existing services, upgrading them and providing all necessary services for the promotion of the cause of the child in all its dimensions.
- 4.- Support the activities of the Gulf Arab Foundation and its founder HRH Prince Talal Bin Abdul-Aziz Al-Saoud within the Kingdom and outside by disseminating appropriate information in the local and international press.
- 5.- At a later stage, support UNICEF projects and activities in the Kingdom by providing techniques of project support communication during the various stages of developing a project: planning, preparation, implementation, monitoring and evaluation.
- 6.- Help introduce the concept of communication planning in the Ministry of Information in Saudi Arabia or other ministries involved in the delivery of Basic Services.

Possible Entry Points

- 1.- The enthusiasm generated inside and outside the Kingdom by the role HRH Prince Talal is assuming in advocacy for children, is offering a unique opportunity for UNICEF PI/PSC endeavours in favour of the child to be more successful than in any other set up.

An information strategy in Saudi Arabia should capitalize on this generated concern for children to translate it into actions oriented towards better conditions for them through Basic Services, Primary Health Care and Community Participation.

- 2.- The International Year of the Disabled seems to be taking off well in Saudi Arabia. The Ministry of Health has already come up with a request for UNICEF assistance in organizing a "Health Week" (4-10 April) which would emphasize the problem of the disabled. This seems to be a good opportunity for UNICEF to enter the national information realm and to advocate mainly the importance of preventive services for children. In other words UNICEF input during the aforementioned week should concentrate on an immediate objective which is to raise awareness among government officials and the public as to the "preventability" of most handicaps through appropriate nutrition, adequate health care and prevention of accidents. This will hopefully pave the way for a longer term objective which is to advocate prevention in general through Primary Health Care and Basic Services schemes. It is suggested that a Kit be produced in Arabic by Beirut Office containing various information material on the disabled, the prevention aspects and the rehabilitation services. The material included will be in the form of feature articles, reports, illustrations and a poster.
- 3.- Other entry points, not less important, are the follow up activities of the International Year of the Child and the Water Decade. The information gathered from various sources on these two occasions could be utilized in the various mass media to sensitize and motivate officials and the public towards the needs of children and also to the role of clean water and appropriate sanitation in child's and infant's mortality.
- 4.- There is a very popular religious programme on the Saudi Television presented by Sheikh Tantawi, and which seems to be a very useful medium to disseminate messages contained in the Qura'n on child and mother, care and health.

#### Suggested Starting Activities

- 1.- To compile, inventorize and codify available information on the situation of children, in Saudi Arabia and other countries of the developing world, and experiences encountered in trying to improve their situation.  
(Documentation Unit)

- 2.- Develop a mailing list of government institutions and ensure a regular distribution of UNICEF periodic publications (UNICEF news, Assignment children, Ideas forum etc...) and other necessary documents.
- 3.- Organize the audio-visual unit by getting more promotional films on UNICEF and on experiences in other countries.
- 4.- Investigate photography and printing resources in Riyadh.
- 5.- Survey the government and the private sector resources in the preparation and production of information material.
- 6.- Establish good working contacts with the press, TV and Radio and also with the International News Agencies in Jeddah, as well as with Saudi children's magazines.

Hoda Hallab  
Assistant PI/PSC Office



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**Memo and Note for the Record, laying out a possible strategy for future UNICEF assistance to Saudi Arabia.**

Print Name of Person Submit Image

**SAROJA DOUGLAS**

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**Saroja Douglas**

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