

Programme Support Communications Service

(PSC)

Programme Support Communications ^{*L*} has a pivotal role in the formulation and implementation of basic services programmes for children. ^{*PSC*} It facilitates advocacy, community education and participation, behavioural change and new skills acquisition. Thus PSC makes programmes operate more successfully, this, in turn, strengthens the case for fund-raising.

In realization of this concept several trends in Programme Support Communications, (PSC) emerged during 1982:

1. Strengthening National Capacities. In the Eastern Africa Region, UNICEF is assisting extension workers training institutions in Botswana, Ethiopia, Kenya, Lesotho, Mauritius, Somalia, Swaziland, Tanzania, Zambia and Zimbabwe to establish PSC training programmes for trainers and workers in communication courses for field ~~workers~~ ^{*in selected training institutions.*} and community. Under the same programme the development and publication of prototype curricula, Africa-oriented textbooks and manuals, establishment of a communication network for the ~~exchange~~ ^{*are*} of information and experience ~~is~~ foreseen. The overall goal of this programme is to strengthen development communication service at three levels: the trainer, the extension worker and the community animateur. The programme ^{*places*} ~~lays~~ special emphasis upon the training of the community animateur who is at the front-line of development work. The Federal Government of Nigeria has been assisted to establish a Development Support Communications Unit in order to strengthen grass-roots community development effort by providing a new model communication support

service. This unit will assist projects (a) by designing PSC strategies that foster greater people's participation, (b) in producing a wide variety of printed posters, training aids, extension work brochures, aides memoires to boost and sustain community improvement efforts, (c) in training of extension workers in PSC and (d) in testing appropriate communication technologies. In Burundi, a small audio-visual library and a studio for the production of PSC and advocacy materials have been set up. In India Government producers of PSC materials have participated in several workshops on message design, materials production and pretesting techniques. A ~~small~~ health communications unit has been established within the health, water and sanitation programme in the Baluchistan Province in Pakistan. The unit activities focus on identifying social aspects of water~~x~~ utilisation, sanitary practices and health care on which training programmes for health workers, village midwives and health education components are based. In the Philippines a survey revealed that communities' failures to participate in the expanded immunization programme were based on the lack of information and a number of misconceptions. The result was a training programme ~~for~~ for over 12,000 midwives, to equip them with communication skills for motivating parents to participate in the programme. The assessment of this component is currently underway.

2. Community and Family Life Education. In many countries the implementation of UNICEF-assisted programmes has been enhanced by well-designed PSC components. The Family Nutrition Improvement Programme in Indonesia incorporates a PSC strategy and activities that focus on the pregnant women and mothers of children under five. Their prime concern is "what are the behavioural changes required of this group?". The central message of the programme is "a healthy child is a growing child." The same basic message is disseminated and understood at all levels: mothers, pregnant women, volunteer workers, field workers, planners, and policy makers. UNICEF, wor-

kind in close collaboration with the Government, has sponsored the production of a variety of materials such as: growth charts, reference manuals, flip-charts and slide/sound series for the agricultural, family planning and health field workers, religious leaders and volunteer workers. These materials are used as training and motivational aids ~~and they~~ are complementary of each other. For example, the manuals can be used with the flip-charts; the materials designed for a field worker group complement those designed for another group; the materials are used across the board; and the messages are always kept simple, practical and action-oriented. The mass media type of materials include a series of posters, press advertisements and radio spots to support the breastfeeding campaign; child weighing posters; and a comic strip encouraging good health and nutrition based upon the Islamic beliefs posted on 2,000 village information boards. The programme focus has provided a strong mechanism for standardizing message content, training methodology, and facilitating joint material production. It has also ~~provided~~ ^{become} a huge force in the field to mobilize ^s and motivate community participation. In Syria, the School Health Department, Ministry of Education, was assisted to produce a series of posters and wallsheets for advocating child care and better health, breastfeeding and printing of a pioneer book in Arabic entitled, The Child's Health From A to Z for community workers and mothers. In Nigeria, the implementation of the Imo State Rural Drinking Water Supply and Sanitation Pilot Project Programme has been facilitated by the training of extension workers in health and personal hygiene education techniques and the production of health education materials for field staff and mothers. ^{In Pakistan} ~~Calendars~~, brochures, wallsheets, cartoon stickers and booklets for children based on knowledge, attitude and practice studies were produced to support a goitre control programme in the districts of Chitral, Dir and Swat. A PSC manual on the maintenance and use of millet grinding mills to support nutrition projects in Upper Volta, Niger, Senegal and Togo was produced. In Nicaragua ~~the Guatemala area office was provided with a~~

was provided to
consultant ~~to work there to~~ develop a number of audio-visual presentations aimed at extension workers and parents on the handicapped child, pre-natal and peri-natal care and ~~on the aspects of monitoring and surveillance of the young child.~~
the design mechanisms for

3. Use of Mass Media. In several countries the mass media systems were mobilized for the promotion and support of programmes for children. In India, a 20-part radio "spot" series and a radio talk and play on infant feeding practices were produced. In Jamaica, Radio Central has been assisted to produce 26 experimental soap opera type of radio programmes in support of development needs of mothers and children. The messages are based on social studies which consist of audience lifestyle profiles, education assessment, ~~programme~~ pre-testing and post-transmission feedback from the audience. The programme content areas include problems in agriculture, health, nutrition and education. Lessons learnt will help in the development of guidelines for radio drama support to basic services for children *for use elsewhere*. In Brazil, a mass media campaign supporting nutrition programmes ^{as} ~~is~~ a follow-up to a successful promotion of breastfeeding amongst policy and decision makers *is underway*. In Indonesia a puppet based children's TV show is being used as a medium for educating children on the basics of hygiene and health practices. It has become a national symbol, whose popularity now surpasses that of local and regional children's TV heroes. In the Comoros radio receivers have been distributed to health centres to facilitate listening to health broadcasts. UNICEF staff has assisted the Ministry of Health in the design of radio messages and the motivation of communities to participate in the listenership. In Turkey, a national school story competition was designed and implemented as part of the promotion of PHC activities. This competition covered 40,000 village primary schools. The objective of the competition was to intensify health education and PHC issues and to make parents aware through their children of the health problems in their communities.

4. Strategy and Policy Support Communications. Another important but challenging ^{point} area into which PSC has moved is the promotion of priority themes as an entry/in- to advocacy for children's needs and opportunities for action amongst national policy and ^{cision} decision makers. In Brazil, ^{an advocacy} programme ^{on the decline of} ~~breastfeeding~~ ^{in Brazil} amongst ministers and medical professionals resulted in extensive media coverage and the development of national plans for the protection and promotion of breastfeeding and nutrition programmes. An attempt is being made to highlight what has been learned from the successful national breastfeeding programme for replication elsewhere. In India a filmstrip series on ICDS ~~(Indian Child Development)~~ were produced for the motivation of senior ~~Government~~ and NGO administrators. In Zimbabwe a booklet on breastfeeding has generated a formulation of guidelines on the marketing of infant milk formulae. Three global slide sets, "Why Breastfeed?", "Breaking the Cycle of Diarrhoea and Malnutrition: ORT" and "Urban Basic Services: Challenge!" have been produced by New York for educating and motivating development workers worldwide. Policy support communication is an area ^{on which} ~~that~~ PSC Service will ^{increasingly} focus ~~more~~ more in the future.

5. Publications. The circulation of the PSC Newsletter has continued to expand ^{and is to} ~~to~~ ^{provide} an important forum for the exchange of field experiences ^{in psc worldwide}

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17 January 1983.



CF-RAI-USAA-PD-GEN-2007-000116

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000116**

External ID

Title

"1982 Executive Director's Annual Report" Corrected final draft of section on PSC Service by RRN Tuluhungwa, UNICEF Hq, New York.

Date Created / From Date

1/17/1983

Date Registered

8/10/2007 at 2:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-09430 (In Container)**

F12: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2007-09430 (Upasana Young)' since 8/19/2007 at**

F13: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CM/1986/T001: PSC Files - Programme Support Comr**

Date Published

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

Outlines PSC's role in UNICEF's work, and highlights trends and activities in 1982; strengthening national capacities in Easter Africa Region (Botswana, Ethiopia, Kenya, Lesotho, Mauritius, Somalia, Swaziland, Tanzania, Zambia and Zimbabwe), Nigeria, Burundi, India, Pakistan (Baluchistan), and the Philippines; Community and family life education with highlights from Indonesia, Syria, Nigeria, Upper Volta, Niger, Senegal, Togo, Nicaragua; Use of mass media, detail from India, Jamaica, Brazil, Indonesia, Comoros, and Turkey; Strategy and policy support communications; publications.

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