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Dr Karin Edstrom  
Senior Medical Liaison Officer with  
operational UN agencies, New York  
Room A-6528  
866 United Nations Plaza  
New York, N.Y. 10017  
Etats-Unis d'Amérique

25 August 1983

Dear Karin,

Further to my letter of 12 August, I have just had the opportunity of meeting Mr Kreuger who heads the UNICEF Office in Cairo. He recommended very strongly that the report on the Basle workshop should be reviewed by Mr Revi Tuluhungwa. I would be grateful if you would kindly ensure that he sees it. I would also like the opportunity of making contact with him as much of the Health Learning Materials Programme at country level relates to his field of work.

Best wishes to you,

Yours sincerely,

Dr M. A. C. Dowling  
Technical Adviser  
Division of Health Manpower Development

*Karin I do not  
have it - do you?*

PSD SERVICE
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UNITED NATIONS, NEW YORK, N.Y. 10017  
CABLE ADDRESS: UNICEF - TELEPHONE: (212) 754-1234

PSC/84/09  
(3627F)

January 9, 1984

Dear Dr. Dowling,

Your letter T15/370/3 dated 25 August 1983 and a copy of a report on the Basle Workshop, on Audio-Visual Materials for use in Health Teaching, reached me recently.

I am not very familiar with the Health Learning Materials (HLM) Programme at all, but, I find the concept and the approach, as briefly described in the introduction of the report, fundamental to meeting part of the pressing needs in the field of training health manpower. Herewith are some of my views.

1. The dearth of training materials especially audio and visual is getting increasingly more serious than most people realise. There has been an expansion of training institutions and a continuous revision of curriculum in most countries. The current economic recession has forced many governments to cut down or stop the importation of such materials, and those supplied by UNICEF, WHO, or other agencies are no longer enough and, in some countries, quite irrelevant-- due to differences in language, cultural incompatibility, etc. Still more serious, the local production facilities, e.g. Health Education Units, were neither developed well enough to undertake import substitutions nor do they have enough budget for, both importing raw materials and local production. In this scenario the HLM project is timely.
2. The workshop focussed on material production and adaptation at the country level for training institutions. There is another serious area which I assume the HLM project may also be concerned with, i.e. material design and production for field (village level) health or family life education programmes. To meet this need there are two pre-requisites:-
  - (a) Training of communication trainers for the various training institutions. While the type of materials discussed in the workshop are to support teaching of the various disciplines, the students need to learn the basic communication or health education methodology and techniques. This is a serious deficiency in most institutions in many developing countries. Yes, they have a couple of days or weeks per year set aside for health education. But the methodologies, materials and field work exercises need complete overhaul if such courses are to have a meaningful impact on the future work of the trainees. Can the HLM project look into this too if it has not done so already?



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(b) Preparation of the field workers in communication skills especially in message design techniques and how to use materials to support or promote the messages and the learning processes.

3. Cataloging existing national material resources. This is a necessity. It should also include some information on institutions which train people in communication, health education and materials production.
4. Ideally the teaching material needs, should be identified at the stage of curriculum design and/or revision; and also when external assistance to the various training institutions is being formulated.. This approach ensures availability of funds for some of the recommendations emerging from the workshops and my observations in this letter. At this stage what should be imported or produced locally will be identified.
5. Strengthening country level production capacity. Excellent, but too often it is forgotten that health education or communication requires skills in strategy development, which incorporates, amongst other things, message design, pretesting of messages and materials, orientation of staff in basic communication techniques etc. Thus the lack of skills amongst staff in the design of a health education or communication strategy as part of a health or other development programme is the most serious problem . WHO and UNICEF must do something about it. UNICEF is now assisting several institutions in six countries in the East African Region, to build up training capacities which can undertake this type of training amongst other activities. Attached find a booklet on this programme.

In other countries, through UNICEF's expanding PSC network, our assistance to this type of training is on an increase.

- (6) Cooperation with Pharma International. I have seen some of the publications mentioned in the report. They are very good both in format and content. But, they are not cheap at all and suffer from language limitations. Before the two agencies undertake such a collaboration with a transnational corporation, we may need to examine carefully current and future political implications. Therefore, as I am not competent to decide on this issue, I am referring the relevant workshop part recommending the stocking of Pharma International Materials at UNIPAC to Mr. Arne Jensen, Director, Supply Division, UNICEF, for a decision.
- (7) I agree that the shortage of materials coupled with the lack of human resources in the recently independent Portuguese speaking countries is a serious matter.

*4*  
 A. Regmt. Project for  
 Training in Comm.  
 for Basic Services"  
 UNICEF  
 EARO office Nairobi



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I hope the above observations, which go beyond an ordinary review, have a bearing on your HLM and other programmes and, give you an idea of UNICEF involvement in programme support communication.

I am looking forward to meeting you too. Maybe I will be in Geneva around 9th February 1984. If you are around then, I would like to learn more on the HLM programme.

Best wishes for 1984.

Yours sincerely,

A handwritten signature in black ink, appearing to read "R.R.N. Tuluhungwa".

R.R.N. Tuluhungwa,  
Chief, PSC Services, N.Y.

Dr. M.A.C. Dowling,  
Technical Adviser,  
Division of Health Manpower Development,  
World Health Organization,  
27 Geneva 1211 Switzerland.

cc: Dr. K. Edstrom, N.Y. - WHO Liason Officer, UNICEF.  
Mr. J. Ling, WHO Geneva - Director, Information Division.  
Mr. J. Williams, N.Y. - Director, UNICEF Information Division.

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INTERREGIONAL HEALTH LEARNING MATERIALS PROGRAMME

Workshop on Audiovisual Materials for Use in Health Teaching  
Basle, Switzerland, 14-17 June 1983

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INTERREGIONAL HEALTH LEARNING MATERIALS PROGRAMME

Workshop on Audiovisual Materials for Use in Health Teaching  
Basle, Switzerland, 14-17 June 1983

INTRODUCTION

Lack of relevant teaching and learning materials for health workers, in training and in service, is a serious impediment to the basic and continuing education of all members of the health team. The recognition of this need, and the realization that well-designed learning and reference materials could contribute substantially towards improving the delivery of health care in national primary health care (PHC) programmes, led to the creation in mid-1981 of the WHO Health Learning Materials (HLM) programme. This programme has the following aims:

- (i) to collaborate with a limited number of countries so that they can become self-reliant in the development and production of teaching and learning materials appropriate to their own needs and priorities, and in direct support to their primary health care programmes; and
- (ii) to provide interregional support to encourage the sharing of resources, and eventually the extension of the programme through technical cooperation among developing countries (TCDC) to other developing countries.

At the end of two years of operation, nine countries have developed comprehensive five-year plans for HLM projects, in direct support to their PHC programmes, and are currently exploring possibilities for external financing. At the end of the five-year period of external support, the HLM projects will be absorbed into each national administrative and financial structure. In this manner, an institution will be created which can assure the continuing process of materials production to meet the changing needs and priorities of health programmes.

So far, the emphasis has been on the production of textual materials (manuals, teachers' guides, workbooks, etc.) which represent the most urgent need. However, in all countries, attention has been constantly drawn to the absence of "audiovisual" materials (charts, posters, teaching models, overhead projector transparencies, slides, audiocassettes, films, etc.) which can be valuable adjuncts to the teaching process. In the archives of many medical illustration units (or equivalent) in universities in the developing world, there is a wealth of excellent teaching material which has been prepared expressly for teachers of all disciplines. Unfortunately the materials are not effectively catalogued, and there is thus no possibility of assessing the range and quality of these resources. There has, moreover, been little or no exchange of expertise and teaching materials between institutions - even those within the same country, let alone on an inter-country basis. Imported audiovisual materials are often irrelevant and always expensive, necessitating the use of restricted external currencies. Two exceptions to this statement are worthy of mention. A non-profit company, Teaching Aids at Low Cost (TALC), based in the Institute of Child Health in London, is currently distributing slide series with accompanying texts, at a price well within the pocket of institutions and individuals in the Third World. During the past year, more than 350,000 slides have been distributed on a variety of health subjects. Practical assistance has also been given by UNICEF, which has a long and distinguished record of supply of teaching models, charts, slides, etc., and has contributed at country level by boosting local capacity in materials design and development, and financing their printing in the commercial sector.

The generous offer by Pharma International to host a workshop on audiovisual materials for health personnel teachers from developing countries in mid-June 1983 came, therefore, at a particularly opportune moment. This department of the pharmaceutical company, Ciba-Geigy Limited, deals with the pharmaceutical requirements, including training, of countries in the Middle and Far East, Africa and Latin America. It has already given valuable service to the Organization by offset-printing manuals for countries participating in the WHO HLM programme. An example is a 206-page manual, "Guide de la Lutte contre la Schistosomiase", reproduced in 3,000 copies on behalf of Morocco, and delivered to the Ministry of Health. The pharmaceutical industry produces a great deal of illustrative and other audiovisual material for the training and reference of staff in different parts of the world. Much of

this material is, with little adaptation, suitable for use by teachers of health staff. Naturally, product information and all references which might have commercial implications were deleted from the materials displayed at the workshop. These included illustrations (the most remarkable of which being the unique Ciba Collection of Medical Illustration in nine volumes by Frank Netter), charts and posters, teaching models, programme learning packages, projection slides and films. Most material was available in both English and French.

While WHO covered the travel costs of participants, Pharma International acted as hosts during the three-day workshop, defraying all costs of board and lodging. Regional interest in the invitation was considerable and there were 17 participants from 16 countries (including seven of the nine countries in the WHO HLM programme). The list of participants (Annex I) shows the wide variety of competences and experience brought to bear on screening the materials for relevance to their own national teaching situations.

During the three days of the workshop, participants in groups reviewed the materials displayed or projected, and gave their views and recommendations in a plenary session on the final day. In addition to the materials from Pharma International, some examples of other, internationally available, audiovisual materials at relatively low cost were made available for screening. A brief list of these resources is given in Annex II. The varied teaching responsibilities of the participants contributed greatly to the value of the discussions; the recommendations which follow were addressed to Pharma International on the one hand, and to UNICEF and WHO on the other. A small working group has been set up by Pharma International to report to management on the implications of the recommendations made. A decision will then be made on the extent to which the Ciba-Geigy group can meet the requirements for audiovisual teaching support materials in developing countries in collaboration with WHO.

#### CONCLUSIONS AND RECOMMENDATIONS

The group stressed the acute shortage of audiovisual teaching aids at all levels of health teaching in the 16 countries represented. Whereas lack of textual materials could often be remedied within local resources, the production of good quality, relevant audiovisual aids in the health sector was often beyond national capacity. In some medical schools, sections of medical illustration were able to keep pace with the needs of teachers, but the very large number of training schools for health auxiliaries had no such resource. Apart from limited external supplies, mostly from UNICEF and WHO, these schools, responsible for training the bulk of the health team to meet the requirements of PHC, had little or no teaching aid support. It was generally agreed that such aids - even in their simplest form (charts, transparencies and projection slides) - would contribute very much to improving the quality of health teaching in developing countries. Practicable solutions were sought, and the following recommendations were made, addressed respectively to Pharma International, UNICEF and WHO.

##### a) Pharma International

- The quality of the Netter atlases of medical illustration was universally acclaimed. They were considered to be essential for all medical schools and universities of health sciences and for all training schools for nurses and supervisory levels of health auxiliaries. Although only available in English, the illustrations were clear and self-explanatory, and lent themselves well to adaptation for direct use in teaching in any language. The series was, however, only available in a limited and very expensive edition. The possibility should be explored of reproducing this invaluable resource in cheap, paperback edition which could be included as a regular item in the UNICEF "UNIPAC" supply (see UNICEF recommendations below).
- The same comments applied to the Netter series of projection slides and also to the individual collection of slides displayed at the workshop by Pharma International. Their value was undoubted as a contribution to teaching at all levels, but the relatively high cost per slide brought the series beyond the pocket of most institutions in developing countries. A cheaper reproduction should be explored, perhaps in the form of unmounted rolls of 35 mm slides as currently practised by TALC - a major reason for the remarkably low cost of the TALC series (see Annex II).

- The posters and charts displayed would be directly of use in teaching, especially at auxiliary level. There is a real need for such charts, and also for charts on other disciplines. It was recommended that Pharma International should consider the possibility of reproducing these charts for institutional use, and of working with one or two selected institutions in the development of new charts to meet recognized needs. WHO would have a role to play here as an intermediary.
- The self-instructional booklets (which had incidentally been written for pharmaceutical rather than health staff) were pitched at a relatively high level, and would need field-testing with target groups (e.g., medical students and medical assistants) before content and cultural suitability could be established. As with the charts, it was recommended that one or more institutions should undertake this testing, at the same time exploring the possibility of adapting the contents for use by trainee health auxiliaries. All the participants received complete sets of these booklets - in English or French - and undertook to study their usefulness in their individual teaching contexts. Pharma International agreed to consider reproducing modified versions of these booklets after field-testing.
- The participants were favourably impressed by the materials production department of Pharma International - the whole consecutive procedure through design, illustration and layout, to printing, binding and distribution. It was recommended for consideration that these facilities be available for on-the-job training of national technicians involved in materials production.

b) UNICEF

- Appreciation was expressed by all participants of UNICEF's contribution over the years to training institutions in developing countries through the supply of teaching aids. Much of this supply has been based on the UNIPAC catalogue. It was recommended that UNICEF should consider including cheaper versions of the Netter atlases and slides in the UNIPAC series, together with selected teaching charts for health auxiliary training schools developed by Pharma International after field-testing. A guarantee of purchase of a reasonable number of copies for stocking in Copenhagen would facilitate the reduction in unit cost through mass reproduction. It was also recommended that the Meddia series of slides and texts (see Annex II) be included in the UNIPAC list as a valuable resource for teaching. It was suggested that UNICEF and WHO should consult together on the expansion of the teaching aids section of the UNIPAC catalogue.
- The group also noted with appreciation the assistance given by UNICEF at country level in the design and printing of teaching aids, especially for health education purposes. It was recommended that this aid should be continued and extended in order to meet the need for locally appropriate teaching materials, especially in those countries currently developing self-reliance in materials production as part of the WHO HLM programme.

-c) WHO

- The group considered that the availability of audiovisual materials as a support to teachers in the health field was a subject which had been neglected in the past. To their knowledge, this was the first organized workshop at which the matter had been fully addressed. The main impediment to provision was the cost of audiovisual materials, compounded by the difficulty of operating and maintaining the more sophisticated equipment required for their effective use. There were, however, already existing resources in many countries which could be reviewed, catalogued and shared on a TCDC basis. It was recommended that WHO should promote inventory studies in countries in order to reveal and assess these resources. Such an inventory is already an integral part of the preliminary phases in national HLM projects.
- Closely linked with this recommendation was a request that WHO should endeavour, either as part of its fellowship programme or from country funds, to provide for training of audiovisual librarians who would then be competent to catalogue the extensive collections of medical illustration and health education sections. An expert cataloguing will be an essential preliminary to inter-country exchange.



- As a result of these two linked activities, it was recommended that WHO should assume the role of clearinghouse to facilitate the sharing of expertise, experience and materials. Already, the WHO Eastern Mediterranean Region is planning to establish just such a clearinghouse which will be discussed at a workshop in Khartoum in late August 1983. The African Regional Office is intending to provide a similar clearinghouse function as part of its regional HLM network.
- It was noted that the bulk of the WHO fellowship programme was devoted to training of individuals in the health disciplines. It was recommended that WHO should provide also the training of staff involved in audiovisual materials production (artists, photographers, printers, audiovisual technicians), without whom national capabilities in the design, production and effective use of such materials could not be properly developed. Joint action with UNICEF might be appropriate in this regard.
- Following directly on the requests made to Pharma International (see a) above), it was recommended that WHO should facilitate the field-testing and modification of charts and booklets, by directly involving national institutions. Some of the participants offered the services of the institutions which they represented for such a purpose, which would ensure the relevance and cultural suitability of the materials.
- The group further recommended that WHO should consider conducting regional and inter-country workshops, especially in association with the growing HLM programme, to boost the national levels of competence in materials production.
- Finally, a strong plea was made that WHO should step up its efforts in translating and making available materials in the Portuguese language for lusophone Africa. Already the WHO African, American and European Regional Offices were working towards this end, but it was stressed that the shortage of relevant teaching materials in Portuguese was indeed acute.

In conclusion, the group expressed its sincere appreciation to the staff of Pharma International and Ciba-Geigy Limited for their courtesy and the hospitality extended to them during their stay in Basle. They also thanked WHO for giving them an opportunity to discuss the provision of audiovisual materials so urgently required by teachers at all levels in the developing world.

List of Participants

Participants

Dr Séraphin Bararengana	Dean, Faculty of Medicine, National University of Rwanda, Butare, Rwanda
Mrs H. A. D. Sulieman Dababneh	Director, Nursing Training, Amman, Jordan
Dr Barthélemy Raphael Darboux	Lecturer, Human Biology, Faculty of Health Sciences, Cotonou, Benin
Mr Abdullah A. Hirad	Director of Training, Ministry of Health, Mogadishu, Somalia
Mrs I. J. Indrapala	Acting Principal, Nurse Training School, Galle, Sri Lanka
Professor Driss Mammeri	Professor of Social Medicine, University of Algiers, Hydra, Algiers, Algeria
Dr Inusse Noormohamed	National Director for Training of Health Personnel, Ministry of Health, Maputo, Mozambique
Professor Theodore Okeahialam	Department of Paediatrics, College of Medicine, University of Nigeria, Enugu, Nigeria
Mrs Mary Okoye	Village Level Women's Group Coordinator for PHC Project, Enugu, Nigeria
Dr A. Qirbi	Dean, Faculty of Medicine, Sana'a, Yemen
Mr Rui Lopes dos Reis	Engineer, National School of Public Health, Lisbon, Portugal
Professor Abdul Rahman Abdel Salam	Director, Educational Development Centre, Faculty of Medicine, Khartoum, Sudan
Dr Ahmed Shabooti	Dean, Health Manpower Institute, Crater, Aden, Democratic Yemen
Mr Govind Man Singh	Senior Health Education Officer, Department of Health Sciences, Ministry of Health, Kathmandu, Nepal
Mr Cihat Tepeler	Health Education Expert, School of Public Health, Ankara, Turkey
Dr Ezra M. Teri	Principal, Centre for Educational Development in Health (CEDHA), Arusha, Tanzania
Dr Ismail A. Wasfy	Professor of Ophthalmology, Faculty of Medicine, Assiut, Egypt

Secretariat

Staff of Pharma International

Dr E. Wagner	Head, Training Department, Pharma International-Ciba Geigy Limited
Mr J. Vom Dorp	Trainer, Pharma International-Ciba Geigy Limited
Mr F. Marty	Trainer, Pharma International-Ciba Geigy Limited
Mr H. Notz	Secretariat, Pharma International

WHO Staff

Dr M. A. C. Dowling	Technical Adviser, Division of Health Manpower Development, World Health Organization, Geneva
Mr N. P. H. Milner	Regional Medical Supply Officer, WHO Eastern Mediterranean Regional Office, Alexandria, Egypt

Sources of low-cost audiovisual materials

The following list is not exhaustive, but it includes a number of sources from which good quality materials (posters, charts, film strips, projection slides) can be obtained at a reasonable cost. There are many commercial and university sources which are, however, usually much more expensive. Many of them relate to 16 mm films and videocassettes which, at an average cost of US\$ 200 a unit, are beyond the reach of most institutions in the developing world.

1. Teaching Aids at Low Cost (TALC)

Fifty sets, each of 24 projection slides with an explanatory text for the user, are currently available, and new sets are added each year. Each set is supplied either in film rolls together with self-sealing mounts, or in already mounted slides. A special low price is quoted for institutions in developing countries. Some of the texts are available in French.

Address for catalogue and order:

Teaching Aids at Low Cost  
P.O. Box 49, St Albans  
Herts AL1 4AX, England

2. MEDDIA International Slide Bank on Tropical Diseases

This comprises 10 series, each of 84 self-mounting slides (or microfiche) with accompanying text in English and French, developed by the Royal Tropical Institute in Amsterdam in collaboration with WHO. Subjects are schistosomiasis, leprosy, malaria, leishmaniasis, trypanosomiasis, geohelminth infections, filariasis, amoebiasis, other helminth infections and other protozoal infections. The series is likely to be extended to cover other tropical conditions.

Address for catalogue and order:

Dr H. R. Folmer  
Royal Tropical Institute  
Department of Tropical Hygiene  
Mauritskade 63  
1092 AD Amsterdam  
The Netherlands

3. World Neighbors, Overseas Development Materials

The range currently includes 94 filmstrips and 6 flipcharts on different aspects of community health. Materials are available in English and Spanish, and some also in French.

Address for catalogue and order:

World Neighbors  
Overseas Development Materials  
5116 North Portland Avenue  
Oklahoma City, Oklahoma 73112  
U. S. A.

4. Bureau d'Etudes et de Recherches pour la Promotion de la Santé, Zaire

Apart from a very wide variety of booklets and manuals, for use by the health team in training and also for health education of the public, this Bureau distributes flipcharts, flashcards and posters on many health subjects. Although most of the materials are in French, there are English subtitles to all the visual material, and also a number of books and visuals in Portuguese.

Address for catalogue and order:

Bureau d'Etudes et de Recherches pour la Promotion de la Santé  
B.P. 1977  
Kangu-Mayombe  
Zaire

5. The Hesperian Foundation

This is a useful series of low-cost slide sets with accompanying scripts on various development subjects, including on preparation of simple teaching aids and on methods of teaching at village level. The Hesperian Foundation is directed by Dr David Werner, whose book "Where there is no doctor" is a well-known aid to field workers.

Address for catalogue and order:

The Hesperian Foundation  
Project Piaxtla  
Box 1692  
Palo Alto, California 94302  
U. S. A.

6. World Health Organization

The Organization makes available at minimal charge a number of projection slide sets, flipcharts and posters in English and French, developed by individual units on subjects such as malaria, trachoma, eye diseases, immunization, leprosy, diarrhoeal diseases and oral rehydration. For information on these materials, contact:

Division of Public Information and Education for Health  
World Health Organization  
Avenue Appia  
1211 Geneva 27  
Switzerland

In addition, the Pan American Health Organization has published a series of almost 100 filmstrips accompanied by explanatory texts. These texts are mainly in Spanish, although a limited number are also available in English.

Address for catalogue and order:

Filmstrip Program  
Office of Publications (ADF)  
World Health Organization  
Regional Office for the Americas/  
Pan American Sanitary Bureau  
525, 23rd Street, N.W.  
Washington, D.C., 20037  
U. S. A.



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**"Interregional Health Learning Materials Programme" Report on the WHO Workshop on Audiovisual Materials for Use in Health Teaching, held in Basel, 14-17 June 1983. Also, review dd 9 January 1984 of this report by RRN Tuluhungwa, UNICEF, NY**

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Notes

With letter of transmittal from Dr. MAC Dowling, Technical Adviser, Div of Health Manpower Development, WHO, Geneva, to Dr. Karin Edstrom, Sr. Medical Liaison Officer with operational UN agencies, New York, saying that the report should be reviewed by RRN Tuluhungwa at UNICEF; also handwritten routingslip (not scanned) from K. Edstrom to RRN Tuluhungwa transmitting the document for his review. RRN Tuluhungwa's review of the workshop report is contained in his letter dd 9 January 1984 to Dr MAC Dowling at WHO, Geneva (see above). RNN Tuluhungwa deplores the dearth of training materials, especially audio and visual, gives background and suggests the WHO Health Learning Materials project should also focus on village level and family health education programmes. His review further mentions cataloguing existing national material resuorces, strengthening country level production capacity, and discusses cooperation with Pharma International.

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