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25 November 1981

Excellency,

[Signature]
RT 12/12/81

I have the honour to acknowledge receipt of your letter to Mr. Toron, UNDP's Information Officer for the Arab States as a follow-up to the meeting with Mr. Mehdi ben Zikri, Director of Technical Affairs, Ministry of Supply and National Development, and Mr. Hadi Toron, on 27 August 1981.

As explained at that meeting, UNDP serves as the focal point at the international level for: (A) public information activities concerning the International Drinking Water Supply and Sanitation Decade; and (B) for efforts to incorporate appropriate "communication components" within water and sanitation projects.

A. Public information activities:

In the first function, we have been producing a range of basic material on Decade themes and issues and on country-level planning and action in pursuit of Decade objectives. We have also developed some ideas for country-level information activities which might be undertaken by government offices concerned with the Decade.

1. Materials currently available

.....
A complete set of printed materials currently available from us is enclosed with this letter, as described below:

- (a) Two information kits in French and two in Arabic. These were prepared for the official launching of the Decade in 1980 and distributed worldwide;
- (b) A set of 12 new articles on Decade issues and country-level actions (in English only), including one on Morocco entitled "The Modern Muhtasib". They were researched and written to give an idea of the progress made since the Decade was launched a year ago; many are being published in condensed form in the UN newspaper "Development Forum" for November and December;

2/...

His Excellency
Mr. Abdul-Rahman El-Bouri
Minister for Supply and National Development
Ministry for Supply and National Development
Rabat, Morocco



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(c) A bibliography (in English only) of water supply and sanitation references. Please note that the references listed may only be obtained from the respective publishers and not from UNDP;

(d) The directory of National Action Committees so far established.

Also available is the Decade theme film entitled "Journey for Survival". A copy in French or Arabic can be borrowed for screening, at no charge, from the United Nations Information Centre, Immeuble de l'ONU, Angle avenue Moulay Hassan et rue Assafi, Rabat (telephone: 315.91).

These materials may be useful for group briefings in your Ministry and other co-operating Ministries, for dissemination to information media, and for other purposes you may have in mind. If you wish to have additional copies, some can be provided on request to the UNDP Resident Representative who may have some extra copies or could obtain more from us if necessary. We would welcome any further distribution you may want to make.

Likewise we encourage translation, adaptation and reproduction of these materials for your uses nationally in Morocco. Should you decide to translate any of the articles described in (b) above into French and/or Arabic, we would be grateful to receive these translations for our further uses in French- and Arabic-speaking countries.

In the meantime, your name has been put on our mailing list to ensure that you receive any material we publish in the future.

2. Ideas for national information activities

From other countries that have begun serious Decade programmes, and from national experience in other special development campaigns, there are several ideas which you might want to consider for a Moroccan information programme for the Decade. Your letter refers both to general publicity and to "an educational campaign to encourage water users to economize on the use of water". In addition to these audiences in the general public and in specific communities, there are two other "audiences" that may need special attention, as follows:

(a) Officials

As can be seen in the membership of Morocco's National Action Committee for the Decade, a wide range of Government



ministries and offices have a role in your programme. In addition to the officials serving on the Committee, there are certainly many others working for the respective ministries and offices whose understanding could be enriched by both basic background material and periodic "progress reports" on the Decade goals and programmes in Morocco, and perhaps in other countries and internationally. It may also be useful to assess which other officials -- at regional, municipal and town levels? in Parliament? in bilateral/multilateral external co-operation offices? -- could profit from similar basic information, both initially and on some fairly regular basis thereafter in the coming years. There might be several hundred or more key Decade "actors" and managers on a list covering these types of officials.

(b) Extension/education staff

In the concerned Ministries, the staff involved in extension work and public education activities that relate (or could) to water supply and sanitation constitute a second audience. Their information needs include some -- but not all -- of the same basic background and progress data referred to in (a) above. In addition, however, they probably need systematic briefing and up-dating about plans and programmes in the specific local or sectoral areas in which they work, and about ways of strengthening their contacts and educational efforts with communities. The staff concerned may be engaged in programmes for community health education, rural animation and community development, promotion and support of co-operatives and credit associations, school curriculum development, or similar efforts. Again, the size of this audience in various staff echelons would probably be in the hundreds if not thousands.

It seems to us that, in most countries these two audiences have vital importance in the over-all Decade programme -- and in helping to ensure that the other audiences in the general public and specific communities also become well informed and appropriately involved.

When these two categories are added to the general public audience (to be reached mainly through information media) and to multiple community audiences (to be reached through extension, information and group programmes related to specific water supply/sanitation projects), it is evident that the information tasks are indeed very large and involve different materials, messages



and methods for the various audiences. It may well be that the planning, budgetting, organization and management of these tasks should receive systematic and sustained attention by at least one full-time information/communication specialist attached to the National Action Committee or one of the key participating Ministries. The officer would need an operating budget for various purposes, including printing and distribution costs, funds for organizing seminars, in-country travel, etc.

Preparation of a job description for this officer and a work plan for the information programme would obviously take more careful study than was possible during Mr. Toron's brief visit. Should you favour the idea, we would be prepared to help in the detailed thinking and planning by providing a specialized consultant to work with you, other Committee members and the Ministry of Information. To explore this proposal and its financing, you might consult with the UNDP Resident Representative in case the consultancy costs require external funding, for example within the UNDP Indicative Planning Figure for Morocco.

As an initial sample of possible work the information officer could organize, we list a series of 13 suggestions for consideration, as follows:

- study and prepare a policy paper and technical guidelines for Morocco's Decade information efforts, which your Ministry and others in the National Action Committee would discuss to ensure that it covers information-support needs as seen by programme planners;
- develop an information work plan and budget for several years in outline and a first year in detail, with the latter specifying agreed roles and contributions from other ministries and offices as negotiated with them;
- research and write basic descriptive materials on Morocco's Decade targets, activities and needs, tailored to each of the four main audiences;
- plan and conduct a series of group seminars or workshops on the Decade (including its information-support requirements) for key members of the first two audiences -- officials, and extension/education staff. The seminars would use the basic descriptive materials and resource people from concerned ministries and offices, and would seek to elaborate on the targets and roles each participating unit should pursue;



- identify training and research institutions relevant to the Decade and their participation as providers and recipients of Decade-related material;
- as a result of these and of separate consultations, consider publishing a national Decade newsletter, initially for officials and extension/education staff, that provides regular briefing and updating on plans and progress for all key Decade "actors";
- as a corollary or by-product of these efforts, compile and distribute a directory of national offices and officials (and perhaps also resident external officials?) involved in Decade plans and programming. This could help facilitate inter-ministerial and inter-disciplinary contacts;
- continuously identify, and write up as possible, news/feature/interview possibilities for the media, covering the Decade planning process and goals at national/regional/local levels; describing "live" examples of projects underway at their impact; conveying information about research findings, innovative methods and technologies that emerge; etc.;
- initiate group and individual briefings of media people, to stimulate press, radio and TV coverage of Decade-related activities (such as listed in the preceding point);
- organize national-TV telecasts and group showings of the Decade theme film, "Journey for Survival", as an initial awareness-creating device;
- consult educational authorities in order to plan in-school information programmes for children aimed at improving their knowledge and habits regarding water supply/sanitation, and using film, simple readers, discussion methods, games and field study "projects" based in their homes and communities. Consideration might be given to holding national school competitions in essay-writing, drawing and poster design on water supply/sanitation themes;
- research, identify and formulate an initial set of major structural themes to be stressed in speeches, media interviews, TV "spots", and public relations materials (see next item) that encapsulate the principal nation-wide common needs and goals for the Decade. For example, your letter mentions water-saving efforts by consumers, a theme that could be worked out in slogans and brief accompanying messages;



- organize national public relations efforts such as postage stamps, billboards, posters and bumper stickers, overprinted T-shirts, cloth, etc. using Decade themes and logos.

B. Communication components in projects

As mentioned in the second paragraph above, another entire dimension of effort is needed to incorporate appropriate "communication components" in specific water supply and sanitation projects to support their activities phase-by-phase, year-by-year, audience-by-audience. Such communication efforts would be designed according to the objectives of each project -- for example:

- (a) to encourage maximum community participation in the planning, construction and maintenance of new rural water supply systems;
- (b) to explain the introduction of water charges and the importance of clean water in areas that previously only had unreliable, distant water supply from unsafe sources;
- (c) to spell out water conservation measures that industrial, agricultural and home consumers could adopt, against the background of finite water resources;
- (d) to help in the application of new incentive and penalty schemes aimed at reducing water contamination by processing and manufacturing industries;
- (e) to promote family and community self-help in environmental sanitation including latrines for excreta disposal, designated points for dumping waste, protection of wells from contamination, etc.

The communication activities and their costs should be built into the specific project, just as other items in its work plan and budget. The right kind of Decade information officer could be responsible for launching such efforts, starting with development of policy and technical guidelines for communication support projects. But the actual work would in most cases require individual communication specialists to be assigned in each implementing ministry and in some cases in each major project. The same UNDP consultant we have suggested above could also advise, if you wish, in the initial planning of project communication efforts. (In fact, we are now preparing a policy and technical paper on this subject which could serve to stimulate and



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guide project communication planning by national and international Decade officials alike. This paper should be ready for dissemination in about mid-1982.)

This is a rather long and detailed listing of ideas and suggestions, which I hope responds to the request made in your letter to Mr. Toron and helps in your planning of next steps. We remain available, on request through the UNDP Resident Representative for further advice and -- subject to financing -- on-the-spot consultant assistance should you so wish.

Please accept, Sir, the assurances of my highest consideration.

Yours sincerely,

Erskine Childers
Director
Division of Information

cc: Ms. Laurice Hlass
Resident Representative
UNDP
Rabat, Morocco

bcc: Mr. Salman, World Bank
Mr. Sperandio, WHO
Mr. Morrow, WHO
Mr. Tuluhungwa, UNICEF
Ms. Gosselin, UNICEF
Messrs. Potashnik/Haarman, DGIP
Mr. Qursha, RBAS
Mr. Bener, RBAS
Mr. Kia/Ms. Paqui/Ms. Hanley/Ms. Bunnag
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"I have the honour to acknowledge ..." Letter from Erskine Childers, Director, Division of Information, UNDP, New York to HE Mr. Abdul-Rahman El-Bouri, Minister for Supply and National Development, Morocco

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Notes

The letter is a follow up to an earlier meeting between representatives of UNDP and the Moroccan Ministry of Supply and National Development. The letter explains UNDP's worldwide role in the International Drinking Water Supply and Sanitation Decade, and related "communication components", it further discusses public information activities, materials currently available, ideas for national information activities in Morocco, education of national staff. The letter lists suggestions for UNDP assistance related to the Decade for the Govt. of Morocco's consideration, to be funded within the UNDP indicative planning figure for Morocco. The letter also talks about communications components in projects.

Print Name of Person Submit Image

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Signature of Person Submit

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