

1979 PSC Activities

1. Organisation of radio forums in Puno
2. Start of operations of the Communication Centre for the Lima Shanty Town Project to be used as a production unit to support the Puno, Cusco and Anchase Projects
3. More than fifteen booklets, five A/V and educational materials in support of the basic services to programmes have been produced by the communication units in Chuquisaca, Tarija and Potosi in Bolivia
4. Ten communications officers from Peru and Bolivia received training in A/V production and communications planning through a course in Lima (organised in cooperation with an A/V centre supported by FAO)
5. Seven audiovisuals have been produced in Bolivia and Peru about the different programmes of these countries. Three small books have been produced and the Aymara version of the film "New Paths in Puno" was to be ready by the end of the year
6. Research conducted to assess impact of non-formal educational programme among local communities in Puno and another short survey was undertaken among coordinators of the same programme to identify their problems related to its implementation
7. IYC-related PSC activities: production and distribution of booklets and publications and TV spots, etc.

1980 Projected PSC Activities

1. Two hundred additional radio sets to be supplied for continuation of organisation of radio forums in Puno
2. Extension/communication centre in Chucuito-Puno is established to train promoters as well as the communities, mainly in the production and conservation of food. An agreement is to be signed with FAO to support these activities

1979 PSC Activities

1. Four-week training course in communications for social development for trainers of extension staff held in Zomba, Malawi in September 1979
2. The Francophone PSC officer for the region assisted in training seminars and workshops in Burundi, Comores and Rwanda. He also advised the health education unit in Madagascar on how to communicate health messages at grassroots level
3. In Kenya, a locally-recruited staff member assisted the Ministries of Health and of Housing and Social Services in communications training for front-line staff
4. In Tanzania, the community schools will also function as grassroots communication centres through which development efforts in the villages will be coordinated
5. The EARO PSC unit has supported activities such as production and testing of pilot materials, e.g. medicine labels in PHC programmes in Kenya
6. In Mozambique, assistance to Government ministries in pretesting and evaluation of A/V materials
7. IYC-related activities resulted in the production of a series of Kiswahili broadcasts in Tanzania, a country statistical profile for Zambia and an illustrated manual for day-care workers in Kenya

1980 Projected PSC Activities

1. Recommended assistance to strengthen three key institutions, two in West Africa and one in East Africa, to carry out a series of intensive sub-regional training programmes over the period 1980-1984
2. In East Africa, a project proposal has been drawn up cooperatively among UNICER, UNESCO and UNFPA to develop the facilities of the Institute of Adult Studies at the University of Nairobi, so that it can function as one of these key institutions
3. The EARO PSC unit will help in the production of a new Tanzanian "community school" film

1979 PSC Activities

1. Development and production of instructional materials such as leaflets, posters, videotapes/cassettes in local language, in support of the following programme areas:
 - a) health education
 - b) water supply
 - c) expanded programme of immunisation
 - d) nutrition education
 - e) primary teaching
 - f) urban slum improvement
 - g) integrated functional education for rural population
2. Production of radio programme on water supply by Radio Pakistan Lahore
3. Eighteen colour VCR programmes on social education developed by Social Welfare Department of Sindh Province, Pakistan TV and Allama Iqbal Open University on the following subjects:
 - a) child growth and development
 - b) nutrition
 - c) health and hygiene
 - d) family relationship and home environment
 - d) the country and its children

1980 Projected PSC Activities

1. Pre-Board authorisation obtained to establish a PSC Service unit in 1980
2. Future activity will expand rapidly and systematically with the efforts of the Government of Pakistan in all programme areas, particularly the following:
 - a) water development
 - b) women's programmes
 - c) basic health serviceswithin the context of community participation and self-help

1979 PSC Activities

1. Publication of manual for day-care centre attendents in plantation sector
2. Publication of manual for medical officers on expanded programme of immunisation
3. Publication of pamphlets on better health care for distribution among staff of child care institutions
4. Summary of experiences from small school work camps for distribution among primary school teachers
5. Two instructional films for child care personnel under completion
6. In Maldives, completion of two films on chlorination of wells and environmental sanitation for health volunteers and general audiences

Projected 1980 PSC Activities

1. Cartoon paper on groundwater and environmental sanitation for distribution amongst school children
2. Pamphlets and posters on nutrition, immunisation, water and sanitation for plantation area projects
3. Development of training programme for NGO administrative field personnel
4. Nutrition education through field use of videotape equipment in Mahaweli development area
5. Information package for urban projects

PSC Activities 1979/1980

It is not at this stage possible to provide an analytical forecast on Project Support Communications (PSC) activities for the country in view of on-going consultations and discussions with the Federal Government authorities to map out new areas and strategy for programme evolution. Suffice it to say that the various programme discussions with governments have recognised the need and made necessary provisions for PSC components in health and social development programmes, especially in the area of community development activities.

A UNICEF-funded consultant is expected to assist with detailed examination of communications needs from official information and data available leading to the setting up of a PSC unit at the Federal Social Development Directorate.

1979 PSC Activities

1. Design production health manuals various levels village workers
2. Photo exhibits on child and city for Milan and handpump development and maintenance
3. Films on UCD Project, Rights of Child, Bhutan and rural oriented film on need for early introduction semisolids for better infant nutrition
4. Slide/sound sets on Ladakh for deved and series of four sets for training in ICDS programme
5. Editing layout production four reports for programme sections
6. Initiation of workshop for production of graphic materials on child/mother care nutrition and health based on environmental needs, usages, customs and local languages

1980 Projected PSC Activities

1. Includes continuation of some 1979 activities
2. Graphics workshops in two other states
3. Development of solar-powered radio for school/ community use eliminating storage batteries
4. Training materials, slide sets and films for ICDS and higher education in food and nutrition programme
5. Publication of rural nutrition comic book for children and nursery rhymes book

1979 PSC Activities

1. Printed materials: multicoloured posters and booklets
2. Motivational work done for Government counterparts at implementational levels through workshops and training
3. CIS and programme staff and Government officials gained experiences in pretesting and production of PSC materials especially in printed matters
4. PSC co-productions with TV and radio networks had started to gain grounds substantially

1980 Projected PSC Activities

PSC involvement in the following programme areas:

1. Preventative health hazards like blindness and diarrhoeal diseases
2. Applied nutrition like backyard poultry, minipond, kitchen garden etc., with greater involvement of women and the young unemployed
3. Nutrition awareness
4. Environmental sanitation

Strategy:

- Target audiences: 1) direct beneficiaries through extension agents and mass media with emphasis on radio programmes, 2) general population, 3) planners and programme implementers
- Development communications channels will be through press and printed materials, radio development series, TV co-production, including use of new and cheap techniques of video cassettes, slide/sound for training social workers and briefing grassroots programme implementers and a few short films for advocacy and training
- UNICEF will increasingly go for strengthening PSC production and management capabilities as Government counterparts putting more emphasis on PSC as essential component in development programmes

1979 PSC Activities

1. Series of "Communications for Social Development" workshops have been held, the last in Zomba, Malawi in September
2. In Botswana production of films on bilharzia and TB and advising National Museum on procurement and use of A/V equipment for its mobile museum project
3. Malawi trainers in communications workshop and production workshop on improvement of photo and graphic arts skills of staff of Extension Aids Branch and Malawi Information Service held
4. In Swaziland joint UNICEF/UNEP/WHO-assisted water project
5. Zambian-based journalist produced ten radio shows on the situation of children in the area
6. Visits of film crews to refugee camps in Zambia and projects in Malawi, and filmed footage of handicapped to be used in upcoming UN Year of Handicapped
7. Assisting in seminars on communication for development organised by Ministry of Health to train field workers
8. Health education unit was assisted in production of radio and TV shows

1980 Projected PSC Activities

1. Completion of two Botswana health education films
2. Preparation of training manual on production of low-cost A/V aids
3. In-country communications workshops in Botswana, Lesotho and Swaziland
4. Training seminar on communications for PHC workers in Zambia
5. Radio survey in Zambia

1979 PSC Activities

1. In Jordan, Development Information unit set up with UNICEF assistance in 1977-- UNICEF's main PSC instrument in that country
2. In Lebanon, assisted local TV and radio stations in the production of educational programmes aimed at the general populace. Themes: public health, environmental sanitation, immunisation, family planning and water. Also produced wallsheets on cleanliness and garbage disposal. Assisted 2 local children's programmes on Lebanese TV by providing guidance, slide sets and other materials
3. In Syria, assistance provided to the school health department of the Ministry of Education in the production of various printed and A/V materials

1980 Projected PSC Activities

1. Provide more assistance to the governments of the Region to strengthen their national capacities in PSC through workshops, seminars on the concept of PSC and production of appropriate materials
2. In Syria, training of rural primary school teachers with a new orientation towards basic education
3. Negotiations with the Syrian National Institute for Cinema to develop a production centre for A/V materials to be used for PSC purposes by the various ministries

Office - Abidjan, Ivory Coast

1979 PSC Activities

1. Cooperation with programme staff to determine A/V and communications needs in some country programmes

1980 Projected PSC Activities

1. Preparing slide set on nutrition project in Benin

1979 PSC Activities

1. Nine-week PSC training in Burma from central level to village activities
2. In Thailand nutrition activities include breast-feeding promotion and development of nutrition training materials for low-level and non-literate health workers
3. Rural water supply workshops for which a manual "A Communication Strategy for a Rural Water Supply Project in Thailand" has been published
4. Philippines continues to implement the communication strategy for EPI
5. Initiated proposals for Pakistan to be considered after country programming workshop
6. Korea and Indonesia were visited at their request to support country PSC programmes
7. The EAPRO has begun to experiment in systematic training for PSC. Training modules were developed with the support of UNDP, UNESCO and the Asian Institute for Broadcast Development in Kuala Lumpur

1980 Projected PSC Activities

Because of Scandlen's responsibilities in Kampuchean emergency, specifically work helping coordinate northwest operations, much PSC from EAPRO was temporarily halted. As of January, Scandlen plans to lessen involvement in emergency and return to PSC regional work

1979 PSC Activities

1. Mini-workshop on Educational Technology (media selection, design, administration and evaluation), National Institute of Education, Feb. 1979
2. Mini-workshop on Communications in Social Work, NTISW, Mar. 1979
3. Mini-workshop on Communication Planning and MCH work (special request fo the Ministry of Health and Social Affairs for training Peace Corps volunteers sent to Korea to assist KHDI's MCH field activities)
4. MOHA/UNICEF Seminar on Strategies for Saemaul Undong (New Village Movement) and Social Development in the 1980's held in Mt. Songni, Jul. 1979
5. National Media Seminar on the IYC, co-sponsored by UNICEF, Ministry of Health and Social Affairs and Dong-A Ilbo, Seoul, Jul. 1979
6. Wide promotion of P.I. about UNICEF, PSC and IYC activities among the mass media, social welfare agencies and organisations, research institutes and universities
7. PSC consulting assistance provided to most UNICEF-assisted organisations and agencies

1980 Projected PSC Activities

1. Follow-up MOHA/UNICEF Regional Seminars on Strategies for Saemaul Undong (New Village Movement) and Social Development in the 1980's
2. Hold further discussions and organise seminars on the role of communications in behavioural and attitudinal change
3. Create awareness of the need for evaluation
4. Continue to promote and clarify the concept of PSC
5. Demonstrate A/V techniques
6. Provide training opportunities to UNICEF-assisted organisations
7. Form a nucleus of Korean communications experts
8. Develop a prototype for planning and evaluating
9. Future PSC seminars and workshops

1979 PSC Activities

1. Many activities centered around advocacy for Repelita III programme plans through meeting/workshops solely carried out by programme officers*
2. Advocacy for training guidance materials for PHC, immunisation, water supply, nutrition and learning materials, prototype children's TV programme for education

1980 Projected PSC Activities

1. Inventory of PSC resources
2. Strengthening capacity for pretesting and evaluation
3. Training workshop
4. Standardisation of priority messages
5. Continuation of activities initiated in 1979

*PSC officer's assistance initiated only in Sept., 1979

1979 PSC Activities

1. Radio producers and technicians training programme conducted at Radio Nepal
2. Pretest training programme, building up national capacities in the production of materials
3. IYC activities
4. Communications workshop held in November
5. A. PSC materials produced:
 - a) IYC calendars
 - b) flash cards on rehydration of infants
 - c) "a mutually beneficial experience," an account of National Development Service/UNICEF collaboration
 - d) an evaluation study on the use of area circumference tapes
 - e) leaflets for area circumference folders
 - f) IYC Nutrition Food Sub-Committee 6-month evaluation report
 - g) children's growth chart
 - h) 3 literacy books
 - i) 2 teacher guides
 - j) "TB can be cured" and BCG can prevent TB" storybooks in Nepali
 - k) large TB and BCG posters
 - l) small TB and BCG posters
 - m) "Story of Nani," a pre-school teacher's reader
 - n) "nutrition strategies" for the national planning commission
 - o) handouts with photographs: "Back to Life with Local Food"
 - p) "Nutrition and Child Care"
 - q) "teaching posters"
 - r) "primary school education for girls"
 - s) "This is Nepal" slide set
 - t) an article on nutrition training for mothers (IYC)

1980 Projected PSC Activities

1. Follow-up on rural water and sanitation workshop including testing and publication of rural water and sanitation extension materials for various target groups
2. Assist Ministry of Education in the design and production of four supplementary readers, grade three, including hygiene/water supply/role of women themes
3. Joint UNFPA/UNICEF communications needs assessment for health sector plus training for health education section
4. Production of nutrition strategies slide set
5. Publication of nutrition teaching aid
6. Advocacy campaign-- women's programming
7. Assist Ministry of Health Education to conduct five pretest training courses for Government personnel
8. Institutionalisation of pretest and production activities will be emphasized, particularly within health and education sectors

Ka. Th. Mandalu
1979 PSC Activities (cont'd.)

B. PSC materials under preparation:

- a) an illustrated pretest manual
- b) a revised village water systems handbook
- c) an information kit for visiting journalists
- d) a Nepal development education kit
- e) a water/sanitation booklet (Nepali)
- f) a "guide list of UNICEF standard supplies"
(RWS programme)
- g) a revised UNICEF Nepal film catalogue



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Notes

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