



Project Support Communications **Newsletter** • Information Division, UNICEF, New York, N.Y. 10017

HIGHLIGHTS OF PSC ACTIVITIES IN 1981

by R.R.N. Tuluhungwa, UNICEF-New York

Several trends in PSC emerged during 1981. First, there has been a substantial shift from co-operation with the emphasis on hardware to strengthening national capabilities, including orientation and training of extension workers and their trainers. Second, similar changes were seen in the production of materials for programmes by UNICEF offices. The materials produced now are more for training and field reference than for direct communication education programmes. Third, the PSC services have enhanced their capacity for producing materials with education themes for children.

During 1981 PSC activities were intensified in collaborative programmes in many countries. Some highlights are outlined below.

UNICEF field staff were more involved in providing advisory services and in assisting national ministries and institutions in strengthening their institutional PSC capacity. For instance, in Nigeria, UNICEF assisted in establishing a PSC unit attached to the Federal Ministry of Social Development, Youth, Sports and Culture. The unit trains field workers in the rudiments of social communication materials for front-line social development workers. A Nigerian has been retrained with UNICEF assistance to head this unit. In Bhutan, a Development Support Communications division has been established in collaboration with UNDP/UNFPA for communication campaign planning and production of materials for community education and training of field workers. In Indonesia, PSC units are being established within the Government infrastructure at provincial and lower levels to provide communication support to area development and community-based programmes. In Tanzania, basic training and production equipment supplies were provided to the Health Education Unit to help it cope with PSC requirements in connection with MCH and environmental sanitation in the Ujamaa Villages. In East Africa, a three-and-a-half-year regional communications for social development training project is underway. The objectives are to strengthen the capacity of government training institutions, produce training manuals and establish a small communications materials clearinghouse. In Mozambique, the UNICEF-assisted social commu-

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nications programme in the Ministry of Information extended its operations to 20 communal villages with the focus on training village level communicators and community education workers in nutrition, personal and environmental hygiene, better farming practices and community organization which have led to more community participation in the various development efforts.

Orientation of UNICEF staff and training of government officials in PSC continued to expand during the year. A workshop organized by the Santiago Regional Office for Planning, Programme and PSC officers examined ways of integrating PSC into basic services programmes. Similar workshops, with the participation of government officials, were organized in the Philippines, the Republic of Korea, and countries in the East Africa Region.

More efforts are being directed at increasing extension workers' practical capacity in PSC to complement their technical and professional training. The categories of government staff who were trained in communication techniques include agricultural assistants (Malawi); nurses, sanitarians, day care organizers, midwives, health inspectors (Nepal, the Philippines, Burundi, Swaziland, Tanzania, Indonesia, Sri Lanka, Sierra Leone, Republic of Korea, Botswana, Zambia, Ethiopia, Mexico and Bhutan); pump attendants and maintenance mechanics (Ethiopia, Nepal, Mexico, Thailand and India); and extension workers of NGO's, especially women's organizations (Burundi and Syria).

In several countries PSC efforts have been extended to curriculum development for extension training institutions and design of training and field manuals. These materials include manuals for pump attendants (Ethiopia, India, Indonesia and Thailand); development and community workers (Indonesia); manuals on school construction (Laos); basic health service and community baby weighing (Pakistan); early child stimulation (Chile and Mexico); Expanded Programme on Immunization (Indonesia, Zambia and the Philippines); Oral Rehydration Salts (Nicaragua and Pakistan); audio-visual production (Bhutan, East Africa Region); Prevention of Children's Accidents in Rural Areas (Syria); a manual with a slide set on the construction of ferro-cement rainwater collectors; manuals on the use of grinding mills and school pharmacies (Upper Volta and Niger).

During 1981 the mass media were mobilized for the promotion and support of programmes for children. An outstanding example, breastfeeding and proper weaning practices to reduce infant mortality and improve nutritional status is now well established. In Pakistan Urdu booklets on breastfeeding have been prepared for NGO's, nurses and midwives. In Sri Lanka weekly radio programmes on the various aspects of family health in the major local languages have become a regular feature. In the Caribbean and in Chile the promotion of breastfeeding continues through the mass media in support of community workers and paramedics.

A recent innovation is the preparation of materials to reach children directly. Such efforts include comic books and magazines on the prevention of diseases and accidents (Kenya and Nicaragua); snakes and ladders games to support primary schools' instruction in hygiene (Indonesia); a children's poster competition on IYDP (Sri Lanka); and flash cards on EPI and nutrition (Indonesia).

During 1981 an increasing number of UNICEF offices supported the collection of data required for PSC planning. For instance, in Indonesia, a survey was conducted to find out appropriate formats of family education programmes for children, and a study on perception of pictures by rural people is being undertaken. In Pakistan baseline studies, mostly KAP (Knowledge-Attitude-Practice), on EPI, diarrhoeal diseases, salt consumption, and social aspects of water use and sanitation, ORS, neo-natal tetanus, common weaning foods, have been instituted to form a basis for identifying specific PSC gaps and inputs. In Sri Lanka a retroactive study of the listenership of the family health radio programmes initiated with UNICEF support several years ago has been undertaken. In the Republic of Korea, the Rural Nutrition Institute is undertaking an in-depth PSC study in two pilot Nutrition Programmes in the provinces of Kyung-buk and Chung-buk. In Mozambique the initial results of the Applied Research Programme have shown that social communications is an essential factor of development in order to promote the mobilization and participation of the communal villages.

At international, regional and country levels, co-operation with other U.N. and bilateral agencies showed an increase during 1981. For instance, UNICEF, FAO, UNFPA and the World Bank funded a consultant to analyze what the U.N. agencies are doing in the area

of programme or development support communications. His interim report describes UNICEF as a forerunner in this field. IBRD and UNICEF are collaborating in building a health communications component into the MOHSA (Ministry of Health and Social Affairs) MCH (Mother and Child Health) loan project in Korea. In Vietnam UNICEF and UNFPA have together supported an audio-visual aids centre including relevant training and materials production components. In Swaziland, UNEP, WHO and UNICEF are supporting communication activities for the water and sanitation programme.

THE "SHOCKING IMAGE"

by *Anne-Marie Gaudras, UNICEF-Abidjan*

The debate is growing heated. The thirty people in the room all seem to be talking at the same time -- some moved by their culture or experience, some by their professional conscience. What triggered the debate? One "shocking" image in a primary-school health education film on "Latrines" produced by the national TV studios of a Sahelian country. The image showed a little girl in the middle of a fallow field, crouching. The camera zoomed in on her face. Some were outraged; others were surprised at those who were outraged. But everyone in this very composite audience felt the need to react, each according to his own lights. The result was an interesting contrast of views.

The day after, the audience was shown a series of 30-second spots on breastfeeding and clean water which met with most everyone's approval.

The day before, their interest had been aroused by a national educational programme on health in schools which made innovative and realistic use of communication techniques derived from the environment itself.

Someone even quoted Plato: "A people's education may be measured by the number of their sick." Would Plato, who drew clear distinctions between knowledge and opinion, between the realm of ideas and that of sensory realities, have been a good "communicator" in this era of the micro-processor?

Conditions which can jeopardize normal

physical growth and emotional deprivation which can prompt suicidal behaviour in infants are problems being faced on a day-to-day basis by pediatricians in developing countries, notably in West Africa. The usefulness, indeed the necessity of addressing such problems as part of a preventive approach is obvious. Parents, relatives and teachers must be informed about the needs children have in addition to the all-important balanced diet: love, security, varied experience, compliments, encouragement, and responsibilities. It is all these ingredients in the right amounts that will enable a child to "let go of his mother's apron strings" with the best possible chances in life.

A European TV network with much experience in educational and children's productions presented an original programme which sought to de-mystify television by revealing, for example, how special effects are achieved. This was one answer to the danger of "TV addiction" and the intellectual apathy affecting children who consume too much of the medium. Another network decided to show how specialists and TV producers can use humor, fiction, and dramatization to achieve an educational goal.

In short, all aspects of TV-- the message, the medium, its responsibilities, its real and potential power-- were dealt with by the participants at this seminar on "Children, Growth, Television, Health, and Education" in Lomé, Togo, from 2 to 7 November, 1981. The seminar was jointly organized by the Union des Radios et Télévisions Nationales d'Afrique (African Union of National Radio and Television Networks), the Youth Prize of the Federal Republic of Germany, the Centre International de l'Enfance of Paris, specifically its Programme for the Development of Information on Young Children, and UNICEF.

The opening address at the seminar was given by the Minister of Information and Communications of Togo, while the closing remarks were given by the Minister of Health-- what better illustration of the key recommendation of the seminar, which-- at the risk of seeming to state the obvious-- emphasized the need for collaboration among educators, health authorities and specialists, and TV professionals in producing effective programmes of all kinds for the benefit of young children in developing countries, who constitute a potential TV audience as large as their parents, if not larger.

PAKISTAN PRODUCES MATERIALS FOR MARKETING IODINATED SALT

NAN DOSHI KI KAHANI-- CARTOON BOOKLET (5 1/2" x8 1/2") FOR SCHOOL

The 16-page two-colour cartoon booklet depicts a folk story of the area. A beautiful young girl dies on her marriage day. Her younger sister who has goitre is adorned as bride. The drama heightens when the bridegroom refuses to take her hand but in the end finally accepts her. Then the teacher tells the children that now such happenings can be averted by using Peshawari salt. The curious questions about goitre, iodine, how to use Peshawari salt and where this is available have also been answered. The booklet has been produced for school children through whom the message spreads faster.



PESHAWARI NAMAK-- INFORMATION BOOKLET (5 1/2" x8 1/2") FOR HEALTH STAFF

The 16-page pictorial two-colour information booklet is designed for opinion leaders and change agents. In the dramatic form the dialogue takes place between a doctor and a common man. The questions about quality and processing of salt, the plant, iodine deficiency, prevention of goitre and usage and availability of Peshawari salt have been dealt with in detail. The title has the same happy male face used in other material. On the back title in the pack design, ten photographs of the people, places and processing have been printed including a goitre patient (conspicuously).



HANGING (POINT OF SALE) MOBILE 6"x9")

The two-colour mobile has a happy male face of the goitre area on side one, with the message, "Good salt-- Good health. Don't say just salt. Ask for Peshawari salt (brand name) and add taste to your curry." Side two has a pack design with the slogan, "Peshawari salt prepared under hygienic conditions. Available in Chitral, Dir and Swat (goitre districts)." It also bears the name and address of the factory. This mobile is for dealers and sale depots.



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Sun	2	8 15 22
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Wed	5	11 18 25
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CARTOON STICKERS (2"x2")

The two/three-colour of inserting one into of 16 stickers can be children to replicate the free pack of salt. The the folk story of Nan important messages.

CALENDER-- QURANIC VERSE (10"x30")

The two-colour trilingual calendar in Urdu, Pushto and Chitrali (regional languages) has a Quranic verse, "So how can you deny the (so many) blessings of God", as its main illustration besides the pack design. The message is simple. "Good salt-- Good health. Use Peshawari salt (brand name) in your daily food. It prevents goitre." The pack design has a landscape of the goitre valleys, seal of the provincial government, names and addresses of the factory (printed) and the retailers (space provided for rubber stamp), retail price and a slogan "Peshawari salt-- prepared under hygienic conditions."

For further information write to Mr. David Mason, Chief, Communications and Information Service, UNICEF, P.O. Box 1063, Islamabad, Pakistan.

CALENDAR-- PACK DESIGN (10"x30")

The single-colour trilingual calendar in Urdu, Pushto and Chitrali (regional languages) has a blowup of the pack design as its main illustration besides the actual size design. The message is "Good salt-- Good health. Use Peshawari salt (brand name) in your daily food. It prevents goitre." The pack design has a landscape of the goitre areas, seal of the provincial government, names and addresses of the factory (printed) and the dealers (space indicated for stamping) retail price and a slogan, "Peshawari salt-- prepared under hygienic conditions."



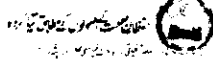
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Mon		4	11	18	25	1	9	16	23	30	7	14	21	28
Tue		5	12	19	26	2	10	17	24	31	8	15	22	29
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 r cartoon stickers are each pack. A full set collected by the child-cartoon booklet or a 16 stickers complete Doshi as well as the



RURAL DRINKING WATER SUPPLY AND SANITATION PILOT PROJECT, IMO STATE, NIGERIA

A Community-based integrated rural development pilot project linking drinking water supply and sanitation and health education, is among the new programmes of UNICEF, Nigeria. The project has just turned out 28 men and women village-based workers who completed six months of phased training at a village camp in Obunku, Ukwa Local Government Area, Imo State, Nigeria. In this article, UNICEF's Information Officer in Lagos, Mike Oyedele, focuses on one of the VBW's.

Mrs. Christiana Ogbonna popularly called "Christy" by her fellow village-based workers, can be said to reach the end of the road or she would, if the road went that far. For 28-year-old Christy completed her primary education with first school leaving certificate in 1966 and went into marriage with Mr. Samuel Ogbonna in 1972 after working with her mother on the farm for six years. Despite her thirst for further education, her father's protracted ill health stood between her and her heart's desire.

Ironically, her village 'Obiakpu', one of the seven villages that make up the homogeneous Ipu East Autonomous Community in Ukwa Local Government Area of Imo State, Nigeria, can also be said to be at the end of the road. Located at the southern sandy, coastal end of the LGA, the village of Obiakpu peters out into other land areas of Cross River State. Thus the congruous nature of its population—a mixture of Efik/Ibibio-speaking people of Cross River State who are referred to as "stranger-elements", and the Igbo-speaking indigenes of Imo State.

With a population of approximately 1,000 people, most of whom are peasant farmers, growing traditional food crops of cassava, plantain, and occasional yam tubers, is hardly enough for the people's consumption. But forced by economic considerations, the people have to sell a good part of their farm products to the state monopoly. Few of the benefits of six-year-old Imo State, created out of the former Eastern State of Nigeria, have trickled down to the rural villages in Ipu East Autonomous Community of which Obiakpu is one. The nearest and only health care facilities are in Obehie, the LGA headquar-

ters, some 20 kilometers away. Potable water is non-existent; consequently, diarrhoea, skin diseases and other related complaints are common among children of this village as well as in others within the autonomous community.

How has Christy fared in the vicissitudes of uncertain life existency in her community? "It is a hard life" she says, "and many men including her 30-year-old husband have abandoned the farms to seek their fortunes in the nearby towns of Port Harcourt, Aba, and even the Imo State capital of Owerri". Thus leaving a community work force of predominantly women and children who spend half their time in the drudgery of scouting for muddy pond water for their daily use.

All of which account for the enthusiasm which the local people showed and the singular reaction of Christy when, with the help of UNICEF, a combined team of the Federal and State Government officials first visited some 18 months ago, to announce a Rural Drinking Water Supply and Sanitation Pilot Programme for the benefit of the rural community in Ukwa Local Government Area. A project package that brings, in addition to safe drinking water, something new to a community which it did not have before, placing as the cornerstone of its objectives, community education/participation, and the improvement of their cultural habits as these relate to personal hygiene, health, environmental sanitation, water protection and usage.

Ever-smiling Christy, who is 4' 9", dark and of average build, and the first of a family of seven continued: "When at one of our village meetings, summoned by our Chief, the project was announced as being a partnership between UNICEF and the Government on the one hand and the villagers on the other, I was excited into disbelief and I voluntarily pledged within me to give of my best in time and energy with others to promote the success of the scheme in our community". "In short the announcement re-awakened the 16-year-old zeal in me for further education."

Suddenly, and as if involuntarily, her thoughts went to her 3 children... "What should I do with them? Where will I put them in order to respond effectively to this clarion call for community participation in

a worthy cause?"... "the children had only just survived a recent attack of diarrhoea and cough!", she wondered in bewilderment. With Christy, 16 years out of school does not appear to have a telling effect on her composure and her reasonably good command of the English language.

Since 1976 when her husband left the village to seek a better life in nearby Port Harcourt, their 3 children, Ihuoma (6 years), Okechukwu (4 years) and Akudo (2 years) have been under her direct care. He visits the family once or twice monthly depending on his financial disposition. The children have grown to love and remain with their mother over the years. For example, she added, "I used to tie the smallest one on my back, draw the others with one hand while balancing my water container on my head in our routine journeys across the patchy, winding road to and from our only source of water", Christy explained.

But Christy, in spite of her ordeals was undaunted. She offered to join others for the training when the Chief requested for volunteers to be sent to the training camp in the village of Obunku, some 30 kilometers away from their village. The training is residential and Christy would have to live away from her village together with her children. Christy nevertheless decided to have an intimate discussion on the issue of her children with the Training Co-ordinator, UNICEF's Ms. Arit Abasiokong, in the following words:

"Madam, I am Christiana Ogbonna from Obiakpu village. I would like to be trained as a village-based worker along with others". But what can I do with my 3 children?" After painstakingly explaining the whole aim and the various implementation components of the pilot scheme, her joys knew no bounds when Ms. Abasiokong assured her that as UNICEF is for children, she could bring her kids to the training camp.

From the first day in the training camp, Christy showed remarkable interest and ingenuity of one who could go places if given the opportunity. The training started in earnest with 27 other participants consisting of 16 men and 11 women. Each of the seven villages had selected four persons to undergo the training.

The training aims at establishing at vil-

lage level a core of extension surrogates, who will complement the few Government social/community development officers in the education of villagers on self-help projects towards improving the socio-economic standards of their community; they are also expected to help in a simple and regular manner on health monitoring activities, with a view to gradually replacing old cultural habits with new ones.

The first cycle of the four-phased, six-month training consists of basic principles of personal hygiene, health, and environmental sanitation, water protection and usage, improved money-generating activities and interpersonal communications. Co-ordinated by UNICEF's Arit Abasiokong, with sessions in villages as well as the Obunku village camp, the core trainers include officials of six State and local Governments' ministries in fields of agro-services, child care, environmental sanitation, health education, home economics, nutrition, and an expanded programme of immunization. The VBW's also receive training in simple hand pump maintenance, and design and construction of ventilated-improved pit latrines and pump platforms.

How does Christy feel now after attending for six months the four phases of intensive classroom and field training activities? And how does she perceive her interactions with members of her community as a village-based worker? This is what she has to say:

"This training has helped to remind me of those subjects on health which I have forgotten in the 16 years since leaving school". "Even now I still feel like continuing in the training as I am very anxious to learn more", she added. "What I have gained I have been trying to share with my people, so that they can change their old habits and adopt new ones". "You know", she concluded... "it is not easy to change old habits". Christy was reminded by this writer that it was in realisation of this fact that the training of village-based workers forms the cornerstone of the pilot scheme.

Before taking leave of Christy in her two-roomed, mud-building with thatched roofing where she lives with her three children, she insisted on offering us kolanut-- a traditional gesture extended to welcome guests.

PSC TRAINING PROGRAMMES IN EASTERN AFRICA

by R.R.N. Tuluhungwa, UNICEF-New York

In recent years many countries in eastern south-central Africa have come to accept the idea of 'growth from below' as a development strategy with the concomitant principle of community education and participation. UN agencies have been advocating a similar approach to meeting basic needs as reflected in UNICEF's basic services and WHO's primary health care policies, both based on community action.

The major problem in implementing this strategy is that the existing extension workers are not trained to work as community educators and motivators. Hence, if community participation and education are to be the keys to meeting the basic needs of the people, extension workers involved in sectors such as agriculture, health, nutrition, water supply, and squatter settlements must be given systematic training in interpersonal communications, community organization, group dynamics and the art of listening to the community's own views.

Since 1973, the UNICEF Regional Office in Nairobi has been developing strategies in communications for social development through the organization of inter-country workshops in Lusaka, Zambia in 1974, in Arusha, Tanzania in 1976, in Nairobi, Kenya in 1978 and in Zomba, Malawi in 1979. These workshops had one thing in common, namely, to sensitize decision makers and train extension workers in communications. Recommendations from these workshops resulted in the formulation of a regional PSC training programme in support of basic services.

This UNICEF-assisted project covers a period of three-and-a-half years from mid-1981 to the end of 1984. It is based at the Institute of Adult Studies of the University of Nairobi. The basic objectives are to:

- Strengthen the ten participating training institutions (located in Botswana, Ethiopia, Kenya, Lesotho, Mauritius, Somalia, Swaziland, Tanzania, Zambia, Zimbabwe) so that they can undertake the training of

field and community level workers in communication skills.

- Develop prototype communication training curricula, Africa-oriented textbooks and manuals.
- Establish a communication network for exchange of information and experience.

This project will be implemented through a three tier system, viz. at the regional level through the Institute of Adult Studies, at the country level through country co-ordinators, and at the community level through a local institution. For more information contact: Mr. Kabwe Masoma, Co-ordinator, Project for Training in Communications for Basic Services, c/o UNICEF, Box 44145, Nairobi, Kenya.

BREASTFEEDING SLIDE SET

PSC Service, New York, is preparing a slide-sound set on the protection and promotion of breastfeeding. The target audience is UNICEF staff and government counterparts.

The audio-visual will present a holistic and analytical approach to the issue of breastfeeding, with a clear exposition of the advantages of breastfeeding and the effects of improper use of breast-milk substitutes on the health of children. A series of actions that can be taken to revert the declining trend in developing countries are enumerated.

The audio-visual, produced for global use, offers the possibility of adaptation according to the specific conditions of each country.

AV PLANNING GUIDE

The Supply Division is distributing an Audio-Visual and Reprographic Equipment Planning Guide, "SIGRID", prepared to assist UNICEF Staff in the preparation of supply lists, etc. The availability of the equipment, accessoires and supplies described are subject to the rapid changes and constant innovations in electronic field, new chemical processes, improved film and tapes as well as fierce competition between major manufacturers.

A limited number of copies are available upon request from Roger Goodall, Chief, Specifications Unit, UNICEF Supply Division, 366 UN Plaza, New York 10017.



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Notes

Lead article: Highlights of PSC Activities in 1981, by RRN Tuluhungwa, UNICEF, New York;
Other contents: The shocking image, by Anne-Marie Gaudras, UNICEF Abidjan (translation of French article that appeared in Vol 6, No 1); Pakistan produces materials for marketing iodinated salt (review of various promotional materials, such as cartoon booklet, information booklet, hanging mobile, calender with verse from Koran, calendar pack design, cartoon stickers); Rural drinking water supply and sanitation pilot project, Imo State, Nigeria; PSC training programmes in Eastern Africa, by RRN Tuluhungwa (the same article appeared in French in Vol 6, No 1); Breastfeeding slide set; Audio-Visual planning guide.

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