



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

Family Nutrition Improvement Programme in Indonesia

by Malicca Ratne, UNICEF-Jakarta

This article was prepared in collaboration with Dr. Terrel Hill, Programme Coordinator for Nutrition, and Ms. Cynthia de Windt, Project Officer for Nutrition Education

PREAMBLE

November of 1978 heralded another landmark in Indonesia's nutrition programme when the Government launched a new integrated inter-departmental approach known as the **National Family Nutrition Improvement Programme** or **UPGK**. The partners in this venture are the Departments of Health, Agriculture, Religion, and the National Family Planning Board. The UPGK constitutes a commitment by the Government to minimize the country's four major nutrition problems: protein-calorie malnutrition, vitamin A deficiency, nutritional anemia, and goitre.

Over 18,000 villages have so far participated in the UPGK programme which includes child weighing, nutritional first aid, supplementary feeding, home food production, and nutrition education.

Through the UPGK mechanism, UNICEF was able to consolidate its assistance in improving the national nutrition programme. Through UNICEF assistance, standardized training and education materials were developed for the UPGK participating departments. UNICEF also provided supplies such as vitamin A capsules,

iron folate tablets, oral rehydration salts, and weighing scales.

VILLAGE LEVEL PROGRAMME

UPGK's philosophy is derived from the Indonesian tradition of *gotong royong* or community mutual self-help. Thus the key to UPGK's success is community involvement and participation, and how well the villagers can be motivated so that adequate nutrition can be maintained through readily available local resources.

In line with this concept is the basic UPGK message which is simply "a healthy child is a growing child." The target groups are the mothers of under-fives. This message is readily understood by these mothers because it is linked with the UPGK core activity of the monthly weighing of children under five. At each weighing session nutrition problems are identified, personalized nutritional guidance and first aid are given, and motivational efforts are continuously being made.

The use of local foods for supplementary feeding prevents dependence on outside food supplies. This is consistent with the strategy of a people's programme. Thus UPGK encourages

(continued on page 4)

OBJECTIVE

The overall goal of this programme is to strengthen development communication service at three levels.

The first level is that of the trainer. This could be a lecturer at a national institution or university, a government training officer, an educational broadcaster, or an NGO service-oriented worker who is interested in training others in inter-personal communication skills.

The second level is that of the extension worker who can be defined as the last government-paid worker. He normally works in one or several communities. He could be a primary health worker, or a community development assistant.

The third level is that of the community animateur. Normally this is a voluntary worker who could be

a village headman, a medicineman, a catechist, a church leader, a successful peasant farmer, or a small businessman.

The programme lays special emphasis upon the training of the third-level worker as we believe that the community animateur is at the front-line of development work. He forms that all-important link between the extension worker and the community. The achievement of the desired attitude changes depends upon the effectiveness of this community-based worker.

COORDINATION

In order to facilitate programme coordination at the country level, a coordinator has been appointed for each country. This is a national strategically placed in a govern-

mental department or educational institution. A country coordinator is usually an adult educator who has an interest in communications for social development.

THE COUNTRY COORDINATORS' WORKSHOP

The Programme started with a four-week Country Coordinators' Workshop at the Institute of Adult Studies, University of Nairobi, in September 1981. The Workshop covered the following topics: communications and behaviour change, communication in communities, community development approaches, communication strategies for mobilization and organization of communities, popular or traditional community media and mass media usage, planning and management of communication projects, evaluation, training strategies, curriculum development, and instructional methods and techniques. At this workshop, it was decided that two sub-regional workshops should be held, one for the southern

Update on PSC Training Programme in East Africa

by Kabwe Kasoma, UNICEF-Nairobi

(Please read this article in conjunction with the article "PSC Training Programme in E. Africa" by R.R.N. Tuluhungwa in Volume 6 No. 2.)

Below:

Dr. Everett Rogers, Communications Professor of Stanford University, U.S.A., lecturing at the Country Coordinator's Workshop.



sub-region (Botswana, Lesotho, Swaziland, Zambia and Zimbabwe), and the other for the northern sub-region (Ethiopia, Kenya, Mauritius, Somalia and Tanzania).

SUB-REGIONAL WORKSHOPS

The first sub-regional workshop was held in Mbabane in March 1982, and the second one was held in Addis Ababa in November 1982.

COUNTRY WORKSHOPS

The target groups at these workshops will be the extension workers and the community animators. It is hoped that the trainers who have participated in the sub-regional workshops will now be able to pass on the knowledge they gained to the extension and community workers. The national governments are expected to eventually take over from UNICEF this task of training communicators and to rely upon these three levels of communicators for their development programmes.

To achieve this, national training institutions that can accommodate this training programme have been identified.

EVALUATION

Before the end of 1983, the first evaluation will be done to assess the effectiveness of the programme and to determine the extent to which it can be absorbed by the national governments and training institutions. In November 1984, a major evaluation will be carried out to further assess the programme impact and effectiveness and to indicate future programming needs and directions.

PUBLICATIONS

It is envisaged that at the end of the programme, enough material and experience will have been gathered upon which communication manuals for field workers can be based. Such publications will be valuable for future training programmes in other parts of the world.

Sri Lanka Breastfeeding Stamp and First-Day Cover

The Department of Posts and Telecommunications of Sri Lanka issued a special stamp and first-day cover to promote breastfeeding. This is in support of a nutrition campaign launched by the Food and Nutrition Policy Planning Division of the Ministry of Plan Implementation in collaboration with UNICEF. Our Colombo office felt that apart from the publicity angle, an intervention involving a ministry like Posts and Telecommunications, which has very little to do with nutrition-related issues, was an important part of their advocacy to involve as many sectors as possible in their drive to improve the nutritional status of the children of Sri Lanka.



Use of Drama in EPI Promotion

A district medical officer in Uganda developed a play to promote EPI. The play is about a child who died of measles because his parents took him to traditional healers rather than to the hospital. It shows how the local people tend to neglect the advice

from the health workers, and instead of going to the hospital for treatment, they go to traditional healers. Some of the advice of the traditional healers was good, but some was bad. It also shows the people the importance of immunization, not only against measles, but also against other diseases, such as whooping cough, tetanus and Tuberculosis.

According to the UNICEF Representative in Kampala, the local folk enjoyed the play and got motivated toward measles inoculation.

home gardening, small animal and poultry husbandry, and fish production as sources of nutritious food.

THE UPGK FIELD VOLUNTEER NETWORK

To assure community participation, many village community groups and leaders have been sensitized and mobilized to help in the motivational efforts. Foremost among them are the religious leaders who wield considerable influence in the villages. Their support and co-operation in creating an awareness and acceptance of nutritional improvement have been invaluable. Religious leaders as motivators and trainers strive to improve community participation through their weekly Friday sermons and other religious activities.

Volunteer workers are also recruited from various community groups, such as family planning acceptor group, women farmer group, farmer youth group; from those who are constantly sought out by the community for their assistance such as the Traditional Birth Attendants; and from those who hold influential positions. These volunteer workers act as powerful motivating forces in the community. They manage weighing sessions, counsel mothers of malnourished children, provide nutrition education and first aid. They are, after all, part and parcel of the community itself.

This extensive village community involvement is backed by the Government field workers from the four UPGK partners. The concerted effort of field workers from four sectoral departments is no mean effort.

PROGRAMME SUPPORT COMMUNICATIONS

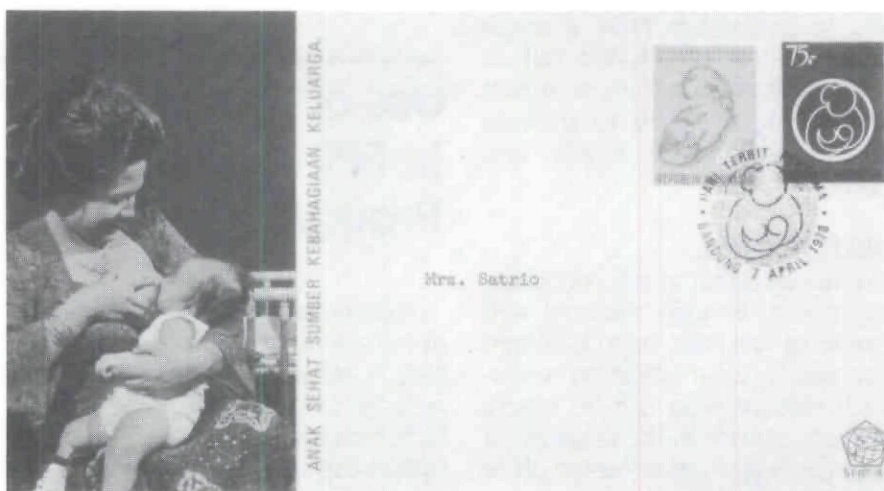
The UPGK communication strategy and activities focus on the target group, i.e. pregnant women and mothers of children under five. Their prime consideration is "what are the behavioural changes required of this group?" The UPGK central message of "a healthy child is a growing child"



is based on such a consideration. To achieve the desired behavioural changes, simple, basic, concrete messages are designed. These messages are action-oriented in that they are usually related to a village activity, such as the weighing sessions, and home gardening.

Above:
Village nutrition workers in charge of a weighing session for under-fives. "Did he or didn't he... gain weight?"

Below:
"Mail your message to a friend." A first-day cover and stamps encouraging urban women to breastfeed; after all—mother's milk is best for baby.



PENANAMAN BENIH DI PESEMAIAN



The same basic message is disseminated and understood at all levels: mothers, pregnant women, volunteer workers, field workers, planners, and policy makers.

UNICEF, working in close collaboration with the Government, has sponsored the production of a variety of PSC materials, such as:

- Growth charts, which contain the central UPGK message among others, are used during the weighing sessions.
- Reference manuals, flip-charts, and slide-sound series for the agricultural, family planning, and health field workers, religious leaders and volunteer workers. They are used as training and motivational aids. These materials are complementary of each other, for example, the manuals can be used with the flip-

charts; the materials designed for a field worker group complement those designed for another group; the materials are used across the board; and the messages are always kept simple, practical and action-oriented.

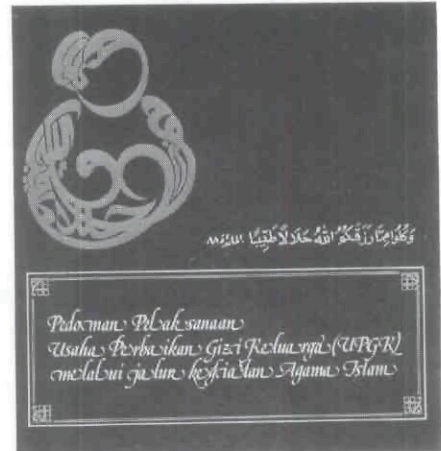
- The mass media type of materials include a series of posters, press advertisements and radio spots to support the breastfeeding campaign; child weighing posters; and a comic strip encouraging good health and nutrition based upon the Islamic beliefs posted on over 2,000 village information boards.

The UPGK has provided a strong mechanism for standardizing message content, training methodology, and facilitating joint material production. It has also provided a huge force in the field to mobilize and

motivate community participation. What next?

A joint nutrition communication strategy that focuses on upgrading the quality of nutrition education and training is being developed. This will be done by inventorying existing materials; matching these materials with programme objectives; developing overall communication strategy to meet the needs of each sector; and organizing nutrition communication workshops to work out the joint implementation of the communication strategy.

The PSC element thus continues to be very dynamic. As an integral part of the nutrition programme, it is the key to strong community participation and governmental support to provide adequate nutrition to the people of Indonesia.



Above:
UPGK symbol in Arabic Calligraphy on the cover of reference manual for implementing UPGK through Islamic religious activities.

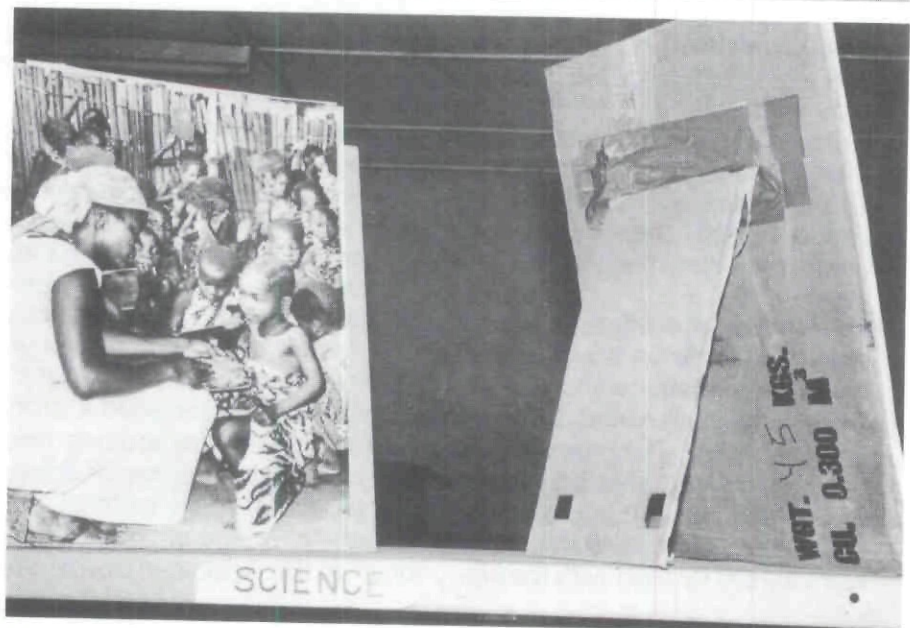
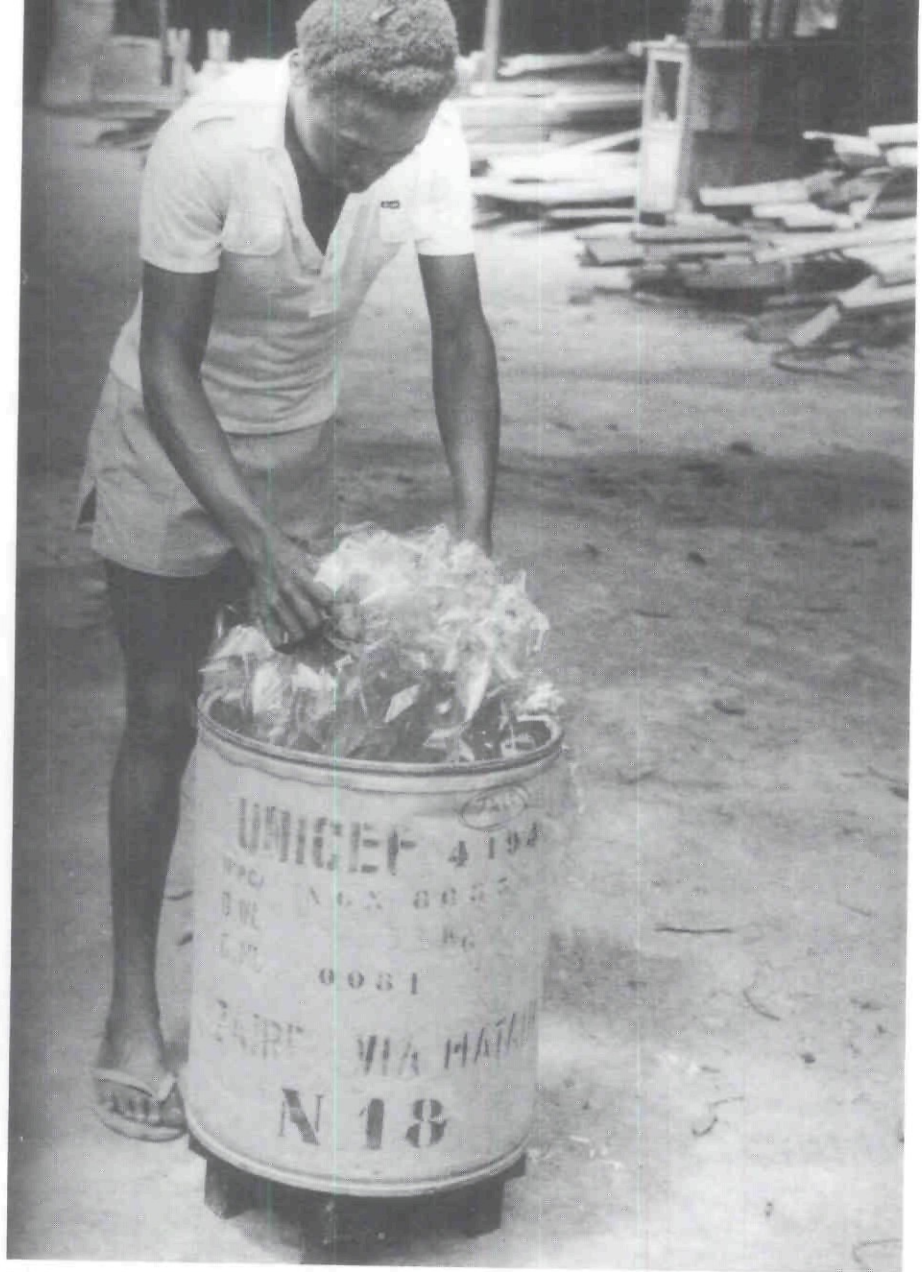
Left:
"Grow nutritious foods in your garden"
A page from UPGK flipchart used for motivating villagers to cultivate homegardens.

Garbage In— Garbage Out

by Ute Deseniss, UNICEF-Abidjan

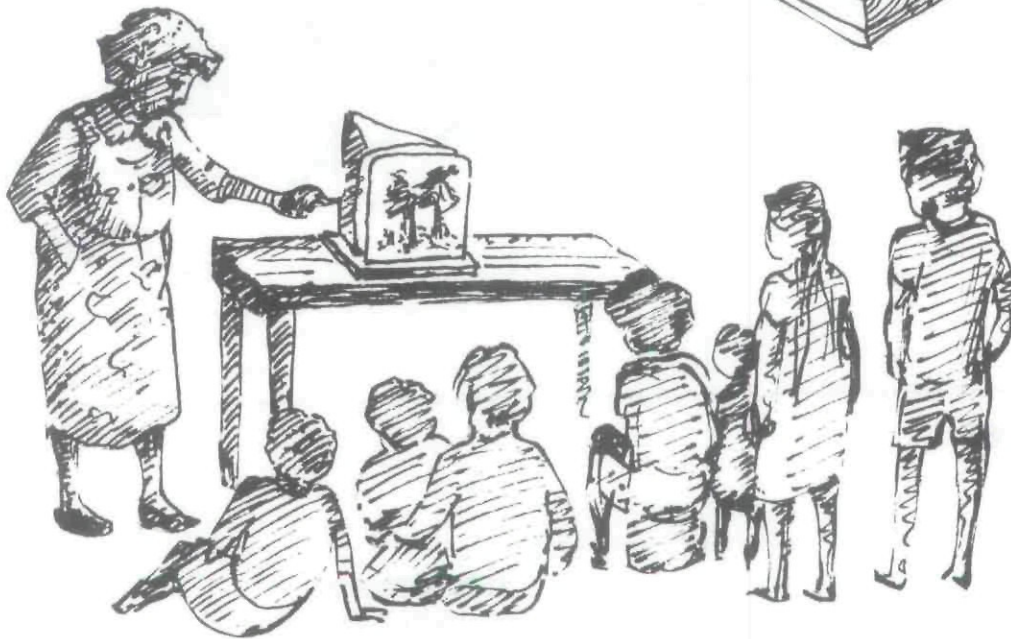
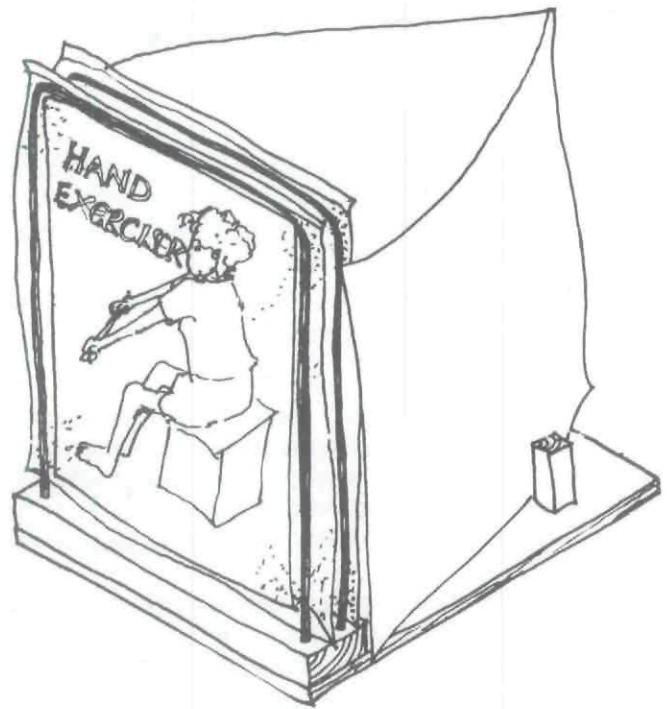
UNICEF's name on a garbage can? Misuse? Abuse? Not at all! On the contrary, a very good example of how one can make full use of UNICEF supplies. The Bureau of Study and Research for the Promotion of Health in Kangu-Mayombe, Zaire, produces health education materials on such subjects as intestinal parasites, nutrition, malaria, and tuberculosis. The kit for each subject is composed of a picture series, a flipchart and a trainers' guide. Up to now the material has been used in 15 African countries, since it has been translated from French into English and Portuguese. UNICEF helped to launch the production of the materials by ordering many copies for several country programmes. The Bureau, which operates in the Bas-Zaire Region, also received paper through UNICEF's reimbursable procurement scheme. During my visit I saw that they found a use for absolutely everything. The picture shows how the cardboard container in which the paper was delivered has been made into a sturdy garbage can.

In Liberia I discovered another example of cardboard put to good use. UNICEF assists the Ministry of Education in the setting up of Curriculum Material Centres and supplies the centres with appropriate audio-visual equipment for the production of instructional materials. For the time being there is one Centre in each county. They are resource centres for teachers, students and community people. The photo shows how in the Buchanan Centre, Grand Bassa County, posters, photos and all types of information materials are mounted on the cardboard. Thus the Centre becomes an exhibition place where visual materials on various subjects are always well displayed.



How To Make An Illuminator

This is a leaflet which gives step-by-step instructions on how to make an illuminator. The idea is that if you put a light behind a drawing it is much easier to see and hold everybody's attention. The leaflet is fully illustrated with drawings. For a copy of the leaflet write to Appropriate Health Resources and Technologies Action Group Ltd., 85 Marylebone High Street, London W1M 3DE, U.K.



The Foundation For Teaching Aids at Low Cost (TALC)

TALC is a U.K. charity which is run as a community organization by housewives in the town of St. Albans. TALC has close association with the Tropical Child Health Unit of the Institute of Child Health, University of London. The aim of this Unit is to raise the standard of health of children in the slums and villages of developing countries.

TALC is probably the largest distributor of visual aids to help in the training of medical students, nurses

and other health workers in the field of child health. Lectures and slides with full scripts are sent out around the world every month. A series of low-cost books which are not usually available through booksellers, other teaching aids such as flannelgraphs, and spoons to help in oral re-hydration are also available. For further information contact Barbara Harvey, TALC
Box 49
St. Albans, Hertfordshire, England.

PSC Internship Programme

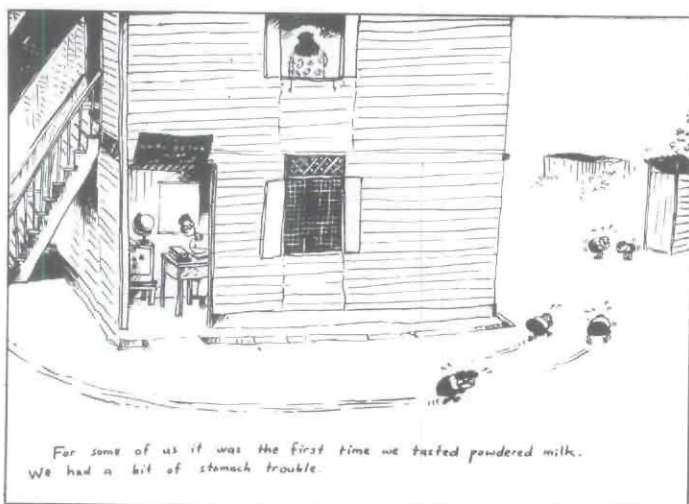
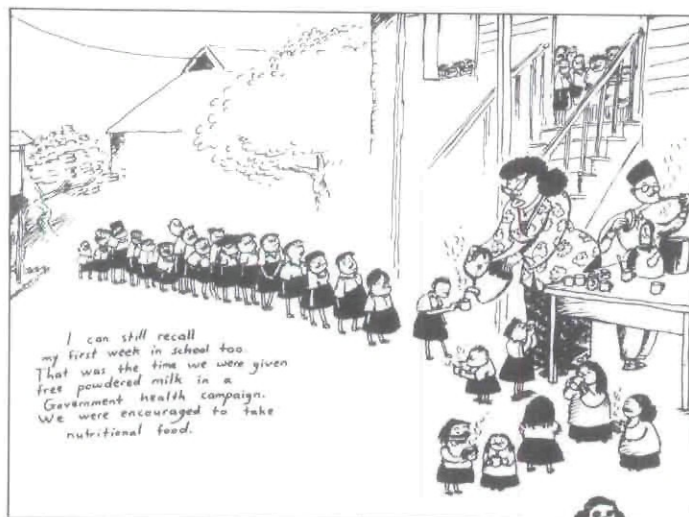
An experimental internship programme developed by PSC Service, N.Y., with Stanford University in cooperation with the Division of Personnel and Administration has resulted in three interns going to the field:

1. Maria Concepción Ruiz de Luzuriaga for the Manila office
2. Francis Jonathan Hicks for the Colombo office
3. Christine Myers for the Lagos office.

These are all graduate students in Development Communications. They will spend nine to twelve months working on specific PSC projects. They report either to a PSC officer or direct to the representative. Financially, they are self-supporting, although they will receive a small stipend from UNICEF.

The objective of this programme is to tap the resources of young talents, who have had some work experience, at relatively little cost to UNICEF, and at the same time allow the students to gain some practical field experience to reinforce their academic training before graduation.

Should this experimental programme prove to be successful, it might be extended to cover other areas of UNICEF's work.



Staff Changes

APPOINTMENTS

Mr. Obediah Mazombwe, PSC Officer, Harare.
Ms. Jane Bunnag, Regional PSC Officer, Bangkok.
Mr. Toshihiko Murata, Assistant Communications Technology Officer, New York.

CHANGES IN DUTY STATION AND FUNCTIONAL TITLE

Mr. Guy Scandlen, Programme Officer, Rangoon.
Mr. Maurice Bryan, PSC Officer, Nairobi.
Mr. George McBean, PSC Officer, Kathmandu.

SEPARATIONS

Mr. Kjell Linder, Project Officer (communications), Seoul.
Ms. Hyun Sook Lee, PSC Assistant, Seoul.
Ms. Akile Gursoy, Assistant PSC Officer, Ankara.



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Notes

Lead article: Family Nutrition Improvement Programme in Indonesia, by Malicca Ratne, UNICEF Jakarta.
Other contents: Update on PSC training programme in East Africa, by Kabwe Kasoma, UNICEF Nairobi; Sri Lanka Breastfeeding stamp and first-day cover; Use of drama in EPI promotion (Kampala, Uganda); Garbage in, garbage out (creative uses of UNICEF supplies); How to make an illuminator; The foundation for teaching aids at low cost (TALC); PSC internship programme; UNICEF Staff changes and appointments.

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8