



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

## Current PSC Trends

by R.R.N. Tuluhungwa, UNICEF—New York

PSC has a pivotal role in formulating and implementing basic services programmes for children. PSC facilitates advocacy, community education and participation, behavioural change and new skills acquisition. Thus PSC makes programmes operate more successfully which, in turn, strengthens the case for further support.

### STRENGTHENING NATIONAL PSC CAPACITIES

In the East Africa region, UNICEF is assisting training institutions for extension workers in **Botswana, Ethiopia, Kenya, Lesotho, Mauritius, Somalia, Swaziland, the United Republic of Tanzania** and **Zimbabwe** to establish PSC training programmes. Under the same programme the development and publication of prototype curricula, Africa-oriented textbooks and manuals, and the establishment of a communication network for information and experience exchange are foreseen. The aim is to strengthen development communication services at three levels: the trainer, the extension worker and the community "animateur." The programme places special emphasis on the training of the community "animateur," who is at the front-line of development work.

In **Nigeria**, the Federal Government has been assisted to establish a development support communications unit to strengthen grass-roots com-

munity development efforts by providing a new model communication support service. This unit will assist projects by: designing PSC strategies which foster greater participation, producing a wide variety of aids and materials to support community education efforts, training extension workers in PSC, and testing appropriate communication technologies. In **Burundi**, a small audio-visual library and a production studio for PSC and advocacy materials have been set up.

In **India**, government producers of PSC materials have participated in several workshops on message production and pre-testing techniques. In the Baluchistan province of **Pakistan**, a health communications unit has been established within the health, water and sanitation programme. In the **Philippines**, a survey revealed that communities' failures to participate in the expanded programme of immunization were based on lack of information and a number of misconceptions about the programme. More than 12,000 midwives have therefore been trained in communications skills to motivate parents participating in the programme.

### COMMUNITY AND FAMILY LIFE EDUCATION

In many countries programme implementation has been enhanced by well-designed PSC components. The family nutrition improvement

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## Current PSC Trends

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programme in **Indonesia** incorporates a PSC strategy and activities which focus on pregnant women and mothers of children under five. Their prime focus is "what behavioural changes are required of this group?" The central message is "a healthy child is a growing child". The same message is disseminated to mothers, pregnant women, volunteer workers, field workers, planners and policy-makers. UNICEF, working closely with the Government, has sponsored the production of a variety of training and motivational materials

for agricultural, family planning and health field workers, religious leaders and volunteer workers. Mass media materials include posters, press advertisements and radio spots to support the breastfeeding campaign, child weighing posters and a comic strip posted on 2,000 village information boards which encourages good health and nutrition based on the Islamic beliefs. The programme has strong mechanisms for standardizing message content, developing training methodology and facilitating joint material production. It has become a major force for mobilizing and motivating community participation.

In the **Syrian Arab Republic**, the School Health Department, Ministry of Education, was assisted to pro-

duce in Arabic a series of posters and wallsheets advocating child care, better health and breastfeeding, and a pioneer book on child health for community workers and mothers.

In **Nigeria**, the implementation of the Imo State rural water supply and sanitation pilot project has been facilitated by the training of extension workers in health and personal hygiene education techniques and the production of health education materials for field staff and mothers.

In **Pakistan**, calendars, brochures, wallsheets, cartoon stickers and booklets for children were produced to support a goitre control programme in the districts of Chitral, Dir and Swat.

In the **Ivory Coast**, a PSC manual



*Imo State Rural Water Supply and Sanitation Pilot Project in Nigeria. A community-based integrated rural development pilot project, linking drinking water supply, sanitation, health education/training of Village-*

*based workers (VBWs), and community participation, is among the new programmes assisted by UNICEF in Nigeria.*

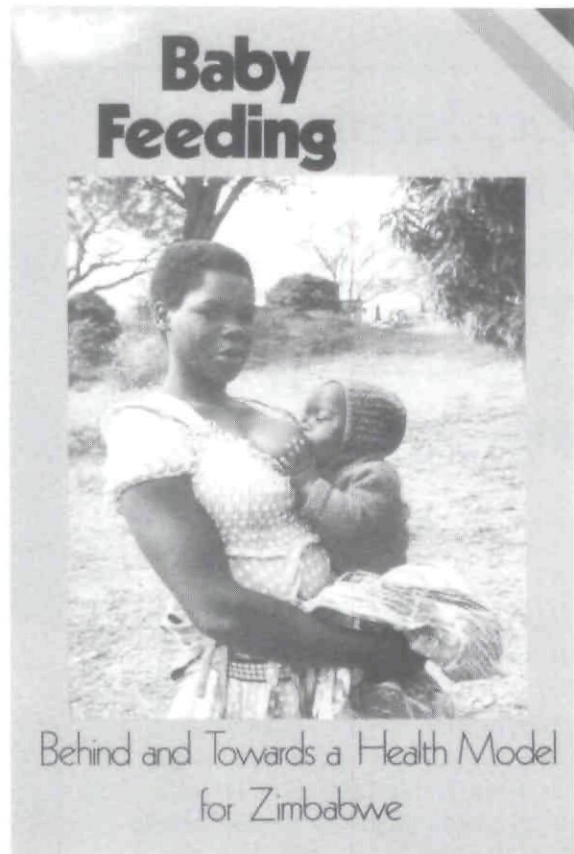
*Christy Ogbonna, a VBW, supervises water collection*

*and containers at the site of one of the newly-installed handpumps in Asa LGA of Imo State.*





*"Si Unyil," a puppet-based television programme in Indonesia used to educate children on hygiene and health practices.*



*A breastfeeding booklet which has led to the formulation of guidelines on the marketing of infant formula products in Zimbabwe.*

on the use and maintenance of millet grinding mills was produced to support nutrition projects in **Niger, Senegal, Togo** and **Upper Volta**.

In **Nicaragua**, a variety of audio-visual presentations on the handicapped child, pre-natal and peri-natal care for extension workers and parents were produced.

#### **USE OF MASS MEDIA**

In several countries the mass media systems were mobilized for the promotion and support of programmes for children. In **India**, a 20-part radio spot series, a radio talk and a radio play on infant feeding practices were produced. In **Jamaica**, Radio Central has been assisted to produce 26 experimental radio soap operas on agriculture, health, nutrition and education topics for mothers and children. The lessons learned will help the development of guidelines

for radio drama support to basic services for children in other developing countries.

In **Indonesia**, a children's television puppet show used to educate children on hygiene and health practices has become very popular. In the **Comoros**, radio sets have been distributed to health centres to receive health broadcasts. UNICEF staff assisted the Ministry of Health in designing the messages and motivating the communities. In **Turkey**, a national school story competition covered 40,000 village primary schools to promote the PHC approach by making parents aware of health problems through their children in their communities.

#### **POLICY SUPPORT COMMUNICATIONS**

Another important but challenging area of PSC is the promotion of

priority themes as entry points for advocacy of children's needs and opportunities for action among national policy and decision-makers. In **Brazil**, for instance, an attempt is being made to highlight what has been learned from the successful national breastfeeding programme for replication elsewhere. In **Zimbabwe**, a booklet on breastfeeding has generated the formulation of guidelines on the marketing of infant formula products. Three slide sets—"Why breastfeed?," "Breaking the cycle of diarrhoea and malnutrition: ORT," and "Urban basic services: A challenge!"—have been produced by the Information Division for educating and motivating development workers world-wide. The circulation of the *PSC Newsletter* has continued to expand and it provides an important forum for the exchange of field experiences in PSC.

# Explaining Oral Rehydration Therapy: A Mexican Pamphlet

Reproduced with permission from the publisher, PIACT de Mexico.

"Rehydration Salts." A sixteen-page pamphlet prepared for use in the Mexican Oral Rehydration Therapy programme explains to illiterates how to care for a child with diarrhoea. The instructions emphasize: carefully mixing oral rehydration solution from packets (pages 5 and 9), giving one cup of solution for each diarrhoeal stool (page 6), continuing to give oral rehydration solution, even at night (pages 7, 12, and 13), continuing feedings, particularly breast-feeding (pages 11, 13, and 14), and avoiding all other treatments, including antibiotics and kaolin mixtures (page 8). For literate users, captions in Spanish appear on the last page (not shown).



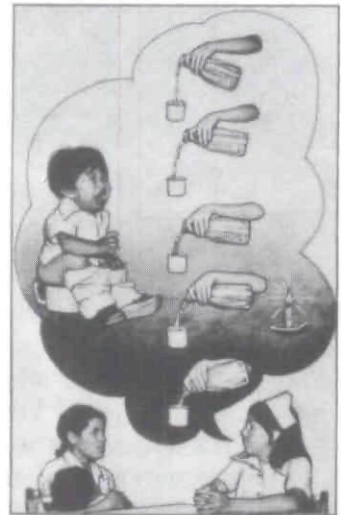
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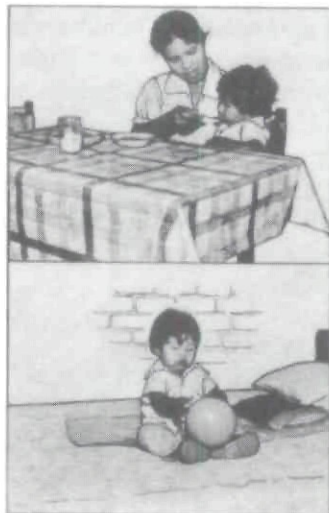
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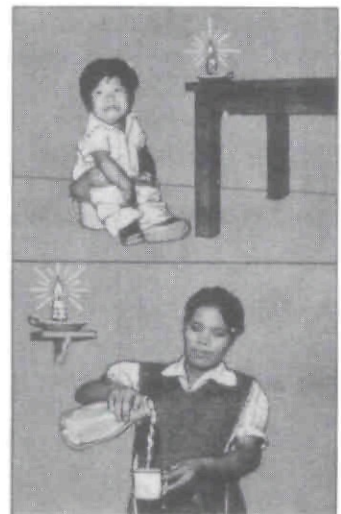
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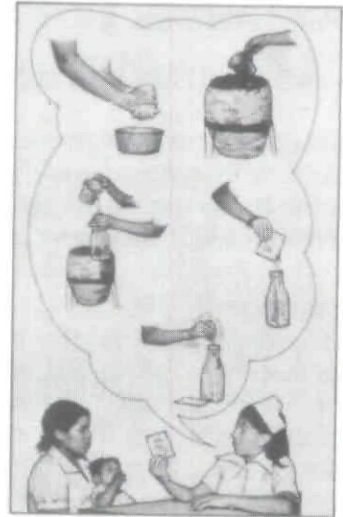




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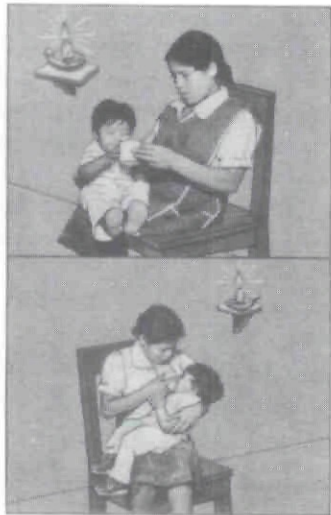
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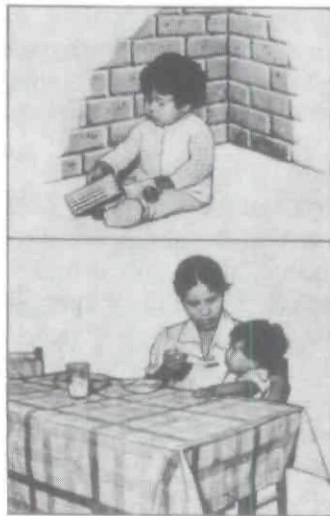
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# Child Health and Mass Media Specialists Collaborate in Asia and India

*Multidisciplinary workshops create media materials on early childhood malnutrition, immunization and development*

**by John B. Livingstone, Harvard Medical School and International Children's Centre, Paris**

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## **PREAMBLE**

The development of effective mass media materials is a multifaceted process which includes: 1) the accumulation of scientifically valid content, 2) the design of communication modalities and formats which fit the target audience and regional conditions, and 3) the stimulation of a high degree of interdisciplinary collaboration.

International Children's Centre (ICC), founded in 1949 by UNICEF, UNESCO and the French Government, has been approaching this process of creating meaningful media materials by organizing small multidisciplinary workshops together with The U.S. Department of Health and Human Services (HHS) and mass media organizations in Asia and India. The aims of the workshops were 1) in the broadest sense, to foster cooperation among child health specialists, educators, mass media specialists and policy makers, 2) more specifically, to produce mass media materials on early childhood appropriate to current regional needs.

## **TWO WORKSHOPS**

The first workshop entitled "Communication and Child/Family Welfare" took place in Singapore, 27-31 October 1980, and was organized jointly by Asian Mass Communication Research and Information Centre (AMIC), ICC and HHS. Representatives from 11 Asian nations worked together in groups with resource persons from France, USA, India, Great Britain and German Federal Republic.

UNICEF, The International Planned Parenthood Federation and high-ranking regional government officials also participated. The 45 participants prepared scripts on the topics of breastfeeding, immunization, early infant stimulation, and prevention of children's accidents.

The second workshop called "Child Nutrition/Malnutrition: Information and Mass Media", organized by The Ministry of Information and Broadcasting (Government of India), ICC and HHS, was held at the Film and TV Institute of India, Pune, 28 January-1 February, 1982. Similar to the first workshop in Singapore, there were about 45 participants representing various aspects of child and maternal nutrition in India and elsewhere. The presence of representatives from UNICEF, AMIC, ICC and HHS who had attended the workshop in Singapore helped others build on the earlier experience. Both basic principles and community projects were presented. The participants worked in groups to produce media materials and to design new ways to implement child health programmes. Charts, songs, films, radio and TV scripts emerged as well as systems for evaluating the on-site training of field workers.

## **COMMON FEATURES OF IMPORTANCE**

1. At both workshops early childhood health problems were conceptualized as a set of interrelated issues which needed to be considered in combination rather than in isolation. For example, the design of media materials and

programmes on child health and nutrition considered immunization, breastfeeding, psychosocial development, parental involvement and other related matters. Cultural and political issues were considered simultaneously.

2. Collaboration between major disciplines was built-in at the workshop organization stage, and regional interests and conditions were given high priority.

3. The number of participants was small, considering the diversity of their backgrounds, and each workshop was of sufficient duration (3-4 days) for participants to develop good working relationships and continue future collaborations.

4. Interdisciplinary competition and differences in professional language were controlled by keeping the focus on concrete data and specific needs of the children and parents, and by requiring that a product (media materials) be produced.

5. Focus and momentum were maintained by a) commencing each workshop with ICC supplying all participants with documents on relevant topics called "Technical Reviews" which were available in different versions depending on the role, training, language and needs of the participant, b) the presentation of community projects, some of which could be visited, c) following these presentations with small working groups assigned to produce end-products which would be presented to all the participants at a later stage.

6. A plan was made to compile and distribute to all participants the results of follow-up action taken by each country after six months and one year.

## **PUBLICATIONS**

ICC has published reports on both workshops, each containing full tran-

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## Slide-Sound Presentations

### I. WHY BREASTFEED?

UNICEF-Guatemala City has recently completed an adapted Spanish version of the "Why Breastfeed?" slide set with the assistance of the Regional Information Service in Bogota.

This slide-sound presentation, produced originally in English by the Information Division of UNICEF-New York, is designed to:

- 1) provide users with core information on the subject and to suggest possibilities for action.
- 2) sensitize development agency staff to the basic issues, concepts and economics of breastfeeding as they relate to the health of infants and mothers.
- 3) introduce the basics of the "International Code of Marketing of Breastmilk Substitutes."



*A young mother breastfeeds her child at a health centre in Guayaquil, Ecuador. Mother's milk is the best and safest for babies everywhere. UNICEF photo by Bernard P. Wolff.*



*In Rajburi Province, Thailand, a health worker shows a local mother how to mix the contents of an oral rehydration salts (ORS) packet with water. UNICEF photo by Amnat Nikromrat.*

## Specialists Collaborate in Asia and India

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scriptions of the working papers, media products, recommendations, and reference materials. Also available from ICC without charge and for unrestricted use are sets of the "Technical Reviews" which are documents prepared by groups of international experts. They are printed in French, English, and Spanish, and in separate versions adapted for use by community-primary care specialists, academic level professionals, mass media specialists and policy

makers. Topics currently available are: Early Malnutrition, Immunization, Early Screening of Handicapped Children, Infant Stimulation, Breastfeeding, Accident Prevention, Abused Children, Infant Nurseries and Day Care. In process are: Acute Diarrhoeal Diseases, Dental Caries, At Risk Pregnancies, and Enlisting Parental Participation.

For further information contact Paul Vesin, M.D., Director, Programme on Development of Information on Early Childhood, International Children's Centre, Chateau de Longchamp, 75016 Paris. For further information in the United States, contact John B. Livingstone, M.D., Director, Team Clinic for Children, McLean Hospital, Belmont, MA 02178.

- 4) stimulate further discussion on the promotion and protection of breastfeeding and trigger national action.
- 5) serve as a prototype on which to base similar, but country-specific materials for the motivation of national policy makers, orientation and training of health personnel, etc.

For more information on the English version write to PSC Service, Information Division, UNICEF, 866 U.N. Plaza, New York, N.Y. 10017. For more information on the Spanish version write to Mr. Antonio Carvalho, Regional Information Officer, UNICEF, Apartado Aéreo 75 55, Bogotá, Colombia, or to Mr. Francisco Sandoval, Assistant Programme Officer, UNICEF, Apartado 525, Guatemala City, Guatemala, C.A.

### II. BREAKING THE CYCLE OF DIARRHOEA AND MALNUTRITION—ORAL REHYDRATION THERAPY (ORT)

The Information Division of UNICEF-New York has produced a slide-sound presentation on Oral Rehydration Therapy designed to:

- 1) provide essential knowledge on the problem of diarrhoea—the ways to treat dehydration and the ways to prevent it through oral rehydration therapy;
- 2) sensitize planners and decision-makers to the basic issues and concepts of diarrhoea management and control as they relate to the health of infants and young children; and
- 3) serve as a prototype for similar but country-specific materials for the motivation of national policy-makers and for the orientation and training of medical and health personnel.

For more information write to PSC Service, Information Division, UNICEF, 866 U.N. Plaza, New York, N.Y. 10017.

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## 1983 Red Cross Radio Prize Promotes Primary Health Care in Africa

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The 1983 Red Cross Radio Prize Jury, made up of representatives from URTNA (Union of National Radio and Television Organizations of Africa), WHO, UNICEF and the League of Red Cross Societies, met at R.T.A. (Radio-diffusion-Télévision Algérienne) in Algiers on 26 January 1983 to choose the three best radio programmes aimed at promoting community participation in primary health care programmes in Africa.

The selection criteria for the prize-winning programmes aimed at defining:

- the quality of programmes for health education radio campaigns and PHC national priorities;
- integrated approach;
- choice of target audience;
- use of traditional communication methods;

- obstacles and difficulties to be overcome;
- collective and individual audience participation.

The jury awarded:

**1st prize** to Ethiopia for the programme "Primary Health Care—Cutting the Umbilical Cord," a radio play based on traditional practices, aimed at making traditional midwives and mothers aware of the importance of practising hygiene at birth.

**2nd prize** to Liberia for the programme "Medicine for Open Mole," a radio play aimed at detecting and caring for infant diarrhoea, one symptom of which is the open mole, traditionally cared for by applying herbs and leaves.

**3rd prize** to the Gambia for the programme "Happy Baby Lottery," a

programme-magazine which was part of a promotional multi-media campaign aimed at eliminating malnutrition and acute infant diarrhoea by correctly preparing and administering oral rehydration solutions. The programme also includes a health spot and visual support.

The award ceremony took place in May as part of World Red Cross Day in Dakar (Senegal), during the first CESTI workshop to sensitize communications professionals to primary health care. The workshop, held at the University of Dakar, was organized jointly by UNICEF, WHO and the League of Red Cross Societies.

The Red Cross Radio Prize encourages African broadcasters to develop grass-roots support in rural communities in order to help achieve health for all by the year 2000. The prize is awarded every two years.

For more information contact Ms. Ingrid Flaks, Technical Adviser, Development Support Communication, League of Red Cross Societies, P.O. Box 276, CH-1211 Geneva 19, Switzerland.

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## M.A. Programme in Development Support Communications (DSC), University of Iowa

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The University of Iowa has started an interfaculty M.A. programme in DSC which offers an opportunity to study both social science and communication factors in development planning. Merging knowledge and skills from the social sciences together with expertise in communication theory and practice, it also provides an analytical basis for identifying problems, designing practical development projects, and planning effective implementation strategies.

The programme is designed for students planning to pursue or already pursuing careers in the formulation and implementation of development strategies and projects in developing countries. Although most students are expected to have had some background in the social sciences, it is designed as well for students with backgrounds in agriculture, health, education, and business as an extension to their previous training.

In addition to academic qualifications, the faculty members associated with this programme have extensive practical experience as well. Most of them have worked with United Nations agencies, the US Agency for International Development, the US Peace Corps, foreign universities, and non-governmental organizations. Students in this programme will also profit from the widely diverse experiences of other participants.

For further information or application materials contact the Admissions Office, University of Iowa, Iowa City, Iowa 52240.

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## Staff Changes

### APPOINTMENTS

**Mr. D.S. Vyas**, Assistant PSC Officer, New Delhi.

**Ms. Rina Gill**, Assistant PSC Officer, New Delhi.

**Mr. Peter Chen**, Assistant PSC Officer, New Delhi.

**Ms. Nagwa Michel Faraq**, PSC Officer, Cairo.

### SEPARATIONS

**Mr. Maurice Bryan**, PSC Officer, Nairobi.





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