

UNITED NATIONS CHILDREN'S FUND
East Asia and Pakistan Regional Office

Meeting of the UNICEF Representatives of the EAP Region
3-8 October 1983
Bangkok, Thailand

PSC DISCUSSION NOTES

- . PSC In Planning
- . PSC In Advocacy

..... Attached are two brief discussion notes on different aspects of PSC. As with other hermaphrodites one end is not to be understood without an appreciation of the other. Hence, it would be helpful if both these notes could be read together.

Jane Bunnag
Regional PSC Officer

PSC DISCUSSION NOTE 1

PSC In Planning*

1. Contrary to popular belief PSC is not primarily concerned with media production. The primary function of PSC is to introduce an "audience bias" into the programming process; and also into their work with information officers in advocacy. (see attached PSC Discussion Note 2)

2. In their work with programme and planning officers, the primary function of PSC officers is to get information from and about the intended beneficiaries to the programme officers and technical specialists with whom they co-operate in designing the programme. It is generally recognised that simple provision of services -- immunization, sanitary latrines will not result in behavioural change. There is also a parallel recognition by PSC officers that simple top-down provision of bits of information about those services will not affect audience response unless the services in question clearly meet community needs and interests. "Audience analysis" or "consumer survey" activities conducted by PSC officers should uncover these needs and interests, as well as analyzing the community in terms of the channels through which it can be reached, and through which it can respond in terms of programme feedback. This is the role for PSC in participatory planning.

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* Fuller discussion of this and other issues is to be found in Trends and Issues in PSC: A Perspective from the Field, Jane Bunnag, June 1983.

3. This can be illustrated by a couple of examples: from a typical Expanded Programmes for Immunization. In conducting community analysis for EPI the PSC officer would be concerned with the following types of questions related to community beliefs and behaviour:

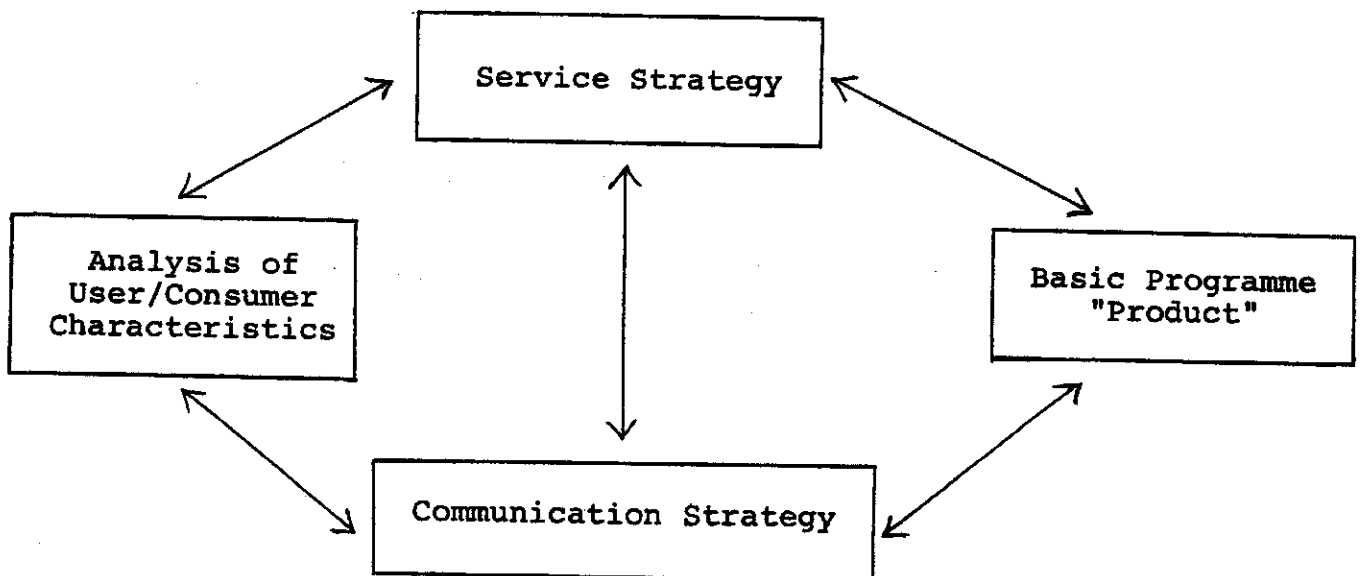
- . does the community believe that injections are only for curing the sick, or do they recognise its preventive functions?
- . have they had negative experience with the programme to date?
- . will mothers visit clinics unless they are already sick?
- . will women visit male vaccinators?
- . are the clinics at the right place, at the right time? Would mobile services be more effective?

Clearly the information brought to light by this investigation has implications for the timing and location of services; the selection training and deployment of vaccinators etc. The PSC officer also analyses the audience with specific regards to its information needs and communication behaviour:

- . do mothers know about the programme and the relationship between prevalent childhood diseases and vaccination?

- . do they know about side-effects; the schedule of vaccinations?
- . do they know about the timing and location and costs of services?
- . where do they get their information from; village elders, religious leaders, vaccinators, other medical staff, teachers, relatives, the newspaper, the radio?
- . which of these sources are the most credible for health-related information?
- . who has most access to which source of information?
- . who are the "spokesperson" for the community on these issues.

The answers to these questions put together with the previous aspects of consumer analysis will form the basis of the user education elements of the programme.



In summary, the analysis of audience characteristics normally conducted under the banner of PSC informs both the service and the user education strategies.*

4. But it is clear that the analysis of our primary audience -- in this case mothers of children in the 0-5 age-group and pregnant women -- leads inevitably to consideration of secondary and tertiary audiences who must be informed and involved if the show is to go on the road. This ripple in the pond effect can be simply illustrated, and leads into the discussion of the role of PSC in advocacy.

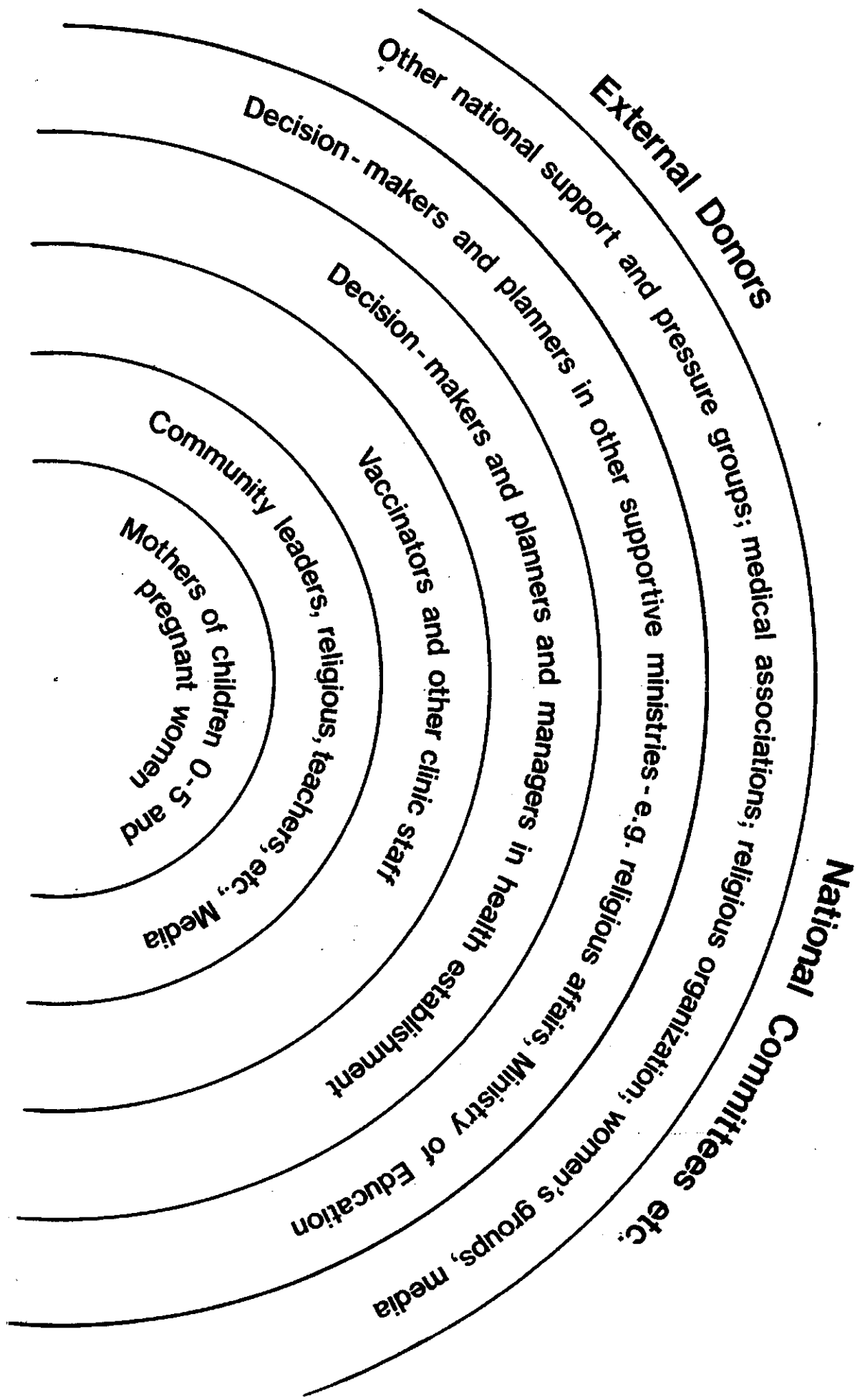
5. Clearly any programme has a number of different audiences each with different expectations and expected actions.

- . the mothers and children are the consumer audience;
- . vaccinators are perhaps the audience for re-training to provide better information and services to the mothers;
- . other opinion leaders need information on the consumer audience and information as to their role in supporting the programme;
- . similarly circles 4 and 5 need to understand both the consumer audience and programme needs if they are to support the training and deployment of the lower level actors in their respective ministries.

At some point between circles 4 and 6 it seems that we stray into the area of advocacy.

* Subsumed under these headings are PSC contributions to training, monitoring etc. described in detail in Trends and Issues in PSC: A Perspective from the Field, Jane Bunnag, June 1983

"AUDIENCES" FOR AN EPI



PSC DISCUSSION NOTE 2

PSC In Advocacy*

1. What is the role of PSC in advocacy? How can it complement the work of the information officers? How is it related to the PSC officers work in "participatory planning"?
2. The Rose report on UNICEF Publication and Publishing Policies indicated a need for more efficient marketing and distribution of UNICEF publications on the basis of a clearer definition of the target audience, and the channels for reaching them. The author also discussed the absence of built in feed-back mechanisms for relaying audience response back to the originators of the materials.

This theme is taken up again in the paper concerning UNICEF's External Relations (E/ICEF/L.1455, 17 February 1983) where the Rose observations on publications are generalized to other media and materials.

3. How can PSC officers contribute to sharpening advocacy efforts in country?

Let us refer back to the onion rings or the ripple in the pond. (previous note on planning) It seems that on the basis of their work in programme planning PSC officers can contribute

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* This note is complementary to the discussion paper Advocacy: How do we do it? by Mehr Kamal, September 1983.

to in-country advocacy in the following ways:

- . they can assist in defining target groups in the outer rings (4, 5, 6, but not 7) who have most interest in and who are most influential with the programme consumers;
 - . they may also indicate which are the most appropriate channels (other than mass media channels which will be better known to the Information officers themselves) for reaching these groups;
 - . on the basis of their work with the programme PSC and Programme officers can provide "content" insights for advocacy work;
 - . audio-visual materials generated for work within the consumer community may be re-used for other audiences.
4. In what other ways can PSC officers be of assistance in promoting co-ordinated advocacy efforts.

The majority of PSC officers in EAPRO have social science background. Most of them are routinely involved in (consumer) audience analysis, developing feed-back systems, and testing prototype materials. These same skills should, perhaps, be applied to target groups for advocacy:

- . analysis of audience
- . developing feed-back systems
- . materials testing.

PSC DISCUSSION NOTE 3

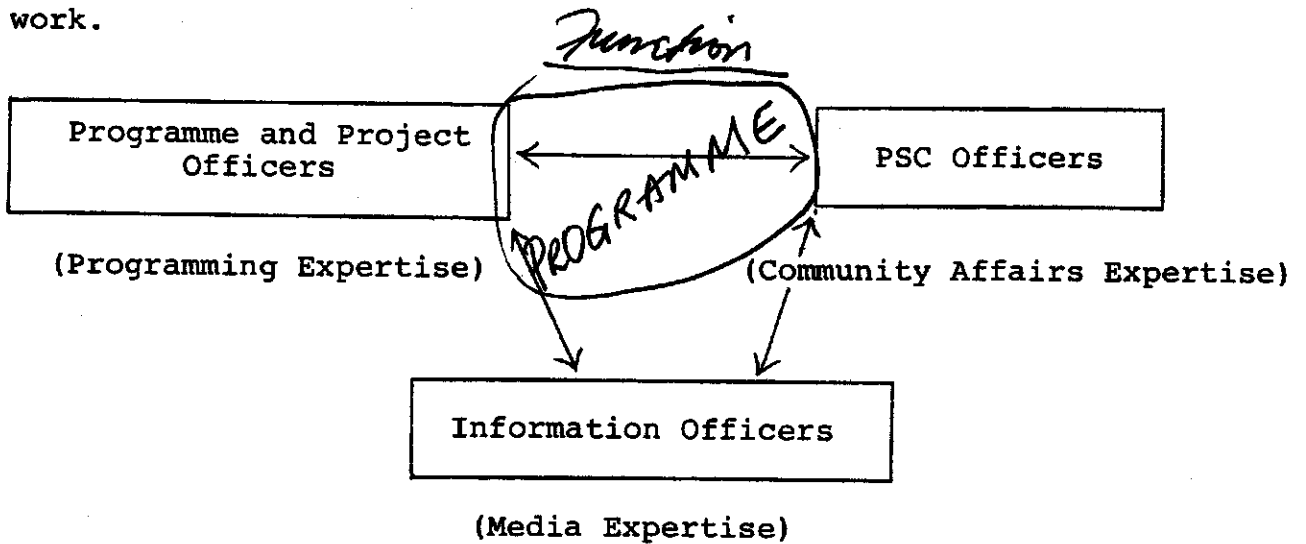
Comments on the paper "Trends and Issues in PSC:
A Perspective from the Field"

Attached is a synthesis of comments received from country offices involved in discussion of this paper.

1. Little understanding of the current role of PSC in UNICEF, the name Project Support Communication gives three unfortunate if not totally false impressions. First (P) that we are attached to and concerned with individual projects, whereas our major concern is with introducing "audience bias" into those projects. Second (S) that PSC is not integral and involved from the beginning but "tacked on" to support finished projects. Third (C) that our primary concern is with media production whereas we are first and foremost concerned with communication as "social process" in analyzing programme audiences -- whether they be community, cadres, managers or decision-makers. Should PSC be called CPC -- Community Participation and Communication officers; Social Change Specialists.
2. Lack of definition of PSC officer's role leads to the PSC office being a dumping ground for a large variety of activities from estimating total office paper requirements for the year to what should be the major focus of her work, analysis of community organisation, and participatory programming.
3. There is a need for better networking between PSC officers.
4. Major thrust of PSC work is in programming but with many spin-offs particularly in the area of advocacy.

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5. Although the primary concern of PSC officers in the Region is community analysis/community participation they are also still involved in media production. It has been proposed that these media production activities for use with user community should be taken over by PI officers who we are media specialists at the same time PSC officers would place more effort on identifying and analyzing target audiences for PI and advocacy work.



6. Are PSC officers "transients" or do they constitute a permanent category (at what levels?) In some country offices, programme officers have taken over PSC functions. Is this the ideal model? Should we have a strategy for transfer of technology? Can PSC officers acquire programming skills in return? Others consider that the PSC function cannot be transferred and that the PSC officer should be regarded as the specialist on Social Change charged with ensuring dialogue and two-way exchange between programme audiences and executors.



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Notes

PSC Discussion Notes 1, 2 and 3 address: PSC Planning, audience analysis or consumer survey. A second note addresses PSC in Advocacy; the third comments on the paper "Trends and Issues in PSC: A perspective from the Field" (by Jane Bunnag herself).

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