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UNITED NATIONS CHILDREN'S FUND
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INTEROFFICE MEMORANDUM

TO: Revi Tuluhungwa

DATE: 11 January 1982

FROM: Chief Project Support Communications Service
New York HQ.

FILE NO.: _____

SUBJECT:

Dear Revi,

Here are five copies of the PSC Report for Nigeria. Richard Reid has looked at it and had no changes to make.

I'd be delighted to start a dialogue on any portion of 1982's activities with yourself and Jose via letters or tapes. I'd also be happy to help in any way with comments or analysis of PSC activities elsewhere. The more those of us in the field can share, the better.

We'd like to hear about any plans for Jose or yourself visiting, about the PSC conference, etc.

You'll be happy to know that we now have a recognized Project Support Communications Unit at the office with good size space, Mike and myself and a secretary. We'd like to decorate the walls and fill the shelves with posters, training charts, etc. with a definite communication flavour. We're collecting materials and photos from our work and project in Nigeria but would like as much as possible from UNICEF and other agencies. Please see what you can come up with for us.

On a personal note, my wife and daughter were stopped by robbers on Saturday two blocks from our house. They stole her purse and our new car. No one was hurt. Ann and Jessica took it well - they're tough. Richard's writing a report.

Hope all is well in New York.

Regards,


Gaty R. Gleason



UNITED NATIONS CHILDREN'S FUND

NIGERIA COUNTRY OFFICE

1981 REPORT

PROJECT SUPPORT COMMUNICATIONS IN NIGERIA

In 1981 UNICEF Nigeria brought PSC services squarely into its expanding country programmes in Education, Health and Social Development sectors. The year saw a variety of specific PSC inputs planned and carried out in UNICEF's major concentration areas through the assistance of communication consultants, UNICEF programming and information staff, and a newly recruited Project Support Communication Officer. 1981 also served as a planning period for integrating PSC input into all future UNICEF Nigeria programmes.

A summary of 1981's PSC in UNICEF, Nigeria follows:-

1. Education

Beginning with the March consultancy of Dr. Joseph Ascroft and Gary Gleason, PSC materials production and training was accepted as a priority within UNICEF's assistance to Nigeria's Educational Resource Centres. The ERC's mandate in each state is to improve learning through upgrading teaching skills and resources and UNICEF had been assisting with equipment and materials for the ERC's. The PSC consultants suggested UNICEF provide more intensive professional consulting in areas of print production design, design of media related pilot projects for primary schools, and implementation of an information and problems sharing system amongst ERC's and appropriate Resource Agencies.

a) In August and September UNICEF's PSC Officer visited eight ERC's and designed a model print facility for one which appeared to have the necessary personnel and organizational structure to begin classroom oriented materials production. This facility was 80% ready by the end of 1981 without any material assistance for UNICEF.

b) Through discussions of the realities of required technical expertise, maintenance, conceptual work and expendable materials with four other ERC Directors, the PSC Officer has been able to advocate less elaborate production equipment and tighter, more classroom-oriented production planning;

c) As a result of this work PSC became a represented area in UNICEF's work with the Nigerian Educational Research Council and the newly formed Network of Educational Service Centres (NESC) in Nigeria. The NESC recognized that PSC Services expand beyond media and training into areas such as organizational communication. The NESC requested UNICEF's PSC Officer to develop a locally appropriate functional model of an information-sharing, problem-solving network to assist in developing the ERCs into institutions more effectively serving primary school children and others. The network model will be tested with UNICEF assistance, in 1982.

d) Summary

PSC Services in the Educational Sector have focused on visiting and analysing ERC problems in the field, developing and testing locally appropriate models in selected ERC's, and finally assisting in design of a network to allow each centre to share good ideas, practices and problems with other centres. This PSC approach stresses development of decentralized materials production and training through State and within State zonal centres.

2. DSC Unit

The PSC officer in UNICEF Nigeria was originally scheduled to concentrate primarily on assisting the Federal Ministry of Social Development, Youth, Sports, and Culture to develop a professional scale, print dominated Development Support Communication Unit to support frontline workers throughout the country.

a) Design and scheduling of the DSC Unit's facilities and staff training were completed in 1980 through the work of local UNICEF communication consultants. However, in 1981 a number of Ministry related factors delayed the implementation of the design.

b) Work on development of the DSC Unit in 1981 consisted primarily of designing alternative means of overcoming unpredicted constraints. A new training site was chosen after the agreed upon site was unexpectedly rejected by the Ministry. UNICEF provided detailed technical drawings of required modifications and equipment and suggested a new staffing structure emphasizing retraining of Ministry personnel because a Federal freeze on staff made originally agreed upon recruitment plans unfeasible.

c) By December 1981 the Ministry had allocated funds for purchase of a Heidelberg KORD Press, was making required modifications to a DSC training and production facility at Enugu in Anambra State, and was proceeding with recruitment of two officers for DSC training from each of the 19 State and eight from the Federal Ministry.

d) UNICEF-provided photographic, graphic arts, and production equipment arrived in 1981 and will be used for production and field work-training during a 16 week PSC/DSC training programme in March - June of 1982.

e) The problems that have delayed the DSC Unit's implementation and have require continual modifications of original plans were unpredictable but not surprising. Any planning for a grass roots-orientated communication support service in Nigeria remains highly novel and somewhat controversial. Efforts such as the UNICEF assistance to forming a DSC Unit within the Federal Ministry of Social Development, Youth, Sports, and Culture must expect difficulties in their initial stages of planning and development.

f) Growing out of discussions with the Ministry about UNICEF assistance to its six Zonal Training Centres for frontline workers it was decided that all handovers of any type of reprographic or visual aides equipment would be combined with local workshops for centre staff on how the equipment could be used to enhance their communication support services. This decision was put into effect in December when officers from six zonal centres were given with PSC training in a UNICEF assisted workshop taught by UNICEF staff and trainers from the National Educational Technology Centre. Two centres were provided duplicating and audio visual equipment in 1981. Others will be supplied in 1982.

g) Summary

The UNICEF assisted DSC Unit was planned as a centralized PSC materials production unit with rural reporting and feedback tying the production base to social and community development activities throughout the Federation. UNICEF PSC activities in 1981 in support of this Unit were primarily devoted to defending the idea of creating this service amidst budget cutbacks and delays, and to assisting the DSC Unit's original advocates within the Ministry to form alternatives that have allowed the DSC Unit plans to remain viable and develop; albeit much more slowly than planned.

3. Health

a) PSC activities in the Health sector in 1981 were devoted primarily to the PSC officer exploring UNICEF inputs into Nigeria's Health programmes and working with the programme officer in health to establish

to establish areas of optimal PSC inputs for 1982.

b) The first area of potential PSC significance explored was the Health Education Unit at the Federal Ministry of Health. This Unit, which is duplicated in most of the State Health Ministries, has a similar role to that designed for the DSC Unit in Social Development. Initial contact was made between the Federal Health Education Unit and the PSC officer of UNICEF. This area will require followup and planning of assistance in 1982.

c) The second health related area provided with PSC input from UNICEF was the Federal Nutrition Unit. The Unit's head requested PSC guidance in designing a production unit for posters and other materials. However in discussions with UNICEF concerning potential duplication of HEU functions, it was suggested that the Nutrition Unit consider design and sponsorship of national poster drawing contests in schools. The potential benefits of using media (posters) as a social catalyst to generate discussion, talk, and interest in specific nutrition areas through such contests were enthusiastically explored and will be followed up with specific plans in 1982. If the Unit goes ahead with the idea of a poster contest, the PSC Officer will assist with planning, implementation, and evaluation of this low cost and potentially powerful development communication strategy.

2. Water Programme

a) The UNICEF assisted Federal Water Supply and Sanitation Pilot Project in Imo State has developed an integral PSC component as it was planned and began operations in 1981.

b) With the provision of pure drinking water viewed as one project focal point, and community mobilization, village participation, health education, and research viewed as others by UNICEF Nigeria, PSC became deeply entwined throughout.

c) Photography and duplicating equipment became part of the project office that has an entire section devoted to PSC.

d) The UNICEF Nigeria Information Officer heads the PSC team for the project. It includes a mass communication honors graduate from the University of Nigeria Nsukka, a photographer from the Ministry of Health, and a darkroom assistant. PSC/human communication training was designed for all levels of training by the team and Chris Srinivasan, a communication and training consultant. Workshops with communication components were held at the project trainer level in July and November, and at the village based worker level in December 1981.

e) PSC concepts in programming and management predated the water and sanitation pilot project even more deeply in November 1981. The PSC Officer was made acting project coordinator for a period of four months in order to design an appropriate participatory management and operational design for this multi-sectoral effort.

1982 - 1984 Work Plans (Tentative)

PROJECT SUPPORT COMMUNICATIONS IN NIGERIA

1. Education

- a) Development of NESCN network as a decentralized information sharing system.
- b) Training of ERC staff in PSC and production related areas.
- c) Design and testing of practical media-in-schools pilot projects.
- d) Development of a PSC Training Team from ERCs and Resource Agencies staff that can be called upon for specific training inputs.
- e) Provision of PSC consultancy services to ERCs to assist in developing communication and media related production and training units.

2. Social Development

- a) Continuation of assistance to a DSC unit for the Federal Ministry of Social Development, Youth, Sports and Culture:-
 - 1) Training of conceptual staff.
 - 2) Training of production staff.
 - 3) Move into production/training facility at Enugu/Emene.
 - 4) Operational work, production, and testing of extension and advocacy materials in direct response to frontline workers' needs and specific participatory CD programmes.
 - 5) Planning of additional media support forms for DSC unit (video).
- b) Continued staff training and equipment supply of Zonal Training Centres to upgrade their ability to provide rural PSC services and become part of an overall DSC system as the Federal Unit becomes functional.

3. Health

- a) Strengthening and expansion of Federal Health Education Unit, and setting up of zonal HEUs.
- b) PSC advice on UNICEF health programming.
- c) Practical PSC skills workshop for Federal and State Health Education Unit staff

4. Water Programme

- a) Further integration of PSC into all phases of pilot Water and Sanitation Project in Imo State.
- b) Development of a model PSC strategy for implementation in future Nigeria water programmes in other States.

5. Nigeria PSC - UNICEF HQ Activities for 1982

- a) Report providing case studies of centralized vs decentralized communication support activities in Nigeria. The DSC Unit and the ERC/NESCN will provide the background.
- b) Participation in PSC workshop.

Questions or comments about UNICEF's PSC Activities in Nigeria are most welcome and can be addressed to:

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Lagos, Nigeria)



CF-RAI-USAA-PD-GEN-2007-000257

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000257**

External ID

Title

Programme Support Communications. PSC report for Nigeria for 1981. With transmittal letter from Gary R. Gleason, UNICEF Representative

Date Created / From Date

1/11/1982

Date Registered

8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-09550 (In Container)**

F12: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

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Current Location/Assignee: **In Container CF-RAF-USAA-DB01-2007-09550 (Upasana Young) since 9/6/2007 at 2:11**

F13: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CM/1985/T038: PSC Newsletter. Material related to Nig**

Date Published

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

7 pp

Outlines UNICEF's PSC work in Nigeria during 1981, focusing on education, in collaboration with the Nigerian Educational Research Council and its regional educational resource centres; establishing a DSC (development support communication) unit concentrating on assisting the Federal Ministry of Social Development, Youth, Sports and Culture; health, working with the programme officer in health; and water programme, within which the UNICEF assisted Federal Water Supply and Sanitation Pilot Project in IMO State developed an integral PSC component and began operations.

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

SAROJA DOUGLAS

Saroja Douglas

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