



CF Item Barcode Sign

Page

3

Date

11/13/2007

Time

9:13:30 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2007-000263

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000263**

External ID

Title

**Minutes of Information/Communication Meeting, prepared by Tony Carvalho, Regional Information Officer, for meeting held 24-27 January 1983, Bogota.**

Date Created / From Date

1/24/1983

Date Registered

8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-10673 (In Container)**

F12: Status Certain? **No**

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

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **Upasana Young since 9/6/2007 at 7:27 PM (last 11/13/2007 at 2:49 PM)**

F13: Record Copy? **No**

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

Contained Records

Container **CF/RA/BX/PD/CM/1985/T037: Programme Support Communications**

Date Published

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Record Type **A01 PD-GEN ITEM**

Notes

**25 pp.**

**The document lays out strategies for the regional advocacy campaign, building on lessons learned, with particular focus on launching the State of the World's Children report.**

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

*Saroja Douglas*

*Saroja Douglas*

25

PSC SERVICE

Date 15/Jan/83

Attended: José Rey

Acc:

---

MINUTES OF INFORMATION / COMMUNICATION MEETING

24 - 27 JANUARY 1983

BOGOTA

---

Tony Carvalho  
Regional Information Officer

---

PURPOSE OF THE MEETING

- (a) To set up a regional workplan in support to GOBI  
(4 "health breakthrough" proposed in the 1982/83  
State of the World's Children Report)
- (b) To discuss other activities of regional interest
- (c) To tentatively establish a regional workplan and  
working/communication structure for Information.

---

PARTICIPANTS

- Tony Carvalho, Regional Information Officer, Bogotá
- Maria-Luisa Chaves, Information Officer, Bogotá
- Pia Hallonsten, Information Assistant, Mexico
- Gerson da Cunha, Information/Communication Consultant, Brasilia
- Salvador Herencia, Information Officer, Lima

The meeting was opened by Mr. Fritz Lherisson, Principal Officer, Regional Office. The Area Programme Coordinator, Mr. Luis Rivera, took part to discussions on some of the agenda items. A final round-up session was held with the Regional Director before closing the meeting.

---

AGENDA

MONDAY 24 JANUARY

- Introduction, presentation, adoption of Agenda
- Brief review of launching of SOWC Report in the Region: results, problems, proposals for the future
- Discussion on follow-up to SOWC Report and mass-media campaign to support 4 GOBI elements: TV, radio, press
  - . Review of TV programme being prepared by Lima (script and details of contents to be brought by S. Herencia)
  - . review of other material brought by participants
  - . round-table on proposals for a regional campaign
  - . adoption of workplan
- Meeting with Dr. Garcia from Lima and presentation on ORT

TUESDAY 25 JANUARY

- Continuation discussion on GOBI

WEDNESDAY 26 JANUARY

- Regional Information/Communication structure and workplan:
  - . review of individual workplans
  - . Publications: UNICEF News  
Regional publication
  - . Special events: Gandhi film & others
  - . Film on abandoned children
  - . Brief follow-up of Ocho-Rios seminar on PSC

THURSDAY 27 JANUARY

- Continuation discussion on Regional structure & workplan
  - Round-up session with Regional Director
-

## 1. INTRODUCTION

This meeting was the second organized at regional level on Information/Communication matters, and the first one since arrival of the new Regional Information Officer in Bogotá, at end October 1982 (\*).

The need for a "get together" was obvious and the timing seemed appropriate, with the starting of a new year, to exchange views on Information in the region and to try to co-ordinate on-going and foreseen actions.

Furthermore, the importance of the State of the World's Children Report of which launching had been successful in Latin America and the Caribbean left no doubt on the necessity to design a support campaign at regional level to help implement the "four health breakthrough" known as GOBI (Growth charts, Oral rehydration therapy, Breastfeeding and Immunization).

Priority was given to this subject and the meeting focussed particularly on the details of such a campaign. Due to the time available, not all points of the agenda could receive the same attention and priority though they all were discussed. On the other hand, this exercise should be considered as part of an established procedure: it is a recommendation of all participants that similar meetings be held on a regular basis. This type of coordination is necessary and important if Information should play its role of support to programmes, advocacy and fund-raising as it is expected. Other considerations to be taken into account in this respect are the questions of staffing and budget which are mentioned further in this report.

These observations and recommendation were conveyed to the Regional Director and the Principal Officer and were received positively. We have also proposed that "Information/Communication in the Region" be included in the agenda of one of the forthcoming Representatives meetings in order to have it discussed as largely as possible.

The Information Officer in Santiago did not attend the meeting. Nonetheless the Regional Information Officer had the opportunity to visit Santiago the following week and discussed all points with his colleague. This report, therefore, reflects views and opinions of all Information Officers presently stationed in the Region.

---

(\* ) A first regional session on Information was held in Bogotá in June 1982 on budget/workplan preparation for the Geneva Global Information meeting which took place the same month.

## 2. THE STATE OF THE WORLD'S CHILDREN 1982-83 REPORT

The launching of the SOWC Report is one of the "peak periods" for Information in our region, as it is probably in the others. The 17th December is a time of the year when "UNICEF makes news", and quality news. The importance of the report, its format, contents and presentation explain its reception and coverage by the media, its impact and success and our region is no exception in this worldwide event.

However we do feel that all this could be greatly improved if we could avoid some difficulties encountered in the process. With this third report, we felt that the experience is worth to evaluate, and ways of improvement should be studied with HQS.

### Forwarding of the Report:

Many offices did receive it late, i.e. after the 17th December. This is the case of Bogotá, for example. Being the Regional Office, the delay was problematic. Fortunately the draft Spanish version was received beforehand, which allowed us to edit a rather long press release which could be used immediately on the 17th December.

The airfreighted package containing the report was received three weeks later, precisely because it was airfreighted. We would like to remind HQS that for most countries of the region, all material sent by air freight must be cleared before delivery. The administrative circuit through Ministry of Foreign Affairs and the customs is compulsory, even in the case of printed material, and requires two to three weeks in the best of cases. Furthermore, December being the summer holiday period in Latin America, the administrative machinery is at "low gear".

Therefore, the best recommendation we could make is to have the Report pouched to all offices and, if possible several weeks prior to the launching date: we generally start our contacts with the media very early and although an embargo date exists and must be respected, we should have an idea of what the Report is going to talk about. On the other hand, this would allow us to prepare some support material to be used by the media: the 5-minute TV spot made this year by our Lima Office and used throughout the Region is an example.

### Distribution of the Report:

This is another area where some difficulties exist. We have noticed that, in many cases, there was a duplication in the distribution. The New Internationalist has a list of consignees who, in many cases, are similar to ours. It turned out that these consignees received their copies of the Report directly from the N.I. long before they got them -uselessly- from us. On the other hand, in some cases where we knew that the consignee would receive it directly from the N.I. -and therefore did not send it- the Report did not arrive: UNIC in Santiago was one of those,

The result is that the Report is being distributed through various channels that UNICEF Information Officers cannot control or supervise, or even coordinate.

Two alternative are possible here:

- a) either leave the entire distribution procedure/responsibility to Information Officers in the field,
- b) or set-up a coordinated distribution with the N.I. to avoid overlap, i.e. to receive in advance from the N.I. the list of consignees they are going to serve directly.

The first alternative seems preferable to us and more logical: the SOWC is a UNICEF Report, and it could easily be adopted if our proposal of advance pouching is to be implemented.

#### Language versions:

In addition to the original English, Spanish and Portuguese versions are used in the Region -and at a larger scale-. The general impression is that both versions need better control: the Portuguese translation was sometimes deficient and the Spanish too literal. A better terminology adaptation would have greatly improved both final products.

It is proposed that the draft of these language versions be revised, if possible by HQS, Bogotá and Brasilia Offices in order to allow necessary corrections before final printing. In this case, printing could be made in NY, which could facilitate later distribution to the field by pouch.

Another possibility which could be looked into is the printing on the spot: in Brasilia for the Portuguese version and in Bogotá for the Spanish. Distribution to various field offices of the latter could be handled by the Regional Office. Printing facilities do exist locally for both versions and a study of costs could be undertaken for comparison if necessary.

#### The launching:

The Report was distributed to all media in the region and not only to the written press as seems to be the tendency. TV and radio coverage were important and quite large. In this regard, it would probably be worth including more graphic information in next issues of the Report: one of the participants felt that this was particularly important.

Concerning future launchings, a number a proposals were made:

- a) To maintain this multi-media approach and, whenever possible prepare in advance as many support material as possible: TV programme, radio broadcasts, written material for special publications, etc. This year's experience and results are very encouraging in this respect. Such multi-media approach would be facilitated if, as already mentioned, the Report is received in advance.
- b) In order to give a stronger regional impact to the Report, written material on specific programmes/activities being developed in the Region or information/statistical data (when available) focussing more directly on Latin America could be distributed simultaneously. Feedback from local media contacts having utilized the Report mentioned this wish.
- c) Possibility to have a leading journalist (TV, radio or press) interviewing every year Mr. Grant on the SOWC with special emphasis on Latin America. Such interviews could be used regionwide and last year's example was quite conclusive.
- d) Distribution should always go beyond media circles. The network we have already established should be maintained and extended. Government departments and institutions, economic establishments, NGO's, Universities and Research Institutes are potential utilizers of the Report.

#### Follow-up and evaluation:

Evaluation should not concern the number of articles in newspapers and their surface only. Although they are a very important indicator and the most immediately and easily measurable, a qualitative output should be added to this quantitative one. The objectives of the Report are, among others, to reach a certain change of attitude and behaviour from both decision-makers at Governmental level and the communities as well as programmes achievements. These changes are not immediately and easily evaluable, but they could be. It would be worth studying all together (HQS and the field Programme sections and the others) how to carry out this qualitative evaluation.

This is an area open to discussion.

---



### 3. THE CHILDREN HEALTH REVOLUTION

#### 3.1. The SOWC and GOBI: preliminary considerations:

- a) The 1982/83 SOWC Report is more than a report: it's a policy paper containing already some operational guidelines. This is an unanimous feeling confirmed by many programme colleagues during various discussions. Different from previous issues, the 1982/83 SOWC will have more lasting repercussions and incidence on programme activities:
- b) As a result, country programmes will have to be reviewed in light of the implementation of those "four health breakthrough". R. Jolly's memo of December 2, 1982 is an indication of this necessary revision.
- c) Therefore, the successful launching of SOWC should be considered as only the first step in the promotion of GOBI and the following campaign should take into account the fact that some of its components are already part of some country programmes.

#### 3.2. The Regional advocacy campaign:

When starting the discussion on the Regional campaign we thought that a single, generalized type of production for each media considered would serve the entire Region. It quickly became obvious that this approach was not feasible. Looking at our countries, we had to conclude that sub-regional characteristics (ethnical, linguistic, cultural, socio-economical and political) would require different products.

On the other hand, priorities would be different in the implementation due to the existence of part of the components in country programmes: in Brazil, for example, we would need to focus more on growth-charts and ORT than on breastfeeding and immunization which are already promoted at country level.

Therefore, prior to designing the advocacy campaign, we had to divide the Region into areas having more or less homogeneity with regard to the above-mentioned differences. The following sub-regional division was adopted:

- the Andean area: Colombia, Ecuador, Peru, Bolivia, Paraguay
- Central America: Mexico, Guatemala, etc.
- the Caribbean: subdivided into Spanish and English-speaking areas (the latter including Guyana and Surinam)
- the South-Cone countries: Chile, Uruguay, Argentina
- and Brazil.

### 3.3. Advocacy and campaign:

- i) All aspects of GOBI imply changes in Governments' position as well as changes in knowledge, attitude and behaviour of considerable masses of population.
- ii) To reach these objectives we need:
  - a) professional skills
  - b) material resources
  - c) control over media and adequate commitment from them
  - d) time: the campaign should last for one year at least
  - e) an effective distribution network: media alone don't reach all people.

These were the basic facts agreed upon, which helped design the strategy and action lines based on a review of available resources:

- (some) funds,
- experiences and skills: in Peru on ORT and Brazil/Chile on breastfeeding,
- experiences and skills from other UN agencies (WHO). This is important since we wish the campaign to be implemented in cooperation with other interested organizations,
- the material already produced,
- HQS expertise, guidance and support,
- supposedly positively disposed Governments,
- generally well disposed media, and
- a network of institutions cooperating with UNICEF in the Region and having some experience in GOBI fields.

### 3.4. Strategy:

The general framework for a regional advocacy campaign should follow three basic requirements:

- a) It should be multi-media from beginning to end. TV/Film, radio and printed material should be utilized all along and simultaneously whenever possible.
- b) One of the ultimate objectives of the campaign being a change or reorientation of programmes, a permanent and close co-operation/coordination with programme colleagues is a must, as well as
- c) with all other Organizations and Institutions involved.

To achieve the goals settled we should:

- a) Step-up advocacy with Governments, especially those Institutions in contact with communities. On-going actions should be strengthened with the help of material to be produced for the campaign;
- b) Reinforce co-ordination with WHO and other Agencies. For example, UNESCO has expressed interest in GOBI and we should establish the lines for a joint action;

- c) Regionalize production and implementation of the campaign for better efficiency and cost-saving: it is important to avoid duplication of same type of material being produced by different offices to serve the same purpose;
- d) Use external professional skills when necessary. It would be impossible to do everything by ourselves and external partners are indispensable. Some messages of a publicity-type would probably require utilization of services of an advertising organization. External resources would also be necessary in the areas of research, evaluation, etc.
- e) Reinforce co-operation with the media.

### 3.5. Proposed plan of action:

The regional advocacy campaign will be multi-media and multi-audience at the same time. Three audience levels are foreseen: Governmental decision-makers, trainers and programme developers, communities.

TV Production, Radio programmes and spots, Photographic and Printed material are foreseen.

TV Production: two types of products are proposed: co-produced programmes on GOBI and TV spots.

Co-productions: they will focus on the 4 components. Existence (or non-existence) in the sub-regional areas, what does the health revolution mean, what is being done, benefits for the population, etc.

It is proposed to have two sets of co-production made:

- the first one immediately: 3 programmes with TELEVISIA (Mexico), GLOBO (Brazil) and PERU. We believe that these 3 programmes could in a first instance serve the entire Region.
- the second set could be realized in 6 months and could take the form of follow-up reportages on eventual changes and improvements in GOBI implementation. One reportage for each sub-regional area.

TV Spots: publicity-type material to be used the same way as advertisements. For these 30" spots we would have to work with Governmental and advertising organizations.

16 spots are foreseen: 4 for each component, to be used each one for three months. Same messages could be used throughout the region.

Radio programmes and spots: reportages, interviews, round-tables on GOBI. Production here is easier to achieve than for TV. Each sub-regional area could directly cooperate with radio stations for this purpose.

Photographic production: two types are foreseen for difference purposes/ audiences. In each sub-regional area:

- production of one audio-slide presentation which will be used with Governments and field institutions;
- photographic reportage on on-going activities (if any) and children's situation to serve as support material for printed items.

Printed material: for use throughout the region:

- posters on the four components of GOBI: it is proposed to have two posters for each;
- leaflets: one per component.

These printed items are intended for general use. In this section we should take into account the existing material and those which will be produced within programme implementation activities and which will come in addition.

The total production cost for this proposed strategy is provided in the following chapter. Before closing this one, we should like to add one proposal and a recommendation:

- Although the media are generally well disposed towards the idea of a "children's health revolution", we do foresee the necessity reinforce our contacts with them and the sensibilization which has started. Increased exchanges will be necessary in order to get all the support we shall need. One of the productive means proposed is the implementation of workshops on GOBI with the participation of selected journalists and media people. This would help us underline the importance of the subject, the strategy adopted and what is expected from them to achieve our goals. Two possibilities are offered: either a regional workshop with a large group of journalists or sub-regional sessions. The second alternative would be more productive, easier to manage and less expensive.
- The recommendation we would like to convey has been underlined by all participants:

Programme implication of these proposals are obvious and extremely important. The advocacy campaign would not serve its purpose if a programme structure for delivery of services is not already operational. In other words, a mass-media campaign on Oral Rehydration or Immunization would be useless if the salts and the vaccines are not available to population groups. Therefore, we would recommend that a delivery system be ready before the media action starts.

### 3.6. Costs and budget:

Many items of the proposed plan of action will be financed through co-production or on cost-sharing basis (with Governments and/or other institutions).

TV programmes and spots will be co-produced with the mentioned stations. On the other hand, our Lima office will make available its existing video production and editing structure to help, if necessary, at in- or post-production stages.

Co-productions with regional TV stations will take into account three basic aspects which will be cleared out beforehand:

- programme or message contents and transmission: they should serve the campaign purposes before all;
- cost-sharing of the operation: we expect to generally cover travel and related expenses (and, in some cases expendable items: films or video tapes) while the stations will cover other costs (technicians, leasing of equipment, etc.)
- rights, distribution and further utilization: UNICEF property and utilization rights will be clearly stated in the contracts.

<u>Details of costs:</u>	<u>USDollars</u>
. TV; - First three co-productions	25.000
- Reportages on implementation of GOBI: 5 areas x 6.000	30.000
- Spots: 4 per component and per quarter: 16 x 5.000	80.000
. Radio: production costs for 5 areas:	5.000
. Photographic production:	
- 5 slide sets x 3.000	15.000
- 5 photo reportages	15.000
. Printed material:	
- posters: 2 per component = 8 x 1.000	8.000
- leaflets: 1 " " = 4 x 2.000 (these amounts concern only preparation of the matrix for poster & leaflets. Printing costs depend on quantities to be used in each area and could be covered by programme funds)	8.000
. Sub-regional media workshops: 5 x 12.000	60.000
	246.000

### Funding sources:

The initial reaction will probably be to consider the above amount as too high. However, it should be regarded for what it is really: total cost for a one year campaign for the whole Region.

Various sources of financing are available: Regional and Area Information budgets, Programme funds, IFP, HQS and Governments participation. Regional sources have been discussed with the Regional Director, as well as programme funds. We expect the same positive reaction from HQS for its participation.

- TV co-productions could be financed with Regional Information budget and RTFS, HQS participation
- TV spots could receive financial support from Programme funds, Governments and RTFS, HQS if necessary
- Sub-regional workshops would naturally find their way within IFP or Programme funds
- All remaining production would be covered by Regional and Area Offices Information budgets.

### 3.7. Conclusion:

We realize that this programme proposal will not be easy to achieve and that tight production schedule, coordination and supervision will be necessary throughout the year. However, in utilizing all available resources, chances of success should be high.

We also realize that it has to be discussed and approved by all those involved, thus the large distribution of this report.

---

#### 4. REGIONAL INFORMATION/COMMUNICATION STRUCTURE AND WORKPLAN

The Regional Information Officer is presently preparing a draft paper on Information in the Region, based on indications from the Regional and Area Offices. This draft paper will be distributed to all for comments and further completion. A first outline was distributed to the participants.

This referred to a broad and general Information strategy in the Region. In the meantime, specific immediate actions have to be undertaken, in various fields, particularly those of support to Programmes and Advocacy. Individual workplans were exchanged and are attached to this report.

It has been agreed that permanent contact, communication and exchange is indispensable between all members of the Information staff in the Region and that our task, though individually performed, is part of a regional and organizational objective. Therefore, team spirit and collective professional support should prevail.

Information budgets for Area Offices (codes 40-41) are generally very limited. Fortunately, Programme funds are available for specific activities and the Regional Information Officer promised to help with Regional budget codes whenever possible, particularly in the case of productions with possibility of utilization at regional level.

It is hoped that the Information Officer for the Caribbean will soon be replaced: Information activities are important in that Area, and our regional set-up of human resources in Information/Communication should be maintained, for the least.

Other points discussed under this item are the following:

##### 4.1. Regional Publication:

The idea of a regional publication focussing particularly on situation and particularities of Latin America and the Caribbean has been discussed for some time. The need for such publication is generally felt: we do have in mind a particular audience which is not presently served by any of the publications issued by HQS or Geneva (mostly donor-countries oriented).

Reader's profile: The publication will not be designed for general public distribution. Bearing in mind advocacy needs and fund-raising potentialities in the Region, the target group would rather be at upper level: Governmental and institutional circles, economic institutions, opinion formers, decision makers, Universities.

The reader would be a University-trained person, holding professional responsibilities at managerial level. By his training or professional activities, he would be familiarized with social problems, and such action or reflexion fields as: sociology, anthropology, health, education, social work, etc.

This type of reader is generally of high cultural level. He frequently receives or is interested in publications which satisfy his professional/cultural curiosity and needs to find in them not only basic information, researches and investigations in various fields but also more elaborate, methodological or thematical news and information.

This reader will be "active" and a "multiplier": he will react to ideas and proposals he is not in agreement with and, on the other hand, will relay those he adopts.

This reader's profile, based on studies made by local specialized publications, commands the contents of the publication and its level. Case studies, reportages and other articles will have to bear a technical and scientific basis and focus on regional environment and realities.

#### Format & language versions:

The regional publication should be issued quarterly in two editions: Spanish and Portuguese, simultaneously. Translation would be made either in Brasilia or in Bogotá, for each language version. Editing would be done in the Regional office and printing in both Brasilia and Bogotá.

A 4-page central folder (minimum) in English would be added to each issue for English-speaking readers in the Caribbean. The format will be 21x27 cms.

The first issue would be limited to 2.000 copies in each language. Distribution studies will help decide on final quantities to be printed.

#### Financing;

Printing cost, at the beginning, could be absorbed by Information budget codes of the regional and Brasilia offices.

We understand that a financial support could be obtained from HQS (EPS Section). Modalities will have to be discussed once the project is ready to start.

#### Publicity:

The question of whether or not include advertisement in the publication has been discussed. Although this would help a certain self-financing, the proposal has been rejected for the time being, due to additional work and constraints it implies. The idea could be studied again later on, when the publication has reached a certain production rythm.

A tentative workplan for production of the publication in 1983 is attached to this report.



#### 4.2. UNICEF News:

This publication is largely distributed in the Region mainly as a general information tool. However, the contents is more "donor-country oriented". This is a general feeling.

The Spanish version is generally received well after the original English. For a better impact in our countries, it is wished that more articles focussing on Latin American experiences be published. This is a field where we should help. The forthcoming issue should be more interesting from this point of view: G. da Cunha has promised a paper on Brasil to Maggie Black who is also to write something on Haïti.

Some offices receive a much larger quantity than needed: they have agreed to signal it and request the number of copies needed.

#### 4.3. Special Events:

Two important events will take place in our Region in forthcoming weeks:

- the Gandhi premieres, and
- Liv Ullmann's visit to Colombia and Ecuador.

As concerns Gandhi premieres, they will run mostly during March and, up to now, are programmed almost everywhere. To our knowledge, only three countries won't organize them: two of them by lack of time and/or human and material resources (Guatemala and Mexico) and the third one because Columbia Picture is not making the film available (Haïti).

It is worth noting that in some countries several premieres are foreseen in different cities: Brazil (7 premieres programmed), Chile (2 in Santiago: one "private" with Government, Diplomatic and other guests, and one public).

The material received from HQS was quite useful despite the fact that we had to translate some of it in the Regional Office and distribute it to Area offices. The delay does not seem to be too troublesome.

Participants to the meeting were informed of Liv Ullmann's visit, its preparation and the proposed programme. Both countries she will visit are under the Bogotá Area Office. However information on the outcome of the visit should be shared with other offices: the experience would serve as background for future similar events.

The idea of special events as a whole was discussed and the general comment (proposal, at the same time) is that "regional special events" could well be organised locally with regional celebrities to serve regional purposes. Some experiences from IYC, for example, (Brazil is the case with the famous Telethon) could be tentatively replicated for regional advocacy and fund-raising. The GOBI campaign would probably offer an excellent opportunity. Any possibilities would be discussed between us and with HQS.

#### 4.4. Film on Abandoned Children:

This was a point of information only. Problems relating to "street children" situation are becoming increasingly important and could be in the future a regional theme. A country project already exists (Brasil) and a regional programme will be submitted to the Board meeting in May 1983.

More information material will be needed in this field. For the time being, a TV co-production with Global-Canada is planned for March in Brazil with a possible extension in Mexico and Colombia to be confirmed.

With the approval of the regional programme, PSC activities will have to be planned, for which the Regional Information Officer has already made some preliminary proposals.

#### 4.5. PSC: follow-up on Ocho-Rios seminar:

PSC activities are under way in many country programmes, although not always on a systematic manner. The Region is lacking PSC Officers and existing Information Officers cannot be expected to properly cover both fields. It is proposed to have at least a Regional PSC Officer in a first instance. Later on, as activities will develop, we shall probably have to come back to this question of staffing and, with the Regional Director and Representatives, decide on the Area Offices requiring a PSC Officer.

As concerns the Ocho-Rios exercise itself, it was agreed that an appraisal of follow-up action undertaken at Area offices level was necessary to determine which recommendations have been implemented and which ones remain to be. This could be done with support and guidance from HQS PSC Section which is already providing an effective back-up for PSC implementation in some countries (Mexico).

In the meantime, the Regional Information Officer will help, whenever possible, in planning and implementing possible PSC action.

#### 4.6. Staffing and budget:

Requirements for PSC staff are more problematic for the time being (see above chapter). The present Information team is quite in a position to carry out our proposed plans of action. However, it is recommended that the Kingston Information Officer vacant post be filled as soon as possible.

Area offices budgets are considered small: the average amount for codes 40 and 41 is 3.000 US\$. Fortunately, programmes funds and other can be drawn upon for specific activities. However, a revision of these information budgets might become necessary in the future. One example: Lima Office will, from now on, play the role of a video and audio-visual production centre serving the entire region. This implies that additional equipment and material will be required for a proper execution of workplans. Needless to say that these requirements will always be submitted with necessary justifications and within the frame of recognized possibilities. And so will all the others.

SUMMARY OF RECOMMENDATIONS AND FOLLOW-UP FOR REGIONAL INFO TEAM:

	<u>Follow-up:</u>
- PROPOSAL FOR NEXT SOWC REPORT: . Chapter 2:	Reg. Information Officer
- APPROVAL OF PROPOSED GOBI CAMPAIGN AND CONFIRMATION FUNDING SOURCES:	Reg. Information Officer with Reg. Office & HQS
- IMPLEMENTATION OF GOBI WORKPLAN: . Chapter 3:	All Information staff
- REGIONAL PUBLICATION: . Chapter 4.1.:	Info. Officer Bogotá Info. Officer Brasilia
- INFORMATION ON OUTCOME L. ULLMANN'S VISIT: . Chapter 4.3.:	Reg. Information Officer
- PSC FOLLOW-UP ON OCHO-RIOS: . Chapter 4.5.:	Reg. & Area Info. Officers w/HQS PSC Section
- BUDGET, EQUIPMENT, MATERIAL: . Chapter 4.6.	Reg. & Area Info. Officers
- NEXT REGIONAL INFORMATION MEETING:	Reg. Information Officer

## Distribution of the Report

- Regional Director, Bogotá
- Principal Officer, Bogotá
- Area Coordinator, Bogotá
- Area Representatives, TACRO
- Information Officers, TACRO
- HQS: . T. Vittachi
  - . J. Williams
  - . M. Anderberg
  - . B. Gerin
  - . T. Hewett
  - . R. Tuluhungwa
  - . M. Bouhafa
  - . J. Himes
- EO: . R. Freiberg
  - . H. Cerni

LIMA AREA OFFICE - PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
1. <u>MATERNAL &amp; CHILD HEALTH</u>								
- PREGNANT WOMEN	CO	X						
- LACTATING WOMEN								
- POST NATAL	CO	X						
- <u>BREASTFEEDING</u>	CO-OF-PA	X						
- WEANING								
- <u>ORT</u>	CO-OF-PO-PA	X	X	X				
- <u>GROWTH CHART</u>	CO	X						
- <u>IMMUNIZATION</u>	CO-OF	X		X	X SPOTS	X SPOTS		
- NUTRITION	CO-OF	X						
2. <u>PRESCHOOL</u>								
- EARLY STIMULATION								
- CRECHES	CO	X						
- NON FORMAL	CO-OF-PO-TS	X	X	X	X (2)			
3. <u>EDUCATION</u>								
- CHILDREN 7-14								
- TEACHERS TRAINING								
4. <u>WOMEN</u>								
- WELFARE	GV-OF	X(1)						
- INCOME GENERATING	GV-CO	X(1)						

(1) Manual in preparation:  
A = Economic & social participation

B = Income generating

(2) Programme in preparation (PUNO)

GV = GOVERNMENTS

NGO =

OF = OPINION FORMERS

P.O. = PUBLIC OPINION

PA = PARENTS

CO = COMMUNITY

EG = ECONOMIC GROUPS

T.S. = TECHNICAL STAFF

SC = SCHOOLS

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
5. <u>WATER &amp; SANITATION</u>								
6. <u>APPROPRIATE TECHNOLOGY</u>	CO-PO-PF	*1			*2			*1 = Various booklets
7. <u>SOCIAL PLANNING</u> - STATISTIC DATA - TRAINING								*2 = Bio gas documentary & film
8. <u>URBAN BASIC SERVICES</u>	PO-GV	X	X		*2 film			*3 = Dev/Ed - Record and nursery rhymes for primary school level (Childhood Actions Promotion Project)
9. <u>CHILDREN IRREG. SITUAT.</u> - ABANDONNED - HANDICAPPED - REFUGEES								
10. <u>EXTERNAL RELATIONS</u> - ADVOCACY - FUND RAISING - GCO - SPECIAL EVENTS - DEV/ED	PO-PA-EG  PO  PO-NGO-PA	X  X				X  X		GV = GOVERNMENTS NGO = OF = OPINION FORMERS P.O. = PUBLIC OPINION PA = PARENTS CO = COMMUNITY EG = ECONOMIC GROUPS TS = TECHNICAL STAFF SC = SCHOOLS

GV = GOVERNMENTS  
 NGO =  
 OF = OPINION FORMERS  
 P.O. = PUBLIC OPINION  
 PA = PARENTS  
 CO = COMMUNITY  
 EG = ECONOMIC GROUPS  
 TS = TECHNICAL STAFF  
 SC = SCHOOLS

COLOMBIA - PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
1. <u>MATERNAL &amp; CHILD HEALTH</u>								
- PREGNANT WOMEN								
- LACTATING WOMEN	GV-NGO-OF-RQ	X	X	X		X	*1	*1 Face to face communication
- POST NATAL								
- <u>BREASTFEEDING</u>								
- WEANING								
- <u>ORT</u>	PA-TS-P0	X	X	X		X	*1	
- <u>GROWTH CHART</u>	RA-TS-R0	X	X	X			*1	
- <u>IMMUNIZATION</u>	P0-PA	X	X	X		X	*1	
- NUTRITION								
2. <u>PRESCHOOL</u>								
- EARLY STIMULATION								
- CRECHES								
- NON FORMAL								
3. <u>EDUCATION</u>								
- CHILDREN 7-14								
- TEACHERS TRAINING								
4. <u>WOMEN</u>								
- WELFARE	GV-OF-P0	X		X		X	X	
- INCOME GENERATING	GV-OF-P0	X					X	

\*1 Face to face communication

GV = GOVERNMENTS  
 NGO =  
 OF = OPINION FORMERS  
 P.O. = PUBLIC OPINION  
 PA = PARENTS  
 CO = COMMUNITY  
 EG = ECONOMIC GROUPS  
 TS = TECHNICAL STAFF  
 SC = SCHOOLS

COLOMBIA - PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
5. <u>WATER &amp; SANITATION</u>								
6. <u>APPROPRIATE TECHNOLOGY</u>								
7. <u>SOCIAL PLANNING</u>								
- STATISTIC DATA								
- TRAINING								
8. <u>URBAN BASIC SERVICES</u>								
9. <u>CHILDREN IRREG. SITUAT.</u>								
- ABANDONNED								
- HANDICAPPED								
- REFUGEES								
10. <u>EXTERNAL RELATIONS</u>								
- ADVOCACY								
- FUND RAISING								
- GCO								
- SPECIAL EVENTS								
- DEV/ED								

GV-NGOs  
NGOs-P.O.  
GV-NGOs-P.O.

X

X X

X

X

\*1  
\*1  
\*1

GV = GOVERNMENTS  
NGO =  
OF = OPINION FORMERS  
P.O. = PUBLIC OPINION  
PA = PARENTS  
CO = COMMUNITY  
EG = ECONOMIC GROUPS  
TS = TECHNICAL STAFF  
SC = SCHOOLS



MEXICO - AREA OFFICE PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
1. <u>MATERNAL &amp; CHILD HEALTH</u> - PREGNANT WOMEN - LACTATING WOMEN - POST NATAL - BREASTFEEDING - WEANING - ORT - GROWTH CHART - IMMUNIZATION - NUTRITION	G0-C0  C0  C0-TS	X(2)  X(2)		X(1)  X(1)		X  X		(1) Spanish versions of Brazil and HQ slides (2) Brochures to be produced within PROCEP project (3) Soap opera with social message
2. <u>PRESCHOOL</u> - EARLY STIMULATION - CRECHES - NON FORMAL	C0-PA				X(3)			
3. <u>EDUCATION</u> - CHILDREN 7-14 - TEACHERS TRAINING								
4. <u>WOMEN</u> - WELFARE - INCOME GENERATING	TS			X				

GV = GOVERNMENTS  
 NGO =  
 OF = OPINION FORMERS  
 P.O. = PUBLIC OPINION  
 PA = PARENTS  
 CO = COMMUNITY  
 EG = ECONOMIC GROUPS  
 TS = TECHNICAL STAFF  
 SC = SCHOOLS

MEXICO - AREA OFFICE PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
5. <u>WATER &amp; SANITATION</u>								
6. <u>APPROPRIATE TECHNOLOGY</u>	TS - CO			X				
7. <u>SOCIAL PLANNING</u>								
- STATISTIC DATA								
- TRAINING								
8. <u>URBAN BASIC SERVICES</u>	GV-NGO-CO			*1				
9. <u>CHILDREN IRREG. SITUAT.</u>								
- ABANDONNED								
- HANDICAPPED								
- REFUGEES	CO							
10. <u>EXTERNAL RELATIONS</u>								
- ADVOCACY								
- FUND RAISING		X			X spot			
- GCO		X						
- SPECIAL EVENTS		X	X		X spot			
- DEV/ED		X	X	X				

\*1 = "La miseria de la riqueza", slides on exploitation & survival in urban slum areas.

GV = GOVERNMENTS  
 NGO =  
 OF = OPINION FORMERS  
 P.O. = PUBLIC OPINION  
 PA = PARENTS  
 CO = COMMUNITY  
 EG = ECONOMIC GROUPS  
 TS = TECHNICAL STAFF  
 SC = SCHOOLS

BRASILIA - PROPOSED WORKPLAN 1983

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
<p>1. <u>MATERNAL &amp; CHILD HEALTH</u></p> <ul style="list-style-type: none"> <li>- PREGNANT WOMEN</li> <li>- LACTATING WOMEN</li> <li>- POST NATAL</li> <li>- <u>BREASTFEEDING</u></li> <li>- WEANING</li> <li>- <u>ORT</u></li> <li>- GROWTH CHART</li> <li>- <u>IMMUNIZATION</u> (PHC)</li> <li>- NUTRITION</li> </ul>	<p>GV-PA-CO-NGO Mother's groups</p> <p>GV-PA-EG Doctors</p>	*1	*2	X	*3	*3	*4	<p>1. Booklets 2. Advertisements 3. Spots 4. Workshops 5. Weekly programme 6. Released 7. Book 8. Manual 9. Exhibit</p>
<p>2. <u>PRESCHOOL</u></p> <ul style="list-style-type: none"> <li>- EARLY STIMULATION</li> <li>- CRECHES</li> <li>- NON FORMAL</li> </ul>	<p>GV-NGO-PA-PO-CO-SE-TS-OF</p>	*1	*2	X	*5	*3	*4	<p>GV = GOVERNMENTS NGO = OF = OPINION FORMERS P.O. = PUBLIC OPINION PA = PARENTS CO = COMMUNITY EG = ECONOMIC GROUPS TS = TECHNICAL STAFF SC = SCHOOLS</p>
<p>3. <u>EDUCATION</u></p> <ul style="list-style-type: none"> <li>- CHILDREN 7-14</li> <li>- TEACHERS TRAINING (Breastfeeding)</li> </ul>	<p>GV-NGO</p>	*1					*4	
<p>4. <u>WOMEN</u></p> <ul style="list-style-type: none"> <li>- WELFARE</li> <li>- INCOME GENERATING</li> </ul>	<p>GV-NGO-EG-CO</p>	*6	*6					

PROGRAMME AREAS	TARGET GROUPS	PRINT	PRESS	AUDIO VISUAL	TV	RADIO	OTHER	REMARKS
5. <u>WATER &amp; SANITATION</u>								
6. <u>APPROPRIATE TECHNOLOGY</u>								
7. <u>SOCIAL PLANNING</u>								
- STATISTIC DATA	GV-OF-P0	*7	X				*4	
- TRAINING								
8. <u>URBAN BASIC SERVICES</u>								
	GV-PA-CO-EG	*1	X	X			*4	
9. <u>CHILDREN IRREG. SITUAT.</u>								
- ABANDONNED		*1						
- HANDICAPPED	GV-CO-TS-NGO-CO	*8	*2	X	X	X		
- REFUGEES								
10. <u>EXTERNAL RELATIONS</u>								
- ADVOCACY								
- FUND RAISING	GV-NGO-OF-P0-EG	*1	*2		*3	*4		
- GCO								
- SPECIAL EVENTS	GANDHI	*1	X		X		*9	
- DEV/ED								

GV = GOVERNMENTS  
 NGO =  
 OF = OPINION FORMERS  
 P.O. = PUBLIC OPINION  
 PA = PARENTS  
 CO = COMMUNITY  
 EG = ECONOMIC GROUPS  
 TS = TECHNICAL STAFF  
 SC = SCHOOLS

