APPENDICES

APPENDIX I

LIST OF PARTICIPANTS

UNICEF

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	Ms. Ruth Lederer Programme Officer, Americas Section Programme Field Services Division

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Programme Officer, Americas Section
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APPENDIX II

AGENDA

DATE	ACTIVITY - DESCRIPTION
22/4/81	- Inaugural addresses - Workshop overview, review of workshop objectives, agenda, methodology, documentation and evaluation. - Group discussions: prioritisation of objectives - Presentations of papers on: 'Communication and social development: Old and Current Paradigm'and discussions 'Overview and Critique of Social Communication in the Americas' 'Mass Media and Development Programmes'and discussions
23/4/81	- PSC in Basic Services Processes for developing behavioural objectives in community programmes - Systems Approach and Training - Case studies: Preparation for group discussions, methodology, etc. - Presentation of case studies in groups and discussions: Facilitators, rapporteurs and resource persons meeting

DATE		ACTIVITY - DESCRIPTION
24/4/81	-	Group discussions continued
25/4/81	-	Group reports preparations
	-	Group reports and discussions
27/4/81	-	Preparation for an exercise on the integration of PSC in the programming process.
	-	Group discussions
	-	Facilitators, rapporteurs and resource persons meet *
	-	Group discussions
28/4/81	-	Group discussions
	-	Group reports
	-	Facilitators, rapporteurs and resource persons meet
	-	Group reports and discussions/Review of achievements and recommendations
	-	Closing remarks
29/4/81	-	Departures

* Mr. Noriega presented a composite videotape of sample social communications programmes developed by TELEVISA of Mexico

EVALUATION QUESTIONNAIRE ANALYSIS

I. WORKSHOP OBJECTIVES

A. Indicate how successfully you think the workshop achieved the following objectives:

Objective	Not achieved					Very well achieved				
	1	2	3	4	5	6	7	8	9	10
1. To increase understanding of communications in the total (human)development context.				x	x Average: 7.86	x	xxx	xxxxxx	xxxx	xx
2. To clarify what PSC means in the context of communications for social development.					xx Average: 8.00		xxxx	xxxxxx	xx	xxxx
3. To identify techniques for using PSC.	xxxxx		x	xxx	xxx Average: 3.50	x		xxxx	x	
4. To clarify how PSC should be organized in UNICEF.		x	xx	x	xxx Average: 6.29	xxx	x	x	xxxxx	x
5. To clarify how PSC can be integrated into the programme/planning/advocacy/implementation process.				xx	xxxx Average: 6.93		xxxx	xx	xxxx	xx
6. To determine the modalities, strategies, tools, resources and means to integrate PSC into the programme/planning/advocacy/implementation process.	xxxxx		xx		xxx Average: 5.29	xx	xx	xx	x	x
7. To define the PSC job in a field office, and how the staff member might be recruited, trained, developed and managed.	xxxxx		xx		xx Average: 5.57	xx	xxx	xxx	x	
8. To identify how to build in PSC expertise in other programme staff	x	xx	x	xx Average: 6.31		xxx	xxxxx	xx	x	

B. <u>How well did the workshop meet your personal objectives?</u>

	Poorly met						Very well met		
1	2	3	4	5	6	: 7	8	9	10
		x	xx			xx	xxx	xxxx xxx	xxx

Average: 8:29

<u>Comments on Part I</u>

The workshop seemed most successful in increasing an under-standing of communications, and the meaning of PSC within that context (1 and 2), although some participants felt there was still ambiguity in understanding its practical application. The workshop was least successful in identification of PSC techniques (3), a topic felt by some to be treated in a very abstract and indirect manner.

In fact, most of the participant dissatisfaction with achievement of the remaining objectives stems from the same general feeling that the workshop did not pay enough attention to the practical, operational or concrete. For example:

--There is no consensus on how PSC should be organized although the role of PSC was clarified (Objective 4).

--Both those rating Objective 5 high and those rating it low feel that while the concept of integrating PSC into the programme/planning/advocacy/implementation process was clarified, they were not satisfied with the treatment given to operational aspects.

--The dominant answer is that this objective (6) was not attained. The majority again consider that neither the moda-lities nor the resources were clear and that there was not enough discussion about it.

--Everybody agreed that the practicalities of recruiting, training, developing and managing PSC staff (7) were not discussed at all, were insufficiently discussed, or at the least, required further refining.

--Although most rated Objective 8 above average, everybody agreed that the subject of the question (how to build in PSC exper-tise in other programme staff) was not developed, or was treated superficially.

On the whole, personal objectives were met. Participants defined these, in general, as: "to understand the nature and the importance of PSC (through concepts and experiences) itself and the position of UNICEF with regard to PSC". Participants who rated their satisfaction low seemed to feel that the subject had not been internalised sufficiently.

II. WORKSHOP CONTENT

A. What were the strongest/most relevant topics of the workshop? Why?

Four persons did not answer.

Ten respondents said the most important topics were those related to communication in the planning process. The remaining four felt that all topics presented and discussed were important.

What is interesting is that nobody gave any reasons for their answers.

B. What were the weakest/least relevant topics of the workshop? Why?

Four persons did not answer.

Six felt there were no weak topics. The remaining six identified as weak the overview and critique of social communications in the Americas, and the systems approach to communications.

C. Were there any topics raised but not adequately covered? Which ones?

Six persons did not answer.

Eight others did not target a particular topic, indicating that the consultants' expositions were not always clear. The remaining four identified the following topics as not adequately covered:

--methodology and communications materials
--recruitment and training of the PSC officer.

D. Are there any specific areas you feel require more information? What are they?

Four persons did not answer.

Eight identified the following areas of PSC:

--implementation strategies
--techniques, materials and practical means
--perspectives for the next two years.

Four identified the following general areas:

--how Headquarters can assist at the area level
--clarification of the role of Area Representatives in PSC
--community participation and self-training tools.

E. Did you gain new information which you feel is useful/relevant? What is it and how will it help you?

One person did not answer.

Fifteen felt they did gain new information, specifically

—for 50%, about the component PSC and its role in the programming process
—for 30%, about the importance of PSC in projects
—for 10%, about funds available for PSC work
—for 10%, about the importance of the role of the Area Representative in PSC.

Two people did not feel they gained new information, although one did come away with a new orientation towards/appreciation of the PSC approach in UNICEF.

III. WORKSHOP PROCESS AND ARRANGEMENTS

A. **Overall, do you feel that the methodology adopted gave you maximum opportunity to participate? Why?**

All participants agreed that the methodology adopted permitted maximum participation, primarily because of the amount of time spent in group work (11 responses) or because of the opportunities provided for open expression of opinions in plenary and group sessions or individual discussions (5 responses). One person regretted the lack of simultaneous translation, which did hamper discussion.

More specifically,

		1	2	3	4	5	6	7	8	9	10
B.	Were you satisfied with the amount of participation?	Not satisfied	x	xx			xxx	xxx	Very Satisfied xx	well fied xxx xxx	x
						Average: 7.50					
C.	How would you assess the level of participation in the group sessions?	Poor			x	x	xx	x	Excellent xxx	xxxxx	xxxxx
						Average: 8.36					
D.	How would you assess the level of participation in the plenary sessions?	Poor		xx	xx	xx	xxxx xx	xxxx	Excellent x		
						Average: 5.54					

Comments on B-D

Most participants were satisfied with the level of participation in general, and particularly in the groups. Factors cited for this include: a friendly atmosphere, democratic rather than compulsive leadership, and a good work plan in the groups themselves. Factors contributing to non-participation include: lack of simultaneous translation and the language barrier, status barrier between higher and lower level staff, and political constraints.

Factors cited for the lower level of participation in plenary sessions include: lack of planning, abusive participation of some members of the group, time constraints, and lack of simultaneous translation.

E. <u>In which sessions did you learn more?</u>

Lecture:	x
Plenary:	xxxxx
Group:	xxxxxxxxxxxx
Informal:	

F. <u>Do you feel the number of overall participants were</u>:

Too few:	x
Just right:	xxxxxxxxxxxxxxxx
Too many:	
No answer:	x

G. <u>Do you feel the size and composition of the groups was appropriate?</u> <u>If not, why not?</u>

Yes:	xxxxxxxxxxxxxxxx	
No:	x	- No reason given
No answer:	x	

H. <u>Were the background papers useful?</u> <u>In what way?</u>

Sixteen persons found the papers useful because they contributed to clarifying terminology and providing new ideas. However, they did not have sufficient time to read them since they did not get them before arriving at the workshop. Two persons who did not find them useful gave as a reason a similar lack of reading time.

I. <u>How relevant were the topics/case studies?</u>

Not relevant							Very relevant		
1	2	3	4	5	6	7	8	9	10
xx			x	x	xxxx xx	x	xxx	x	xx

Average: 6.57

The majority of the participants felt the topics selected were more or less relevant, informative and good background for the group discussions. One person, however, did feel that one of the case studies was not relevant.

J. <u>Overall, how do you assess the quality of the documentation?</u>

1	2	3	4	5	6	7	8	9	10
				xx	xxx x	x	xxxxx	xx	

Average: 7.18

To many, the presentations were richer and more helpful than the documents themselves. While opinions of the quality of documents varied considerably, many agreed that despite its unevenness, documentation did help to clarify the concepts presented.

K. <u>Was the quantity of the documentation:</u>

Too little:	
Just right:	xxxxxxxx
Too much:	xxxxxxxxxx

L. <u>Were you able to read the materials before the workshop? If not, why?</u>

Yes:	xxx		
No:	xxxxx	–	No reply as to why
Some:	xxxxxxxxxx		

M. <u>Was the information on the workshop and travel arrangements:</u>

excellent:	xxxxxxxxx
adequate:	xxxxxxxx
not satisfactory:	x

Most of the participants found that the organization of the workshop was very good and efficient. They felt that information sent in advance was better than that given out during the workshop.

N. <u>In which areas should more time have been spent? Why?</u>

The majority would have liked to spend more time in the analysis of

concrete situations, the formulation of strategies and methods of communication, and in group discussion. A few would also have liked to have more time to clarify various concepts.

O. <u>In which areas should less time have been spent? Why?</u>

> Six persons did not respond.
>
> Those who did respond felt less time should have been spent in non-relevant expositions and dialogues.

P. <u>Was it useful to have a weekend in-between? Why?</u>

> Half of the participants did find the break useful because it was an opportunity to rest and get to know one another better. The other half felt it was not useful because the momentum was lost.

Q. Was the six-day time frame:

Too tight:	x
Just right:	xxxxxxxxxxx
Too long:	xx

IV. <u>SUMMARY AND RECOMMENDATIONS</u>

A. <u>Overall, the quality of the workshop was</u>:

Poor									Excellent
1	2	3	4	5	6	7	8	9	10

xx   xx xxxxx xxx xxx
Average: 8.14   xx   x

B. <u>What are the first steps you can take to use/apply what you have learned here?</u>

> Three persons did not respond
>
> Others considered the main steps to be:
>
> --analyze and transmit the workshop documentation
> --implement existing projects using the additional knowledge acquired in the workshop.

C. <u>Any other comments/recommendations</u>?

Six persons did not respond.

The most important recommendations of those who did respond are:

--improve the evaluation instruments of the workshop,
--improve learning gained through follow-up,
--use simultaneous translation to increase participation,
--take into account the suggestions formulated by the group,
--improve the methodology and organization of the workshop
  to avoid last-minute changes and improvisation.

APPENDIX IV

LISTA DE DOCUMENTOS/ LIST OF DOCUMENTS

Documentos de Referencia/Background Papers

Juan E. Díaz Bordenave   -   Comunicación y DesarrolloSocial:
    TARO/PSC/W/22   El Paradigma Pasado y Presente
                                     Communication and Social Devel-
                                     opment: the Old and the Cur-
                                     rent Paradigm

Carlos Cordero-Jiménez
    TARO/PSC/W/16   -   Visión General de la Comunicación
                                     Social en América Latina y Algu-
                                     nos Factores Limitantes
                                     Assessment of Social Communica-
                                     tion in Latin America and Some
                                     Constraints

Francisco J. Pelucio Silva -   Los Medios de Comunicación Masiva
    y María Eugenia Fontecilla   y los Programas de Desarrollo
    TARO/PSC/W/18   Mass Media and Development Pro-
                                     grammes

Revelians Tuluhungwa ‾   -   Communication within Programmes
    y J. Manduley   Benefitting Children and Mothers
                                     (disponible sólo en inglés/avail-
                                     able only in English)

Sergio M. Elliot   -   El Enfoque de Sistema y la Capa-
    TARO/PSC/W/19   citación
                                     Systems Approach and Training

Estudios de Caso/Case Studies

Jorge Mencías Cháves   -   El Componente de Comunicación de
    TARO/PSC/W/13   Apoyo a Programas en el Programa
                                     por Países para Chile, 1978-1980
                                     The P.S.C. Component in the Coun-
                                     try Programme for Chile,1978-1980

Orlando Lugo TARO/PSC/W/11-2	-	El Uso de los Medios de Comunicación en la Atención Primaria de la Salud Communication for Primary Health Care
Carmen Naranjo TARO/PSC/W/12/1	-	El Rol de PSC en el Desarrollo Integral del Niño The Role of PSC in Integrated Child Development
Zofia Sierpinski TARO/PSC/W/9	-	Agua y Saneamiento (Guatemala) Water and Sanitation (Guatemala)
TARO/PSC/W/9.1	-	Atención Primaria en Salud (Costa Rica) Primary Health Care (Costa Rica)
Doris Watts TARO/PSC/W/10/2	-	Basic Services Programme for Children - Jamaica (Disponible sólo en inglés/ Available only in English)
Carlos Castillo/ Martha J. Alonso TARO/PSC/W/7/1	-	Comunicación de Apoyo a los Programas en la Oficina de Area de Bogotá: Críticas y Perspectivas PSC in the Bogota Area Office: Critique and Outlook.

Además de los mencionados, la Oficina de Brasilia presentó un Estudio de Caso sobre el Programa de lactancia materna en Brasil, el que no fue distribuido en un documento escrito. Por otro lado, la sub-oficina de República Dominicana también presentó un Estudio de Caso sobre el niño preescolar, el que tampoco fue distribuido en un documento escrito.

In addition to these, the Brasilia Area Office also presented a case study on Brazil's breast-feeding programme, but which was not distributed in the form of a written document. Also the Dominican Republic sub-office presented a case study on the pre-school child, which was not distributed in the form of a document.

Otros Documentos de Referencia/Other Reference Materials

División de Información/ Information Division (Discussion Paper)	-	Communications Programmes for the Benefit of Children (Dis- ponible sólo en inglés/Avail- able only in English)
Capacitación y Desarrollo del Personal/Staff Devel- opment and Training	-	Evaluation of the Workshop (Disponible sólo en inglés/ Available only in English)
	-	Guías para los Líderes de Dis- cusión de Grupo/Guide for Group Discussion Leaders
	-	Guías para los Relatores/Guide for Rapporteurs
R. Tuluhungwa/J.Manduley TARO/PSC/W/17	-	PSC en los Servicios Básicos/ PSC in Basic Services
Servicio de PSC/PSC Service	-	Programming Steps Based on PRO-25 (Work Sheet for Case Studies Discussions) (Disponible sólo en inglés/Available only in English)
PAES	-	UNICEF Support to Community Participation in Different Poli- tical Environments (Draft of a Discussion Paper) (Disponible sólo en inglés/Available only in English)
UNESCO	-	La Comunicación, en el Informe Preliminar del Director General de la UNESCO sobre el Plan a plazo medio para 1984-1985. (Disponible sólo en español/ Available only in Spanish)

Juan E. Díaz Bordenave	-	Planeamiento de la Comunicación para el Desarrollo Nacional (Disponible sólo en español/ Available only in Spanish)
	-	Entrenamiento en Comunicaciones para el Personal de Desarrollo Rural (Disponible sólo en Español/Available only in Spanish)
	-	Communication of Agricultural Innovations in Latin America. The Need for New Models (Disponible sólo en inglés/Available only in English)
	-	Comunicacao e Desenvolvimento (Disponible sólo en Portugués/ Available only in Portuguese)
	-	Communication and Rural Development (Disponible sólo en inglés/ Available only in English)
J.E. Díaz Bordenave/ Horacio Martins de Carvalho	-	Planificación y Comunicación (LIBRO) (Disponible sólo en español/ Available only in Spanish)
Everett M. Rogers	-	Communication and Development. The Passing of the Dominant Paradigm (Disponible sólo en inglés/Available only in English)
Comisión MacBride	-	Resumen del Informe de la Comisión Internacional para el Estudio de los Problemas de la Comunicación. (Disponible sólo en español/Available only in Spanish)
Dr. Josep Rota	-	El Estudio de los Medios de Comunicación de Masas en América Latina Study of the Mass Media Communication in Latin America

Bibliografía (Víctor M. Olivares)	–	Breve Bibliografía sobre Comunicación y Desarrollo (Disponible sólo en español/Available only in Spanish)
Nelly Camargo	–	Las Políticas de Comunicación en el Brasil (Disponible sólo en español/Available only in Spanish)
Alberto Carrizosa Alajmo	–	Las Políticas de Comunicación en Colombia (Disponible sólo en español/Available only in Spanish)
Jaime M. Fonseca	–	Las Políticas de Comunicación en Costa Rica (Disponible sólo en español/Available only in Spanish)
Sean MacBride	–	Un Solo Mundo, Voces Múltiples. Comunicación e Información en Nuestro Tiempo (LIBRO) (Disponible sólo en español/ Available only in Spanish)
Emile G. McAnany	–	Communications in the Rural Third World. The Role of Information in Development (Disponible sólo en inglés/ Available only in English) (LIBRO) (BOOK)
Nicaragua	–	Junta de Gobierno de Reconstrucción Nacional. Ley General sobre los Medios de Comunicación. (Disponible sólo en español/ Available only in Spanish)
Venezuela	–	Las Políticas de Comunicación en Venezuela. Universidad Central, Instituto de la Comunicación (Disponible sólo en español/Available only in Spanish)

UNESCO

UNICEF NEWS N° 107

NOTICIERO DE PSC
1 de Marzo

- Las Políticas de Comunicación en Perú (Disponible sólo en Español/Available only in Spanish)

- The Young Child - The Years that Count

- Actividades destacadas de PSC en 1980

Además de este material, una serie de otros documentos pertinentes al tema principal del Taller, formaban parte de un archivo de hojas sueltas que fue entregado a los participantes. Entre estos estaban EXPRO-240, PRO-25, E/ICEF/P/L. 1628, y E/ICEF/L.1413.

In addition to these, a series of other documents pertinent to the main theme of the Workshop were contained in a loose-leaf folder distributed to participants. Among these were EXPRO-240, PRO-25, E/ICEF/P/L.1628, E/ICEF/L.1413.

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Expanded Number   **CF-RAI-USAA-PD-GEN-2007-000275**

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Title

"PSC Workshop, Ocho Rios, Jamaica" Appendices from the complete report of the Americas Workshop on Communication for Social Development, held at Ocho Rios, Jamaica, 22-29 April 1981; Record 4 out of 4, see notes

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Container   **CF/RA/BX/PD/CM/1985/T035: Programme Support Communications**

Fd3: Doc Type - Format	*Da1:Date First Published*	*Priority*

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

Notes

140 pp. The report contains:
Part I: introduction (history and concept of the workshop, objectives, methodology, case studies), Summary of discussions and activities; Recommendations;
Part II: Workshop papers and documents: summary of group reports, conclusions and recommendations; opening and closing addresses; summary of major papers
Appendices: list of participants, revised agenda, evaluation questionnaire, list of documents

For scanning purposes, the report has been divided into 4 separate pdf's:
pp 1-25, Part I, Workshop Report, TRIM record CF-RAI-USAA-PD-GEN-2007-000272
pp 27-72, Summary of Group Reports, Conclusions, Recommendations; TRIM record CF-RAI-USAA-PD-GEN-2007-000273
pp 73-106, Opening and Closing Addresses, TRIM record CF-RAI-USAA-PD-GEN-2007-000274; and

Name of Person Submitting	*Signature of Person Submitting*	*Number of images without cover*
SAROJA DOUGLAS	Saroja Dugh	2