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"PHC Promotion in Africa, Red Cross Radio Prize" final report of a joint meeting (LRCS, WHO, UNICEF, URTNA), Brazzaville, 15-17 October 1981

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The purpose of the meeting was to strengthen and improve radio campaigns for rural health education. Planned collaboration between the four organisations: training of journalists, communicators, health personnel etc; co-production of audiovisual material; and coordination to create/strengthen national structures. Conclusions, as well as Annexes 1 and 2 are in French, as English version was missing.

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

SAROJA DOUGLAS

Saroja Douglas

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JOINT MEETING

PHC Promotion in Africa, Red Cross Radio Prize

Joint approach LRCS-WHO-UNICEF-URTNA

Brazzaville, 15-17 October 1981

AFR/CPD/11
AFR/HE/74

FINAL REPORT

CONTENTS

	<u>Paragraphs</u>
INTRODUCTION	1-6
REPORT ON THE RED CROSS RADIO PRIZE FOR THE PROMOTION OF PRIMARY HEALTH CARE IN AFRICA - STUDY OF THE JOINT SUMMARY REPORT OF THE PRIZE JURY, NAIROBI 1981	7
IMPROVEMENT IN DELIVERIES OF RADIO HEALTH EDUCATION PROGRAMMES FOR RURAL AREAS IN ORDER TO PROMOTE COMMUNITY PARTICIPATION	8 13
PROPOSED WORK SCHEDULE	14
COORDINATION	15
RECOMMENDATIONS	16
DATE AND PLACE OF THE NEXT MEETING	17
CONCLUSIONS	18-19

ANNEXES

	<u>Page</u>
1. List of participants	6
2. Agenda	8

INTRODUCTION

1. The joint WHO/AFRO-UNICEF-URTNA-LRCS (League of Red Cross Societies) meeting was held at the Regional Office for Africa of WHO in Brazzaville from 15 to 17 October 1981.
2. The purpose of the meeting was to strengthen and improve radio campaigns for rural health education to achieve the social objective of Health for all by the year 2000 through primary health care.
3. The list of participants is given in Annex 1.
4. The opening session was chaired by Dr S. Diop, Director, Programme Promotion. In his opening address, Dr S. Diop welcomed the participants in the name of the Regional Director who regretted that he was unable to attend this important meeting due to previous engagements. Dr S. Diop stressed the Regional Director's interest in primary health care which was WHO's real strategy to attain the objective of Health for all by the year 2000. He voiced the Regional Director's hope that the participants would make realistic recommendations, bearing in mind the resources and conditions existing in the countries.

Adoption of the provisional agenda

5. The provisional agenda was adopted (Annex 2).

Method of work

6. The participants agreed on the following method of work:

Timetable: 15 October: 11 a.m. - 1 p.m.

4 p.m. - 7 p.m.

16 October: 8 a.m. - 1 p.m. with coffee break at 10 a.m.

17 October: 10 a.m.: presentation and adoption of draft report.

The sessions would be chaired in rotation as follows:

- Morning of 15 October: WHO/AFRO
- Afternoon of 15 October: LRCS
- All day on 16 October: UNICEF
- 17 October: WHO/AFRO.

REPORT ON THE RED CROSS RADIO PRIZE FOR THE PROMOTION OF PRIMARY HEALTH CARE IN AFRICA -
STUDY OF THE JOINT SUMMARY REPORT OF THE PRIZE JURY, NAIROBI 1981

7. These two items were for information purposes and were dealt with together. Following a preliminary introduction, Mme Flaks recalled the terms of participation, the rules, and the difficulties of liaison with national radio networks. The participants were unanimous in their praise of the quality of the work done, the objectivity of the jury and the relevance of the analysis it had made particularly with regard to the shortcomings that had been noted. In point of fact, the proposed improvements would be based on the latter so that realistic recommendations could be made.

IMPROVEMENT IN DELIVERIES OF RADIO HEALTH EDUCATION PROGRAMMES FOR RURAL AREAS IN ORDER TO PROMOTE COMMUNITY PARTICIPATION

8. The participants agreed that deliveries could only be improved by analysing the shortcomings noted by the jury, followed by proposals for appropriate solutions. The shortcomings that had been pointed out related to lack of knowledge of the target audience, lack of coordination of planned radio programmes, the fact that other concerned sectors had not participated in preparing the programmes, lack of knowledge of the primary health care concept, inadequacy of broadcasting time and lack of information on the social, cultural and medical conditions of rural areas.

9. Coordination at national level was ineffective or non-existent; this was due to a desire inherited from the past for different sectors to work on their own. Such coordination should be multidisciplinary and multisectoral. National health councils, where these existed, should be the ideal springboard for such coordination. Health, agriculture, information, education and every sector of socioeconomic development should participate in it; but this would call for a clear and firm political commitment on the part of the governments.

10. The fact that radio programme directors knew little about primary health care tended to reduce the impact of programmes; relevant training and collaboration with the health and other sectors would improve that situation.

11. When reviewing the components of the planned joint programme, the four participating organizations agreed to group them under four headings: training, resources, coordination and applied research in the field of communications. At national level, therefore, this involved training journalists and communicator-animators for rural areas so as to secure community participation. National radio programmes should bear in mind the constraints that had been identified and the socio-cultural features of the communities; they should be prepared in collaboration with other socioeconomic sectors and the authorities concerned.

Social research could be carried out on primary health care to improve identification of target groups and establish sensitive points to be developed. Projects for radio health education campaigns which took account of essential factors so as to achieve maximum impact would receive support from the joint group.

12. At regional level, the participants expressed the need for exchange of experience, pooling of training resources, programming and an increase in the number of regional radio stations and broadcasts in national languages.

13. The four organizations, after presenting their ongoing and future activities in the field of information and communications, defined the areas of interest in which they could collaborate on the joint programme for the time being.

- (i) Training: journalists, communicator-animators, health personnel; training of educators; training would be provided either in conventional institutions or through workshops and seminars at both national and regional levels.
- (ii) Coproduction of audiovisual material:
 - production of model radio programmes and production guidance;
 - production of back-up media;
 - audiovisual support;
 - preliminary study of radio health education campaigns and their evaluation at national and regional levels.
- (iii) Coordination: stimulation to create national structures or strengthening of existing ones.

PROPOSED WORK SCHEDULE

14. The participants agreed to the following schedule for the joint group's activities:

- (i) 31 December 1981: the present report should be disseminated by this date through the respective channels of the four Organizations;
- (ii) January 1982: each of the Organizations will keep the other three informed about programmes and timetables of projects of information and production of country interest;
- (iii) February 1983: joint evaluation meeting to coincide with the URTNA General Assembly at which the final schedule of programme activities for 1983-1984-1985 will be drawn up.

COORDINATION

15. At the level of the countries, coordination of the activities of the four Organizations concerned could be assisted by the presence of the Resident Representative of UNDP who is now Coordinator of the activities of the United Nations system at country level. At regional and global levels, coordination will be helped by the administrative headquarters of the four Organizations forming the joint group.

RECOMMENDATIONS

16. (i) Every health education campaign should be prepared with due regard to the socio-cultural background of the target audience. In addition, the appropriate selection and pre-testing of teaching support aids and materials should be considered.
- (ii) Such campaigns should be preceded by multidisciplinary and multisectoral coordination in the context of the national PHC programme of action.
- (iii) The participating Organizations invite the countries to:
- (a) develop existing radio network infrastructures at regional and local levels;
 - (b) step up educational broadcasting in national languages;
 - (c) strengthen coordination between ministries, United Nations agencies and nongovernmental organizations.
- (iv) The present final report will be distributed through the channels of the participating Organizations to stimulate the rational use of national resources.

DATE AND PLACE OF THE NEXT MEETING

17. The participants agreed that the next meeting should coincide with the URTNA meeting in 1983.

- iv) le présent rapport final sera largement diffusé par l'entremise des Organisations participantes en vue de susciter l'utilisation rationnelle des ressources nationales.

DATE ET LIEU DE LA PROCHAINE REUNION

17. Les participants sont convenus de jumeler la prochaine réunion avec celle de l'URTNA, 1983.

CONCLUSIONS

18. La réunion conjointe OMS/UNICEF/Croix-Rouge/URTNA s'est tenue du 15 au 17 octobre 1981 à Brazzaville. Elle a défini le domaine d'intérêt où les quatre Organisations peuvent collaborer dans l'immédiat. Un calendrier de mise en oeuvre a été arrêté d'un commun accord.

19. Au terme de cette réunion, les Représentants des différentes Organisations ont exprimé leur satisfaction à Madame Flaks pour la pertinence des documents de travail élaborés par la Ligue des Sociétés de la Croix-Rouge. Ils apprécient le rôle joué par la Ligue des Sociétés de la Croix-Rouge dans la promotion des SSP en milieu rural par les campagnes radiophoniques d'éducation.

ANNEXE I

LISTE DES PARTICIPANTS

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ANNEXE 2

ORDRE DU JOUR

1. Rapport sur le déroulement du Prix Radio CR pour la Promotion des SSP en Afrique
2. Examen du Rapport de Synthèse conjoint du Jury du Prix, Nairobi 1981
3. Amélioration des prestations des campagnes radiophoniques d'éducation pour la santé en milieu rural en vue de favoriser la participation communautaire :
 - a) Composantes du programme conjoint préconisé
 - b) Suites à donner sur le plan national
 - c) Suites à donner au niveau régional
 - d) Définition des contributions de l'OMS, de l'UNICEF, de l'URTNA, de la LSCR
 - e) Calendrier d'exécution : 1982, 1983, 1984
4. Coordination
5. Lieu et date de la prochaine réunion.