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**"UNICEF Position on the Red Cross Radio Prize for the Promotion of Primary Health Care in Africa" position paper drafted by Jose Manduley, PSC Unit, UNICEF, New York**

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Notes

**2 pp**

**Outlines UNICEF's collaboration with the League of Red Cross Societies, work with the radio prize, and international cooperation to promote primary health care.**

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UNICEF POSITION ON THE RED CROSS RADIO PRIZE FOR THE PROMOTION OF  
PRIMARY HEALTH CARE IN AFRICA

1. Collaboration between UNICEF and the League of Red Cross Societies

Since the inception of UNICEF there has been a clear co-operation and collaboration with the Red Cross.

"Collaboration between UNICEF and the League of Red Cross Societies began almost with the creation of UNICEF and has proven durable because the two organizations have partially overlapping mandates and because their overall operating strategies tend to complement one another."

In addition to the traditional international emergency relief actions, the LRCS has given much concern to primary health care. For instance, among others, the LRCS undertook concerted actions jointly with UNICEF and WHO to support the 1978 Alma Ata Conference and the international marketing code of breast-milk substitutes which was adopted by the World Health Assembly in 1981.

2. The Red Cross Radio Prize for PHC Promotion in Africa

The Red Cross Radio Prize came about as a initiative of the LRCS at the 20th General Assembly of the Union of National Radio and Television Organizations of Africa (URTNA) held in Nairobi, Kenya, in February 1980 where the promotion of PHC through the media was the major theme of the conference.

It was then stated that in keeping with the spirit in Alma Ata Declaration on PHC, a strong component of the URTNA's goals is to encourage all African broadcasting agencies to increase their use of the media for the development of PHC in Africa.

### 3. Inter-agency collaboration in the Radio Prize

The UNICEF Regional Office, EARO was represented at the URTNA General Assembly meeting upon the invitation of the LRCS. A representative from WHO was also in attendance at that meeting.

It has been stated that the Radio Prize idea originated in Africa with the purpose of developing health education radio programmes on that continent. Since then the matter has been raised by the LRCS/Geneva whether UNICEF headquarters should become involved in the provision of policy guidelines and even funding for this activity.

After discussions in New York, it appears more fitting for headquarters not to get directly involved in this worthwhile activity but that the matter should be presented and left open for discussion by the regional offices and the various area and national offices to respond and react whether they would be interested in getting involved, on a permanent basis, in the Radio Prize competition.

Inter-agency collaboration should be encouraged and increased but relevant joint planning and clear communications channels and methodology must be ensured.