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**Lesotho.** The report outlines the general conditions of the country, accounts for a field visit, including the Lesotho Long Distance Teaching Center, and remarks on the Government ministries for Agricultural Information, Health Education, as well as the National Teachers Training College. A central communications unit had been discussed with officials.

**Swaziland.** This part of the report covers, Self-Help housing project in Mbabane; nutrition education; broadcasting; visits to the Ministries of Health Education and Agriculture. The report notes that PSC was entering a more productive phase in Swaziland, and makes recommendations as to what assistance/equipment UNICEF could best provide for the different Government departments and other organizations.

Number of images without cover

SAROJA DOUGLAS

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Project Support Communications

TOUR REPORT - LESOTHO, SWAZILAND  
SEPTEMBER 8 - SEPTEMBER 28 1977  
M. BRYAN

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CONFIDENTIAL

This report is intended as a working document for programme and project staff. It contains frank comments on UN and government projects and should be treated as strictly confidential

## LESOTHO

September 8 - 16

It would seem from most accounts that Lesotho is rapidly in the process of becoming a high rise desert and that top priority should be given to a mandatory remedial reforestation project. However, right now Lesotho has projects 'coming out of its ears', the majority of which are tuned to Radio South Africa. This is very distressing to the broadcasters at Radio Lesotho who still have to depend on the low powered transmitters which do not adequately reach the highlands, and just manage to reach areas like Lebribe, the district to which we made our only field visit.

The field trip like the discussions Mr. Vincent and I later had with people in the various ministries was arranged through UNICEF liaison officer, Joan Schmidt. The original intention of a field trip was to view a representative village. As it turned out the place we visited was actually the home village of the Prime Minister, about 50 miles from Maseru and a stones throw away from the Republic of South Africa which lies across the river.

### FIELD VISIT

Along with Mrs. Mpetla, Matule and Mokhachane of the Ministry of Agriculture Nutrition Office, we attended a UNICEF sponsored applied Nutrition Project. We were expected. Jars of preserves and home made clothing adorned the small church where the nutrition teacher was demonstrating the making of meat balls. Apart from the fact that many housewives had mincers and did not know how to use them, the usefulness of meatballs to the ladies present was apparently as a convenience food for lunches while working on the various Food For Work projects around the village. These projects were lately also negatively affecting the size of nutrition classes. One of a number of instances of projects overlapping.

In discussions following our visit to a communal garden, the nutrition officers agreed that the provision of cassette machines would definitely enhance their work. The machines would be useful for taping nutrition messages that require frequent reiteration - for example baby care, and food preserving. They said it would also be possible to tape programmes off air for those who missed them and tapes would be useful in general for retaining people's interest during regular classes if they were becoming bored with the teacher's voice. Taped information also seems to have an aura of authority.

Mrs. Mpetla said that initially they could use nine machines, one for each of nine districts. In each district one person would be in charge of running and maintenance. She also indicated an interest in using film strips and slides, in the district, which would require the supplying of nine battery operated projectors.

The people we saw in the lower lying districts of Maseru and Leribe looked remarkably health. The most deprived areas in Lesotho in all ways however are the highlands where transportation is difficult and no one wishes to be posted. In order to increase services to these areas,

at least 12 people are required. Mrs. Mpeta indicated that if some agency could provide funds (UNICEF)? it would be possible to select and train the required number using the basic services approach.

### LESOTHO DISTANCE TEACHING

The director of the Lesotho Distance Teaching Centre was out of town at the time of our visit. We had discussions with Rosemary Murrow and Helen Grauer, two young expatriate women who have been doing perception research and preparing games and booklets to teach literacy and numeracy to rural children. Although the meeting was arranged beforehand by UNICEF's liason officer, they were under the impression that we had come as independents to compare work on perception with special reference to "Communicating with pictures in Nepal".

They run a small "cheap and cheerful" informal operation, and in fact carried out discussions sitting cross legged on their desks. Since they are still in the process of formulating material, their present production methods are adequate, however, with the eventuality of mass manufacture of some of the developed materials, their approach will have to be altered substantially. They have a limited idea of communications and print technologies and would benefit from the presence of knowledgeable personnel within the centre.

We were unable to find out whether there are steps being taken to acquire more technical people. The Centre will soon be moving into a newly constructed building, which has space for more elaborate facilities than the Centre presently uses.

The print shop at the Centre presently has two offset machines involved mainly in the production of textbooks. However, the Basotho press operator is not as experienced as he would like to be or should be, but training facilities in Maseru are non existent and there is a limit to heuristics.

Bearing in mind that UNICEF has been requested to assist in the area of production equipment it must be noted that based on staff members' reports of the attitude of the expatriate photographer and examples of his work, it is doubtful he is as knowledgeable or co-operative as he should be, given the sensitivity that is required in the job. It is even more doubtful if he would be effective as a trainer of Basotho in photographic techniques. More consultation with the director is necessary before UNICEF makes any commitment to supporting the photographic section of the Centre.

### AGRICULTURAL INFORMATION

Agricultural Information is entirely staffed by Basotho and was by far the most dynamic operation that we visited. Technical shortcomings notwithstanding they are attempting to make the best use of the little they have. There are a number of innovative systems being tried, for example, the provision of low cost radios for sale to farmers in

order for them to hear agricultural broadcasts. These radios cost about R30. Agricultural Information has also set up a small library with a very capable librarian, and are in the process of acquiring books and magazines which will be made available to individuals, schools and organizations. It is also expected that tapes will be included at a later date. This might necessitate making cassette machines available to farmers. Apart from being in need of projectors and other audio visual equipment, the chief of the Information Section, Herbert Mokochoane, is most anxious to acquire trained personnel and to upgrade the skills of those already employed. This is especially with reference to the photographic section since they are planning to put together a number of slide packages and film strips.

### HEALTH EDUCATION

The situation at Health Education continues to be one of limited resources and concentration on formalized teaching. Mr. Sonny Fong, indicated that he would be leaving shortly to be replaced by a counterpart who is presently being trained in the United States. The Unit has recently acquired the services of a Peace Corps worker who will be doing graphics. The young lady in question did not seem to have much liason with others in Maseru who were involved with communicating images and information and did not seem aware that special considerations may be required to effectively communicate information to the rural population of Lesotho.

During the week of our visit, a typhus outbreak was reported in the mountains. Outbreaks of this sort apparently can be minimized by frequent laundering. This necessitates the possession of two blankets - one being washed the other worn - but blankets are expensive. Mr. Fong cited this example as one of the limitations of health education message, when socio-economic conditions prevent change.

Perhaps this is one reason why no one in health education at this time seems oriented towards a mass media approach, and did not have definite plans for tailoring information specifically for people who will need it more directly. Shortage of staff and materials were the most often quoted constraints. However, during 1976 according to the annual report, 78 radio broadcasts were made and 45,000 pamphlets were produced.

The radio broadcasts took the form of readings of translations from health education texts, and there were no statistics on listenership or effectiveness. The pamphlets were typewritten then run off on a duplicating machine. No attempt seemed to have been made to make them visually interesting although topics like 'Use the Latrine not the Donga and 'Breast feed Baby from Birth' would call for consciousness grabbing techniques. Agricultural information which also uses a typewriter and a duplicating machine produces much more visually exciting pamphlets.

Shortages of staff and materials do not necessarily mean that imaginative approaches cannot be tried, but with the general air of crisis management and lack of real media consciousness in the Unit, there is a contentment to go the textbook route.

It is hoped with the acquisition of a new scanner and the introduction of the graphic artist to some other media people at the final day's meeting that something more oriented to a mass media health education campaign integrated with other ministries could develop.

#### NATIONAL TEACHERS TRAINING COLLEGE

The National Teachers Training College is housed in a new building with significant amounts of video tape equipment which is mainly being used for micro teaching. Our discussions with Mrs. Makhoba Luseno and Jesper Hagfelt concentrated mainly on the work that was being done there. Apparently one of the problems with languages in Lesotho is that some teachers that come to the college have trouble speaking pure English or pure Sesotho. They are intermixed denying purity to either form. NTTC possesses recording facilities but not a sound proof room and were unaware of other studios in town, that would save them from having to record in the relatively quiet, dead of night.

#### COMMUNICATIONS UNIT

Discussions on a centralized communication unit surfaced from time to time during our visit and was the main topic of discussion with people from the Ministry of Planning. Either enthusiasm for this unit has waned or never existed. One major problem would be its staffing and administration. Establishing such a unit will require relatively large amounts of money for equipment and training, which the budget of the country programme does not readily have available. Given the present level of technical level and number of Basotho communications personnel, initially most of the Unit's staff will have to be from abroad, which will mean finding ideologically correct individuals who will make good teachers, as well as funds to pay them.

Maseru, being a small place, friendship between individuals in different ministries can often translate as co-operation between ministries and the opposite will hold for antagonisms between individuals. For now it might be better to encourage individuals to build up their technical expertise while encouraging interministerial co-operation. Having someone around who can act as a catalyst to co-operation might also be useful. Perhaps when each ministry has acquired a cadre of competent people, this idea of a centralized unit can be surfaced again.

#### GROUP MEETING

The meeting on the final day was attended by representatives from ministries of Health, Agriculture, Education and Information and Broadcasting. The discussions mainly dealt with ways in which the people present could integrate their work plans and messages. One of the most significant developments apart from the fact that people found out the existence of each other, was the expressed willingness of Radio Lesotho Programmes division to become involved in dramatic presentations related to health and agricultural messages. The Programme Director, Tseou Ntsane,

indicated that there was someone with experience in drama at the station who would be very interested in working out scripts in conjunction with people from various ministries. On the level of equipment and facility sharing, Maseru is not blessed with large amounts of facilities or even people who know how to make the most of the little that already is there, so sharing of facilities would be more sharing of poverty. Those present agreed to meet on a regular basis to work out more concrete programmes of co-operation.

### NOTABLE

Because of the current situation in the region and the proximity and economic relationship Lesotho has with South Africa, the priorities of the government planners preclude the draughting of any comprehensive blueprint for development. While there may be individuals or groups who have ideas or are in the programming phase, it is difficult for them to integrate their work into any overall national pattern.

Another unfortunate aspect is that in some cases Lesotho is being used as a laboratory by foreign professionals wishing to test personal theses. While in a few instances these may be beneficial to the nation, all too often this creates an environment of suspicion and non co-operation to the point of paranoia - with individuals feeling that their ideas will be stolen and their work plagiarized, so denying them the honour of being the first "to unlock the mysteries of their particular double helix".

### RECOMMENDATIONS

In order to aid the work of the Nutrition Group of the Ministry of Agriculture, nine cassette tape machines should be provided along with supplies of cassettes. Battery operated slide projectors and loud hailer would also be useful. Although Agricultural Information does not fall directly in the path of UNICEF assistance, some means should be found to channel PSC related assistance to that unit. Given that other ministries which do receive UNICEF assistance directly are likely to make use of the facilities, it would in fact be collective assistance.

A Varsityper 820 headliner should be made available to Lesotho Distance Teaching. This will not only cut out some of the laborious handlettering that is being done, but improve the quality and variety of other productions. The printer and the photographer at this centre are in need of, and would benefit greatly from efforts to upgrade their skills. Until such time as the Centre sorts out its situation with regard to personnel, there should be no action to provide darkroom equipment.

There is no doubt that a scanner would aid the work of Health Education. Other developments in programming in that unit will have to await the passage of time and the success of the efforts to integrate and enliven the presentations.

The director of Agricultural Information along with people from NTTC and Radio Lesotho are forming a group to develop educational drama group for radio. In previous instances, money has been made available to

assist in such ventures, especially for the payment of writer consultants and actors. There should be no problem about this since the programmes are likely to involve ministries which UNICEF supports directly. This is a practical example of the kind of co-operation that is being encouraged and special efforts should be taken to support this.

None of the ministries presently have what can be called a competent production group in their information units. One of the priorities should be to develop a group of people reasonably skilled in photography, printing, audio production and equipment maintenance. To this end in-service training programmes should be devised to upgrade skills. Perhaps personnel can be sent from Nairobi for this purpose.

While steps are being taken to get these training programmes underway, it would be useful as an information service for UNICEF to provide subscriptions of photographic and audio magazines to the information units. Since most of the people working are not even good amateurs, the kind of information available in popular magazines would be very useful. A few small hints can improve present quality greatly, and right now those involved have no way of knowing what is achievable by themselves. The magazine information would give helpful hints, and an idea of standards to aim for as well as indications of the kind of equipment advanced amateurs and professionals are using and the results they produce.

Until there are knowledgeable people around to run and make full use of any equipment UNICEF may provide or the units themselves acquire, it will be extremely difficult to implement innovative programmes or make good use of progressive communication ideas that may arise in Lesotho.



SWAZILAND 18TH - 28TH SEPTEMBER 1977

The UNICEF mission visiting Swaziland consisted of Franco Sguera, Lawrence Williams and myself. Most of my visit was spent in becoming acquainted with people involved in media and examining communications facilities and ongoing programmes.

Opening of a Self-Help Housing Project in Mbabane

This was attended at the request of the UNDP Resident Representative, Mr. S. Husain, who wished UNICEF to be represented. It was felt that of the three people on the mission, I should go, having had previous experience with housing programmes in Lusaka, Zambia.

The Mbabane project was established in 1975 in an effort to make the best use of human and financial resources and to integrate low income housing into 'slum' clearance. The monthly income of the families involved in the project was between E40 - 100. The houses ranged from 1 to 4 rooms and cost between 1,300 and 2,300. The project was funded by UNDP. So far, 100 houses have been built on a self-help basis, and the ceremony was mainly concerned with drawing lots for house distribution. This is essentially a pilot programme, conceived with the hope that the government will eventually undertake this system of housing provision throughout the country.

By the standards of other countries in the region, it is not a particularly innovative housing project, although there is a high degree of community participation. From a communications standpoint, it was useful to attend the opening in order to gain an understanding of the relationships between the state mechanisms and the people, and community feelings towards self-help work.

Also attending the event was Mr. Petrus Mohammed an old friend who attended the Arusha Workshop. He indicated that the UNOTC "Integration of women in development" project had been shelved possibly until later.

NUTRITION EDUCATION

Swaziland has a Nutrition council which is mainly an advisory body, although there are plans to make it executive in the future. Presently, nutrition education programmes are carried out by a staff of four who work in the Ministries of Health, Agriculture and Education.

Radio is used twice weekly, with a programme on Thursdays which is repeated on Saturday. These programmes were started in 1974 under the Ministry of Health and initially broadcasts were done by the nurses. Mr. Lombuso Nxumalo who along with Sister Ntwane are responsible for putting together the programmes, indicated that no survey as to their effectiveness had been done, and they were not particularly happy about this. There is also a problem of reception of radio signals in the north and south of the country; areas where nutrition education is most needed.

In the rural areas, people sell the maize they grow and buy refined but nutritionally inferior maize meal which comes from South Africa. The biggest nutrition problem around the towns is related to excessive bottle feeding, and the use of instant baby cereals without milk. A programme aimed at encouraging the use of proper storage facilities would also be useful. It seems people are no longer interested in growing legumes, not having devised a good storage method.

Nutrition education uses two film projectors, mostly around Mbabane, Matsapa and Manzini. As for prepackaged information, in the entire programme, they have two films on nutrition in possession. Posters are also used in educating. The examples of SABENTA printed nutrition posters were technically adequate, but the contents which were not field tested left room for doubt with regard to their communication effectiveness. Mrs. Nxumalo expressed interest in improving the style of radio programme presentation and spoke of the possibility of using local singers to deliver nutrition messages.

The whole programme of nutrition education in Swaziland is undergoing reorganization. Steps are being taken to work out a national nutrition policy. The Ministries of Health and Agriculture seem to be working together on this, and when the plan is completed, as it is expected to be by the beginning of 1978, they will be in a better position to develop long range communication strategies.

#### BROADCASTING

The Swaziland Broadcasting Service carries programmes on Agriculture, Health, Adult Education and Small Business Commerce. Total broadcast time per day is 10½ hours in three time blocks. 6 a.m. - 9 a.m.; 12 noon to 2 p.m. and 5 p.m. to 10.30 p.m. On weekends and public holidays an extra hour is added to the broadcast day.

Administratively, the station comes under the office of the Prime Minister and is a branch of the Information Section. The director indicated that this lack of autonomy was hampering programming, not only in acquiring staff, but also in budgetary allocations. The station has a staff of ten people who are expected to cover all aspects of programming around the country as well as in the studio. Of the ten, two were on loan from the press branch of the Information Section.

Some young members of staff are very eager to develop alternative programme ideas, but because of the number of roles they are called upon to play merely to keep the station running with their present skills, they find it difficult. They are however prepared to co-operate with interested parties from sectoral ministries in assembling interesting radio shows if some portions are produced beforehand.

Work is continuing on the improvement of audio broadcasting using an FM transmission system. Steps are also being taken by a predominantly private group to broadcast television programming in colour. Programme production costs being very high, it is to be expected that many of the programmes on Swazi Television will be foreign and prepackaged.

It was not possible to find out how much of the programming will actually be aimed at a Swazi market, but given that local content will eventually be necessary, this is the time to begin planning for communal television viewing of an educational nature, especially for the rural settlements.

### HEALTH EDUCATION

The health education unit has recently begun to take shape with the arrival of Lemma Menouta a WHO Health Educator who has also worked in his native Ethiopia and countries in the Pacific. Besides formal education programming to health staff he has developed a number of health information programmes in which he expects to involve various media with some ingenuity and a minimum of cost.

It seems that there will be special attention paid to getting health information to the public, even involving competitions in primary and secondary schools. Health Education is also aiming at assembling a basic set of tools for producing audio visual material. A Peace Corps recruited artist has just joined the Unit and they have already established contact with other production facilities, in Mbabane and Manzini. PSC in the field of health looks promising, and co-ordination of activities with other ministries is good, especially with the Ministry of Agriculture.

### MINISTRY OF AGRICULTURE

Agriculture Information with limited resources has continued to be the most active in PSC. The person responsible for the programming is Philip S'kosana who with his Uher manages to get farmers to express their views and staff demonstrators out in the field to do role plays for broadcasting. He is very enthusiastic about communicating agricultural information and is looking forward to improved broadcast coverage. Mr. S'kosana would be a likely candidate for the 'Communications for Social Development' course to be held in Nairobi in 1978.

FAO, PBFL and the Ministry of Agriculture are working out a cassette distribution scheme. This will be aimed at those who are deprived of radio reception or need refresher courses. It will be similar to the programme that was carried out in Kenya. Along with Savash Erozer of FAO and Sharon Bleeker of PBFL who are working out the details, a photographer from FAO has been assigned to develop slide sets and to give a short training course on the use of slide and cassette machines. The plan involves using FAO filmstrips and slides. There are however no plans for teaching basic production techniques to Swazi nationals which would produce greater long term benefits, if the real aim is to enhance the work of Agricultural information.

### SABENTA

This is a non governmental organization which is attached to the Ministry of Local Government. They have been active in producing material for some of the ministries, but have recently experienced a budget cut. They are now actively seeking non governmental sources of funding, being in need of staff and equipment for their printing facilities. The audio and film production section has very limited professional equipment for 16m.m. film, but the only staff member of that section a Swazi cameraman is leaving to join Swazi Television.

## WILLIAM PITCHER TRAINING COLLEGE

This institute has just moved production facilities into a new building, and acquired a Multilith 1250; and a Multilith 1850 along with a Varsityper, electric guillotine, et al, with the help of USAID. This will function in conjunction with duplicating facilities UNICEF has supplied in the past. A dark room and relatively large recording studio are under construction. Most of the work now being done consists of developing and printing textbooks for use in schools. The institute is in Manzini which is about 80 kilometers from Mbabane where most of the other production facilities and the government ministerial offices are located.

## FIELD TRIP

The mission co-incided with the visit of the team investigating the feasibility of a joint UNICEF/UNEP funded ground water distribution project. A field trip was undertaken to the Shislweni District to find out more about the project and what might be entailed in encouraging community participation in the venture. There will have to be PSC work in this operation. This is the subject of another report which has already been presented.

## RECOMMENDATIONS

In the overview, it would appear that PSC in Swaziland is entering a more productive phase. All the ministries are receptive, and the people who will be directly involved are knowledgeable and enthusiastic. On an informal basis, the makings exist for effective integrated PSC activities. All this points to the need for funding commitments in Swaziland.

Specifically, the Health Education unit needs production and AV dissemination equipment and small sums to pay for development of talent. The film library of the Nutrition Group definitely needs additional material. Since they are in no position to produce films with a Swazi content, suitable titles will have to be obtained from FAO and UNICEF catalogues. The implementation of a national nutrition policy will mean more passing of information to the public. There is a need for equipment that can be used in rural areas that lack power supplies.

Agricultural information units are often the most dynamic government PSC units, and invariably have close contact with nutrition workers, but because Agricultural programmes, (or radio transmission stations for that matter) do not come directly in UNICEF's programming path, there is need for clarification on what assistance can be given to these deserving communicators and what the areas of overlap are with other UN agencies.

UNICEF PSC is geared towards providing the kind of equipment, information and training required to make these units more effective. With increasing integration of ministerial effort, and the public information for development on the rise, some programming flexibility and inter UN agency co-operation will have to be exercised.