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The Office had no information or communications personnel from July 1981 until March 1982. Immediate priorities then were to organize an inventory of published materials, make a plan for their distribution, establish contacts with media, fund raising and advocacy, especially for breastfeeding. 7 TV spots were produced during 1982-1983 on UNICEF's work in general, as well as radio programmes and radio/television soap operas and childrens programme. Some of the promotional materials enclosed with the original report were also scanned in this file.

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SAROJA DOUGLAS

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REPORT ON INFORMATION-COMMUNICATION ACTIVITIES
MEXICO AREA OFFICE, MARCH 1982 TO JUNE 1984

U N I C E F

General situation
March 1982

As the Mexican Area Office had been without any information-communication personnel from July 1981 until March 1982, the situation upon arrival of the Assistant Information Officer in March 1982 was the following:

- No inventory of films or other information material existed.
- Non-existing channels for public information or networks to reach decision-makers, journalists or other opinion makers.
- No plan for distribution, advocacy or project communication.
- The office did not count with any physical space for an Information Assistant, nor with adequate archive facilities for information material.
- Human resources as per March 1982; one secretary part-time.
- The post of national PSC Officer had not been approved.
- Some PSC activities had been carried out within the projects, but without having been systematically planned in the programming.
- The Area Office had given insufficient promotion to the GCO Office.
- The regional programme for early stimulation produced and distributed material for 5,000 subscribers. Two books were edited - "Woman and Culture" and "Nutrition, Mental Behaviour and Learning".

Information/
Communication
Objectives

In view of the above-mentioned, the Representative and the Programme Officer, together with the Information Officer, set up the main objectives for the Information Unit as follows: (Enclosure No. 1).

PUBLIC INFORMATION AND ADVOCACY

- Organize inventory of already produced material.
- Make a plan for distribution and use of existing materials (films, printed material, slides, photos, etc.).
- Make an inventory of decision-makers, project counterparts, academic leaders and opinion makers and update address list.
- Establish contacts with media, in order to place UNICEF information.
- Support HQ in executing of advocacy duties and activities for development education.

FUND-RAISING AND SUPPORT OF GCO

- Plan and execute promotion for greeting card operation.
- Establish contacts with Mexican media, in order to get free advertising space in newspapers, free time on radio and television and invitations to participate in television programmes.
- Establish contacts with Mexican artists willing to raise funds for UNICEF.

PROJECT SUPPORT COMMUNICATION

- Program PSC component with project officers as from initial stage in every project.

- Produce PSC material in collaboration with Project Officers.
- Establish contacts with professional communication people for production of PSC material.
- Train personnel in counterpart organizations on PSC.
- Test material on the field, evaluate and reproduce.

PUBLIC INFORMATION AND ADVOCACY

Major Achievements and Obstacles

Distribution

- Emphasis was put on organizing network for public information; the UNICAS system has been useful for updating address lists and organizing different target groups. The Mexico Area Office now has 1,300 addresses in UNICAS, coded according to interest groups and type of material. UNICAS system has until now been used mainly for distributing HQ material.

Media Contacts

During 1982 the Assistant Information Officer established contacts with the Mexican media. Seven press releases were sent out during 1982 and SOWC 1982-83 and 1983-84 had a wide coverage in Mexico City newspapers and on television. In January 1982 a fifteen-minute programme was televised on "Para Gente Grande", and also broadcasted to Spanish-speaking channels in the United States, repeated on Children's Day, 30th April. In December 1983 a new programme was made on SOWC 1984. A coproduction with the State-owned television company, RTC, was negotiated in February 1983,

a thirty-minute programme on GOBI components focused on the Mexican reality. UNICEF should cooperate with script (Enclosure No. 2) and some footage and RTC with complementary filming and edition. Collaboration continued during six months, but the product was never finished due to the political position of RTC. The programme could not be illustrated with filming of marginal areas. The advantage of coproduction with RTC would have been access to government official time (12% of all broadcasting time in Mexico) but the limitations in contents became too difficult to overcome.

Television Spots

- Production of 7 television spots (script Enclosure No. 3) on the SOWC 1982-83 and UNICEF work in general. The objective of the spots was to make people of higher income levels conscious of the state of the world's and Mexico's children. After the step of awareness, the next would be to promote greeting cards. Negotiations with Televisa started in November and with RTC in January 1983 on using official time for broadcasting spots. An informal agreement was obtained by February 1983, but then the Director was replaced in March. New negotiations started and an agreement was reached on five of the spots. The Health Ministry also had to give his approval, but did not agree on broadcasting due to "aggravating economical crisis". A new set of four spots were coproduced with the Health Ministry (Enclosure No. 4) and finally broadcasted on official time, September through

December 1983. The first series of seven spots have been broadcasted on local television stations). In the beginning of 1983, talks began with TRM, the State-owned channel, which covers the entire Mexican Republic on the possibility of broadcasting UNICEF films. The result was fifteen films broadcasted during 1983 (Enclosure No. 5).

Radio Programmes

UNICEF, in coproduction with PRONAM, the branch of the Mexican Population Council dealing with the integration of women in development, produced 60 radio programmes "Por Nosotras Mismas", a dramatized ten-minute programme for rural women, broadcasted on Radio Educación in their early morning programme for peasants. The objective of the programme series was to motivate rural women to take part in the development. Unfortunately, no proper evaluation of the series was made due to lack of funds. "La Causa de las Mujeres" was another series of programmes supported by UNICEF. The target group was urban women and the series treated subjects like unemployment, children's care, women's rights, etc.

Radio Soap Opera

In June 1982, preparation of guidelines (Enclosure No. 6) for radio soap opera with social contents based on the publications of the programme for early stimulation and ideas on community participation. Negotiations with private radio station, XEW-Televisa, came to an agreement on coproduction and broadcasting. Rights would remain with UNICEF. Production started, but is now

withheld due to change of the radio station policy and programming. New negotiations started with another radio company, "Radio Red". An agreement was obtained in broadcasting, but there were difficulties in production, as "Radio Red" does not have production facilities for radio soap operas.

Television Soap Opera

Mexico has an interesting experience in television soap operas with social contents for non-formal education. The Representative in the Mexico Office initiated contacts with a former Televisa employee and others, to discuss a television soap opera project with GOBI, community participation and nutrition elements (Enclosure No. 7). By May 1984, the project has advanced to the creation of a multisectorial group, i.e., anthropologist, expert on popular culture, communication expert and a script writer. This group will make the investigation on which the script will be based. UNICEF's commitment is until the synopsis is elaborated; thereafter, the project coordinator will search funding for the production with PEMEX (the Mexican State Oil Company, which has special funds for social welfare programmes), the National Lottery and the private sector.

Television Children's Programmes

Contacts with Channel 11, State-subsided, non-commercial television company, resulted in planning a series of ten children programmes (Enclosure No. 8) on education for development. The idea was to explain to Mexican children how children in Mexican villages and other developing countries live.

UNICEF material should be used in a humorous and entertaining way. UNICEF would cooperate with material and some funding (\$5,000.00 Dls.) and rights would remain with UNICEF. The project was not realized as planned due to change in policy; Canal 11 could no longer accept funding and resources from an outside partner. UNICEF collaboration continued only on the level of assessory and exchange of ideas.

Breastfeeding

Promotion of breastfeeding is one of the most important advocacy fields in Mexico (only 18% of the urban mothers breastfeed for six months or more). A coproduction with Televisa "60 Minutes", a widely viewed programme with social content was realized in August 1983. The programme showed the attitudes of Mexican doctors and the health system obstaculizing an adequate breastfeeding practice. The abuse of the formula industry distributing free formula was also shown. The programme indicated clearly the need of a legislation restricting the marketing methods of formula. In the beginning of 1984 an intersectorial group was created consisting of representatives from the Health Ministry (Mother and Child Care and Department of Education for Health), DIF (an institution for family care), League of Milk and UNICEF. This group is working on the analysis of obstacles on breastfeeding and what change of social behaviour is desirable, for which sector, and how the target group is to be reached and by which message. The first step is to make a Mexican version of the Brazil slide set. The work group is

committed to promote the slide set within its own Organization, with the aim to reach top level decision-makers with the message.

Exposition Measuring Instruments

In relation to the symposium on measuring instruments for control of children's growth and development organized by DIF, UNICEF and the Health Ministry, an exposition was elaborated. This exposition has thereafter been used in the annual meeting of the Association of Mexican Pediatricians, where it arose great interest. Growth charts are not yet widely used in Mexico, therefore, the exposition motivated various pediatricians to use measuring instruments.

Film Project

In November 1984, a film synopsis was elaborated on the theme "Health - Luck or Right", a dramatized documentary (Enclosure No. 9) based on the life of a village in Chiapas aiming at showing decision-makers the bad distribution of resources in the health sector and how the local resources could be better used. The problem is similar in whole Latin America, so the film could have a wide distribution possibility. The idea is still on project stage due to lack of funding.

COMMENTS STRATEGY AND FUTURE GUIDELINES

Distribution

The UNICAS address lists need to be updated continuously in order to be an efficient tool in distribution. A search for key persons in each governmental organization is needed. It would also be useful to evaluate how UNICEF material is accepted and used in order to get a better targeting of material.

Media Contacts

The Mexican media is open to support UNICEF work and its need of information channels. A fairly good network of contacts with media in Mexico City is established, but needs to be maintained and renewed due to frequent changes of top level staff in media companies. The network also needs to be extended to the interior and major Mexican towns. A good opportunity would be next launching of SOWCR 85. Emphasis could also be put on preparing national information on GOBI elements and vital statistics on the state of the Mexican children. Here a fruitful collaboration between Information and Project Officer could be of special importance. The information could be distributed at the same time as SOWCR 85, which should be completed with graphical material on Mexico.

Television Production

Experience has shown that any television production should be made in coproduction with local authorities, Health Ministry, Nutritional Institute, etc. This way, it is more likely that they will be broadcasted on official time. With reference to the already produced television spots, it is worthwhile continuing negotiations with RTC, as the political climate might have changed and broadcasting on official time of the first series is possible. This series has so far only been broadcasted on local television channels and a national-wide broadcasting is of great interest.

Radio Soap Opera

As an agreement on broadcasting is reached with Radio Red, it is worthwhile continuing the search for an adequate script writer and production means. Radio Educación has experience in this kind of production, although broadcasting is better on Radio Red, as it has a wider coverage, especially in lower income groups.

Television Soap Opera

It is of great importance that the project group is well familiarized with UNICEF urban programmes and problems in urban areas, so the synopsis is based on reality with dramatical effects. In May, a visit to the UNICEF programmes in Coatzacoalcos and Minatitlán was realized by the anthropologist, whose report will serve as a base for the script-writing.

Breastfeeding

Due to difficulties in finding reliable statistics on decrease in breastfeeding and relation malnutrition/breastfeeding, the production of the slide set has taken more time than planned. The visualization could not be terminated before the Information Officer left, but a Consultant supervised by the Project Officer is committed to finish the slide set by the end of July 1984. The Project Officer would also be responsible for the future planning of advocacy strategy on breastfeeding.

Film Project

In Mexico there are two film makers that could realize a project as described in the draft synopsis; Paul Leduc and Eduardo Maldonado. Realization of the project

needs a thorough case study and preparatory work with the selected community, in order to achieve the idea of a dramatized documentary. The funding is not yet solved, but funds might be found with WIF/CAM.

FUND-RAISING AND SUPPORT OF GCO

Major Achievements and Obstacles

In 1982, an extensive plan on support of GCO was elaborated and executed, covering all kinds of media - television, radio and press.

Advertisements

A set of three advertisements (Enclosure No. 10) on cards and the agenda was produced. In 1983 year's campaign, the same set of advertisements (new agenda advertisement) was published in Mexican papers without any charge. A set of feature articles and press releases was also distributed, together with the ads in order to reach a wider knowledge among the public of UNICEF work and goals.

Brochures, Flyers

In 1982 a brochure (Enclosure No. 11) was distributed to 700,000 Bancomer credit cardholders. The brochure contained information on UNICEF programmes, greeting cards and books on early stimulation. The brochure was an important tool in increasing the knowledge of UNICEF and the greeting card operation among the Mexican public. In 1983 another widely used credit card, Carnet Serfin, accepted to distribute a flyer (Enclosure No. 12) to 100,000 of their credit cardholders in three of Mexico's major cities. Both of the above-mentioned support

to UNICEF was executed without any delivery charge.

Radio Spots

A set of 20 radio spots was produced (Enclosure No. 13). In 1982 and 1983 years' GCO sales campaign. These spots were aired on Mexico City's major radio stations without any charge. The spots combined the GCO message with UNICEF policy and situation of the world's children. A set of spots was also produced for Mother's Day, May 1983, in order to spread sales more evenly over the year.

Television Spots

As mentioned under Public Information Television, spots were produced in 1982 and 1983 by the Information Department. The set of spots coproduced with the Health Ministry were broadcasted from October through December 1983, the airing on prime time (7-10 a.m. and from 9-11 p.m.) had high impact on sales of greeting cards.

Television Programmes

In November 1982 and 1983, sales coordinates of GCO and Information Officer were interviewed live on the "Hoy Mismo" television talk/news show. This programme has the largest audience of all day programmes and is aired from 7:00 a.m through 11:00 a.m. During the interview, the greeting cards were displayed on the screen. On Monday 12th, December 1983, UNICEF was invited to participate in a longer interview in the same programme, and the Information Officer had the opportunity of talking more about the GOBI elements and the revolution of child survival. In this programme, an auction was announced, various articles of famous sportsmen, for.

example a boxing glove of of Cassius Clay, Fernando Valenzuela's baseball outfit, etc., were sold off and all funds donated to UNICEF and GCO address was given every day until highest bid was received.

Artists

In 1982, a Japanese artist, I George, gave a concert in benefit of UNICEF. In February 1983, the well-known Mexican artist, Susana Alexander, gave a theater performance on Latin American women in benefit of UNICEF, which also gave the Information Officer an opportunity of talking about the revolution of child survival and to pass a slide show on the life of rural women in Chiapas.

In June 1984, the California Youth Orchestra is giving a concert in favor of UNICEF and DIF (the Mexican Integrated System for Family Development). This concert, assisted by Mexico's First Lady, is an excellent opportunity of promoting joint UNICEF-DIF programmes in Mexico.

COMMENTS, STRATEGY AND FUTURE GUIDELINES

The GCO campaign is an important opportunity of spreading knowledge about UNICEF and must not be seen only as promotion of greeting cards. The same counts for all fund-raising activities.

Brochures, Flyers

Banks have shown to be an excellent support to GCO. In 1984 BANAMEX has offered to print and distribute a flyer promoting greeting cards. Possibly Banks could be used to a great extent advertising in house organs,

distribution of flyers and posters and stands in bank premises.

Advertisements and Radio Spots

Regarding advertisements, radio and television spots, material already produced could be used one or two years more. Only the advertisements on agendas need to be changed every year due to different cover. Every two years is preferable to visit newspapers and radio stations in order to give them more information on UNICEF and maintain the personal contact. This work can be divided between the GCO Office and the Information Department.

Television

Regarding television, contacts are good with Sr. Guillermo Ochoa, the conductor of "Hoy Mismo", channel 2, Televisa, and Sr. Ricardo Rocha, in "Para Gente Grande" and "En Vivo", channel 2, Televisa, the mostly viewed channel in Mexico. But more work can be put on establishing contacts with other channels, as channel 11 and 13. Contacts with RTC, the State organ for managing the official time are important and need to be maintained. The television spots already produced could be distributed to local television companies in the major towns. Some experience is already obtained in this area. UNICEF spots were transmitted in the State of Tabasco. The television channels in the interior need material, they have very reduced resources and welcome material from outside.

Artists

The Mexican artist, Cantinflas, offered to support UNICEF, and to be its ambassador.

The Mexico Area Office got a survey done (without charge) on the credibility of Cantinflas in Mexico and his image in general. All items showed very high figures, but nevertheless the Mexican Office chose to show a low profile in respect and a couple of months after the offer, Cantinflas released a long play with children's songs. Naturally, the risk with accepting promotion from artists is always that UNICEF image might be used more for their own personal promotion. In any case, HQ criteria for choosing artists promoting UNICEF would be welcome.

PROJECT SUPPORT COMMUNICATION

Major Achievements and Obstacles

The Information Officer has taken part in all project meetings in order to integrate communication on an early stage in the different projects. Trips to programme areas have been done in order to make an inventory on counterparts needs for training and communication material. (Enclosure No. 14).

Posters

In Mexico many children are undocumented, which makes many social services more difficult to obtain - health care, schools, identity cards, etc. Therefore, a campaign on birth certificates was launched together with DIF in April, 1983. Posters, radio spots, television programmes, etc. (Enclosure No. 15). The poster was used in Chiapas, Minatitlán, Coatzacoalcos and Jalisco.

Slide Set Domestic Work
Rural Women

The workload for Mexican rural women is very heavy. A big part of the time is used for tortilla production. A slide set on the domestic work in rural areas (Chiapas) was made in 1982. The objective was to motivate discussion on how appropriate technology for women could reduce this workload and give them more time for income and generating projects. The target group is mainly programme personnel in UNICEF counterpart organization. The slide set has had a wide distribution in seminars, conferences, training courses and has also been broadcasted on the Mexican State television channel for rural areas, TRM. The slide set has been transferred to a 16mm film for more easy distribution and use in rural areas. An English copy is being made in June 1984 (Enclosure No. 16).

Methodology Planning
and Action in Basic
Services

One of the important tasks of the UNICEF Mexico Area Office is to promote an institutional change in counterpart institutions aiming at a better planning of basic services for vulnerable groups. In the training work a slide set was needed. In October 1983, a slide set "Experts on Their Own Reality" was produced (Enclosure No. 17). This slide set shows in a didactic way the steps and the method used by the Mexico Area Office in planning an action in basic services. The slide set is transferred to a 16mm film for distribution reasons.

Abandoned Children

The regional programme on abandoned children extended to Mexico in 1983, beginning with a pilot programme in the State of Veracruz,

Municipality of Coatzacoalcos, an urban slum area, aftermath of the oil boom. The slide set ("Nos Cuidamos Solos" Enclosure No. 18) main objective is to make the Municipal Presidents aware of the growing problem of street children and motivate them to take actions showing three examples of programmes. This slide set has been duplicated in seven copies and distributed through DIF to areas where programmes already have started or are planned.

Appropriate Technology
Urban Areas

In the autumn 1983, people from the urban slum areas in Minatitlán, Coatzacoalcos and Villahermosa participated in a one-month course, together with engineers and decision-makers from the Municipalities. A slide set was made on the experience from such a heterogeneous group and their advances in different techniques of ecological development. The objective of the slide set was to show the advantages of a heterogeneous group and how the experience could be used in other areas. The production was delegated to an independent producer.

Rotafolio-Appropriate
Technology Rural Areas

In Chiapas there is a great loss of the corn harvest and no appropriate storing facilities are used. Therefore, a rotafolio with photos from a storage system in the State of Guerrero was produced to motivate the peasants in Chiapas to build silos out of clay and straw. The rotafolio will be used in the basic services in Chiapas.

Slide Set on Community
Participation

As organization and community participation is the platform for programmes on basic services, a slide set was made to promote organization in rural areas of Chiapas. The production was made by an independent production group with many years' experience of radio production for rural areas.

Slide Set on Primary
Health Care Combined
with Traditional
Indigenous Medicine

In Chiapas there is a strong traditional indigenous medicine based on herbs and prayers. A primary health care programme is introduced in the areas of Chiapas, where the traditional medicine still is strong. In order to promote the importance of an integrated primary health care that also takes into account the traditional medicine and local resources, a slide set was made (Enclosure No. 19). The main target is health planners, local authorities and UNICEF counterpart institutions.

Training in PSC and
Non-Formal Education

Two communication workshops have taken place to train personnel in UNICEF counterpart organizations (August 1983 and May 1984, Enclosure No. 20) in urban and rural areas. Training of social project workers in techniques for education and motivation in community participation is important, in order to reinforce the method of planning and action in basic services. In the Workshops, emphasis has been put on creative participatory, didactic methods.

COMMENTS, STRATEGY AND FUTURE GUIDELINES

Project communication will surely play a more important role in the Mexican Office in the future. It is of great importance that the Information Officer takes part in the project planning and is well-familiarized with the development of the projects. It would also be of great use, if the programme officers integrate communication in the planning, i.e., identify communications strategies as a part of the programme, analyzing objectives, define change of behaviour, target group, message, channels and distribution.

Posters

Most printed material used for rural areas need to have a minimum of written information, as illiteracy is high and especially in Chiapas, local languages are common, so understanding of Spanish is reduced, especially among women.

Slide Set Domestic Work Rural Areas

This slide set met the major objectives set up. Its distribution has been wider than hoped due to the fact that it was broadcasted in television. Analysis of distribution means is important when planning a production of a slide set. This analysis needs to be deepened.

Slide Set on Methodology Basic Services

Maybe the awareness among programme personnel on using audiovisual material in training courses could be improved, i.e., that more efficient training methods could be used. The slide set on the methodology

of planning and action of basic services has not been used to full extent. The distribution can be improved. A second part of the slide set is planned showing how the community, together with programme staff gets to an analysis of priorities and formulation of the programme, taking into account local resources, habits and feasibility. This slide set could not be realized before the present Information Officer left, but it is included in the work plan for 1984.

Abandoned Children

This slide set was produced by the Office in the autumn of 1983 with knowledge of the Regional Programme Officer for abandoned children. At the same time, the TACRO Office was working on a slide set on abandoned children without informing the Area Offices, thus, this implied a duplication of efforts. A better coordination in the region regarding production of audiovisual material would be helpful.

Appropriate Technology Urban Areas

This slide set was produced by Mr. Gerardo Dávila, contracted by Mr. Manfred MacNef. In the contract, it was not sufficiently specified, who would cover costs of speaker fees, hiring of studio and development of films and sound work. This led to many problems in the post-production and a lot of work from the Information Officer in order to realize the production. The slide set is of poor quality due to insufficient information on professional quality of the

producer and his ability to realize such a production. To avoid similar problems in the future, the Information Officer should be involved in an early state in choosing producer, checking material already produced by the person that is going to be contracted and a strict division of responsibilities regarding post-production stated in the contract.

Rotafolio Appropriate
Technology - Rural
Areas

Many times a rotafolio is of more use than a slide set, especially regarding promotion in rural areas, where there is no electricity. This rotafolio is made with color photos and testimonies by peasants combined with technical explanations. This method can be used for many different topics, health, water and sanitation, etc.

Slide Set on Community
Participation

This audiovisual was made by a team contracted by UNICEF (Froylán Rascón, Ricardo Montejano), people with experience on radio production for rural areas. Their former productions have been of good quality, but in this particular case, the quality of sound recording in the field failed. In spite of a lot of assessory by the Information Officer, the production quality could not be improved to the level required by the office. Negotiations continue on how to improve the production and compensating poor quality with delivery of all photos taken (one thousand).

Primary Health Care
Combined with Indigenous
Medicine

Slide set produced by the office, the main objective was promoting the idea of a combination of primary health care with indigenous medicine to local authorities and counterpart organizations. The slide set has had a wider use as a tool of promoting the idea of a primary health care model that reaches the population where it works and lives, taken into account the culture, local resources and living conditions. An English copy is under production.

Training in PSC and
Non-Formal Education

The training of communication techniques in Chiapas is viewed in longer perspective and the Workshop given is to be followed up with field work, probation of material and mini-Workshops. The plan is to start with an intensive effort and then extend the work to the whole region once the material and techniques are tested in the social context. Consultants in the training is the SARAR team (Ron Sawyer and Patricio Cantón) with various years of experience in non-formal education in the rural areas.

GENERAL COMMENTS

Well analyzed and with a structured strategy, communication can play a more important role at the UNICEF Mexico Office. There is still a lot to do in the GOBI field and project communication. If communication is seen as a part of the country programme with its own strategy, I think it would be worthwhile separating public information/advocacy from project communication, having a special PSC Officer.

Two big areas are nearly untouched in Mexico. The school and the church systems.

School: Much can be done in the field of education for development. As Mexico is a very polarized society, children from higher income groups have little knowledge of how children in marginal areas live. A system with "friendship schools", an exchange of letters, photos, stories, etc. between urban and rural schools could be one way to improve the knowledge between Mexican children with different living conditions. The child-to-child programme can also be developed in Mexico. The Hispanian Foundation in the State of Sonora has an interesting experience with child-to-child programmes, which basic ideas could be promoted to other States and integrated in the school system.

Church: Initial contacts have been taken with the episcopacy in order to promote health education through the church. This work needs to be continued and can open a wide field of communication channels. In the GCO and fund-raising area, banks have shown interest and their internal communication channels

could be used to a great extent. Regarding special events, it is worth noting that they should be chosen with great care, as it is a very time-consuming activity, which needs a lot of planning and its promotion effects need to be seen in the whole information/communication context, so that priorities are analyzed in the global workplan.

Mexico, D.F., June 15, 1984.

Pia Hallonsten
Information Officer

UNICEF's main interest is to give basic services to marginal -urban and rural- population as well as, to give information on these groups to those who have the economical and political power so that national and international resources can be destined to these people. "Advocacy" and information (for fundraising) are also important actions for UNICEF.

The problem is that decision-makers and people from the western hemisphere are already bombarded by information messages. That is the reason why, nowadays, the challenge of communication is to penetrate, to succeed in crossing the barrier created by mass media, cold news from newspaper and electronic media: to look for a corner within the information world which has not been saturated as yet. It is important to make the marginal population's voice be heard by that sector of the society that has political and economical power. This specially counts for the area of health care, where in Mexico and in the rest of Latin America, exists an unequal situation. The coverage of health services is low, the human and institutional resources are concentrated to the big cities and to the levels of society with the highest income. The health services of collective type are few and "personal" services are dominating, specially hospital establishments. In Mexico, the "non-personal" services (i.e. clean water, nutrition programmes, sanitation, epidemiological supervision, etc.) show the major deficit of all health services (it only represents 2.3% of the total health budget in 1979). The "non-personal" services are very important for achieving a reduction in mortality and an increase in life expectancy.

Many countries have mechanically adopted a medicalized model for health care, a model that has been transferred from developed countries where the needs of some of the "non-personal" services are totally satisfied. This model is inadequate for meeting the population's basic needs in this country

The primary health care network for covering the basic health needs of the population is very restricted. The health care model is more oriented towards the individual, hospitalization and treatment, instead of a collective orientation, the community and prevention.

Only 2,600 communities of the 97,653 that exist in Mexico, have professional health services. In Chiapas (one of the States where UNICEF-Mexico has health and basic service programmes), there is an average of 0.3 hospital beds per 1,000 inhabitants and, one doctor per 4,601 inhabitants and 216 km². The problem in Mexico, as in various other Latin American countries, is that physicians are concentrated to the big towns, 80% of them work in towns with more than 50,000 inhabitants. The disproportion of health personnel in Mexico is also remarkable, on every 10,000 inhabitants, there are 8 physicians, 4.6 nurses and 8.2 nurse assistants. An ideal organization of human resources would require 3 times as many nurses as physicians and a much higher number of nurse assistants and other "paramedical" personnel. It is also noted a disproportion in the distribution of material resources; in 1971, there were nearly as many general hospitals as health centers, when the ideal number would be 10-20 times as many health centers as hospitals. 30% of population has no access to health services of any kind. The Mexican health care model does not satisfy the requirements of primary health assistance of the marginal population in the big towns and the approximately 83,000 communities with less than 500 inhabitants. "It is a model where actions of treatment are dominating and sometimes, rehabilitatory, which remain expensive and to a certain extent, inefficient for collective health. It is also dependent of the pharmaceutical industry, the medical equipment and the construction of hospitals". (Daniel López Acuña -La Salud Desigual en México). The model is also characterized by its high operating and investment expenses (1981, the Health Ministry spent US\$11.66 per person; the Welfare and Social Services for the State Workers Institute, spent US\$211.54 and the Social Security Mexican Institute spent US\$96.50 per each person)*.

In order to create a discussion on the distribution of health services in Mexico and other similar countries and to make public aware of marginal population's reality in respect of health care, UNICEF-Mexico suggests, the following project.

Sources: NEXOS 15/3, 1983. Los Servicios de Salud Pública. Su importancia para el Sistema, la política de salud pública.
 COPLAMAR, Necesidades esenciales en México, Salud 4.
 LOPEZ ACUÑA, Daniel, "La Salud Desigual en México".

- I. MEDIA: A documental/dramatized film, based on an investigation about health conditions in the State of Chiapas.
- II. PUBLIC/OBJECTIVE: -Physicians, nurses, promoters -health sector.
 -Planners in the health sector
 -Politicians
 -The objective is to make the public aware of the needs of the marginal rural population. And, to make the public reflect on:
 -The distribution of resources, where are the medical services concentrated?
 -Alternative Primary Health Care Assistance Models that respond better to marginal population's needs.
 -The health care model of prevention versus a curative model.
 -Physicians' attitudes, where are their loyalties and interests? Do medical studies respond to population's needs?
- III. DISTRIBUTION: The final product will be available in 16mm film and video, in order to obtain a broader distribution. Film projections and discussions will be organized for several groups of the health sector:
 -Planning Department of Health Ministry
 -Health Education Department of the Ministry of Health
 -Health Coordinators in each one of the Mexican States.
 -Paediatricians' and Nurses' Associations
 -Universities with a Communitary Medicine Faculty.
 As health problems have a great similarity in all Latin America, we expect a distribution over the whole continent. A possible distribution would also be all TV channels in Latin America. If other versions are made in different languages, the film could serve as a basis for discussion on health projects within UNICEF. We could also use the film for developmental education and for fundraising, although the basic public would be planners and politicians from the Health Sector.

IV. FORM:

A dramatized documentary. It means real personalities guided to certain acting, according to a script based on a previous investigation which has the following advantages:

-Drama or stories, provoke greater involvement by receptors. Due to emotion transmitted by the film, receptors more easily identify themselves with the message, especially since those personalities being characterized, act themselves.

-Harmony between visual speech and sound. By using authentic actors, we have the warranty that they complement and support one another; there would be no cultural gap, nor distortion.

-Narrator's voice (cold, all-powerful), giving an explanation of what is happening in the world), would be substituted by the community's own voice.

-An institutional seal could be avoided in favor of the promotion of the community expression. Drama and theatre are the oldest means of community expression and, actually, together with modern techniques -movies, TV-, this kind of expression could reach a public who has little access to life in a remote community.

V. MESSAGE:

The film should show the reality of an isolated rural village, taking into account several aspects on health,

-How health services are obtained (long walks to the health center in the municipality; physician arriving to the village, health promoters, etc.).

-Conflict between physician's role and promoter's restricted responsibility.

-Conditions in the community which influence on state of health (nutrition, water & sanitation, access to medicines, etc.).

-Traditional physician's attitudes (more curative and, less prevention) versus other work methods (preventive, organization of health committees, etc.).

-Traditional medicine (compatibility/conflict with modern medicine).

-Pregnancy -traditional midwife, breastfeeding.

-Dehydration/oral rehydration therapy -salts and home-made sugar and salt mixture.

-Malnutrition -growth control.

VI. MESSAGE AND TRANSMISSION:

-Personalities in the plot should originate from the investigation and, in collaboration with the community. However, a possible plot development could be the following:

-A man working in the corn-field. It seems that he feels sick.

-Health promoter arriving at the community, to talk about tuberculosis.

-The man recognizes some symptoms, but he rejects the idea of being ill; time passes and finally he has to accept the fact that he is ill.

-He visits the medicaster who gives him some herbs -the man feels a little bit better but, his wife insists that he visits the health center at the municipality.

-He has to walk a long way to get to the health center -he has to wait for two days; he does not have a lot of money with him and subsistence in the municipality is hard for him.

-He sees the doctor who diagnoses "tuberculosis" and tells the man that there is no medicine. The doctor complains about the supplies that have not arrived from the city. At last, doctor sells him a half-dose from his own private medicine-chest.

-The man goes back to his community, he feels better but, he is unable to work as before (at this point, the film is focussed on the other members of the family).

-Now, the woman has to work harder, due to the fact that her husband is ill and her daughter is pregnant.

-The daughter gets her baby -a bit complicated childbirth- however, everything goes well with the help of

the traditional midwife.

-Talks between midwife and daughter about child's care, breastfeeding, etc.

-An outlook towards other community families and their living conditions.

-Return to the main family and a talk between husband and wife. The man has to see the doctor again, but he has a lot of trouble when walking; they are talking about what they are going to do. Why his illness cannot be cured in the community, if his daughter was able to have a baby even after a hard child-birth (the first seed sown in autonomy -self reliance in the field of health care).

-They hear rumours from other communities in which health committees have been formed little by little.

-The woman decides to visit one of those communities.


-She comes back to her village, bringing new ideas, trying to convince other people in the community.

-The film ends with a possibility of organization -the first steps-but, without giving any final response.

VII. MEANS OF PRODUCTION:

Work initiates with a one-month investigation, coexistence with the community. During this month, work is done together with the community. -an exchange of ideas. In order to facilitate interaction and promote dialogue, Video 1/2", photography and sound recordings can be used. These are also tools for preparing different aspects of drama (casting, scenography, line of action, etc.).

PRODUCTION PLAN				
A MONTH	ONE MONTH	ONE MONTH	TWO WEEKS	TWO MONTHS
Investigation. Detect problems and personalities.	Elaboration of script. -"casting".	Return to community. Changes of script according to ideas of the community. Training people in their roles.	Filming	Post-production




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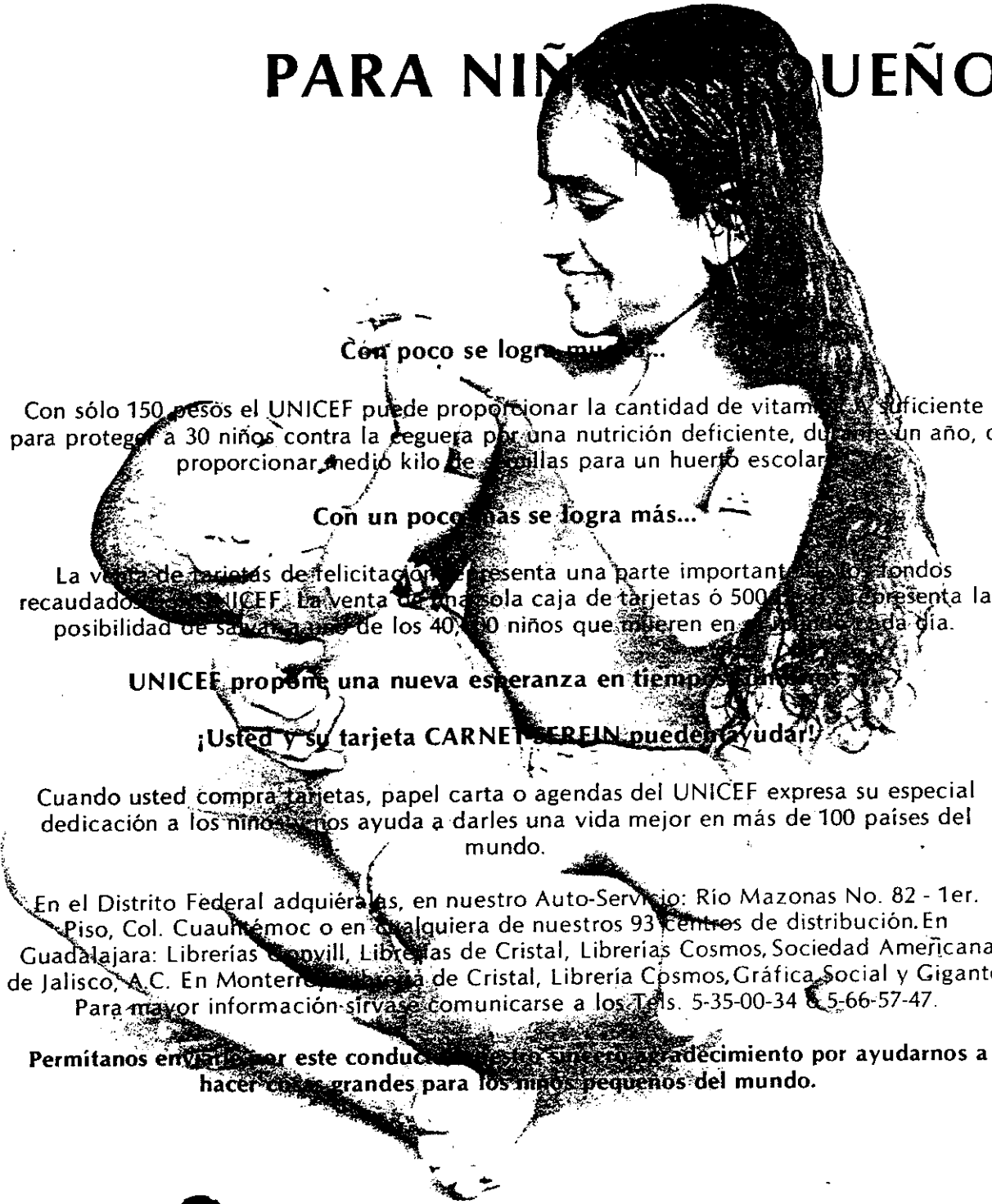
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Permítanos enviarle por este conductor un sincero agradecimiento por ayudarnos a hacer cosas grandes para los niños pequeños del mundo.

