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20 pp

Includes the Workplan, Final Report and Prize Ceremony report of the event, as well as a memo from Ekrem Birerdinc, UNICEF, Ankara, to Hans Narula, UNICEF, New York, about the activity. The competition included 40,000 schools throughout Turkey, involving children from 7 to 11 years of age. Winners and their teachers were invited to Ankara for a cultural tour and prize ceremony.

Print Name of Person Submit Image

SAROJA DOUGLAS

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Saroja Douglas

Number of images without cover

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Mr. Ekrem Birerdinc

16 December 1982

Ece Belen
Asst. PSC Officer - (1)

Health Story Competition Reports

Please find enclosed two complete sets of reports (Workplan, Final Report and Prize Ceremony Report) for the Story Writing Competition among village primary school pupils on the subject of Primary Health Care.

Encl. 2 sets of reports

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WORKPLAN FOR PIC STORY WRITING COMPETITION AMONG
VILLAGE SCHOOL CHILDREN AGED 7-11

- I. AREA OF OPERATIONS
- II. OBJECTIVES
- III. METHODOLOGY
 1. INTER-SECTORAL CO-OPERATION
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PHC STORY WRITING COMPETITION AMONG
V
VILLAGE SCHOOL CHILDREN AGED 7-11

The Project Secretariat of the Turkish PHC Project has agreed to realize a story writing competition among village school children aged 7-11.

The following is a description of the objectives, workplan and pert analysis of the competition organization.

I. AREA OF OPERATIONS

The competition will be planned centrally in Ankara, and will be realized with inter-sectoral co-operation centrally and throughout the country. Namely, the Ministry of Education, Ministry of Health and Social Assistance, Turkish Radio and Television, and the press will be involved in carrying out responsibilities in the running and the advertising of the Competition.

ii OBJECTIVES

1- Long Term Objectives :

1. To increase the rural population's knowledge on basic health issues like nutrition, clean water, sanitation, major duties of the health staff with a view to form a base for community participation and behavioral change in the future.
2. To create public opinion on health issues.

2--Short Term Objectives :

1. By realizing a health story competition among school children aged 7-11, to have school children, the teachers and the parents reflect on and learn about vital health issues related to village life.
2. To realize health education at the village level by means of a novel, dynamic enterprise.

III. METHODOLOGY

The competition will be implemented in four consecutive phases :

1. Planning the competition
2. Advertising and distributing information and instructions to the village schools
3. Story writing time for the children
4. Evaluation of the stories at provincial levels and centrally in Ankara.

IV. INTER-SECTORAL CO-OPERATION

The competition can be realized successfully with the close co-operation of the Ministry of Education and the Ministry of Health throughout all phases of the competition. The village school teachers will be the first level of jury for evaluating the stories. Therefore, it is crucial that they be well informed of the subjects of the competition and the criteria of evaluation.

During the sending of the instructions, and the collection of stories to be evaluated the staff of both Ministries will need to work together closely.

V. PROGRAMME ADMINISTRATION

The competition will be run under the general co-ordination of the project secretariat. The village schools will be reached through the network of the Ministry of Education.

The following documents will be sent to the central health unit of the 67 provinces, where they will be passed on to the Central Provincial Body of the Ministry of Education who will then pass them on to the sub-provinces for distribution to the villages :

- 1- Instructions and information about the competition
- 2- Poster
- 3- Information on competition topics (To the least developed areas only)

The evaluation of the stories will be realized in a reverse procedure. (See Diagram I) At each level a jury will be formed to judge the stories and at each level a particular person will be responsible for passing on the winner stories (together with all the other stories entering the competition) to a particular body.

VI. STRATEGY SETTING

The following strategies have been set for the running of the Competition :

- 1- To realize the necessary inter-sectoral co-operation for the implementation of the story competition at all levels.

Diagram I.ADMINISTRATION OF THE EVALUATION OF THE STORIES

LEVEL	JURY MEMBERS	PERSON RESPONSIBLE FOR THE ORGANIZATION OF THE COMPETITION	RECEIVING BODY
	School teacher Village midwife	School teacher	
Province	1- Min. of Ed. Officer 2- Health centre doctor 3- School teacher 4- School teacher	Ministry of Education M Officer	Sub-Province Ministry of Education
Province	1- Literature teacher 2- Health Director 3- Provincial Director of Education 4- Medical doctor 5- School teacher	Provincial Director of Education	Province Ministry of Education
Karakoram	1- MOHSA 2- Min. of Education 3- UNICEF 4- Child Psychologist 5- Writer etc.	FHC Project Co-Ordinator	MOHSA FHC Project Secretariat

VII. CRITERIA SETTING

The following criteria have been set for the evaluation of the stories :

The story competition should be designed to reach and attract response from the rural population with particular emphasis on the least developed rural areas. The success of the competition will depend on the quantity and the content of the response from the less developed areas.

- 1- The stories should be around 200 words long.
- 2- The facts about health issues in the stories should be correct and explicit.
- 3- The language should be clear and simple.
- 4- The story should be interesting, imaginative, easy to understand.
- 5- The story should have an educational value : It should not be pessimistic, but should be solution oriented. The story should give a clear idea of the village health problem(s) taken into account, and should also give positive suggestions for solution.

VIII. TIMING

The competition is to start in December 1981, and to be completed in May 1982. The full duration of the competition is approximately 6 months, 22 weeks.
(See Gantt Chart)

IX. ACTION PROGRAMME

Within the time limits shown in the pert chart, and the rates expressed in the Gantt Chart, the competition will be comprised of the following activities :

- 1- The competition will be planned in detail in Ankara, and will be put into action within the general co-ordination of the PHC project secretariat.
- 2- Decision will be reached on the concise topics to be taken up as story topics.
- 3- A poster will be designed carrying the basic message of children joining the competition, and messages on health issues.
- 4- A poster will have to published in a number adequate for country wide distribution.
- 5- Approximately two pages of typed information on each health topic chosen for the competition will be prepared for distribution to the less developed areas. The content and preparation of these leaflets will be done with the collaboration of the Department of Health Statistics and Propaganda.
- 6- An adequate number of leaflets will be stenciled for distribution to the pilot areas.

- 7- The poster, information on health issues and basic instructions and information on the Competition will be distributed to the 67 provinces.
 - 8- Simultaneously, the competition will be advertised at TRT and the national press.
 - 9- A time will be given to school teachers for learning, teaching about the health topics and to have them prepare the class for story writing.
 - 10- One week will be given to school teacher and the village health staff such as mid-wife to judge the stories.
 - 11- In the following two weeks the winner stories will be taken to the sub-pr province where they will be judged by a jury.
 - 12- During the next week, the stories will be taken to the province centre, and further evaluated by another jury.
 - 13- A final jury will be formed in Ankara, to decide on the winners, and to announce the final winners.
 - 14- During the next week, the winners will be invited to Ankara together with an adult to accompany them where they will be accommodated and given their prizes.
- All entering stories will be collected together with the winners in Ankara, for any further necessary reference).
- TRT and the press will be involved in advertising the winners and in announcing the prize giving ceremony.

X. MOHSA COMMITMENT

MOHSA will undertake to ensure all necessary inter-sectoral co-ordination and organization for the distribution of information from the centre, forming of the jury and the organization of the prize-giving ceremony, accomodation of the winners, and the smooth running of the competition at all stages.

XI. MINISTRY OF EDUCATION COMMITMENT

The Ministry of Education will be responsible for instructing village school teachers on the story-competition and will be responsible for the collection of the winner stories from the village.

COST TO MOHSA & UNICEF

<u>ACTIVITY</u>	<u>COST (TL)</u>	
	<u>MOHSA</u>	<u>UNICEF</u>
Poster design	-	10,000
Poster publication	-	350,000
Information leaflets	paper + ink	-
Transport of information etc.	MOHSA	-
Transport of stories	MOHSA	-
Accommodation of winners		
Tickets of winners	-	10 x 10 = 100,000
Prizes	50,000	50,000
		550,000

Advertising in Press & TRP

Number	Activity Description	Duration in weeks	START TIME		FINISH TIME		TOTAL
			Early	Late	Early	Late	
1-2	Planning the competition at central level	2					
2-3	Deciding on health topics to be taken up at the competition	2					
3-4	Designing poster to be put up in village schools	2					
4-5	Publishing poster in adequate numbers	2					
3-6	Preparing content of leaflets of information on health topics to be taken up at competition	2					
6-7	Issuing adequate number of leaflets for pilot area	2					
5-8	Distribution of leaflets (to pilot area)	2					
7-8	and poster (throughout rural Turkey)	2					
8-9	Advertising the competition in TRP & the press	4					
8-10	Story writing for children under the supervision of school teachers	7					
10-11	Finalizing the competition in village schools	1					
11-12	" " at sub-provincial level	1					
12-13	" " provincial level	1					
10-15	Collecting winner stories for final decision in Ankara. (and all other written stories for necessary further reference)	4					
1-13	Selecting jury members at central level	20					
13-15	Central level jury meeting & finalization of competition	1					
15-16	Announcing & contacting winners	2					
16-17	Accommodating & giving prizes to winners	1					

HEALTH STORY COMPETITION

Final Report

The activities for the progression of this competition have been carried out according to the Workplan, a copy of which is attached.

After the Workplan was submitted to the approval of the PHC Project Secretariat, letters have been written to TRT to announce the competition and to the Regional Directorates of Ministry of National Education (MONE) requesting them to inform all village schools (41.000) about this competition and its conditions. The activity plan, together with explanatory notes and time schedules have been sent to these directorates together with informative posters prepared by the Project Office.

However, considering that village schools start summer vacation rather early (13 May in 1982), the allocated time had been rather short, and correspondence for such a wide spread project has taken time also. These factors have, naturally, effected the rate of participation. The definite number of participants were not given by the Province Directorates.

After the three preliminary selections done on the levels of village, sub-province and province, the following number of stories were sent for the selection of the Jury:

3rd year - 19 stories
4th year - 26 stories
5th year - 30 stories

The Jury was formed of:

MOHSA:

Dt. Orhan Ozkan - Rep. of MOHSA, Ge. Dir.
Guney Cakirer - Education Specialist
Guncer Oymak - Social Antropologist
Dr. Ufuk Beyazova - MD, Child Specialist

MONE:

Hasan Yildirim - Inspector for Primary Ed.
Abdullah Peker - Headmaster of Celayir Pri. Sch.

UNICEF:

Ekrem Birerdinc - Turkey Rep.

AUTHOR:

Gulten Dayioglu - Author of Children's Stories

In the first step, the Jury has selected 6 stories from each group, and then, at the final selection, the following stories were evaluated:

3rd Year:

"Latrines in Our Village"	- 1st Prize - 58 points
"Vaccine and Two Brothers"	- 2nd " - 53 "
"Poisoning Aspirin"	- 3rd " - 53 " (third with a second voting)

4th Year:

"Our Beautiful Borlu"	- 1st Prize - 70 points
"Horrible Nightmare"	- 2nd " - 68 "
Bugs in Our Mouths"	- 3rd " - 63 "

5th Year:

"Flowing Water Gathers Germs"	- 1st Prize - 68 points
"Tale of a Grandfather"	- 2nd " - 66 "
"Our Health"	- 3rd " - 65 "

The names of the winners together with the names of schools and teachers are shown in the chart attached to the Report on the Prize Distribution Ceremony.

REPORT ON "HEALTH STORY COMPETITION"
PRIZE DISTRIBUTION CEREMONY

GOAL:

To distribute prizes to the pupils, teachers and schools who have won prizes in the "Health Story Competition" aiming to intensified and functional health education on the Primary Health Care subjects as nutrition, protection from communicative diseases, vaccines, dental care, clean water and sanitary latrines for children and to attract attention of the parents through their children to the health problems of villages.

It was held among 3rd, 4th and 5th year pupils of village primary schools all over Turkey, and was realised by the cooperation of MOHSA, MONE and UNICEF.

EVENTS:

Time and Place:

A programme was prepared for the Prize Distribution Ceremony on 9 and 10 November and teachers, pupils, and one parent for each pupil were invited to Ankara, to arrive on the evening of 8 November 1982. The programme is as follows:

Tuesday, 9 November 1982:

09.00 - 10.00	Meeting at the PHC Project Office in the Public Health School
10.30 - 12.00	Prize Distribution Ceremony
12.00 - 13.00	Lunch
13.15 - 13.45	Visit to Refik Saydam Health Institute
14.00 - 15.00	Visit to MONE
15.15 - 15.45	Visit to UNICEF
16.00 - 17.00	Visit to Museum of Natural History of Mineral Research Institute

Wednesday, 10 November 1982:

08.30 - 10.00	Participation to Ataturk Memorial Day and visit to Ataturk's Mausoleum
10.30 - 12.00	Visit to Museum of Anatolian Civilisations
12.00 - 13.00	Lunch
13.30 - 14.30	Visit to MONE Center for Teaching Aids
15.00 - 16.00	Visit to Ataturk's House
16.15 - 17.00	Visit to the Zoo and Tea

b. Organisation and Guests:

The Undersecretaries of MOHSA and MONE, Directors General and Department Heads, Representative of UNICEF, Public Health School Director and Department Heads, representatives of related associations, members of the Jury who have evaluated the stories and 9 winners together with their class teachers and one accompanying parent each (a group of 27) were invited to the ceremony.

This group of 27 coming from various provinces were accommodated at the "Teachers' House" of MONE in Besevler, Ankara, and during their stay, Mrs. Mine Ural and Mr. Fuat Benli, teachers from Kecioren Environmental Health School, were appointed to guide them.

The Prize Distribution Ceremony has been filmed by TRT Children's Programme Division to be shown on "Merhaba" serial on Sunday, 28 November 1982.

c. Prizes and Distribution:

The prizes have been provided by MOHSA, MONE and UNICEF together with the contribution of Turkish Red Crescent, Turkish Librarians Association and University Women's Association.

These prizes can be listed as follows according to their sources:

MOHSA:

For pupils:	9 Plaques with "Health Story" Emblems
	9 Certificates of Accomplishment
	9 Books and booklets on PHC
	3 Fountainpens (1st prizes)
Teachers:	9 Certificates of thanks

MONE:

Pupils:	9 Cultural and teaching books
	9 Mini-busts of Ataturk
	9 Teaching aids on the development of silk worms
	9 "Ataturk's Message to Youth"
Teachers:	9 Table top busts of Ataturk
	9 "Speech" of Ataturk in 3 vol.
Schools:	9 Sets of teaching aids and storage cupboards

UNICEF:

Pupils:	9 sets of gif packages in UNICEF bags
	3 Toys (2nd prize)
	3 Puzzles (3rd prize)
Teachers:	9 Gift packages consisting of UNICEF Christmas cards and letter blocks
Schools:	3 Plaques with UNICEF emblem to schools of 1st prize winners

ASSOCIATIONS:

Turkish Red Crescent:	3 Gym suits for 1st prize winners
Turkish Librarians:	9 School Encyclopedias for Schools
University Women: - -	9 Ataturk Posters 9 Flags bought by TL. 5000 donation
Ms. Guler Dayioglu: Children's Story writer	9 authographed books "Clever Beatles" by her

After the opening, Dr. F. Gokirmak, Undersecretary of MOHSA, Mr. Bahir Sorguc, Undersecretary of MONE and Mr. E. Birerdinc of UNICEF have made speeches to stress the urgency and importance of PHC and prizes were distributed.

The list showing the distribution of prizes is attached.

After the ceremony, teachers, pupils and parents visited the test animals lab in Refik Saydam Health Institute and they were briefed about the researches carried on. Then Mr. Bahir Sorguc received them and thanked for the interest they have shown in the competition, asking about their thoughts and feelings on this subject and presented each of them a copy of "Ataturk's Message to Youth".

Then, the group was taken to visit UNICEF where Mr. Birerdinc briefed them about UNICEF activities. Refreshments were offered and UNICEF publications were given to the children and teachers.

During the progression of the schedule, a bus given by MOHSA and the Renault Station donated by UNICEF to MOHSA PHC Project Office were utilized. The Natural History Museum of Mineral Research Institute was visited and explanations given to the group by officers. It was a completely new and fascinating experience for them.

As a coincidence, 10th November was Ataturk's Memorial Day. The children participated in the ceremony held in Cebeci Health College, and at lunch time returned to Public Health School. Here, their photographs were taken to be used for the booklet which will be printed to include their stories. Each teacher wrote a paragraph about his pupil for this purpose.

In the afternoon, they were taken to Teaching Aids Center of MOHSA where they found the opportunity to see how teaching aids are being produced and were received by Mr. Koybasioglu, Director of the Center, who presented them each a set showing the development of silk worms together with an Ataturk bust.

After visiting Ataturk's Mausoleum, they completed their preparations to return home and left Ankara.

It is believed that "Health Story Competition" ceremony was very well organized and will be a good example for this kind of activity to be planned in the future.

The best part of the competition was that the teachers coming to Ankara declared that they were witnessing for the first time a competition being finalised, and the interest shown them was beyond their hopes. And the children expressed their willingness to participate in such competitions to be held in the future.

The slides taken during the ceremony are kept at the Project Office.

Ece Belen
Asst. PSC Officer

Class	Prize	Pupil and Story	Teacher	School	Given by
3rd year	1st	Hakan Yuva (Latrines in Our Village)	Ms. Halime Tunalloğlu	Ankara, Elmadağ, Lalahan Pri Sch.	Dr. F. Gökırmak Undersecretary MOHSA
4th year	1st	Hasan Bilgin (Our Beautiful Borlu)	Mr. Süleyman Cevahir	Manisa, Demirci, Borlu Pri. Sch.	Mr. Bahir Sorğuç Undersecretary MONE
5th year	1st	Mesut Torşin (Flowingwater Gathers Germs)	Ms. Nihal Gümüş	Balıkesir, Havran Tepeoba Village, School	Mr. Ekrem Birerdinç UNICEF
3rd year	2nd	Esra Ekşi (Vaccine and two Brothers")	Mr. Şaban Ekşi	Sinop, Erfelek Kızılcıot Vil. School	Mr. Evim Sağlamer Head of Training and Education Dept.
4th year	2nd	Kubilay Erdoğan (Horrible Nightmare)	Ms. Emine Erdemli	Amasya, Taşova Esenğay Pri. School	Dr. Doğan Benli, Head of Socialization Dept. MOHSA
5th year	2nd	Selma Demiryürek (A Grandfather's Tale)	Ms. Yasemin Süzer	Aydın, Kuyucak Yukarı Gencelili- dere Pri. Sch.	Prof. Dr. Sedat Arıttı Public Health Sch. Di
3rd year	3rd	Zümbül Coşkun (Poisoning Aspirin)	Mr. Hasan Bukin	Tekirdağ, Sarköy Uluman Vil. Sch.	Dr. Muzaffer Akyol Retired Dir. of Public Health School
4th year	3rd	Birsen Yalova (Bugs in Our Mouths)	Mr. Abdullah Çetin	Ankara, Altındağ, Tatlar Vil. Sch.	Dt. Orhan Özkan, Counsellor, MOHSA
5th year	3rd	Özdemir Duran (Our Health)	Absent (requested by winner's father)	Ankara, Balâ, Afişar Vil. Sch.	Mrs. Belkıs Çağatay Chairman of Unıversari Women's Association

Mr. Narula
File

TURNY-30/3.2.1

Ankara, 30 October 1982

Dear Hans,

The "Story Competition" designed and implemented as part of Primary Health Care PSC activities has now been finalized. This competition covered 40.000 village primary schools.

The central level jury composed of the following

Ministry of Health

Doç. Orhan Özkan : Ministry Representative
Güney Cakirer : Pedagogue
Güner Oymak : Social anthropologist
Dr. Ufuk Beyazova : Social pediatrician

Ministry of Education

Hasan Yildirim : Primary schools Inspector
Abdullah Peker : Calayir Primary School Assistant Director
Gülten Dayioğlu : Professional Children story writer

Self,

selected the first, second and third prize winners, from fifth, fourth and third grades. The children with their class teachers and one parent will come to Ankara and a ceremony under the chairmanship of the Ministries of Health and Education will take place on 9 November 1982, where the awards will be given to them.

The Project Secretariat has requested us to assist them for printing the winners' stories and to cover some of the expenditures of these final activities. To this end I have issued an Amtd. to CCF 083-1 for US\$700. I would much appreciate your releasing it at your earliest convenience. We shall by the end of this activity prepare a report which I will share with you.

Mr. Hans Narula
Chief, MEME Sect./HQ
UNICEF
New York

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