

PD-AAU-688

40823

TRIP REPORT:
TECHNICAL ASSISTANCE VISIT TO THE
PLANNED PARENTHOOD ASSOCIATION OF SIERRA LEONE

Prepared by: Maxwell S. Senior
Regional Program Coordinator

Dates of In-Country Work:
March 5-15, 1985

Population Communication Services
Population Information Program
The Johns Hopkins University
624 North Broadway
Baltimore, MD 21205
USA

Table of Contents

	<u>Page</u>
Executive Summary	i
Acronyms and Abbreviations	iii
Introduction	1
Planned Parenthood Association of Sierra Leone	1
Sierra Leone Home Economics Association	8
Ministry of Health	9
National Population Commission	10
United Nations Children's Fund	11
United Nations Fund for Population Activities	11
United States Agency for International Development	12
World Bank	12
Amulema Literacy League of Sierra Leone	12
Centre for Family Welfare, Education, Counseling, and Services	13
Ministry of Information	14
Family Life Centre	14
Recommendations	14
APPENDIX	
List of Contacts	

Executive Summary

Maxwell S. Senior, Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator (RPC), visited Sierra Leone between March 5-15, 1985. The purpose of the visit was to:

- (1) Provide technical assistance to the Planned Parenthood Association of Sierra Leone (PPASL) in developing specific Information, Education and Communication (IEC) activities; and
- (2) Follow-up on the Amulema Literacy League of Sierra Leone (ALLSL) which submitted a proposal to JHU/PCS in October 1984.

The initial meeting at PPASL included Mr. Edmund Cole, Executive Secretary, Mr. Olotu-Leigh, Program Director, Mr. Mohammed Lamin, IEC Coordinator and Dr. Maxwell Senior, JHU/PCS RPC. PPASL requested assistance for training, IEC material development, program monitoring and evaluation. The request was reviewed and each item was addressed individually in order to prioritize the needs and to realistically identify the areas to which JHU/PCS could respond.

After several other meetings with the PPASL senior staff, the following IEC needs were identified:

- (1) Slide/Tapes: To develop two sets of slide/tapes highlighting the benefits of family planning and the available family planning methods.
- (2) Booklets: To revise and reprint three series of booklets that were already developed on family planning methods, namely the pill, the condom and the IUD, and to develop a booklet on male responsibility in family planning.
- (3) Films: To acquire additional films on family planning to strengthen IEC activities.

- (4) Workshop: To conduct a three-day workshop in the use and maintenance of audio-visual (AV) equipment.
- (5) AV equipment: To acquire some basic audio-visual equipment.

The JHU/PCS representative had several meetings with other agencies providing IEC activities on family planning and population awareness. Among them were: Sierra Leone Home Economics Association (SLHEA), Ministry of Health (MOH), National Population Committee (NPC), United Nations Children's Fund (UNICEF), Center for Family Welfare, Education, Counseling and Service (CFWECS), Ministry of Information (MOI), and Family Life Center (FLC). A meeting was also arranged with the World Bank representative in Sierra Leone. Discussions centered around the World Bank proposal for Population and Health Support Services. Several meetings, including a final one to debrief, were held with the United States Agency for International Development (USAID) Affairs Officer, Mr. Bill Lefes. The need for more IEC activities for family planning and population was central to these discussions.

Finally, a meeting was arranged with the President of ALLSL, Mr. John Amana, the Director of the SLHEA, Ms. Pamela Greene and the JHU/PCS representative. Mr. Amana showed samples of booklets that his organization wanted to develop, and further requested that JHU/PCS again review the proposal and consider it favorably.

Major recommendations are:

- (1) JHU/PCS should assist PPASL to revise and reprint three series of booklets for non-readers: the Pill, the Condom and the IUD.
- (2) JHU/PCS should assist PPASL to develop a booklet on male responsibility in family planning.
- (3) JHU/PCS should make arrangements to have the Liberia videotape on population shown in Sierra Leone.
- (4) JHU/PCS should not fund the proposed ALLSL project, since other possible IEC activities in Sierra Leone are considered to have more potential impact on contraceptive usage.

Acronyms and Abbreviations

ALLSL	-	Amulema Literacy League of Sierra Leone
AV	-	Audio Visual
CFWECS	-	Centre for Family Welfare, Education, Counselling and Service
FHI	-	Family Health Initiatives
FLC	-	Family Life Centre
FLE	-	Family Life Education
FP	-	Family Planning
FPIA	-	Family Planning International Assistance
IEC	-	Information, Education and Communication
INTRAH	-	Program for International Training in Health
IPPF	-	International Planned Parenthood Federation
IUD	-	Intrauterine Device
JHU/PCS	-	Johns Hopkins University/Population Communication Services
MCH	-	Maternal and Child Health
MOH	-	Ministry of Health
MOI	-	Ministry of Information
NGO	-	Non-Government Organization
NPC	-	National Population Commission
PIACT	-	Program for the Introduction and Adaptation of Contraceptive Technology
PPASL	-	Planned Parenthood Association of Sierra Leone
RPC	-	Regional Program Coordinator
SLHEA	-	Sierra Leone Home Economics Association
UNFPA	-	United Nations Fund for Population Activities
UNICEF	-	United Nations Children's Fund
UNESCO	-	United Nations Education and Scientific Organization
USAID	-	United States Agency for International Development
WHO	-	World Health Organization

Introduction

This report summarizes the visit of Maxwell S. Senior, JHU/PCS Regional Program Coordinator, to Sierra Leone March 5-15, 1985. The purpose of this visit was to:

- (1) Provide technical assistance to the PPASL for developing specific IEC activities and materials for use with its clients in clinics and for broader audiences in order to attract potential acceptors of modern family planning methods.
- (2) Follow-up on the Amulema Literacy League of Sierra Leone (ALLSL) which submitted a proposal to JHU/PCS in October 1984.

The report focuses on the PPASL and identifies specific IEC activities that, if implemented, could help the organization to meet some of its objectives in the near future. Also highlighted were several other agencies that were providing family planning services or were in some way providing assistance for IEC activities. The report concludes with recommendations and a list of agencies to which visits were made and professional affiliations strengthened.

Planned Parenthood Association of Sierra Leone (PPASL)

Background

PPASL, as a voluntary organization affiliated with the International Planned Parenthood Federation (IPPF) in London, provides family planning services and counseling through the Ministry of Health Service units and the Association's 41 family planning clinics. PPASL currently operates one central office and eight branches in three provinces. The Western Area is covered by the Central Office. IEC activity is a regular program of the PPASL, and the Information, Education and Communication unit (IEC) is one of the major divisions of the Association. The unit is responsible for IEC program planning and execution, and supervision of IEC activities of branches with 44 field staff and 10 motivators. The main IEC objectives are:

- (a) to create public awareness of population, problems and issues and benefits of family planning;
- (b) to promote child spacing and acceptance of family planning;
- (c) to educate youths and young adults about responsible parenthood and fertility behavior for improved family life and family welfare.

Some of PPASL's current IEC activities include:

- ° production of a number of posters, leaflets and booklets on family planning and child spacing for the general public as well as specific audiences such as youth groups, teachers, and other rural development workers;
- ° monthly 30-minute family planning radio programs and irregular television programs covering the target audiences, mainly for Freetown and the Western areas;
- ° occasional film showing in schools and other sites, although this activity is not extensively done; and
- ° talks given at schools, and children's, youth and community groups.

However, the radio and TV activities were temporarily suspended due to several factors, including frequent power failures in and around Freetown, and a lack of adequate studio and production facilities and trained personnel.

Initial Meeting with PPASL

The initial meeting included Mr. Edmund Cole, Executive Secretary, Mr. Olotu-Leigh, Program Director, Mr. M. Lamin, IEC Coordinator and Dr. Maxwell Senior, JHU/PCS Regional Program Coordinator. At this meeting PPASL requests were reviewed and each item was individually addressed in order to prioritize the needs and to realistically identify the areas to which JHU/PCS, or any technical assistance agency, could respond. PPASL requested assistance for training, IEC material development, program monitoring and evaluation. In specific terms, its needs consisted of the following:

- evaluation of its overall program;
- recruitment of potential users of family planning methods;
- focus on the benefits of family planning;
- appeal to men, emphasizing their responsibilities in family planning;
- development of materials for non-readers;
- lessening clinic waiting time;
- development of consistent presentations of contraceptive methods in clinics; and
- acquisition of additional films.

After several other meetings and working sessions with the IEC Coordinator, the Program Director and the JHU/PCS representative, some activities were identified that, if implemented, could possibly help PPASL to fulfill some of its objectives in the near future.

Proposed IEC Activities

1. Slide/tapes:

To develop two sets of slide/tapes: one set would highlight the benefits of family planning, and the other set would focus on the family planning methods available from PPASL. These slide/tapes would be shown to different groups of people, such as school children, waiting clients in clinics, married couples, men, community groups and people attending agricultural fairs.

Rationale: The slide/tapes may be used in several different settings:

- (a) In clinics: The wait-time in several clinics is presently estimated to be between one and two hours. During this wait period without any constructive activity, the slide/tapes could be utilized to provide useful information on some benefits of family planning as well as the contraceptive methods that are available at the clinics. It could also inform those clients who are unaware or uncertain of the benefits of child spacing and the impact on the quality of life for mother and child;

The slide/tape could also have added benefits when used by counselors with their clients in the clinics. Uniform and consistent information would be presented to 4 to 6 clients at the same time further reducing the wait-time. The use of the slide/tapes in this context could prove to be an effective mode of sustaining the interest and attention of the clients once they arrived at the clinics;

- (b) With Community Groups: When used in communities, these tapes could be appropriate to initiate discussions for focus groups or for wider audiences;
- (c) At Agricultural Fairs: These slide/tapes could be used to attract the attention of people at fairs and other public gatherings and to motivate viewers to seek additional information.

If done well, the slide/tapes could achieve four main objectives:

- * fill clients' wait-time with valuable information on family planning benefits;
- * reduce clients' wait-time in the clinics;
- * provide consistent, factual information by counselors to clients; and
- * reduce the drop-out rate of first-time users of contraceptive methods.

Initially, the slide/tapes could be placed in three or four clinics. After a period of 6 months, they would be evaluated in order to determine the extent of their effectiveness. The results could be extremely useful, since it would demonstrate whether or not they were worth the effort and resources to replicate them for the 41 clinics. Secondly, the implications for programs in other countries with similar problems would be useful. Although the slide/tapes would be used to recruit potential acceptors of family planning methods, they would also reinforce women who were already motivated to seek family planning services.

Two different approaches may be employed in the production of the slide/tapes. They could be produced with sound so that they could "stand on their own" or they could be made to be used with a presenter, as in the case of the counselors in the clinics.

2. Booklets

- (a) To revise and reprint three sets of booklets for non-readers on family planning methods, namely the pill, the condom and the IUD. These booklets were originally developed jointly by PPASL and Sierra Leone Home Economics Association (SLHEA);
- (b) To develop a new booklet on male responsibility in the family.

Rationale: The three sets of booklets, "The Pill," "The Condom," and "The IUD" are already used by PPASL and SLHEA and were recently evaluated. Since these booklets were recently developed jointly by both organizations, they should now be reprinted since there is a need for wider distribution. However, before the second printing, the results of the evaluation should be obtained to assess the extent of possible revision. These booklets would be distributed first in health clinics, after some degree of explanation by counselors, and secondly by field workers to the women's agricultural cooperatives, a new target group of women to whom PPASL has just begun to focus some attention and to offer its service.

Booklets for non-readers seem to be an appropriate method for reaching a substantial percentage of the women of childbearing age. The literacy rate in Sierra Leone is approximately 12% and booklets with pictures and illustrations could serve to help bridge the gap. In addition, booklets are tangible and they give the recipient the feeling that they possess something valuable, thus they would pay some attention to them. These booklets would be first explained by counselors in clinics and also by trained field workers who would provide support and additional information as the need arose.

A booklet on male responsibility would be the first real attempt to get men interested in family planning and to inform them about their roles and responsibilities. The popular belief is that the lack of men's active involvement in family planning hampers the effectiveness of any program since many women do not get the support they need from their partners to use a family planning method consistently. In many cases, there is no encouragement to seek family planning services and in some cases women are even threatened if they use contraceptives.

Should men be educated to accept their role and responsibilities in family planning, many may be more cooperative and willing to support their partner's effort to seek family planning services, and to become acceptors of modern contraceptive methods.

The booklets would be distributed through several sources; in clinics, with the expectation that women would take them home and talk to their partners about them; through youth meetings and other meetings with workers, such as agricultural cooperatives and rural development workers; to government workers and community leaders, such as the police, the army, teachers and decision makers. The latter effort would be a joint activity with the Ministry of Health which has recognized the influence that these people have on the broader society. The need for a booklet on male responsibilities has been identified. The issue was raised by virtually all agencies that are providing family planning services in Sierra Leone.

These booklets highlighting male responsibilities could be a useful medium for reaching a significant percentage of the Sierra Leone male population, if properly designed, pre-tested and developed and with careful distribution and appropriate follow-up visits by field workers.

3. Workshop and AV Equipment

The need clearly exists for a workshop on the proper use and care of AV equipment. The few pieces of AV equipment that existed at PPASL did show signs of needing repair and consistent maintenance. However, to conduct a workshop without the existence of adequate equipment seems useless. It would therefore seem more prudent to conduct the workshop in the use and maintenance of AV equipment after PPASL and other agencies acquire some additional AV equipment, such as films, slide projectors and tape recorders. It should be noted that the PPASL, as well as other agencies such as SLHEA and CFWECS, expressed a need for AV equipment and for portable electric generators. However, it seems that these requests would be best undertaken by a project such as the one proposed for the World Bank, to be instituted in 1986, since this would provide funds for much broader IEC activities. Nevertheless, should a pilot project be implemented to develop a slide/tape presentation for three or four clinics, a certain number of slide projectors will have to be acquired for this purpose.

4. Films

To acquire additional family planning films to further strengthen its IEC activities. PPASL subsequently requested films from JHU/PCS which were shipped to the USAID office in Freetown with a request that they be forwarded to PPASL.

PPASL Proposal

After carefully reviewing PPASL's overall IEC objectives and the needs as they existed, it became evident that a proposal developed by PPASL would be the most appropriate means of soliciting assistance from JHU/PCS or from any other agency. PPASL was considering completing a proposal for submission to JHU/PCS.

Conclusions and Recommendation

The development of IEC programs in Sierra Leone is hampered by frequent power failure, the present low level of technological development in terms of the mass media (radio, TV and the newspaper), insufficient audio-visual equipment and lack of trained AV personnel. PPASL is further handicapped by a significant cut-back in funds, by approximately \$18,000 from the IPPF. This reduction in resources has had its greatest impact on PPASL's proposed IEC activities.

It is recommended that JHU/PCS consider providing funding and technical assistance to PPASL since it is an established organization that is well recognized as the pioneer for family planning in Sierra Leone and it has family planning programs in 41 clinics throughout the country. PPASL has received some government support and has established credibility among other family planning providers.

JHU/PCS should provide funds:

- a) to reprint the series of three booklets on family planning methods; and
- b) to develop a booklet on male responsibility.

Salatun?

The slide/tapes development, the workshop and the AV equipment requests seem to best fit within a program with a broad IEC component such as the World Bank project since other equipment such as power generators and mobile units would be needed in order to develop a substantive IEC strategy. Furthermore, the expressed need to evaluate all the activities of PPASL seems to be more an appropriate activity for other agencies, such as IPPF, which is a major contributor to PPASL's program. The results of such an evaluation, however, could be of importance to JHU/PCS.

Sierra Leone Home Economics Association (SLHEA)

The JHU/PCS representative met with Mrs. Pamela Greene, Director of the SLHEA and PIACT's representative in Sierra Leone.

The SLHEA in association with PPASL recently developed a series of booklets on family planning methods, namely "The Pill," "The Condom" and "The IUD." The response by clients has been positive as reported by both organizations; although the booklets have been evaluated and the data collected, the results were not yet available. The findings were requested and will be forwarded to JHU/PCS.

SLHEA was also developing a flipchart, a booklet and a wall chart on immunization for six childhood diseases. In addition, SLHEA maintained a resource center at its headquarters where printed materials on family planning, MCH and immunization were available to visitors. These materials were also shared with other agencies since strong cooperation exists between SLHEA and these agencies.

Mrs. Greene emphasized the need for material highlighting the benefits of family planning for use by several agencies, and she encouraged JHU/PCS assistance to PPASL in developing such materials. She further expressed interest in the videotape on population awareness that was being produced in Liberia, and suggested that JHU/PCS show the videotape in Freetown so as to get the reaction of the people working in family planning/population. She volunteered to organize a group of people to see it whenever the time was appropriate.

Ministry of Health (MOH)

The JHU/PCS representative met with three officers of the Ministry of Health on different occasions. At the brief meeting with Dr. Belmont Williams, the Chief Medical Officer, the discussion focused mainly on some of the activities of JHU/PCS. The other two meetings occurred in the departments of Maternal/Child Health and Health Education.

Maternal/Child Health (MCH). At this meeting with Dr. Gba Kamara, Director of the MCH program, which is funded by USAID as part of a three-year comprehensive Family Health Initiatives (FHI) project, Dr. Kamara explained that the program is designed to provide modern contraceptive methods and training for field workers. The program is progressing steadily, although it is behind in its schedule. The PPASL is actively involved with the MCH program in the training of field workers and in supplying contraceptives such as the pill and the condom.

Health Education. In this department, Mr. Macaulay, Senior Health Education Officer, said that a curriculum had been developed to train public health workers such as the police, the army, teachers, nurses, community leaders and decision makers. One of the goals of this curriculum is to expose these groups to modern family planning methods, since they wield great influence in the society.

A variety of methods was used to implement this curriculum, including radio, posters, group discussions, lectures and films. The radio programs were also broadcast during school vacations, since it was felt that reaching the older students was also essential. Public Health Nurses and trainees in the School of Hygiene were also given special lectures.

Among the topics covered by the programs were: family health, body changes, teenage pregnancy and the dangers of early childbearing. One of the intentions of the programs is to encourage open discussion between parents and children about family planning.

Another aspect of the Health Education program is the training of Traditional Birth Attendants (TBAs). These women previously supported adolescent pregnancy because it could serve as a girl's dowry when getting married, as well as the continuation of the traditional belief of having as many children as possible during the childbearing years. The TBAs are well respected and highly influential

in their communities, and if they were educated in modern family planning methods, these women could possibly be very effective in promoting modern family planning methods.

National Population Commission (NPC)

At this meeting with Mr. Gerold John, Coordinator of the National Population Commission, discussions centered on the activities of the NPC and its objectives. These objectives are:

- (a) to develop the institutional capacity of the Ministry of Health and the National Population Commission for planning, coordination and monitoring of health and population; and
- (b) to strengthen population and health services delivery, including improvement in essential drug supply and the related logistic support system.

The NPC is developing a position paper to submit to the Government in the next few months. Eventually, this paper is expected to evolve into the government's policy on population. One of the task forces, directed by Mr. Olutu-Leigh, Project Director of PPASL, is studying the IEC activities of all agencies providing family planning/population services in order to make recommendations to the NPC on how best to utilize available resources. A symposium is planned for about June of this year to present their findings to the policy makers.

During the meeting, Mr. John expressed concern over the emphasis that had been placed on the delivery of family planning services, while there was little attention to IEC activities, such as education, client counselling and the promotion of the benefits of family planning. As a result of this imbalance, he felt that the effectiveness of some programs was questionable.

Mr. John stressed the need for broad IEC activities to promote family planning/population awareness and to counter some of the traditional beliefs that must be addressed, such as the need for large families to provide security for old age. Two of the NPC/IEC activities were "Population Week," which is held twice yearly to inform the public on population issues, and the publication of a newsletter.

United Nations Children's Fund (UNICEF)

UNICEF's functions were primarily focused on: immunization against childhood diseases, cooperation with the Ministry of Health to procure prescribed drugs, and cooperation with World Health Organization (WHO) to assess the country's water quality. At a meeting with Mr. Darrio Loda, Resident Program Officer for UNICEF, and Mrs. Eva Richards, the Deputy Program Officer, Mr. Loda expressed his opinion that enough was being done in family planning by other agencies, and that more emphasis was needed in MCH, immunization, PHC and training for TBA in order to create a balance in health services.

On the other hand, Mrs. Richards pointed out that a great need for family planning/population awareness existed, but that the issue had to be treated carefully since there are some sectors of the population that were not yet fully convinced of the need for population awareness. She felt that some churches and some politicians were still opposed to the idea of limiting family size. One approach, she suggested, would be to emphasize the benefits of family planning.

United Nations Fund for Population Activities (UNFPA)

At the meeting with Mrs. Talabi Aisie Lucan, Project Specialist with the UNFPA, the current activities of the Agency were discussed. Mrs. Lucan had worked for several years with the Ministry of Education in Family Life Education (FLE) prior to joining UNFPA, where she recently developed a curriculum for grades 8-10 in FLE.

Working jointly with the Institute of Education, UNFPA produced a textbook for use in FLE/population awareness. The texts are being printed by UNESCO, and about 50,000 copies will be available for free distribution in the public schools. After three years the project will be evaluated before extending it through to the 12th grade.

UNFPA is also working with the teachers' colleges in Sierra Leone to develop a curriculum for teachers in FLE with an emphasis on population education.

United States Agency for International Development (USAID)

Among the topics which were discussed at the various meetings with Mr. Bill Lefes, AID Affairs Officer, were: USAID FHI programs in Sierra Leone and the need for more IEC activities for family planning and population awareness. Mr. Lefes was supportive of the JHU/PCS visit to Sierra Leone and spoke positively of the PPASL and their activities.

During the discussions, the lack of a functioning mass media in Sierra Leone was mentioned, especially the way in which it limited IEC efforts. Nevertheless, Mr. Lefes was very receptive to the suggestion that policy makers and providers of family planning services in Sierra Leone could initially view the Liberian videotape on population awareness. This idea will be pursued after the videotape is completed.

World Bank

The JHU/PCS representative met with Dr. Richard B. Reynolds of the World Bank, who was in Sierra Leone to prepare a proposal for the Ministry of Health to be submitted when the appraisal team visits Sierra Leone in April/May of this year. The IEC component of the proposal was developed in February by Dr. Sung Hee Yun, who left Sierra Leone before the JHU/PCS representative arrived. No copies of the IEC component were available in Freetown. The project will focus on population and health support services. If the planning schedule is maintained, it is expected that the proposal would be submitted to the World Bank Board in November 1985, with approval expected by January 1986.

Amulema Literary League of Sierra Leone (ALLSL)

The JHU/PCS representative and Mrs. Pamela Greene, Director of Sierra Leone Home Economics Association (SLHEA), met with Mr. John Amana, President of the ALLSL. Mr. Amana showed samples of booklets developed by the Adult Education Department of the Ministry of Education for its literary program. The booklets were the type that his organization, ALLSL, wanted to develop, as was stated in the proposal submitted to JHU/PCS in October 1984.

The proposed booklets would emphasize various topics, such as women's issues and family planning, while enhancing literacy in two local languages, Temne and Mende. Mr. Amana felt that booklets, such as those proposed by ALLSL, were necessary since most family planning services were in Freetown, but approximately 85% of the rural people receive little, and in many cases, no attention.

Mr. Amana presented the JHU/PCS representative with a copy of ALLSL constitution and further requested that JHU/PCS should again review and favorably consider their proposal.

The Amulema Literacy League of Sierra Leone was established as a voluntary adult education organization in January 1984.

The League has a membership of 90 educators from all over the country. Presently, the affairs of the League are managed by an interim committee comprising of chairman based in Freetown, a Secretary General and a Treasurer based in Bo, and two Regional Representatives in Kenema and Makeni, respectively.

Centre for Family Welfare, Education, Counselling and Services (CFWECS)

The CFWECS, which is funded by Family Planning International Assistance provides education, counseling and family planning services, including the condom, foam and the pill. They refer clients who prefer IUD's and Natural Family Planning to the PPAASL and the FLC, respectively. CFWECS has 32 field workers and provides services throughout the entire country. However, due to problems with transportation, many of its activities are centered in and around the greater Freetown area. Ten schools and six youth groups have been targeted, and counselors visit them frequently and give talks on a wide range of topics such as family planning, population issues, responsible parenthood and adolescent pregnancy.

Mrs. Admire Davis, Acting Director in the absence of Mrs. Josephine Aaron-Cole, explained that the Centre has a telephone call-in service that answers callers' questions, provides advice, and makes appointments for potential contraceptive users. Approximately 8-10 calls are received daily.

Ministry of Information (MOI)

Mrs. Bernadette Cole of the Ministry of Information, working jointly with Mr. Olotu-Leigh of PPASL, conducted a survey for the National Population Commission's task force on IEC activities in governmental and non-governmental organizations (NGOs).

During the discussion on IEC activities, Mrs. Cole emphasized that until there were significant improvements in radio and TV in Sierra Leone, any future plans for IEC would have to utilize face-to-face seminars, booklets, flip charts and small media, such as portable video, slides, etc. She further identified two areas of weakness in national family planning efforts: the lack of appropriate material on the benefits of family planning and on male responsibility in family planning.

Family Life Centre (FLC)

The JHU/PCS representative met with Sister Luis Marie O'Connor, Coordinator of the Family Life Education program in the Sierra Leone Public School System and in pilot areas of The Gambia. The program is comprehensive and includes forms 1 to 5 in the secondary schools. There is also a teacher education program to ensure proper implementation in the classroom. Both programs were initiated in pilot schools and were evaluated before they were fully instituted.

The Family Life Centre promotes Natural Family Planning (NFP) and teachers and public health nurses are trained in the use of the ovulation method. The Centre has produced a series of booklets on the ovulation method, a teachers' guide and a training manual and has evaluated these materials at regular intervals.

Recommendations

In view of the fact that IEC activities in Sierra Leone are funded by a number of donors and that major World Bank funding for family planning IEC activities is expected to begin in 1986, it is recommended that JHU/PCS support some materials production by PPASL so that it can increase its level of effort over the next year and be well-positioned to utilize the World Bank funds effectively.

Specific recommendations are:

1. JHU/PCS should consider providing some assistance to PPASL for the reprinting and revision of the booklets which were already developed by PPASL and SLHEA. However, this should only be considered after the results of the evaluation are received, and on condition that these results are favorable.
2. JHU/PCS should provide support to PPASL to develop a booklet on male responsibility in family planning.
3. JHU/PCS should not at this time provide funds for slide/tape development, a workshop and AV equipment since they are being considered within the proposed World Bank Project.
4. JHU/PCS should not provide assistance to the Amulema Literacy League. The Amulema Literacy League was inactive at the time of this visit and did not demonstrate that it was capable of implementing a project of the magnitude that it proposed.
5. JHU/PCS should send a copy of the Liberia videotape on population awareness to Sierra Leone in order to solicit the response of policy makers and providers of family planning services.

List of Contacts

Amulema Literacy League of Sierra Leone
c/o Ministry of Agriculture and Natural Resources
Youyi Building
Freetown, Sierra Leone

Mr. John Amara, President

Association for the Management of Infertility
81 Pademba Road
Freetown, Sierra Leone
Tel: 26007, hospital: 51197, (home: 31780)

Dr. Dinah Jarrett

Centre for Family Welfare, Education, Counselling and Services
12 Liverpool Street
Freetown, Sierra Leone

Mrs. Admire Davis, Acting Director

Family Life Education Centre
P.O. Box 129
29 Howe Street
Freetown, Sierra Leone
Tel: 23193, 23735

Sister Louis Marie O'Connor

Population Commission
Ministry of Development
Youyi Building, 7th Floor
Freetown, Sierra Leone

Mr. Gerold John, Sect. to the Population Commission

Ministry of Information
Wallace Johnson Street
Freetown, Sierra Leone
Tel: 23669 (home: 40705)

Ms. Bernadette Cole

List of Contacts

Page 2

**Ministry of Health
Youyi Building, 6th Floor
Freetown, Sierra Leone
Tel: 41500**

**Dr. Belmont Williams, CMO
Dr. Moira Brown, Deputy CMO**

**Ministry of Health
MCH & Health Education
3 Wilberforce Street
Freetown, Sierra Leone**

**Dr. Gba Kamara, Director of MCH
Mr. T.E.A. Macaulay, Senior Health Education Officer**

**Planned Parenthood Association of Sierra Leone
19 Pultney Street
Freetown, Sierra Leone
Tel: 24488**

**Mr. Edmund Cole, Executive Secretary
Mr. Sylvanus Olotu-Leigh, Program Director
Mr. Mohammed Lamin, IEC Coordinator**

**Sierra Leone Home Economics Association
19 Saunders Street
Freetown, Sierra Leone
Tel: 26811 (home: 31208)**

Ms. Pamela Greene, Director

**United States Agency for International Development
c/o The American Embassy
Walpole and Siaka Stevens Streets
Freetown, Sierra Leone
Tel: 26481**

Mr. Bill Lefes, AID Affairs Officer

**United Nations Fund for Population Activities
Wilberforce Street
P.O. Box 1011 (UNDP)
Freetown, Sierra Leone**

Mrs. T. Aisie Lucan, Program Specialist

List of Contacts
Page 3

United Nations Children's Fund
Youyi Building, 7th Floor
Freetown, Sierra Leone
Tel: 26825

Mr. Darrio Loda, Resident Program Officer
Mrs. Eva Richards, Deputy Program Officer