

PD-AAU-696

40831

SENEGAL: URTNA PROJECT AND  
SENEGAL FAMILY PLANNING ACTIVITIES

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Dates of In-Country Work: November 9-16, 1985

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## EXECUTIVE SUMMARY

Margaret Burns Parlato, Regional Program Coordinator for the Population Communication Services project (PCS) of the Johns Hopkins University (JHU), visited Senegal during the period November 9-16, 1985 to provide assistance to the Union of National Radio and Television Organizations of Africa (URTNA) and to assess the technical assistance needs for the Agency for International Development's (AID) new Family Health Project. The following were major outcomes of the mission:

1. The first issue of the URTNA Family Health Broadcast Bulletin was finalized and prepared for printing. In completing this issue, a number of issues regarding editorial policy and format were clarified.
2. Policies and procedures regarding the following Programme Exchange Centre activities were reviewed with the URTNA Secretary General: dissemination of family planning broadcast tapes; interviews with African family planning experts and production of demonstration radio tapes.
3. The mini-grant implementation plan developed by the URTNA Programme Exchange Centre (PEC) during Mrs. Parlato's October visit to Nairobi was reviewed and finalized. The funding request from the Ghana Broadcasting Organization (GBC), the first mini-grant application to be received, was discussed. The proposal is to develop a series of radio programs and spots dealing with the problems of adolescent pregnancies. The GBC has requested funding of \$3,330 to conduct focus group discussions and hire actors for the mini-dramas.
4. Meetings were held with AID, the staff of the Family Health Project, and the International Science and Technology Institute, Inc. (ISTI) technical assistance team to assess immediate IEC technical assistance needs for the project. Plans were made for JHU/PCS to conduct a small workshop to develop an information, education, and communication (IEC) plan. Key personnel from the ministries of Social Development and Health will be invited as well as representatives from

*Sarah Seims*

the broadcast organization and other government and private agencies that will have a role in implementing the communication component of the project. Participation of these groups in formulating an IEC plan is considered essential to its success. This activity is tentatively scheduled for March/April 1986.

5. The booklets on family planning methods being developed with technical assistance from the JHU/PCS project are not yet finalized. Follow-up technical assistance from Scott Wittet of PIACT will, therefore, not be scheduled until spring of 1986.

*what's the big deal here?*

Recommendations: The URTNA project is now at a critical stage when the fruits of the two workshops for broadcasters are beginning to be seen. It is important, therefore, to provide adequate technical assistance to URTNA to follow up on requests from member organizations to develop experimental radio and television programs. It is also recommended that JHU/PCS take an active role in helping URTNA recruit a radio expert who can work directly with member broadcast organizations in improving the media's treatment of family planning and demographic issues.

*has URTNA decided to hire someone? Who will pay?*

## LIST OF ABBREVIATIONS

AID	--	Agency for International Development
GBC	--	Ghana Broadcasting Corporation
IEC	--	Information, Education, Communication
IPPF	--	International Planned Parenthood Federation
ISTI	--	International Science and Technology Institute, Inc.
JHU	--	The Johns Hopkins University
KAP	--	Knowledge, Attitude, Practice
ORTS	--	Office de Radiodiffusion Télévision du Sénégal (Senegal Broadcast Organization)
PIACT	--	Program for the Introduction and Adaptation of Contraceptive Technology
PCS	--	Population Communication Services Project
PEC	--	The URTNA Programme Exchange Centre
UNESCO	--	The United Nations Educational, Scientific, and Cultural Organization
URTNA	--	Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)

Margaret Burns Parlato, Regional Program Coordinator for the Population Communication Services project of the Johns Hopkins University, visited Senegal during the period of November 9-16, 1985. The purpose of the visit was to:

#### URTNA

- Finalize the first issue of the Radio Broadcast Bulletin.
- Review policies and planned activities for the URTNA Programme Exchange Centre (URTNA/PEC).
- Work with the new accountant on completing financial reports and project records.

#### AID Family Health Project

- Review the status of print materials being developed with technical assistance from JHU/PCS.
- Assess technical assistance needs and develop a schedule for visits.
- Discuss plans for initiating a radio/television series.

#### Study Tour to TELEVISA, Mexico

- Discuss visit with representatives of the Senegal Broadcast Organization (ORTS) and the Ministry of Social Development.

### I. URTNA Family Health Broadcast Project

Several meetings were held with the Secretary General of URTNA to discuss the policy guidelines, detailed work plans, and draft materials for member broadcast organizations prepared during Mrs. Parlato's October 8-18, 1985 technical assistance mission to URTNA's Programme Exchange Centre (URTNA/PEC) in Nairobi. The following summarizes the key points of discussion:

- A. PEC has begun to produce radio demonstration tapes for distribution to URTNA's 42 member countries. Initial work on the demonstration

programs showed that PEC is not adequately staffed to handle radio production. Mr. Itoua, the Secretary General, fully endorsed the decision to hire short-term radio sound engineers, interviewers, etc. from the Voice of Kenya and other Nairobi institutions to produce demonstration tapes.

B. The plans and guidelines developed for obtaining broadcast material from member organizations were reviewed. The draft circular letter informing members about the new tape collection and requesting contributions was modified to make the request much more specific in terms of the content area desired and the quality and format of programs. Members will be asked to send examples of only their very best programs and to select programs that use innovative formats. These more precise guidelines should save PEC from receiving hours and hours of low-quality broadcast material that would have to be screened, catalogued and stored.

C. The guidelines for handling the mini-grants to member broadcast organizations were carefully reviewed as were the draft letters prepared by PEC announcing the grant program. The Secretary General, as the official URTNA representative, will receive grant applications and will reach a decision on funding the request in consultation with JHU/PCS. Responsibility for obtaining AID approval will rest with JHU/PCS. However, once the award is made, PEC will take full responsibility for follow-up and financial management. Although, certain logistical problems are posed by splitting up tasks between Dakar and Nairobi, the Nairobi office is much better staffed to administer the projects. Much of the work will be handled by the PEC Director, who does not have the heavy travel schedule of the Secretary General, and by the PEC Project Officer whose salary is fully funded by the JHU/PCS project.

*for how long?*  
←

D. During the January 1986 URTNA General Assembly, the Secretary General will request approval to include certain non-members in the Family Health Broadcast project: Rwanda, Burundi, Lesotho, and Swaziland. No objection is anticipated. These countries would then receive demonstration tapes, exchange programs, etc. and be eligible for mini-grants.

- E. The plans for conducting a series of interviews with African family planning experts were reviewed as were the briefing packages for radio journalists. A number of revisions were made, including the proposed payment scale. It was agreed that journalists would have to be contacted in person about the assignment by someone familiar with the URTNA project and its goals.

During the Senegal visit, daily working sessions were held with the Editor of the URTNA Family Health Broadcast Bulletin to review the latest draft; prepare new articles; and to discuss editorial policy, sources of information and translation/production issues. Two meetings were also held with the Secretary General and Editor to talk about the Bulletin.

### Bulletin

The new editor who took over in March 1985 has made satisfactory progress. It is clear that an effort has been made to collect documents and establish regular information sources on which to base the Bulletin. The editor is well informed about the different subject areas covered by the Bulletin and has initiated contacts with many of the family planning health and demographic research groups in Senegal. Also, the draft articles presented for review were much more on target than in the earlier versions. The best articles were selected for publication, edited, and prepared for printing. A first issue is expected before the end of the year. A number of problems, however, remain which need to be addressed:

#### 1. Equipment and Supplies

The editor presently shares an office with the Arab-language typist and has no shelves or files in which to store and organize publications and documents. This is a serious handicap and makes systematic organization and retrieval of material impossible. Funds allocated for construction of shelving have not been utilized. This issue was addressed in July, but unfortunately, due to the heavy travel schedule of the Secretary General, the problem had not been resolved. Mr. Itoua agreed to order the work done.

## 2. Subscriptions

The bulk of articles and publications used to write the Bulletin are still coming from JHU/PCS. The problem is partially due to the vagaries of the international mails. Subscription lists were reviewed and a plan was prepared for obtaining materials on a regular basis.

## 3. Editorial Policy

The "Bulletin Guidelines" prepared for the editor by Mrs. Parlato have proven useful in giving the Bulletin the right mix of subject areas, information sources, and formats. A great deal of attention, however, needs to be devoted to the editorial "tone" of the articles to ensure that the information presented is not considered "avant-garde" or controversial by the majority of broadcast organizations receiving the Bulletin.

The content and tone are of equal concern to JHU and to URTNA. In order to ensure the full support of its member organizations, URTNA will present the Bulletin during its annual general assembly meeting in January 1986 with an indication of the goals and general orientation of the publication. A committee will be formed to review the Bulletin and provide suggestions each year during the general assembly. A working editorial committee will be formed in Dakar to guide the publication on a more regular basis. Although such a committee was envisioned when the project started, to date only a medical technical reviewer has been selected. In a Bulletin covering a range of health topics and offering practical and specific advice to the public, it is of utmost importance for the texts to be thoroughly reviewed by medical experts. The importance of this was strongly emphasized in discussions with the URTNA Secretary General and Bulletin Editor.

## 4. Broadcast Readiness

The first edition, to be published before the end of the year, should be considered a start, not an ideal and perfect product.

Although further improvements are desirable to make the texts more broadcast ready, it is of critical psychological importance to print a first edition soon. Further guidance from JHU/PCS and feedback from the broadcasters should, over the next year, help improve the content, style, and presentation of the Bulletin.

#### 5. Coverage of Project Activities

The Editor has been working very much in isolation and has, consequently, not been sufficiently informed about other URTNA/JHU Family Health Broadcast activities (mini-projects, program exchange activities, etc.) to provide adequate coverage in the Bulletin. This issue was discussed with the Secretary General and specific recommendations were developed to ensure better information flow about the project.

During the Dakar visit Mrs. Parlato helped prepare a special page with news items about family planning radio specifically targeted to the broadcasters. Feedback from a review of two earlier draft Bulletins by broadcasters attending the two workshops indicated a great deal of interest in obtaining news about radio activities' successes and failures in other countries. It is important, therefore, for this "Broadcaster's Page" to be lively and interesting.

#### 6. Mailing List

URTNA has sent out a letter to all member organizations requesting the names and titles of all radio producers interested in receiving the Bulletin. URTNA staff have been very pleased by the very positive and prompt response they have received, even from countries not considered particularly favorable to family planning. Clearly there is a strong demand for the Bulletin.

#### 7. Translation and Printing

It was agreed to issue the French-version first. Obtaining polished and ready-to-read on-the-air translations into English

takes time. A plan was developed to ensure better-quality English translations than the drafts produced to date. The possibility of hiring a native-English speaker to review the texts was explored. Contact was made with two translators who can take on the work. The Editor will follow-up on this.

URTNA is exploring the idea of having the English language Bulletin printed in Nairobi under the supervision of the PEC Director. This is being considered because typesetting of English texts in Dakar is expensive and prone to mistakes. Printing costs in Nairobi are also cheaper.

In addition to broadcasters, it was agreed to send the first issue of the Bulletin to all the affiliates of the International Planned Parenthood Federation (IPPF) in Africa. In a cover letter they will be briefed about the URTNA Family Health Project and asked to contribute ideas and radio scripts for the Bulletin as well as help identify outstanding radio and television programs for distribution through the PEC. Mrs. Parlato provided a partial mailing list.

#### Other URTNA Activities

A number of other activities and issues were discussed:

- The URTNA proceedings of the Nairobi conference are expected back from the printer by the end of November.
- The draft proceedings of the Dakar workshop prepared in July were reviewed and comments provided. The revised draft will be sent to JHU/PCS for final review before the end of November.
- Recruitment for a radio expert to provide technical assistance to members and take charge of the mini-projects is still underway. In January, the Secretary General will be meeting with two key candidates.

- The new accountant was briefed on JHU regulations and provisions relating to the URTNA project. The last two quarterly financial reports were reviewed and adjusted.
- A revised budget to support the project through January 1987 was discussed and approved. A subagreement modification is being prepared to extend the project, since present funds will be expended by the end of January 1986.

## II. Senegal Family Health Project

The AID-funded project being administered by the Ministry of Social Development, began its second phase in October 1985 following a short gap in funding when the initial project ended. The new project has a budget of \$20,000,000 for the seven-year period 1985-1992. Major components are: training, contraceptives, and materials, and outreach including IEC and Women and Development projects. A sizeable effort is also being directed to developing activities in the private sector. The IEC budget is \$400,000. Other funds could be available from the training and the materials budget to support communication. A technical assistance team is being fielded by the International Science and Technology Institute (ISTI). The chief of party, Mr. George Stathes, had been in country only two weeks at the time of Mrs. Parlato's visit. Other team members include Mr. Alpha Dieng, former cabinet chief of the Ministry, responsible for the private sector and Ms. Priscilla Randall, who will serve as liaison between AID and the project. There will also be a nurse-midwife from the American College of Nurse-Midwives (Ms. Laura Ericson). The IEC position originally planned was dropped at some stage of the project negotiation.

Mrs. Parlato met with Dr. Sara Seims, Mr. George Stathes, Ms. Priscilla Randall, and Mr. Alpha Dieng to discuss the project, IEC needs, and areas where JHU/PCS could provide assistance. The ideas and recommendations from this meeting were then discussed with Mr. Ousman Samb, Director of the Project.

## Needs Assessment and Project Development

Mr. Samb, Director of the Family Health Project, is in favor of conducting an IEC Needs Assessment and developing an overall IEC strategy and work plan for the project. To date the IEC unit has concentrated its efforts on training and on producing print materials and promotional items such as key chains and T-shirts.

During the second phase of the project, there is a clear need to establish goals, and develop a communication strategy that includes use of the mass media and prioritizes IEC activities for maximum impact. The existence of an IEC budget line-item in the new project will facilitate this type of planning. In the first phase of the project it was not clear what amount was available for communication activities.

The Project Director, ISTI team, and AID are in agreement that JHU/PCS should conduct the Needs Assessment and develop a draft IEC Plan in collaboration with the project IEC staff. JHU/PCS will then help organize and conduct a two to three day workshop to present the plan to key project personnel and officials in the Ministry of Social Development, the Ministry of Health, the Senegal Radio and Television Broadcast Organization (ORTS), and other agencies involved in the implementation of the family planning project. Their participation in finalizing the IEC plan is considered essential. Broad political support is particularly important, for while the project is under the direction of the Ministry of Social Development, family planning services and IEC at the clinic level are under the jurisdiction of the Ministry of Health. ORTS collaboration is key to obtaining full use of radio and television in support of family planning.

AID and the Family Health Project Director suggested that Mr. Scott Wittet from PIACT, who has provided technical assistance to the project in the past, be asked to conduct the Needs Assessment with Mrs. Parlato. March/April is the proposed date: two weeks for the basic assessment and two weeks to develop an IEC plan and conduct a workshop.

Specific areas that will be addressed in the Needs Assessment are the following:

- identify production facilities for audio-visual materials, films, video, and radio/television;
- assess the data base available for developing an IEC plan: audience data, and knowledge, attitude, practice (KAP) studies and other information on the target population;
- assess IEC training needs of each category of health service and extension personnel working in the project areas;
- identify training needs of the IEC staff and develop a plan for meeting them; and
- identify media experts in country to work with the IEC project staff.

#### Radio in Support of Family Planning

Discussions were held with Mr. Ousman Samb about the role of radio and ORTS in the project. He is fully supportive of using project funds to initiate a new radio program dealing with family planning. In this context we discussed the importance of the planned study tour to TELEVISA in Mexico to familiarize producers from ORTS with the different formats used to promote family planning in Mexico and with the technical procedures for developing and producing radio dramas on a regular basis.

Mr. Samb was not in favor of initiating an URTNA mini-project with ORTS at this time. During the URTNA workshop for Broadcasters held in Dakar in February 1985, ORTS and the Ministry of Social Development representatives developed a draft plan to launch a radio campaign to introduce the concept of family planning and dispel rumors about what the government program is all about. Mr. Samb proposed that contacts first be established at the level of the Minister of Information and that approval be obtained for a regular time slot for a family planning radio program. He will initiate the Ministry of Social Development's request for a 30-minute slot

twice per month. Once this approval is granted, Mr. Samb would like to go ahead with developing a radio plan. Dr. Sara Seims and the ISTI team members present at the meeting agreed with this strategy.

### Family Planning Booklets

The booklets on family planning methods being developed with technical assistance from the JHU/PCS project have not been completed. Since Scott Wittet's last visit from June 10-20, 1985, the pill booklet was translated into Arabic and the art work on three other booklets was redone. Some pretesting remains to be done as well as translation of the texts into local languages. The IEC staff anticipates that the booklets will be ready for printing by March/April 1986. A follow-up visit by Scott Wittet will be planned to help develop a distribution plan and train staff in use of the new materials. Work on the print materials could be scheduled to coincide with the Needs Assessment/Project Planning Mission in March/April 1986 if the work is completed. Mr. Samb would like to involve the Literacy Centers in the distribution of the booklets and has obtained the support of the Director of the Literacy Program.

### III. Study Tour to TELEVISA

Dr. Sara Seims had recently invited Mr. Amadou N'Diaye, the Director of the Cabinet from the Ministry of Social Development to participate with ORTS representatives in the visit to TELEVISA, Mexico. Unfortunately, the meeting arranged to discuss the study tour with Mr. N'Diaye was cancelled at the last minute and it was not possible to schedule another one.

Mrs. Parlato was, however, able to talk to Mr. Marcel N'Dione, Director General of ORTS about the trip and the new dates that have been established (January 13-17, 1986).

Plans were made with Priscilla Randall for sending plane tickets and for handling per diem advances for the participants.

#### IV. UNESCO Meeting

Mrs. Parlato met with Dr. Angelika Selheim, UNESCO's IEC Advisor for the West Africa region. She has only recently replaced Mr. Martin. In Senegal, the UNFPA/UNESCO family planning activities are with the Ministry of Plan. Activities in the three-year, \$855,000 project include seminars and workshops to motivate regional health staff, rural development workers and members of the press (radio and news). There is also a research component. An addendum to the project was prepared in June 1985 after the Tripartite Review. Apparently the project plan allows a certain amount of leeway to introduce new activities as the need arises. Dr. Selheim was particularly interested in explaining the possibility of collaborating in the IEC training planned under the AID Family Health Project.

#### V. Recommendations and Follow-up

1. JHU/PCS needs to provide continued close monitoring and technical support to the URTNA project. A follow-up visit should be planned for February.
2. JHU/PCS should begin planning a Needs Assessment/IEC Strategy Development Mission to Senegal for late March/early April 1986.

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