

PD-AAU-714
48059

TRIP REPORT:
TECHNICAL ASSISTANCE MISSION TO
JAMAICA

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Dates of In-Country Work:

February 16-23, 1985

Population Communication Services

Population Information Program

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Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator Patrick L. Coleman visited Jamaica from February 16-23, 1985. The scope of work included: 1) conducting a partial needs assessment of the Jamaican family planning organizations; and 2) determining the needs for future technical assistance.

During this visit to Jamaica six organizations with family planning programs were visited: 1) The Ministry of Youth and Community Development; 2) Operation Friendship; 3) Ministry of Education; 4) Planning Institute of Jamaica; 5) Jamaican Family Planning Association; and 6) The National Family Planning Board.

The Ministry of Youth and Community Development has a Family Life/Family Planning Education Program. The staff needs further training in interpersonal communication skills and materials which can be used with young people.

Operation Friendship is a private organization which has a comprehensive education program for youth. This out-of-school program considers all phases of young people's difficulties in adapting to life such as:

- nurseries for children of unwed mothers;
- programs for unwed mothers to return to school to further their education;
- vocational training for young people;
- family life/family planning classes; and
- young people "rap" sessions.

The Operation Friendship staff needs IEC materials to work with young people and requested assistance in designing a library for one of its buildings.

The Ministry of Education is currently developing an in-school Family Life Education program. They have developed the curriculum and the didactic guides for grades 1-6. The Ministry is currently in the process of designing the curriculum for the secondary schools. The Ministry of Education needs assistance in developing didactic materials for teachers and IEC materials for students.

The Planning Institute of Jamaica (PIOJ) has a population unit devoted to the collection and dissemination of information relating to the Jamaican National Population Policy. The PIOJ requested assistance from JHU/PCS in conducting a feasibility study for determining whether Jamaica should be a center for POPLINE. They also requested IEC technical assistance in developing materials and a strategy for dissemination of the National Population Plan.

The Jamaican Family Planning Association (JFPA) has currently developed a radio drama called Naisberry Street. The drama is written by a well-known radio producer/writer. The program is in its initial stages. The JFPA has requested assistance from JHU/PCS in provision of additional materials which may be incorporated into the radio drama and technical assistance in developing a general motivation film/videotape.

The National Family Planning Board (NFPB) is in charge of coordinating all Jamaican Family Planning IEC activities. The Board has an active Male Responsibility program, young people's programs and a Social Marketing program. During the course of the visit the NFPB requested communication training for staff members and technical assistance in IEC. They also requested additional funding for programs with adolescents and males. The IEC Assistant requested specifications on portable video, audio and slide tape equipment.

The Agency for International Development (AID)/Kingston, Health, Population and Nutrition Officer is very interested in JHU/PCS providing technical assistance in family planning IEC. He suggested that the Mission might be willing to provide us with the funds necessary to carry out the technical assistance assignments.

It is recommended that JHU/PCS:

- 1) work with AID/Kingston, AID LA Bureau and AID Office of Population to increase the JHU/PCS project ceiling in order to develop projects and provide technical assistance in Jamaica;
- 2) develop a communication workshop for family planning field workers in Jamaica;
- 3) provide technical assistance in the areas of strategy development, research, and production to the Jamaican family planning organization;
- 4) develop at least one film/videotape made in Jamaica for use in the Caribbean;
- 5) provide technical assistance in the area of determining whether Jamaica should be a POPLINE center; and
- 6) provide Jamaican organizations with films, Population Reports, POPLINE Previews, the JHU/PCS Packet series and other media materials.

Introduction

The Johns Hopkins University/Population Communication Services Regional Program Coordinator, Patrick L. Coleman, visited Jamaica from February 16-23, 1985. The scope of work included: 1) conducting a partial needs assessment; and 2) developing a scope of work for future technical assistance needed by the Jamaican family planning organizations.

Ministry of Youth and Community Development

A meeting was held with Mrs. Doris Watts, Project Coordinator for the Ministry of Youth and Community Development's Family Life/Family Planning Education Program and Mrs. Winsome Wilkins, Secretary for the project. The Ministry of Youth and Community Development is carrying out a nonformal education program in Family Life/Family Planning Education. These activities are carried out in areas such as children's homes, Youth Camps and Centers, 4-H Clubs, Youth Clubs, Industrial Training Centers and Community Centers where dropouts and abandoned youth attend regular activities. The age group for this project is approximately from 10 to 25 years of age. The purpose of this project is to delay pregnancy for young people until they are able to care for their offspring. Staff members for these activities included three trained Registered Nurses/Counselors. They have each received extensive training from Development Associates and Jamaican organizations. The Nurse/Counselors are responsible for training local staff members in the aforementioned organizations. They train local staff members in 10-day comprehensive sessions. After the initial training, the Nurse/Counselors visit each center approximately once per month. If no staff members have been trained at a location, then the Nurse/Counselors visit twice a month. Materials for this program are provided by the National Family Planning Board and the Bureau of Health Education. While the Ministry of Youth and Community Development has focused exclusively on giving young people information and contraceptives, they feel that there is a need to also include some kind of vocational training in these sessions to provide young people with some hope of occupational opportunities. Income generating projects, such as Cooperatives producing Bob Marley dolls would be very welcome by this institution.

Mrs. Watts and Mrs. Wilkins stated that they have a desperate need for more materials to use with young people and materials which can be used in furthering the capabilities of their staff members. The films that they use are from other regions of the world and they believe that more Caribbean-oriented and Jamaica-specific films and materials would be much more appropriate than those they are currently using. They also requested some prototype materials for young people, stressing that low literacy level materials would be preferred. An area in which materials are desperately needed is sexually transmitted diseases. Mrs. Watts also stated that she would like some materials that could be used by young multipliers who would then go out and disseminate further information to other young people in their communities. This would require both films and equipment which could be rotated from community to community as well as additional print materials which would need to be printed in mass quantities. The Ministry of Youth and Community Development requested four copies of Population Reports to be used by their staff members and four copies of the JHU/PCS Packet series. Another item which was requested was slide/tape equipment which could be used to document their own experiences and which could be used by other groups to start up similar activities.

When the possibility of a communication workshop for field workers was discussed with Mrs. Watts and Mrs. Wilkins, they were enthusiastic that this would be a very appropriate activity for their staff members. They would welcome the opportunity to participate in such an activity.

Mrs. Watts suggested that IEC materials need to be developed on the following themes: 1) male responsibility (women were much more receptive to the idea of family planning than young men); 2) young mothers/child health; 3) infant nutrition; 4) economics; 5) infrastructure support as relating to young people, (i.e., jobs, housing, health care, etc.); and 6) the dependency ratio in Jamaica and how this comes into play in a country where half the population is under the age of 15.

Mrs. Watts also said that she would like some assistance in determining how they could follow up on activities that they have already carried out.

Ministry of Education

A meeting was held with Dr. Thelma Stuart, Coordinator of the Ministry of Education's Family Life Education Project. Dr. Stuart explained that the Ministry, under an AID/Kingston grant, has developed a basic curriculum in family life education in the lower grades, first through sixth, and is in the process of developing a curriculum for secondary schools in Jamaica. The purpose of the Ministry's Family Life Education Program is to incorporate family life education into the existing curriculum in such a way that students will begin the socialization process in the lower grades and in the upper grades understand that parenting is a social responsibility and requires decision-making on their part. Dr. Stuart suggested that the Family Life Education Program of the Ministry is short of staff people. The technical staff such as artists writers and curriculum development specialists are not dedicated only to Family Life Education, but rather to all aspects of the Ministry of Education. However, she feels that the Ministry is making great progress and has taken steps to incorporate Family Life Education into regular school activities.

While Dr. Stuart said there is good acceptance for Family Life Education by teachers and supervisors, they do need additional IEC and didactic materials and they are searching for ways to evaluate their existing didactic materials. Dr. Stuart also suggested that writers with strong educational backgrounds also are needed to take the existing curriculum and develop didactic materials which can be used by the teachers. The Ministry has the following IEC needs: 1) didactic materials for teachers; 2) IEC materials for students; and 3) training in interpersonal communications (counseling) skills.

When asked about a potential workshop in Communication, Dr. Stuart felt that the Ministry could definitely benefit from a series of workshops concentrating on interpersonal communication skills and the development of simple audio-visual aids by the teachers. She also requested prototype materials from the JHU/PCS Media/Materials Collection, such as audio tapes on specific themes which could be used by individuals and small groups where a teacher would only monitor the activities of the group, but most of the activity and discussion would be carried out by the young people themselves. The Ministry also requested additional films from JHU/PCS. Dr. Stuart requested that JHU/PCS review the Family Life Education materials which had been developed and provide them with some feedback on the types of things they have been doing. JHU/PCS will add the Ministry to the Population Reports mailing list

and will send a few small publications that are available on Population and Family Life Education plus other materials which can be obtained from US educational institutions and school districts.

Operation Friendship

A meeting was held with Nurse Ruth Brown of Operation Friendship. Operation Friendship is a private organization which works in the poorest section of Kingston, West Kingston. Operation Friendship has two centers at the present time and a satellite clinic. One Center which grew out of a Baptist Church includes: a nursery for young unwed mothers and young mothers who work in the community; a school for young unwed mothers to continue their education; a room which is used by young people in the evenings for rap sessions; and a complete Maternal/Child Health Center for young mothers. The Center also has a health facility that services the poor people in the surrounding area. The other location that Operation Friendship currently runs is a Vocational Training Center for young people. One trade young people learn is wood working skills such as carpentry, cabinet making, furniture making, etc. A Mennonite volunteer teaches the classes in the wood skills area. There also is a printing center currently run by a Peace Corps Volunteer, where young women are trained in the different aspects of printing. Another skills area is a tool and dye center and textile working, in particular clothes making. There also is a small part of the Center which makes soap for export. The vocational and educational activities of Operation Friendship are very impressive. This is the most comprehensive program in Jamaica for young people in that it not only meets young people's educational, social and medical needs, but also provides occupational training. The graduation rate from the Vocational Center is very high, and Operation Friendship has been able to place almost all of its graduates in jobs once they have completed their year-long training courses.

Operation Friendship has need of additional IEC materials which could be used with their young people. They also requested that JHU/PCS develop a plan for a 20 feet by 20 feet library that they would like to set up. Their request does not include funding but only an outline of the types of materials, that is stands, shelving, etc., which would be needed as well as the basic blueprint for a library.

Planning Institute of Jamaica

A meeting was held with the Population Unit Head, Ms. Lorna Murray, and her assistant, Mr. Wilford Grant, of the Planning Institute of Jamaica (PIOJ). The Planning Institute has been charged with developing an IEC program to disseminate information about the official population policy and relevant statistics of population and demography. The Population Policy Coordinating Committee, which is made up of the Government Ministries and has a relation to population, has established an IEC Technical Coordinating Committee. This Technical Coordinating Committee will be responsible for not only Population Policy IEC, but also Family Planning IEC which is coordinated by the National Family Planning Board. The PIOJ's Population Unit is conducting research based upon the Population Policy of Jamaica. The objective of the PIOJ's IEC activities is to increase the receptiveness of people to the population policy goals. The target audience for this IEC program is the entire country.

The PIOJ's Population Unit has established two major priority needs: 1) in the area of population data, they would like to investigate the possibility of becoming a POPLINE Center; and 2) they requested technical assistance in the area of IEC.

For POPLINE the PIOJ would like a POPLINE Specialist to come and work with them by the end of March in order to establish whether it is feasible for Jamaica to become a center for POPLINE. It was explained to the PIOJ that POPLINE is only one part of the MEDLARS System and that it is not possible to become only a POPLINE user. They understood this but stated that they were uncertain as to the costs that were involved and the mechanisms for becoming a POPLINE Center. Since I am not a POPLINE specialist, I provided them with basic information only and told them further information would be sent. They requested to be put on the mailing list for POPLINE Previews. They stated that the University of the West Indies, the National Family Planning Board, the Ministry of Planning and the Statistics Department of the Government would all use POPLINE. They also requested that if they do become a POPLINE Center that someone assist them in developing a computerized library data retrieval system.

In IEC, the PIOJ needs technical assistance in many areas. The PIOJ is currently in the process of hiring an IEC Specialist. Once the Specialist is on board, they will request technical assistance in strategy development, media development, material development and in determining what other staff needs they will have.

JHU/PCS will send three copies of Population Reports to the PIOJ's Documentation Center.

A meeting was held with three IEC volunteers and one professional IEC Consultant working with the Jamaican Family Planning Association (JFPA). AID/Kingston has developed an Operations Program Grant with the JFPA in order to involve the private sector much more and to increase the JFPA's outreach programs. One of the main activities of this grant, in its initial stages, has been the development of a radio drama, Naisberry Street. The drama is written by Elaine Perkins, one of the best-known Jamaican radio producers/writers. A sample of the radio drama was played for me during a visit with the JFPA. The quality of the show is exceptional, and the focus on family planning and its conflict with some traditional Jamaican values is quite noteworthy. The technical quality and dramatization of the program are above reproach. I suggested a tag at the end of each episode connecting the show to the JFPA and offering listeners sources of additional information. I promised the JFPA that any other materials that we have at the JHU/PCS Media/Materials Collection will be sent to them, especially materials that might be relevant and could be included in their radio drama.

The JFPA also is interested in doing a general promotional film on family planning for young adults in the community. They requested technical assistance from JHU/PCS in working with them on this project.

The National Family Planning Board

The National Family Planning Board coordinates all national IEC activities. The IEC and Social Marketing programs are making prominent use of the media in the country. A recent survey has shown that there is a high level of awareness about family planning (98%) in the country. From this data the Board has assumed that they must now target specific segments of the population, such as men and adolescents. The Board is currently in the process of developing communication plans and presenting them to the World Bank as part of a loan that the Bank is developing with the Jamaican government.

The Director of the Board, Mrs. June Rattray, made several requests to JHU/PCS: 1) to send her IEC person to the US for short-term (3 to 6 months) training; 2) technical assistance in developing specific skill areas for her staff members, i.e., communication strategy development, print materials production; 3) additional films to be used in the Jamaican family planning program; 4) 20 additional copies of Population Reports to be distributed by the Board to other members of the family planning community in Jamaica; and 5) in-country training in communication.

A follow-up meeting was held with three Board staff members, Mrs. Barbara Powell, IEC Assistant, Judy Dowdy, Adolescent Coordinator, and Christopher Plummer, Male Responsibility Coordinator. Mrs. Powell is a recent graduate of the Mass Communications Department of the University of West Indies in Kingston. She has a strong radio and television background but feels that her lack of experience in print materials is an inhibiting factor. She would appreciate additional technical assistance in the area of print material development. Mrs. Powell is currently in charge of monitoring the media activities which the Board has subcontracted to the advertising agency, McCann Erickson. When questioned on the methodology McCann Erickson follows (i.e., baseline research, pretesting, monitoring and evaluation), Mrs. Powell stated that she believed that research activities had been carried out but had never seen a formal report confirming it.

Mrs. Dowdy had visited JHU/PCS during early 1984. She appreciated the support in the way of materials and films that had been sent to her with reference to adolescent programs. She would like to do a follow-up on interpersonal activities with young people and would like technical assistance in that area. She also would like to develop a pilot project.

Mr. Plummer also visited JHU/PCS in 1984. He also appreciated the materials that had been sent to him and wondered if JHU/PCS had any English language films on male responsibility, especially for young males. Mr. Plummer also requested that JHU/PCS copy a slide/tape show he was developing for young people. He stated that in Jamaica it costs him \$7 per slide to have them copied.

I suggested that if he sent his slide/tape show to JHU/PCS, we would make five copies of it for him as long as he would donate a copy to the Media/Materials Collection of JHU/PCS and allow us to send it to organizations in other countries (always giving the Board credit for the authorship and copyright of it). Mr. Plummer found this arrangement quite suitable.

The Board also requested specifications for equipment for that could be bought under their AID grant: 1) portable video; 2) audio, such as a reel to reel recorder, a turntable, receiver; and 3) slide/tape sync equipment.

USAID/Kingston

Several meetings were held with Mr. John Coury, USAID/Kingston Health, Population, Nutrition Officer. Mr. Coury was aware, from the beginning, of the budget limitations of JHU/PCS which restrict our involvement in Jamaica. Mr. Coury reiterated his appreciation for this visit by JHU/PCS and stated that he would be willing to discuss the possibility of a "buy-in" for \$100,000 in order for JHU/PCS to continue IEC activities in Jamaica. Following a debriefing with Mr. Coury and Mrs. Rattary of the Board, Mr. Coury stated he would wait until he received a copy of this report and then discuss this possibility with his superiors.

Mr. Coury believes that while Jamaica has been very creative in Family Planning IEC, involvement by JHU/PCS could improve their methodological approach and thus improve the impact of the Jamaican IEC activities.

Conclusions and Recommendations

While this visit could by no means be considered a definitive needs assessment in Jamaica, it did allow JHU/PCS to suggest several options for future activities both for the Jamaicans and for JHU/PCS. The AID/Kingston Health Population Nutrition Officer, John Coury, was most appreciative of this visit and felt that it had stimulated the Jamaican IEC specialists and possibly will have a long-term impact on the program. While funding is currently limited for JHU/PCS and thus future activities are contingent upon additional funding being found, Mr. Coury was optimistic that AID/Kingston may be able to "buy into" the JHU/PCS Cooperative Agreement and thereby allow us to continue our work in Jamaica. Since Jamaica is a leader in the Caribbean Region, programs and activities which are developed there may very well be used throughout the Caribbean.

It is recommended that JHU/PCS:

- 1) work with AID/Kingston, AID LA Bureau and AID office of Population in the procurement of additional funds, thereby raising the JHU/PCS project ceiling, for JHU/PCS IEC activities in Jamaica;
- 2) develop a series of communication workshops for field workers in two areas, interpersonal communication and the development of simple audio-visual aids;
- 3) provide technical assistance through on-the-job training in communication strategy development, research including baseline, pretesting, monitoring, and evaluation, and production of radio, television, film/video and print materials;
- 4) develop at least one local (Caribbean) film/videotape on male involvement/responsibility;
- 5) provide input on the feasibility of Jamaica becoming a POPLINE Center;
- 6) support the Jamaican family planning organizations with additional films, prototype materials, POPLINE Previews, Population Reports, PCS Packet Series; and
- 7) provide overall IEC monitoring.

It is estimated that over a one-year period, approximately \$100,000 will be needed to develop this series of activities.

APPENDIX A

List of Contacts

1. The Ministry of Youth and Community Development

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Mrs. Doris Watts

Project Coordinator

Mrs. Winsome Wilkins

Secretary

2. Operation Friendship

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Nurse Ruth Brown

Coordinator

3. Ministry of Education

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Dr. Thelma Stuart

Coordinator

4. Planning Institute of Jamaica

39-41 Barbados Avenue
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Ms. Lorna Murray

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Wilford Grant

Assistant

5. Jamaica Family Planning Association

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Gene Lowry-Chin

IEC Volunteer

Peter Meyers

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6. Jamaica Family Planning Board

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Mrs. June Rattray

Executive Director

Mrs. Barbara Powell

IEC Director

Judy Dowdy

Adolescent Coordinator

Christopher Plummer

Male Responsibility Coordinator

7. USAID

Kingston, Jamaica
West Indies

Mr. John Coury

Health, Population and
Nutrition Officer

Grace-Ann Gray

Population Assistant