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REPORT OF A SITE VISIT  
TO LIBERIA

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Dates of In-Country Work:  
February 17-21, 1984

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## Executive Summary

This is the report of a trip to Monrovia, Liberia by Steven C. Smith, JHU/PCS Regional Program Coordinator, from February 17-21, 1984. The main purpose of the trip was to meet with JHU/PCS in-country consultant, Dr. Nancy Pielemeier, review her accomplishments to date and finalize plans for completion of her two assignments from JHU/PCS. Dr. Pielemeier's primary assignment is to conduct a family planning IEC needs assessment and develop a national strategy/plan for an IEC project that is to be submitted to the World Bank for financing. Dr. Pielemeier has drafted a 50-page statistical profile of Liberia and taken steps to arrange interviews with all the major family planning IEC agencies in the country. Also a questionnaire was circulated to about 200 rural-based Peace Corps Volunteers. The information gathered will help in the formulation of the needs assessment. A workshop to review this information and formulate a national strategy/plan for an IEC project was held April 23-25, 1984. During May and June 1984, Dr. Pielemeier plans to complete the assignment, producing a family planning IEC needs assessment document and project proposal for the World Bank.

The consultant's second assignment is to help develop television programming on family planning, including especially a program that will carry the messages of the RAPID presentation on Liberia. It is recommended that JHU/PCS support this project, developing a simplified RAPID TV program with additional non-electronic parallel materials to broaden the reach of the project. The site visitor and consultant also met with the Ministry of Information and the Family Planning Association of Liberia (FPAL) and established a system whereby FPAL receives 16-mm films from JHU/PCS and then arranges for their broadcast on TV together with a brief advertisement for FPAL.

The consultant and site visitor met with the Liberia Rural Communications Network (LRCN) to review a request for assistance in family planning radio program development. It was decided that JHU/PCS should wait until after LRCN's administrative reorganization is complete, and after the national IEC strategy/plan is finished, to develop a radio project with the LRCN.

## List of Abbreviations

FP	- Family planning
FPAL	- Family Planning Association of Liberia
IEC	- Information, education and communication
JHU/PCS	- The Johns Hopkins University/Population Communication Services
LRCN	- Liberia Rural Communications Network
MCH	- Maternal and Child Health
MH&SW	- Ministry of Health and Social Welfare
MOI	- Ministry of Information
MPEA	- Ministry of Planning and Economic Affairs
PPC	- Project Preparation Committee
PPF	- Project Preparation Fund
RAPID	- Resources for Awareness of Population Impact on Development
UNDP	- United Nations Development Program
USAID	- United States Agency for International Development

## Introduction

This is a report of a brief site visit to Liberia by Steven C. Smith, Regional Program Coordinator. He was in Monrovia for a weekend and 1½ working days. During that time he reviewed several country project possibilities and the progress of Dr. Nancy Pielemeier. She has been engaged as a part-time consultant to JHU/PCS to work with the Ministry of Planning and Economic Affairs (MPEA) in developing a family health information, education and communication (IEC) needs assessment, and a national IEC strategy/plan, and to develop country projects and activities for JHU/PCS. This site visit was in follow-up to the initial JHU/PCS site visit of Steven C. Smith and John R. Boone in October 1983.

During this visit the site visitor held meetings with the Ministry of Information (MOI), the Family Planning Association of Liberia (FPAL), the Liberia Rural Communications Network (LRCN), the Project Preparation Committee (PPC) of the proposed World Bank Population and Maternal Child Health Project and the United States Agency for International Development Mission to Monrovia (USAID/Monrovia). Also the site visitor met three local media producers: Mr. Won-Ldy Paye, the founder and director of Trow Trow Artist Workshop, a radio drama production group; Mr. Philamon Hou, film maker and director of the recent cinema production "Amok" which centered on the situation in the Republic of South Africa and was sponsored by several African governments; and Mrs. Womi E. Neal who recently produced a three-part television series on the impact of polygyny in Liberia. There appears to be an adequate supply of local media production talent in Liberia.

Development of a Family Health IEC  
Needs Assessment and National Strategy/Plan

The site visitor spent most of his in-country time working with Dr. Nancy Pielemeier, JHU/PCS consultant, reviewing the progress and discussing future plans and options on her main assignment. She is assisting the Ministry of Planning and Economic Affairs (MPEA) and Ministry of Health and Social Welfare (MH&SW) to develop a family health IEC needs assessment and national strategy plan. This plan would then be submitted to the World Bank for financing as part of a Population and Maternal Child Health Project. A great deal had been accomplished before the site visit, and during the visit plans were finalized for completing this assignment. Dr. Pielemeier will visit JHU/PCS in Baltimore in July 1984 to review the results of her consultancy.

Dr. Pielemeier, in coordination with the Project Preparation Committee (PPC), had developed a plan and timetable for carrying out this task and had submitted this to JHU/PCS immediately before this site visit. This plan called for the development of the needs assessment by the end of March 1984. Then a workshop would be held to develop the elements of an IEC national plan. These steps would then be further defined in April/May 1984, and a plan developed which would then be presented to a second workshop in late May 1984, and finalized. The month of June 1984 would be used to complete the revised, final plan and submit it to The World Bank. The consultant would meet with the PPC every two weeks and make up to four field visits to rural Liberia. (Note: This was the original schedule. It was changed. The second workshop and field visits were not carried out and the timetable was altered as described below.)

The site visitor and Dr. Pielemeier reviewed this plan of action and agreed to several minor modifications in its scale and timing to fit the available resources and compensate for the delays being caused in Liberia due to a serious shortage of electricity and fuel.

During March and April 1984, Dr. Pielemeier plans to continue to gather information in addition to the detailed, 50-page "Population, Health and Nutrition Profile" which she had already compiled. This profile is a comprehensive collection of statistics from a variety of sources, both published and unpublished.

Dr. Pielemeier's close relationship to the MPEA and MH&SW was very valuable to her in gathering this data. It appears to be the most comprehensive, up-to-date profile of the country. (A copy of this document is on file at JHU/PCS.)

Dr. Pielemeier will now be contacting and interviewing numerous government officials, family planning/health agencies and training institutions, media institutions and rural-based government health personnel. A letter was sent to 50 such officials from the MH&SW informing them that Dr. Pielemeier would be coming to see them and giving them an outline of the type of information that they will be requested to provide to her. (See Appendix B.)

Also, the consultant had placed a health communication questionnaire in the March 1984 issue of the Peace Corps newsletter, the Kuman Ju. It is hoped that many of the 200 Peace Corps Volunteers throughout rural Liberia will complete the questionnaire. It has 15 open-ended questions on media usage, current health education and information dissemination, and available health services. (See Appendix C.)

The interviews and gathering responses to the questionnaire are anticipated to be completed by mid-April. Two significant documents that were gathered in the process are a Liberia Broadcasting System audience survey carried out in August 1983, and a project identification document prepared by them for an educational television project.

A workshop scheduled for April 23-25, 1984 will be held to develop the elements of the national IEC plan. Dr. Pielemeier and the PPC developed a revised plan for this workshop based on suggestions from the site visitor. It was decided the three-day, non-residential workshop would be held in Monrovia with a maximum of 30 participants. The budget for the workshop was scaled down to about US \$2,500, and a request for funding was submitted to the World Bank which could provide the funds from its Project Preparation Fund (PPF). The proposal was approved by the World Bank, and funds were made available soon after the site visit. JHU/PCS has provided several materials for distribution to the participants. The agenda for the IEC workshop and the final participant list are attached in Appendix D.

After the workshop the consultant plans to finalize an IEC needs assessment document which will include input from her interviews, the questionnaire and the workshop. This needs assessment will then be published and distributed by JHU/PCS.

Based on the needs assessment and workshop input, a plan will be developed and submitted by the Government of Liberia to the World Bank for financing. This plan will include a launch-type workshop to involve a larger group of officials, rather than having a pre-submission workshop to review and finalize the plan.

The consultant has made some very significant contributions to family health IEC in Liberia. Her strong and dynamic support to the Project Preparation Committee (PPC) in helping them prepare the IEC part of the proposed Population and Maternal Child Health Project has had an influence on the overall project and has helped the PPC members express their feelings on the importance of IEC in such a project. It appears that a very strong IEC component is being assembled. The PPC, through Dr. Pielemeier, has involved a large number of top officials and agencies so that they will be "stakeholders" in the IEC plan and be involved in its development. This will help to ensure its successful implementation.

The consultant has also been able to influence several other areas and provide information and impetus in other IEC efforts. She has been in contact with staff of other donor agencies (e.g., Institute of International Research who work with the LRCN project and The Centers for Disease Control who work with the Combatting Childhood Communicable Diseases Project), and has provided information to the National Population Policy Committee, which has developed a list of activities necessary for the formulation of a National Population Policy. This committee sees public awareness of population issues as an essential component. The national policy will probably include a large IEC component.

In summary an outline of major events both past and planned in this consultancy are as follows:

- October 1983 - Concept of consultancy generated through discussions with the World Bank and a site visit to Liberia. Consultant interviewed and selected.
- November 22, 1983 - Consultant engaged after request received from MPEA, MH&SW and USAID/Monrovia.
- Dec. 1983/Jan. 1984 - Consultant develops the "Population, Health and Nutrition Profile" of Liberia.
  - Consultant and PPC develop draft plan preparation timetable including detailed first workshop plans.
- February 1984 - This site visit carried out. Timetable and workshop plans finalized.
- March/April 1984 - Consultant interviews about 50 IEC-related agencies and circulates health communication questionnaire.
  - Consultant reviews and summarizes data gathered.
  - Consultant organizes and prepares for workshop.
- April 23-25, 1984 - IEC Plan Preparation Workshop held.
- May/June 1984 - Consultant prepares final needs assessment and IEC plan documents for review and finalization by the PPC.

#### Recommendation

1. JHU/PCS should continue development of an IEC needs assessment and plan as proposed, aiming for a mid-1984 completion of these tasks.

Development of TV Programming on  
Family Planning and the RAPID Information

The site visitor and Dr. Pielemeier visited Mrs. Weade Wureh, Assistant Minister, Ministry of Information (MOI), and Mrs. Wokie Stewart, Executive Director of the Family Planning Association of Liberia. The discussions centered on ways and means of broadcasting family planning messages on television, especially the messages developed by the RAPID presentation which has been very popular whenever it has been shown in Liberia.

Broadcasting family planning programs on TV

On the previous October 1983 site visit, the site visitor was requested by the MOI to provide some 3/4-inch PAL-system videotapes on census-taking and FP/MCH themes for broadcasting on television. The MOI was in charge of the publicity for the national census scheduled in February 1984. A UNDP film (video) on the census in Cameroon was supplied to them by JHU/PCS. Dr. Pielemeier reviewed the videotape and suggested some introductory remarks. The MOI was pleased with the video and aired it twice with some commentary. The site visitor also received feedback from a TV viewer who was impressed by the show.

JHU/PCS also provided a videotape of IPPF's film "Strong and Healthy Mothers and Children" which has a MCH/FP theme. It too was filmed in Africa. The MOI said they would be airing this soon.

During this site visit two films were delivered to FPAL entitled "Two Paths" and "A Time of Our Lives." These are short family planning-theme films. A system was established for FPAL to lend the films to the MOI for broadcasting. Also, a poster and/or announcement giving credit to FPAL would be aired with each film. Dr. Pielemeier may provide technical assistance in the developing of the FPAL poster/announcement. Once these films have been broadcast, JHU/PCS may provide more films to FPAL to have broadcast. Also, of course, after the films are broadcast the FPAL will use them in its regular program of film showings to groups and schools.

The census and MCH/FP videotapes provided by JHU/PCS served to initiate this system of FPAL providing films to the MOI for broadcasting. It is hoped that FPAL and the MOI can continue to build and expand their relationship.

Also, a film entitled "My Brother's Children," which was filmed in Nigeria, was provided to the USAID/Monrovia Mission by JHU/PCS, as it had requested. With the assistance of Dr. Pielemeier, USAID has loaned the film to the MOI for broadcasting.

#### Development of programming based on the RAPID concepts

The RAPID presentation has been shown several times in Liberia and has been very favorably received. The government and USAID suggested that the RAPID message which focuses on the specific links between population and development in Liberia, might have even more impact if it were broadcast on television. This would involve re-development of the message to simplify it for the TV audience. JHU/PCS has been requested to do this.

Toward that end, Dr. Pielemeier has gathered information about the TV audience and the TV broadcasting system. The Liberia Broadcasting System currently operates one TV station (ELTV) with a one-kilowatt transmitter with a range of 40 miles. It is based in Paynesville, covering Monrovia and its environs. The audience is not large, but it includes most of the Liberian elite. In a recent study, the audience was found to favor programming that was based on Liberian culture and also educational-type programming.

The RAPID project of the Futures Group has prepared two videotapes: one of the complete 90-minute RAPID presentation, and one of the answers to a series of questions. These are too sophisticated for most of the TV audience. USAID, the MOI and the MPEA all believe that a simplified RAPID presentation is necessary. Also, it would be very useful to produce some accompanying materials such as slides, flip charts or other non-electronic media to extend the audience. These could be used in seminars, health training institutions, and schools.

## Recommendations

1. JHU/PCS should continue to assist the FPAL to work with the MOI and have family planning films broadcast on TV. This will necessitate some monitoring and a small amount of technical assistance and the provision of more films as appropriate.
2. JHU/PCS should work with the MOI in Liberia to assist them in the development of a simplified RAPID presentation for television broadcasting. Also, some additional non-electronic materials should be developed to carry the same message.

Discussions with the Liberia  
Rural Communications Network

The site visitor and Dr. Pielemeier met with Mrs. Florida Traub, LRCN Director, and Mr. Roy Thompson, chief of the technical assistance party to LRCN from the Institute for International Research. These meetings were in follow-up to discussions held during the October 1983 site visit in which LRCN requested assistance in family planning programming for its radio broadcasting.

The LRCN has recently undergone major structural reorganization of its staff, and the date of initiating actual broadcasting has been delayed. Start-up appears to be at least 18 months away.

LRCN has finished training the first group of 20 trainees in radio programming and they are now getting three months of field experience. A second batch of 16 trainees will begin their nine-month course in August 1984, and a third batch should begin in May or June of 1985. One idea that was suggested was that JHU/PCS may arrange to support a family planning radio communication project that might be developed by a family planning specialist who might be trained by LRCN in the third training course. Perhaps this family planning specialist could be a FPAL staff person.

The possible JHU/PCS project would involve provision of support for radio air time (US \$45-69 per hour) and printing of back-up materials. LRCN would develop the prototype family planning radio programs and materials at no cost, but support is needed for their airing/printing.

During this visit, the site visitor and consultant delivered a videotape of health education radio activities carried out in Egypt with the support of the Academy for Educational Development and a 16-mm film with accompanying booklet entitled "A Way to Bridge the Distance." These are teaching aids to assist LRCN in its training of radio program producers. LRCN requested other such materials as available and appropriate.

## Recommendations

1. Investigation into a possible project with LRCN should be carried out after its reorganization has been finalized and after the IEC needs assessment and plan for the World Bank-financed activities has been completed. This may be done in late 1984.
2. JHU/PCS should endeavor to locate and send to LRCN teaching materials on family planning and radio. (Note: After the site visit a book entitled Family Planning and Radio and a cassette tape and booklet entitled "Grassroots Radio" produced by IPPF were sent to LRCN.)

List of Contacts

Family Planning Association of Liberia (FFAL)  
P. O. Box 938  
Tubman Boulevard, Sinkor  
Monrovia, Liberia  
Mrs. Wokie Turkett-Stewart, Executive Director

JHU/PCS Consultant  
Dr. Nancy Pielemeier  
c/o John Pielemeier  
USAID Liberia  
APO New York 09155

Liberia Rural Communications Network (LRCN)  
Liberian Broadcasting System  
P. O. Box 2176  
Monrovia, Liberia  
Mrs. Florida Traub, Project Director  
Mr. Roy H. J. Thompson, Chief of IIR party

Media Producers  
Mr. Philamon Hou  
Mr. Won-Ldy Paye  
Mrs. Womi E. Neal

Ministry of Health and Social Welfare (MH&SW)  
Bureau of Preventive Services  
P. O. Box 9009  
Monrovia, Liberia  
Mrs. Joyce Sherman, MPH, Director MCH/FP Project

Ministry of Information (MOI)  
P. O. Box 7021  
Monrovia, Liberia  
Mrs. Weade Wureh, Assistant Minister of Information for Public Affairs

Ministry of Planning and Economic Affairs (MOPEA)  
P. O. Box 9016  
Monrovia, Liberia  
Mr. Robert Neal

USAID/Monrovia  
111 United Nations Drive  
P. O. Box 98  
Monrovia, Liberia  
Dr. Glenn Post, Health Officer  
Mr. Alan Foose  
Mr. Henry Reynolds, Director, Human Resources Development Division



REPUBLIC OF LIBERIA  
 MINISTRY OF HEALTH & SOCIAL WELFARE  
 MONROVIA, LIBERIA

R# No.: MH&SW-3-PICC/548/'84

March 8, 1984

A Project Preparation Committee was formed in January this year, under the direction of the Ministry of Health and Social Welfare and the Ministry of Planning and Economic Affairs, charged with the task of preparing a national Information, Education and Communication (IEC) Plan for Family Health and Family Planning. The objective of the Plan is to increase public awareness of the importance of Primary Health Care and child-spacing, and the availability of these services. Support for the Committee is being provided by the Johns Hopkins University/Population Communication Services under the direction of PCS Consultant, Dr. Nancy Pielemeier. Other organizations represented on the Committee include the Christian Health Association of Liberia (CHAL), the Family Planning Association of Liberia (FPAL), the Liberia Rural Communications Network (LRCN), and the Ministry of Education.

The Committee aims to complete the IEC Plan by July, 1984 to submit a request to the World Bank for funding to implement the Plan activities. We are currently completing a Needs Assessment to determine the nature of past, on-going and planned IEC activities. Your Ministry/Agency will be contacted to provide information on your programs and activities in this area. Following the Needs Assessment, a national workshop will be held to develop the elements of the Plan. A representative of your Ministry/Agency may be invited to participate in the workshop and Plan formulation.

Attached is a list of participating agencies, including those identified in your Ministry/Agency. Also attached is an outline of the kinds of information your Ministry/Agency will be requested to provide when you are contacted by the Consultant. Please ensure that copies of relevant documents are made available and direct the Consultant to other appropriate staff members who can provide information by interview.

Kind regards,

Sincerely yours,

Mary Tor Bropleh  
 CHAIRPERSON/PICC

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INFORMATION, EDUCATION AND COMMUNICATION PLAN  
Interview Guideline for Needs Assessment  
(Others)

1. What kinds of family health/family planning IEC activities have you undertaken in the past?  
(Please provide examples of materials, records of programs, written reports, audience surveys, evaluations, or other related materials).
2. What kinds of family health/family planning IEC activities are you currently involved in?
3. Do you have plans for additional IEC activities in the future?
4. What resources do you have for IEC activities?  
Staff (technical, managerial; identified staffing and training needs);  
Facilities and equipment: existing and required;  
Funding levels and sources.

INFORMATION, EDUCATION AND COMMUNICATION PLAN -  
Interview Guideline for Needs Assessment (Media)

1. Do you currently air/publish regular health-related programs/ columns?  
What kinds?  
Amount of time/space provided?
2. Would you like to increase the amount of time given to health/family planning topics?  
What topics?  
What type of programs/ print materials?
3. What are your charges for air time/space?  
Do you reserve time/space for public services such as health messages? If so, how much? When?
4. Do you have audience survey information available?  
Do you have information available on listening patterns/ circulation?
5. Do you have staff available/trained to do health programing?  
Do you foresee any need for staff training and/or assistance in program design in the area of health and family planning?

INFORMATION, EDUCATION AND COMMUNICATION PLAN -  
Interview Guideline for Needs Assessment  
(Health Training Institutions)

1. Health/family planning Education Curriculum:

How much time is given to these subjects?

At what stage of training are these topics taught?

What is the content taught? Any practical work done in  
these subject areas?

(Please provide copies of curricula, syllabi, course out-  
lines, or other relevant materials.)

2. Who teaches health/family planning education subjects?

What is the preparation of these staff members? Are they  
trained in health/family planning education?

3. What needs do you foresee for staff training and/or

assistance with curriculum design, implementation in the  
area of health/family planning education?

INFORMATION, EDUCATION AND COMMUNICATION PLAN -  
List of Contacts for Needs Assessment

Mrs. Joyce Sherman, MCH Division, MH&SW  
Mr. Francis Blidi, Health Education Division, MH&SW  
Mr. Alfred Kromah, In-Service Education Division, MH&SW  
Dr. Wilhelmina Holder, CCCD Project, MH&SW  
Mrs. Nancy Nah, Nutrition Division, MH&SW  
Ms. Karen Tompkins, CHAL  
Mrs. Wokie Stewart, FPAL  
Ms. Roseline Wesley, NFP  
Mrs. Florida Traub, LRCN  
Mrs. Barbie Stewart, MOE  
Mr. John Howard, MP&EA  
Mrs. Amelia Ward, MP&EA  
Mr. Abel Massalee, MP&EA  
Mr. Philip Gadegbeku, MP&EA  
Mr. S. Momolu Gataweh, LU  
Mrs. Weade Wureh, MOI  
Ms. Olivia Shannon, Assistant Director General for Broadcasting, ELBC  
Mr. Moses Washington, Director of News, ELBC  
Ms. Victoria Reffell, Director of Production, ELTV  
Mrs. Marva Woterson, Research Division, ELTV  
Mr. Jerome Boakai, Research Division, ELTV  
Mr. Joe Mulbah, Director of News, ELWA  
Language Coordinator, ELWA  
Ms. Charlotte Phelps, Station Manager, ELCM  
Mr. Henrie Thompson, Editor-in-Chief, New Liberian  
Mr. Daniel Acheampong, Editor, Mirror  
Mr. John Scotland, Editor, Express  
Mr. Edward Davis, Director General, News Agency  
Dr. J. N. Togba, Chairman, Department of Public Health, Dogliotti  
School of Medicine, LU  
Mrs. Jessie Duncan, TNIMA  
Mrs. Gnepu Massaquoi, TNIMA  
Mrs. Elizabeth Mulbah, Cuttington University  
Ms. Sarah Amara, Phebe Hospital School of Nursing  
Mr. John Wolobah, Esther Bacon School of Nursing  
J. Lawoba Sumo, Ganta School of nursing

Mr. Sampson Weah, Zwedru

Community Health Departments:

Bong - Dr. A. F. David, County Medical Officer  
Mr. Julian Kerkula, Director, CHD

Nimba - Dr. Wai

" - Dr. Parekh

" - Mr. Joseph Glay, Director, CHD

Maryland - Dr. Regina Cooper, County Medical Officer

" - Mr. Benjamin Russel, Director, CHD

Grand Gedeh - Dr. Flahn

" " - Mr. Wessih, Director, CHD

Lofa: Mrs. Mary Kamara, Director, CHD

Bomi - Mr. Norris David, Director, CHD

Bassa - Ms. Gladys Aryee, Director, CHD

Since - Mrs. Serretta Monger, Community Health Nurse

Cape Mount - Sylvester Massaquoi, Director, CHD

Mr. V. Floyd, Plan International (Bomi PHC Project)

HEALTH COMMUNICATION QUESTIONNAIRE

Your Name:

Approx. size of town/village:

Program (PMS, Educ., etc.):

Site/County:

COMMUNICATIONS

- 1) How many people have working radios?
- 2) What stations are received in your area?
- 3) About how many people listen to each radio?
  - Who listens (women, men, children, mothers, etc.)?
  - What time(s) do people most often listen to the radio?
  - What programs/stations are most popular among the townspeople?
  - Do people listen to English programming or language programming (or both)? If language, which one(s)?
- 4) Do people listen to health/educational programs?
  - If so, what do they enjoy about these programs?
  - If not, do you think they'd be interested in health related programs? Why or why not?
- 5) Roughly how many people are literate in your community?
  - Of these people, how do they react to written material?

-What kind of reading materials are available?

-What kind of reading material is preferred?

6) How do people react to posters, calendars and other visual materials?

-Do people have these types of visuals in their homes/public places?

-If so, what kind?

7) Are there any public places for entertainment (anything from a popular gathering place to a movie theatre)?

-What type of entertainment is preferred? (Please specify)

HEALTH.

8) Is there any family life education in the schools? If so, what type and at what grade level?

9) Are there any type of out reach or field workers in your area (village health workers etc,)?

-What do they do?

-How effective are they?

-What limits their effectiveness?

-What are the people's reaction towards them?

- 10) Are there any development committee's, village health committee's or other vehicles for dissemination of health information in your town/village? What kind?

HEALTH SERVICES.

11. Is there a clinic in your town?

-What type of staff? (PA, Midwife, dresser, etc.)

12. Do people know about family planning/child spacing?

-Is it offered at the clinic?

-Do people practice family planning/child spacing?

13. Are you given a steady supply of vaccines?

-When you do have vaccines at the clinic do the people readily seek them out?

- 14) Are oral rehydration solutions ever used in your town?

-Is information/assistance available for oral rehydration business?

- 15) Are services available/workers well informed about:

-Family planning/child spacing?

-Immunizations?

-Oral rehydration solutions?

Thank you for your time and effort in sharing your observations and thoughts with us in these matters. We really appreciate it. Please return questionnaire to:

Mary Hoagland  
PCV  
Monrovia

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IEC PLAN PREPARATION WORKSHOP  
OBJECTIVES AND CONTENT FOR WORKING SESSIONS

NOTE: There are six sessions planned; the first four (4) sessions will deal with content and design of PHC IEC messages. The last two sessions will deal with organization and management of these activities.

SESSION I. Community and Social Preparation

Overall Objectives:

To make recommendations for community involvement in PHC IEC activities, including specific suggestions for means of

- involving the community,
- identifying key people in the community,
- reaching the general population and hard-to-reach groups,
- involving existing organizations,
- using traditional structures and folk media in PHC.

County medical personnel will discuss their experiences in the above areas. Participants will be sensitized to the importance of community and social preparation for PHC and will discuss in a large group all of the topics listed above and make recommendations for each area:

1. List up to 10 recommendations of getting community involved;
2. Describe approximately five (5) recommended means of reaching the entire community with PHC messages;
3. Describe three to five (3 - 5) recommended means of identifying key people;
4. Make a list of existing community organizations which should be involved in PHC and give specific recommendations on how to best involve each group;
5. Make a list of traditional structures and folk media and give specific examples of how each can be incorporated into the process of dissemination of PHC messages.

(Summary by Rapporteur).

## SESSION II. Message Content and Target Audiences

### Overall Objectives:

1. To identify priority target audiences for each of the following general topics:
  - Population Awareness
  - Communicable Diseases
  - Family Planning
  - Nutrition
  - Diarrheal Diseases
2. For each target audience identified, identify approximately three (3) priority messages.
3. Set priorities among the messages identified.

Introductory remarks by health education and community health worker will discuss areas of emphasis and means of priority setting. In four small groups (one for each general topic area), participants will set priorities as described above.

## SESSION III. Channels of Communication/Production and Design

### Overall Objectives:

To identify most suitable channels of Communication for each message identified in Session II, considering cost, availability and appropriateness of media.

Introductory remarks by development communication specialists will include some introduction to communication theory as it relates to effective use of various channels of communication. The presenters will also discuss specifically the role of rural radio and of the public information system in communication of PHC messages. Participants will then work out specific recommendations for communication of each of the priority messages identified in Session II.

## SESSION IV. Research and Evaluation Requirements

### Overall Objectives:

1. To identify data sources for design of messages.
2. To identify means of getting feedback on whether messages are getting across.

3. To make recommendations on creation of new and/or strengthening of existing data reporting systems.

The presenter will discuss appropriate means of evaluating IEC activities. In small groups participants will discuss, for example, how the group came up with the priorities set in Session II; e.g., based on health workers' knowledge from observation of health problems, health service statistics, other statistics and data sources. They will then identify data sources and make recommendations according to the objectives listed above.

#### SESSION V. Coordination Mechanisms and Institution Building

##### Overall Objectives:

1. To identify organizations, groups and individuals to be involved with design and implementation of each of the priority messages identified in Session II.
2. To make recommendations on means of coordinating the activities of organizations groups and individuals involved.

The presenter will discuss the possible role of the Population Policy Committee in the coordination of IEC activities and plans for future development of a Population Policy Council or Commission. The participants will then discuss again in small groups and make recommendations according to the objectives outlined above. For Objective 2, appropriate questions for discussion include: Do we need new institutions? Do we combine existing institutions, and how?

#### SESSION VI. Support and Training Required

##### Overall Objective:

To identify resources needed to carry out and coordinate the activities identified in the previous sessions, including technical assistance, training (in what areas), equipment and supplies.

The presenter will summarize areas discussed in previous sessions where support needs stand out; small groups will make recommendations on technical assistance, training and other support required.

IEC PLAN PREPARATION WORKSHOP

WORKSHOP SCHEDULE

MONDAY APRIL 23, 1984

8:00 a.m.	Registration
8:30-9:00 a.m.	Welcome and Opening Remarks
9:00 a.m. - 12:00 noon	SESSION I: Community and Social Preparation
9:00-9:30 a.m.	Introductory Remarks
9:30-11:30 a.m.	Large Group Discussion (Coffee Break Midway)
11:30 a.m. - 12:00 noon	Summary by Rapporteur
12:00-1:30 p.m.	LUNCH - <u>Served at City Hall</u>
1:30-4:40 p.m.	SESSION II: Message Content and Target Audiences
1:30-2:00 p.m.	Introductory Remarks
2:00-3:00 p.m.	Small Group Discussion
3:00-3:15 p.m.	Coffee Break
3:15-4:15 p.m.	Small Group Reports
4:15-4:30 p.m.	Summary by Rapporteur

TUESDAY, APRIL 24, 1984

8:00 a.m. - 12:00 noon	SESSION III: Channels of Communication/ Production and Design
8:00-8:30 a.m.	Introductory Remarks
8:30-10:30 a.m.	Small Group Discussions
10:30-10:45 a.m.	Coffee Break
10:45-11:45 a.m.	Small Group Reports
11:45 a.m. - 12:00 noon	Summary by Rapporteur
12:00-1:30 p.m.	LUNCH - <u>Served at City Hall</u>

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IEC PLAN PREPARATION WORKSHOP - SCHEDULE  
PAGE 2

1:30-4:30 p.m.	SESSION IV: Research and Evaluation Requirements
1:30-2:00 p.m.	Introductory Remarks
2:00-3:00 p.m.	Small Group Discussions
3:00-3:15 p.m.	Coffee Break
3:15-4:15 p.m.	Small Group Reports
4:15-4:30 p.m.	Rapporteur's Summary

WEDNESDAY, APRIL 25, 1984

8:00 a.m. - 12:00 noon	SESSION V: Coordination Mechanisms and Institution Building
8:00-8:30 a.m.	Introductory Remarks
8:30-10:30 a.m.	Small Group Discussions
10:30-10:45 a.m.	Coffee Break
10:45-11:45 a.m.	Small Group Reports
11:45-a.m. - 12:00 noon	Summary by Rapporteur
12:00-1:30 p.m.	LUNCH - <u>Served at City Hall</u>
1:30-4:30 p.m.	SESSION VI: Support and Training Required
1:30-2:00 p.m.	Introductory Remarks
2:00-3:30 p.m.	Small Group Discussions
3:30-3:45 p.m.	Coffee Break
3:45-4:00 p.m.	Summary by Rapporteur
4:00-4:30 p.m.	Evaluation of Workshop

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List of Presenters and Rapporteurs

SESSION I: Community and Social Preparation

Presenter: Dr. Regina Cooper, Maryland County  
Dr. Parakh, Nimba County

Rapporteur: Mrs. Karen Tompkins, CHAL

SESSION II: Message Content and Target Audiences

Presenters: Mr. Francis Blidi, Health Education  
Mr. Julian Kerkula, Phebe Outreach

Rapporteur: Mrs. Joyce D. Sherman, MH&SW

SESSION III: Channels of Communication/Production and Design

Presenters: Mrs. Weade Wureh, Ministry of Information  
Mrs. Florida Traub, LRCN

Rapporteur: Mrs. Mary Tor Bropleh, MH&SW

SESSION IV: Research & Education Requirements

Presenter: Dr. S. Momolu Gataweh, University of Liberia

Rapporteur: Mrs. Wokie Stewart, FPAL

SESSION V: Coordination Mechanisms & Institution Building

Presenter: Mrs. Amelia Ward, MPEA

Rapporteur: Mr. Robert Neal, MPEA

SESSION VI: Support and Training Required

Presenter: Dr. Nancy Pielemeier, John Hopkins University/  
PCS Consultant

Rapporteur: Mrs. Barbie Stewart, MOE

SMALL GROUPS

Population Awareness

Weade Wureh, MOI  
Mary Bropleh, MH&SW  
Amelia Ward, MPEA  
S. Momolu Gataweh, LU  
Barbie Stewart, MOE  
Gabriel M. Hina, FPAL

Family Planning

Florida Traub, LRCN  
Francis Blidi, MH&SW/HED  
Robert Neal, MPEA  
Dr. Enchill, LU (Med.Col.)  
Wokie Stewart, FPAL  
Roselind Wesley, FLP

Communicable Diseases

Victoria Reffell, ELTV  
W. Holder, MH&SW (CCCD)  
Regina Cooper, Maryland  
Julian Kerkula, Phebe  
Joseph Sherman, ELCM

Diarrheal Diseases

Olivia Shannon, ELBC  
Alfred Kroma, MH&SW(InService)  
Dr. Parkeh, Nimba  
Karen Tompkins, CHAL  
Henrie Thompson, ~~(CCCD)~~ New Liber.  
Henry Salifu, MH&SW

Nutrition

Mr. Singbeh, ELWA  
Joyce Sherman, MH&SW/MCH  
Mr. Karwely, Grand Gedeh County  
Nancy Pielemeier, IEC Consultant ~~(LRCN/IEC)~~ (JHU/PCO)  
Elizabeth Autridge, MPEA

IEC Plan Preparation Workshop  
Monrovia, April 23-25, 1984

List of Participants

Media

Ms. Victoria Reffell, ELTV  
Ms. Florida Traub, LRCN  
Mr. Robert B. Chengbe, ELWA  
Mr. Joseph Sherman, ELCN

Health

Ms. Mary Bropleh, Committee Chairperson  
Ms. Joyce W.D. Sherman, MCH  
Mr. Henry Salifu, Project Secretariat  
Ms. Hannah Davies, Project Secretariat  
Mr. Francis P. Blidi, Health Education  
Ms. Marion K. Roberts, Health Education  
Mr. Alfred Kromah, In-Service Education  
Dr. Wilhelmina Holder, CCCD  
Ms. Nancy Nah Nimene, Nutrition

Planning

Mr. Robert Neal  
Ms. Elizabeth Autridge  
Mr. Philip Gadegbeku

Voluntary Agencies

Ms. Karen Tompkins, CHAL  
Ms. Wokie Stewart, FPAL  
Mr. Aloysius P. Taylor, FPAL  
Ms. Roselind Wesley, FLP/NFP

County Health Representatives

Dr. P. Parekh, Nimba  
Mr. Joseph Glay, Nimba  
Mr. Joseph Karwely, Grand Gedeh  
Mr. Julian Kerkula, Bong (Phebe Outreach)

Others

Dr. Momolu Gataweh, L.U. Demography Unit  
Dr. Nancy R. Pielemeier, IEC Consultant, JHU/PCS

Invited but not in Attendance; No Proxy

Ms. Weade Wureh, MOI  
Ms. Olivia Shannon, ELBC  
Mr. Henrie Thompson, New Liberian  
Dr. Regina Cooper, Maryland County  
Ms. Barbie Stewart, MOE  
Dr. K. Bentsi-Enchill, Dogliotti Medical School, LU