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TRIP REPORT:  
VISITS TO LONDON AND GENEVA

July 22-30, 1983

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## Executive Summary

The principal purpose of this trip was to attend the POPIN Advisory Meeting in Geneva. At the same time, a number of entirely separate meetings were held with: 1) IIC Executive Director, William O. Sweeney, and several potential consultants for the PCS project; 2) IPPF Staff in London; 3) a Meeting with Dr. Donald Johnson at the World Health Organization; and 4) a POPIN-Africa informal group.

Recommendations for action as the result of the various meetings are indicated following each report since there was no common theme underlying these sessions.

8/5/83

Meetings in London Friday, July 22, 1983

Four useful meetings were held in London on Friday, July 22 with:

William O. Sweeney, Executive Director, International Institute  
for Communications (IIC)  
Guy Roppa, Independent Consultant  
Daniel Nelson, Gemini News Service and Free-lancer  
Sheila Webber, Director, BLAISE-Link, Bibliographic Services  
Division, British Library

1. Meeting with William O. Sweeney, IIC

The meeting with Sweeney and other meetings were held in the facilities of the IIC in Tavistock House. This was convenient for messages, telephone calls, and other office facilities and can serve a very useful function for PCS staff traveling through London when the contract with IIC is finalized. He provided a day of his time to assist in various interviews and other activities which proved most useful. His back is improving although he is still not yet ready to travel. He is looking forward to Alan Kulakow's visit and is very eager to proceed with the URTNA project in West Africa.

IIC is actively moving into three areas: 1) improved information technology; 2) knowledge of legal barriers and constraints on the use of new technology; and 3) substantive attention to development information. Expertise in these areas can make close collaboration with IIC useful to the PCS project.

Recommendation.

1. The contract with JHU and IIC should be expedited so that the services, not only of Bill Sweeney as an individual, but also the facilities of IIC in London, can be available for the PCS project as soon as possible.

2. Meeting with Guy Roppa

Mr. Roppa is a very experienced Englishman who has carried out a great deal of IEC planning, training, and field work over a period of at least 20 years. He has worked in Pakistan, India, Egypt, Nepal, Sri Lanka, Bangladesh, the Philippines, Thailand, the Caribbean, Somalia, Kenya, and most recently, Ecuador and Bolivia. He did training for radio in Nepal in 1977 for UNESCO and worked with both the government and the Family Planning Association in Nepal to evaluate two programs. Although his evaluation of the Family Planning Association of Nepal was critical, he apparently won their confidence, and they found his work very useful. He would be well-equipped to carry on or participate in radio workshops in Nepal on health

and family planning and would be particularly interested in developing drama and interview serials to be used on the radio. He reported many friends in Nepal and a great interest in revisiting and working in the country.

At present, the British Government Overseas Development Administration (ODA) wishes him to serve on a long-term consultant basis as their family planning IEC planner and implementer in the state of Orissa in India. This would involve a visit sometime in September and three or four months beginning in November or December. He would be working for Dr. Penelope Key, Director of Health and Population in ODA and Sheila Macrae, Ph.D., the Population Advisor in ODA (213-4824).

I inquired specifically about his availability to join with Margot Zimmerman in both a Training Seminar and Needs Assessment in Nepal in mid-September. He was extremely enthusiastic. He will see whether he can rearrange his schedule somewhat with ODA. When I asked him specifically for recommendations as to what might be done in Nepal he suggested: 1) use of local street groups and traditional theatrical troupes which travel widely and could well do family planning drama; 2) broadcast activities including interviews and soap operas; and 3) emphasis on involving the local people, helping them and guiding them, but listening to them particularly.

Checking on his work with Bill Sweeney and at IPPF, Frances Dennis, Francis Pietercz, and Donald Lubin, opinion was unanimous that he was a very good field man, popular with the local organizations, and effective in dealing with local leaders.

#### Recommendations.

1. A 1420 Consultant Form be sent to him immediately to fill out.
2. PCS keep in touch with him about availability to join with Margot Zimmerman in Nepal in mid-September, and
3. Evaluate his performance at that time, if it can be arranged, to consider whether he should maintain a continuing monitoring, implementing, and assisting role with respect to radio or other IEC activities in Nepal.

#### 3. Meeting with Daniel Nelson, Gemini News Service

The meeting with Nelson, as with Roppa, took place in the IIC Offices. Danny Nelson is a youngish, practicing journalist and writer with considerable experience in development communications. He has worked in the Philippines (for Depthnews), six years in Uganda, and also in Nigeria and Ghana. He is currently helping Gemini News Service to edit and distribute about 12 features per week which are sold to some 60-70 subscribing newspapers in developing countries. The stories are written in Africa and Asia, somewhat edited and distributed from London. Gemini News Service is known for its excellent graphics. All features are distributed by mail and not through wire services.

Most interesting to the PCS project is Nelson's extensive experience with Depthnews in the Philippines where he prepared radio scripts including very short plays, sketches, interviews, and other materials which were sent all over Asia. Copies of these scripts were all sent to Jyoti Singh in UNFPA, who was the Project Monitor, and should be available from him. If not, Nelson could work on a consultant basis to recreate rather quickly and roughly some of the scripts developed by Depthnews.

Nelson was extremely interested in hearing about the efforts to establish regional media activities in Africa, particularly the URTNA project which is to some degree modeled on Depthnews. He could provide substantial technical input and assistance, although probably better in English than French, if this project is funded. When I left, he and Bill Sweeney, who had never met before, were in most animated discussion about how the two of them might work together on the URTNA project if it developed or, in various other ways, related to broadcasting and communication on population and development issues.

Recommendation.

1. Nelson should prepare a more extensive resume and fill out a 1420 Form which should be sent to him.
2. Consideration should be given to using Nelson for a week or so to recreate radio scripts and material developed by Depthnews if these are not available from Jyoti Singh in New York.

4. Meeting with Sheila Webber, Bibliographic Services, British Library.

Sheila Webber is head of the BLAISE Link Section which includes three people. Her division arranges for all use in Britain of the U.S. National Library databases through the 13 regions of the National Health Service. Unfortunately, BLAISE Link Services became available in mid-1982, at which time the recession hit British libraries, universities, and health facilities very hard. Funding has been cut. Therefore, total usage of NLM services has been relatively small. Between June 1982 and February 1983 POPLINE has been used in Britain an average of 1.5 hours per month, representing 0.5% of total use of NLM databases. This use constitutes neither a charge nor a substantial return to PIP or AID but suggests that more effort should be made to publicize the availability of the service in Britain among population/family planning groups.

Recommendation.

Any letters or other communication with names on the PIP Mailing List for the UK might include some reference to BLAISE Link and the availability of POPLINE through the British Library.

Meetings with IPPF Monday, July 25, 1983

In a general meeting with Donald Lubin, Frances Dennis, and program officers from all areas except Latin America, I described the PCS project with special emphasis on workshops and country projects since these are the areas where the potential for cooperation with IPPF and various family planning associations seems highest.

IPPF suggested that projects involving hiring IEC staff members should not be less than three or four years in duration in order to achieve results. IPPF also suggested they see FPA projects and review them before funding. I emphasized the need for sufficient evaluation of projects so that both the PCS project and IPPF could document that projects did in fact make a difference and were not filling in for cuts made by IPPF for other reasons or simply continuing activities as usual.

Recommendations.

1. Send a copy of all projects involving FPAs to the appropriate IPPF program officer for review at the same time they are sent to the PCS Advisory Group.
2. Send Donald Lubin and Frances Dennis a list of the members of the PCS Advisory Committee.

Specific Comments From the Various Regional Coordinators Follow.

Asia

In response to my comment that little is planned at the moment in Southeast Asia except possibly to use existing expertise in training centers, Francis Pietercz noted two possibilities: 1) the use of the Asian Institute of Technology in Bangkok headed by a German, Dr. Webber, as a potential training center; and 2) use of the Pacific satellite PSAT which is serving as a two-way communication link administered through the University of Fiji. This satellite and the programming for it might serve as the means for publicizing and promoting family planning throughout a wide area of Oceania.

During the discussion on workshop possibilities, it was noted that IPPF planned to have a consultative seminar in the fall on male responsibility. I had indicated this would be one subject for a mailing of materials. In response to my query as to whether a PCS representative could be invited, the IPPF response was: could PCS provide a sample of materials in the area of male responsibility and male methods that would be useful for discussion during the seminar?.

### Recommendations.

1. Check with Bill Paupe as to whether he feels there are prospects for family planning communication from Fiji via PSAT.
2. Follow-up with Frances Dennis as to possibility of a discussion of IEC materials and participation of a PCS staff member in the seminar on male responsibility.

### Indian Ocean Region.

The Family Planning Association of Nepal (FPAN) had its IPPF grant frozen for three years (1980,81,82) at the same level because FPAN was not doing well at that time. The situation has changed. The Princess of Nepal is now President of FPAN and has developed a strong association which receives grants from FPIA, Pathfinder, and PIACT. The IEC Director is Shresta, and the Executive Director is Shanker Shah. The most useful activity to be funded under the PCS project, Pietercz suggested, was placing video units in various regional areas to make wider use of videotaping. Films are too expensive. PIACT is already carrying out a small project on non-verbal communication which has been underway for two years.

IPPF is supplying video equipment but needs support in training and developing materials. Worldview, a Norwegian association, could help on the technical side also. Radio is a most important medium, but the FPAN uses only the Nepali language which reaches only 50% of the population. Other local languages should be used.

Guy Roppa would be a most appropriate choice to assist in radio communications since he gets on well with the Nepalese and is excellent in planning. A workshop is planned next year on low-cost materials. Ken Bale (GB), an expert in applied communication, will lead the workshop to develop low-cost local materials including such appropriate technology as simple generators, posters, charts, slides for use in communication, and other types of oral communication.

Sri Lanka is not an IPPF priority. The Social Marketing Program is good but may be getting a little stale.

### India.

Mrs. Avabai Wadia walked in during this meeting. She suggested assistance in developing an IEC program on spacing to emphasize orals, IUDs, condoms, and foam. Price-Waterhouse has just submitted an extensive report on social marketing in India which would be the foundation for bilateral AID funding of such a project. Mrs. Wadia knew Tara Sinha. Working with a commercial agency to help develop such a campaign might be useful.

## Middle Eastern North Africa Region

I met with Hamouda Hanafi, the new assistant regional director for the Middle East, as Bouzidi was not there.

Morocco. There is a large bilateral AID grant to support the family planning program.

US AID is providing large commodity support to the government. US AID turned down a government request for audiovisual material because AID is supporting a large audiovisual center through the Family Planning Association. The headquarters has a studio with three fixed cameras and two mobile cameras. These are to develop video materials for use on local TV. Currently, after refusal by US AID, the government has asked UNFPA to provide support for an additional IEC production facility to be used for health and population which UNFPA may support. (See 1982 UNFPA Needs Assessment.)

For IPPF the major assistance which might be provided by JHU in Morocco would be help in the IEC process, encouraging more pre-testing of materials with appropriate groups before production. Emphasis should be first on Morocco. Morocco will have the necessary basic capability but may need additional financing when the Center is ready to begin operations which should be shortly. The IEC Officer, Mr. Grigaa, is a very dynamic individual who began his work in educational TV for the government.

In response to my question about the value of a pharmacists' meeting for Moroccan and Tunisian pharmacists with IPPF participation, he felt this would be useful.

Yemen is "a perfect place for programs for the illiterate" Hanafi suggested using radio and television. The program orientation is toward youth and men. There is concern over the religious issue. Radio also remains the best medium for reaching Muslim women.

Jordan - In implementing the present project, PCS staff should work closely with Dr. Ahmed Hammouda, Bureau Representative, P.O. Box 926520, Amman, Jordan, Telephone 663862, Telex 23046.

In Tunisia the government has recently avoided the IEC area. For that reason, assistance to the Family Planning Association in this work might be useful.

Regional activities planned for the Middle Eastern Region include:  
1) a Population Conference in October 1984 for Arab countries to be held in the Gulf Areas and to focus on legislative, environmental, and policy issues; and 2) a regional center for training, research, and family planning service delivery generally for FPA personnel in the region. In response to my question, Hanafi agreed that some of the more advanced

associations might be ready to consider a workshop on developing materials on family planning for radio broadcasting.

Africa: Meetings with Michael Sozi and Deryck Omuodo.

The following comments were made on specific countries:

Nigeria - Fajobe, the Executive Director of the Family Planning Association reportedly commented on the visit of the AID team, "When you deal on a macro-level in Nigeria, very little happens." The IPPF view was that the best places to work in Nigeria were with specific states, and the best states to work with were Lagos, Oyo, the Cross Rivers Area, and Kwara State. There might be scope for an IEC workshop in Nigeria. Also, the press, especially journalists, are extremely strong and influential in Nigeria, and a seminar on media journalism might be useful.

Francophone Africa - The expert on that area was not present, but Sozi emphasized that it was desirable to deal with the Francophone countries as a group in a regional way. This would create more solidarity and support. It would not make sense to start in individual countries such as Benin and Togo since they would not continue strongly by themselves. Ivory Coast and Senegal are the intellectual leaders of Francophone Africa, but they are not strong in family planning.

In Kenya the main goal of the Family Planning Association is now IEC. In response to specific questions about The Center for African Family Services (CAFS), he pointed out that the CAFS project, originally funded by John Musser and the General Services Foundation, was designed to integrate family planning and social welfare. It began in 1975 as an educational advocacy organization to provide training in skills, project management, and also clinical use. The total CAFS budget is about \$650,000 this year, increasing to \$750,000, and \$800,000 over the three year period.

CAFS will be involved in the following regional activities: a leadership education program funded by Canadian CIDA, approximately \$164,000, including a meeting of English-speaking Parliamentarians in Kono, Nigeria and French-speaking Parliamentarians in Senegal in October.

Another regional project being carried out in association with CAFS is production of flip charts, a film on family life education to be done by Vision Associates, posters and field material utilizing African input, IPPF staff input and professional producers. This would total approximately \$199,000.

Family planning and other training activities through CAFS would total another \$300,000.

Ghana - The FPA needs help. It does maintain a good program even though there are many problems there which are not of its doing.

Mali - It may also be opening up with some possibility for an IEC program. It is the only country in Africa with no private organization in family planning at all.

Zimbabwe - The main need is to give a big launch to the idea of child-spacing and to develop IEC backups for this new approach.

Meeting with Secretary General Karl Wahren.

Karl Wahren emphasized ecological and environmental issues which, in his view, are the ultimate reason for support activities. These may have substantial impact in Africa where many are farmers and have a rural person's understanding of the impact of serious ecological damage. He spoke of the ecological damage to Madagascar as a result of overcropping in mountainous areas. He expressed concern at the lack of the necessary increases in funding for population activities by US AID and, to some extent now also, by European and other donors.

No specific recommendations.

Meeting with Dr. Donald Johnson, Deputy Director, Public Information and Health Education WHO, July 30, 1983

Dr. Johnson is Deputy to Jack Ling in the newly-combined Public Information and Health Education Divisions of WHO. Since he had recently returned from eight years in Nigeria, most of the discussion focused on Nigeria. Dr. Johnson emphasized particularly the Regional Training Center for Health Education which is associated within the University of Ibadan. It began in 1975 and has been fully paid for by the Nigerian government. It is in fact a form of assistance from Nigeria to other English-speaking West African countries to provide a full range of health education training. The Center building includes a Biomedical Communications Center with a video and radio studio and considerable competence to take on production. There is also a museum and exhibit hall which will draw and attract medical students and personnel from all of West Africa. He emphasized that, with some technical assistance, funding, and advice, this Center could produce materials for radio, TV, and other public use. Dr. Johnson emphasized the high status of this institution, not only in Nigeria, but in all of West Africa and the important role which it could potentially play. US AID has supported the Center in the past, sending a technical expert, Allred, and has helped keep it going.

The project leader for WHO for the Health Education Center is Dr. Joshua D. Adenyii who received his Doctorate of Public Health from Johns Hopkins. He is in the Department of Preventive and Social Medicine.

Another key person in the University in Ibadan is the Provost Dr. Akonde, in OB GYN. Johnson strongly recommended using this Center to help plan campaigns and materials for child-spacing that would be used throughout the 18 English-speaking countries of West Africa. Professor Bakara who has conducted behavioral research in education would also be a key contact to work with the Center. One of his students has done a study on the impact of Sesame Street (and the misunderstanding of various points) in Nigeria. Educational television programs and good graphics could be developed by the Biomedical Communications Center. The Regional Training Center is training three levels of personnel, the MPH level, the Ph.D. level, and what is called post-basic professional training, which is primarily for field workers.

Other key people at the University in Ibadan who might be involved in any venture such as making a film or preparing materials are:

Professor Mrs.S.O. Oduntun, now head of the Department of Social and Preventive Medicine and a Professor of Maternal and Child Health. She conducts family planning courses.

Dr. Ladipo in the OB GYN Department and Grace Delano, both of whom are working on a Columbia University-assisted CBD project.

The Federal Ministry of Health is extremely supportive of this Health Education Center. In fact, funding has been provided by the Federal MOH despite cutbacks in other areas. The Head of Health Education in the MOH

in Lagos is Dr. Joseph Laoye. The overall Director of Health in the Ministry of Health is Dr. Smith. He also has supported the Center.

Politically the Health Education Center in Ibadan is located in Oyo State. Since the opposition to the present government Awolowo is from Oyo State, it is expected that if the opposition should win, the Center would continue to receive just as much support as it has received from the current government.

Dr. Johnson emphasized several points a number of times in speaking of the Center for Health Education in Nigeria:

1. The Center is an inter-country center serving virtually all of Africa. Therefore, its impact on health education and the medical professions could be very great. Its prestige is also very high. He described the Ibadan Medical Center as "the Harvard of Africa".
2. Johns Hopkins University is held in very high repute in Nigeria since many of the key people including Dr. Joshua Adenyii have received degrees from Hopkins. A project associated with Hopkins to prepare, for example, a film on child-spacing which might include depiction of some of Dr. Ladipo's CBD project might not be difficult to arrange under those circumstances.
3. The climate of opinion on family planning does appear to be changing in Nigeria. People seem to want it, especially middle class parents, the poor, and younger people. Child-spacing is the point that should be mentioned.
4. There would be an interest in producing radio and TV material on primary health care and family planning. TV spots, as well as longer materials, probably would be welcome.
5. In any project be sure to include a person for financial management and include language to require planning for self-sufficiency in the future since the Nigerians might well be able to produce TV spots and other health education materials that could eventually be sold to radio networks.

Other key people in Nigeria include:

Newho, Program Coordinator in the Ministry of Health

Professor Umaru Shehu (same name and family as the President).  
He is the Chief Health Advisor to the President.

Professor Ransome-Kute at the University of Lagos

The two brothers, Adenye - Jones, one of whom is a WHO representative, and the other a Professor in the Medical School in Lagos.

When I mentioned the need to evaluate and see that projects and activities in communication actually made a difference, he suggested we talk with Laoye, Director of Health Education in the MOH, who keeps a press clipping file. He might be willing to add population and family planning to his present clipping file and thereby provide a good record of increasing publicity in the area.

Dr. Johnson was generally very enthusiastic about the prospect and possibilities for health education in Nigeria and the importance this might have not only for that country but throughout English-speaking West Africa. While somewhat skeptical initially, I was increasingly influenced by his own enthusiasm and support for this essentially Nigerian institution, with largely Nigerian resources, which is beginning to play a regional role.

Among other areas worthy of investigation and possible support, he mentioned the University of Ilorin in Kwara State. Another Adenyii is important in that area.

Finally, Dr. Johnson noted that the distinguished and leading medical figures in the country were virtually all Christian. Muslim influence is still very strong in the country and should not be neglected. Efforts could be made to develop their support and include them in consultation in production of a film or other health materials for wide distribution.

Dr. Larry Green, formerly Professor of Health Education at Johns Hopkins, will be doing a survey in the fall on Health Education in Nigeria to be paid for by AID.

#### Recommendations.

1. Check with Gene Weiss from Columbia University as to the potential of the regional Health Educational Center and the likelihood of its being willing to do something specifically on child-spacing.
2. Raise the issue of working with this institution with Keyes McManus during her coming visit. Although not located in Lagos, it appears to have wide influence.

3. If it is considered appropriate to pursue further plans for a film or other radio or TV activities on child-spacing through the Health Education Center, request that Dean Henderson write a letter to the Provost of the Ibadan Medical School, Dr. Akonde, to introduce the project and suggest a close working relationship.

POPIN Africa Meeting, July 29, 1983.

A meeting was held on the subject of the POPIN Africa project. Attending the meeting were: Siri Melchoir, UNFPA Deputy Director for Africa; Dr. Leon Tabah, Director, Population Division; Hunter Chiang, Liason, POPIN Unit; Professor Okonjo, Director of the Regional Institute for Population Studies in Ghana; John Woolston, Vice President of International Development Research Center (IDRC) of Canada; Mrs. Martha Stone, Director, Information Services, IDRC; and Dr. Murunda, POPIN Liason at the Economic Commission for Africa (ECA).

The purpose of the meeting was to consider plans and an agenda for the proposed Donors Meeting in mid-September at UNFPA, to be convened by ECA. UNFPA has agreed to pay a small amount of the core support for the POPIN-Africa project, which would improve libraries and document distribution services in various African Population Centers. UNFPA is not prepared to support the four regional centers which are also expected to be part of the project. These are: The Cairo Demographic Center; IFORD, in Cameroon, the Regional Institute for Population Studies (RIPS) in Ghana; and REDSADOC, the Document Service at the Sahel Institute in Mali. It was agreed that: the directors of each of those institutes, with their technical people, should attend the Donors Meeting if possible; that it would be necessary to tailor proposals somewhat to donor interests; and that most donors will not wish to contribute directly to ECA or to the central infrastructure but might support local institutions.

The institution most appropriate for AID support under the JHU/PCS project is the Sahel Institute which already receives some assistance.

There is some question whether IFORD really is interested or able to carry out any type of population or information dissemination activities. Both RIPS and IFORD are now subsidiary agencies of the United Nations, under ECA. Thus, AID funding for them might be difficult.

In general, Dr. Murunda seems to be quite interested in outreach, in developing information that will reach policymakers and the general public, and use of radio as well as print materials. He takes a generally innovative and active approach to information activities. Although he has a Ph.D. in Demography from Michigan and is not trained in communication, he seems quite eager to undertake more of these activities and willing to learn.

Recommendations.

1. That AID send a representative to the POPIN-African Donors Meeting in New York in September to hear further details of the project.
2. If the Sahel Institute appears a likely source for dissemination of population information, a site visit to the area, or detailed discussions with Sarah Clark might be helpful preparatory to developing a specific project.

The POPIN-Africa Proposal has already been transmitted to AID by UNFPA.