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**TRIP REPORT AND PROJECT PROPOSAL  
FOR BURKINA FASO**

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### PART II: DRAFT PROJECT PROPOSAL

## Executive Summary

The JHU/PCS team of Mona Y. Grieser, JHU/PCS Regional Program Coordinator, and Philippe Langlois, consultant, was invited to Burkina Faso at the request of the USAID Mission. The Mission wanted an interim information, education and communication (IEC) project to fill the gap until a bilateral project proposal was approved. The team's objectives were:

1. Identify an appropriate grantee; and
2. Develop an IEC project proposal.

The team was able, during its 10 day visit, to identify the Ministry of Social Welfare and National Solidarity (MSWNS) as the institution which could most appropriately manage and coordinate the diverse elements of the project. After discussions with the principal parties, the following items were selected for inclusion in a project proposal:

1. Identification of a family planning logo;
2. Purchase of pre-prepared family planning IEC materials;
3. Production of a limited number of print materials;
4. An IEC workshop focusing on interpersonal communication skills and the use of audio-visual (AV) materials; and
5. The production of a family planning motivational film.

A proposal was prepared and included as Part II of this report. It is currently under review by JHU/PCS.

## ACKNOWLEDGEMENTS

The team wishes to express thanks for the kind assistance of the USAID/Ouagadougou Mission, in particular Dr. Monty Harper and Ms. Leslie Curtin of the Health, Population and Nutrition Division and their assistant, Mlle Perle Cambary.

The team also wishes to thank the Ministry of Social Welfare and National Solidarity, in particular, Mme Opportune Nitiema, the Secretary-General, who placed resources and personnel at the disposal of the team which made it possible efficiently and agreeably to conclude the terms of the project. The team feels that a warm and cooperative attitude exists between JHU/PCS and the Government of Burkina Faso and hopes that this attitude will extend throughout the life of the project.

## List of Abbreviations

- ABBEF - Association Burkinabe Pour le Bien - Etre Familial
- AV - Audio-visual
- DESAH - Direction de l'Education pour la Santé, l'Assainissement et l'Hygiène (Directorate of Health Education, Health and Hygiene)
- FESPACO - Festival Pan-Africain de Cinématographie (Pan-African Film Festival)
- FP - Family Planning
- GOBF - Government of Burkina Faso
- IEC - Information, Education, Communication
- INAFA - Institut National pour L'Alphabetisation et la Formation des Adultes (National Institute for Literacy and Adult Education)
- JHU/PCS - Johns Hopkins University/Population Communication Services
- MCH - Maternal and Child Health
- MCH - Ministry of Health
- MSWNS - Ministry of Social Welfare and National Solidarity
- PCS - Population Communication Services
- PIACT - Program for the Introduction and Adaptation of Contraceptive Technology
- UNFPA - United Nations Fund for Population Activities
- UNDP - United Nations Development Program
- URTNA - Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)
- USAID - United States Agency for International Development
- WHO - World Health Organization

## **PART I. Trip Report**

### **Introduction**

As a follow-up to two previous technical assistance visits made by Johns Hopkins University/Population Communication Services (JHU/PCS), a third visit was requested by the USAID/Ouagadougou Mission to develop an information, education and communication (IEC)/family planning (FP) project proposal. The purpose of the first visit, made by JHU/PCS consultant Philippe Langlois, was to perform a needs assessment. The second visit, as part of an AID project proposal team, was to design the communication component of a large bilateral population project. This project is not yet in final draft. Because of delays, the USAID/Ouagadougou Mission has requested JHU/PCS to propose a small scale IEC project that would both serve to identify future direction for the larger bilateral project, as well as address immediate and urgent needs. The team for this third visit, comprised of JHU/PCS Regional Program Coordinator, Mona Y. Grieser, and Philippe Langlois, was therefore invited by USAID/Ouagadougou to design such a project.

### **Work Strategy**

One of the immediate problems the team encountered was to identify an appropriate agency to be the grantee of JHU/PCS funds. Prior to arriving in-country, a cable had been received from Leslie Curtin, in the division of Family Planning within the Health Division at the USAID/Ouagadougou Mission, suggesting that the Ministry of Health (MOH) would be appropriate. Additionally, she had identified Mrs. Marie Pascaline, who was attending the URTNA workshop in Dakar, as a possible contact. Also attending the URTNA workshop were representatives from the Ministries of Education and Information. Both these agencies were also considered suitable for a grant. Once the team arrived in-country, other possibilities arose. Added to the list of agencies involved in family planning activities in Burkina were the Association Burkinabe Pour le Bien-Etre Familial (ABBEF; the family planning association) and the Ministry of Social Welfare and National Solidarity (MSWNS).

Previously called the Ministry of Social Welfare, the MSWNS is the coordinating center for all family planning activities in Burkina Faso. As an extension of its present MCH education activities it is equipped to offer family planning education services through its 40 Centres de Promotion Sociale (Centers for Social Welfare) located throughout the country. Presently, it has a well developed extension network and ongoing family health education activities. Through its 16 urban centers the MSWNS has the potential to reach over 2,000 women per center per month. Conversely, the MOH at present has the potential to reach only a limited audience via its seven predominantly urban family planning service delivery centers. ABBEF, the family planning association in Burkina Faso, has no capability to handle IEC activities that require coordination with government agencies. Currently it supports one family planning clinic which has been operating for less than one month. IPPF is in the process of sending a resident administrator to assist ABBEF to improve its institutional capability.

INAFa, which had previously been recommended for possible funding, was also considered unsuitable. INAFa provides sex education to the schools and subsidizes a theatre troupe which performs social dramas. The theatre troupe's effectiveness is restricted to its immediate audience. Their repertoire in family planning is quite limited. A possible role for the troupe might be to provide actors for the FP motivational film. INAFa, housed in the Ministry of Education, has little formal contact with the Health and Social Welfare Ministries although its sex education staff have provided sex education training to a few MSWNS staff.

Since the 1984 GOBF mandate clearly calls for the MSWNS to coordinate all family planning activities, it was ultimately decided following discussion with all concerned parties, including USAID, that the project will be based at the MSWNS. However, personnel from all concerned agencies would participate in the workshop (to be described later) and receive materials produced by the project.

### In-Country Field Visits

The team was able to visit three of the Centres de Promotion Feminine (Women's Social Development Centres) run by the MSWNS, two FP clinics operated by the Ministry of Health, and a clinic operated by the Burkina Family Planning Association. While client attendance at the clinics is currently low (less than one hundred per month) attendance at the Centres de Promotion Feminine can run as high as 2,000 per month. Activities at these centers range from baby-weighing, food preparation, sewing, nutrition counseling and demonstrations, to sex education and family planning counseling.

Currently the personnel at the MSWNS centers have little FP training. However, the USAID Mission has been requested by the MSWNS to provide the resources for this training prior to the IEC workshop.

Clinics are of two types: those funded from an outside source which are well-equipped, and government-run clinics which lack even basic equipment. Both have one factor in common--a dearth of clients. These clinics are new (since February 1985) and rely on word-of-mouth for promotion.

### Analysis

One very encouraging aspect of the trip was the degree to which the Burkinabe Government is committing itself to women's affairs and family planning in particular. A controversial French law dating from 1920 bans family planning in francophone countries and provides severe penalties for infraction. To a greater or lesser degree, most African countries have chosen to ignore this legacy in their statutes, but revive it when presented with an aggressive family planning communication strategy, particularly one that might involve media use. Burkina is in the process of eliminating this law entirely, and a revised law permitting family planning is currently in the legislature and is expected to pass imminently.

A five-year plan has been prepared by the MSWNS which has been approved by the Government of Burkina Faso. This plan calls for the phased expansion of FP services and the approval of public promotional activities.

To support this new philosophy, the MSWNS has drafted a work plan to provide family planning services, train key personnel and institute public education campaigns in a phased manner. The plan has been approved by the GOBF and a draft of the plan has been made available to the USAID Mission. So eager is the government to avail itself of services such as those offered by JHU/PCS that most of the team's negotiations were directly with the Secretary-General of the MSWNS. Activities proposed in the project were initially forwarded by her and based on the Ministry's own plan of action.

For the past 18 months USAID/Ouagadougou has been in the process of designing a comprehensive FP/Population bilateral project with the Government of Burkina Faso (GOBF). Significant progress has been made following visits by a Needs Assessment team in November 1983, a Project Identification Document later prepared by the Mission, and the October 1984 visit by a project design team. A JHU/PCS representative handled the IEC component on both the Needs Assessment and the Project Design assignments. This bilateral project was designed with the MSWNS as the proposed grantee.

Because of rapid developments in the population field in Burkina, the Mission has expressed the wish to go ahead as soon as possible with small centrally funded projects until the larger bilateral agreement is finalized. Columbia University's Center for Population and Family Health is already committed to designing a FP project to improve service delivery and clinic management. In the same light, JHU/PCS was invited to design an interim IEC project.

#### Conclusions and Recommendations: Project Activities

The project as proposed by JHU/PCS has five principal elements, all to be coordinated by the MSWNS. The elements are:

- Conduct one IEC workshop to train front-line health personnel;
- Design a FP logo;
- Develop and distribute print materials;
- Purchase pre-prepared materials; and
- Produce one family planning film.

Because the locations where family planning services are available are still very limited, the team decided that it would be inappropriate at this time to focus on radio or any broadcast media. Initial efforts will be invested in urban areas where family planning services are affordable and available.

### Project Management

The MSWNS has appointed one of its two accountants to be responsible for the financial management of the project. The team requested the services of the Sahel Financial Management Project to train the individual and provide occasional follow-up. This is in line with a Mission policy that all USAID projects in the Sahel use this service. The team left a copy of the JHU proposal guidelines with the project director so that JHU/PCS reporting regulations could be reviewed. The team spent an additional three hours with the accountant going over JHU/PCS and AID reporting regulations. The accountant has already received one course from AID in financial accounting. The team is, therefore, quite optimistic that future relations with the Ministry, at least as regards the management of the project, will be smooth.

Additionally, the Ministry has already appointed Mme Fatimatou Bata as project director and has assigned the project to her division. Mme Bata is currently Chief of the Division of Family Welfare, which also houses the division of family planning.

The MSWNS is a government institution which has had several bilateral projects with international organizations including the United Nations Fund for Population Activities (UNFPA), USAID, World Health Organization (WHO) and United Nations Development Program (UNDP).

### Technical Assistance

Not included in the budget of the project proposal is the technical assistance requested by Burkina Faso to carry out the project. Technical assistance is estimated to require approximately 5 person-months distributed in the following manner:

IEC Workshop	6 person-weeks
Film production	8 person-weeks
Print materials production	5 person-weeks
Evaluation	<u>2 person-weeks</u>
TOTAL	21 person-weeks = 126 days (based on a 6-day work week)

It is recommended that JHU/PCS provide this assistance.

## APPENDIX A

### LIST OF CONTACTS

#### Ministry of Social Welfare

Mme Camarade Opportune Nitiema  
Secrétaire - Générale  
Ministère de l'Essor Familiale et de la Solidarité  
Nationale  
B.P. 515  
Ouagadougou, Burkina Faso  
Telex: A l'Attention du Ministère de l'Essor Familiale  
55-55BF

Mme Camarade Fatoumata Bata  
Direction de la Promotion de la Famille  
B.P. 515  
Ouagadougou, Burkina Faso

Mme Camarade Alidjah Dao  
Chef de Service de la Planification Familiale  
Ministère de l'Essor Familiale  
B.P. 515  
Ouagadougou, Burkina Faso

Mlle Martin Lonisette  
Assistante Technique, Ministère de l'Essor Familiale  
B.P. 515  
Ouagadougou, Burkina Faso

#### U.S. Agency for International Development

Mrs. Leslie Curtin  
Population Officer/Ouagadougou  
USAID/Department of State  
Washington, D.C. 20520

Dr. Monty Harper  
USAID/Ouagadougou  
Department of State  
Washington, D.C. 20520

Mlle Perle Combarry  
USAID/Health Office  
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Ouagadougou, Burkina Faso

## APPENDIX A

Mr. Richard Werner  
Sahel Financial Management Project  
USAID/Ouagadougou I.D.  
Department of State  
Washington, D.C. 20520  
Tel: 33-23-88

### Ministry of Health

Docteur Camarade Marie-Berthe Ouedraogo  
Directrice de la Santé de la Mère et de l'Enfant  
Ministère de la Santé Publique  
B.P. 7009  
Ouagadougou, Burkina Faso

Docteur Camarade Théophile Compaoré  
Médecin Chef et Directeur Provinciale  
Hôpital de Gaoua  
Gaoua, Burkina Faso

Docteur Camarade Jean-Marie Sanou  
Hôpital de Gaoua  
Gaoua, Burkina Faso

Mme Camarade Yobiri Campaore  
Sage Femme a la Maternité  
Hôpital de Gaoua  
Gaoua, Burkina Faso

Mr. Jim Rosellini  
Director: African Family Films  
P.O. Box 1109  
Venice, California 90291

Archives - Sonores  
IRSSH -DGRST  
B.P. 7047  
Ouagadougou, Burkina Faso

Mme Jacqueline Tapsoba  
ABBEP  
B.P. 535  
Ougadougou, Burkina Faso

**APPENDIX B**

Participating Ministries

Ministère de l'Essor Familial et de la Solidarité Nationale . . . . .	Ministry of Social Welfare and National Solidarity
Ministère de la Santé . . . . .	Ministry of Health
Ministère du Plan . . . . .	Ministry of Planning
Ministère de l'Information. . . . .	Ministry of Information

MINISTRE DE L'ESSOR FAMILIAL  
ET DE LA SOLIDARITE NATIONALE

C A B I N E T

SECRETARIAT - GENERAL

N<sup>o</sup> 00073 /CAB/SG

Réf. :

Objet :

BURKINA - FASO

LA PATRIE OU LA MORT, NOUS VAINCRONS !

Ouagadougou, le - 8 MARS 1985

Le Secrétaire Général du Ministère  
de l'Essor Familial et de la  
Solidarité Nationale - OUAGADOUGOU -

A

Madame MONA Y. GRIESER  
Regional Program Coordinator  
Population Communication Services  
The Johns Hopkins University  
524 North Broadway  
Baltimore, Maryland 21205 USA.

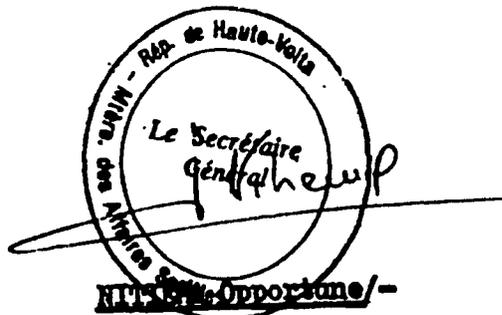
Madame,

J'ai le plaisir de vous informer que le Ministère de l'Essor  
Familial et de la Solidarité Nationale marque son accord pour l'élabora-  
tion et l'exécution du projet I.E.C. au Burkina Faso.

Je vous confirme également que les quatre points retenus lors de vos  
discussions correspondent bien à nos priorités.

La Camarade BAITTA Directrice de la Promotion de la Famille sera bien  
la responsable du projet.

Je vous prie d'accepter Madame, l'expression de mes  
salutations distinguées.

  
NUS/SG/Opportune/-

**PROJECT TITLE:** Family Planning IEC Project

**ORGANIZATION:** Le Ministère de l'Essor  
Familial et de la Solidarité Nationale  
B.P. 515  
Ouagadougou, Burkina Faso

**RESPONSIBLE INDIVIDUAL:** Mme Fatimatou Bata  
Chief of the Division of Family Welfare

**PROJECT DURATION:** 18 months  
August 1, 1985 to January 31, 1987

**PROJECT BUDGET:** US\$ 63,668; 31,834,000 CFA

**PROJECT NUMBER:** AF-BKF-01

## **1. PROJECT SUMMARY**

The purpose of this project is to upgrade Burkina Faso's family planning information, education, and communication (IEC) capability--specifically in the area of interpersonal communication--in order to steer a greater number of potential clients to the newly-opened family planning (FP) clinics in the two main urban areas of Ouagadougou and Bobo-Dioulasso. The grantee is the Ministère de l'Essor Familial et de la Solidarité Nationale (Ministry of Social Welfare and National Solidarity--MSWNS). The project also involves the direct participation of the Ministry of Health (MOH), which is responsible for actual service delivery.

Project activities include:

1. A workshop in interpersonal communications for front-line workers in social welfare centers and for health professionals, emphasizing the acquisition of skills in counseling, organizing small-group discussions, use of audio-visual aids, design of home-made teaching tools, message development and pretesting;

2. The purchase of family planning teaching materials such as flip-charts, demonstration anatomical models and posters;
3. The production of two family planning posters and two methods leaflets in two language versions;
4. The design of a national family planning logo; and
5. The production of a family planning film.

## 2. ANALYSIS

Official attitudes towards family planning have evolved considerably in Burkina Faso during the past few years. Once discussed without enthusiasm and only in the vaguest terms, FP has become one of the Government's primary health and welfare concerns.

In September 1984, the Cabinet shifted responsibility for the coordination of FP activities from the National Population Council to the Ministry of Social Welfare and National Solidarity (MSWNS), which was previously called the Ministry of Social Welfare. Immediate responsibility for coordinating activities belongs to a new sub-division, the Directorate of Family Welfare. Within that Directorate, there is a "service" of Family Planning.

The Ministry of Health remains the principal provider of FP services in the country and oversees most delivery points. Other key players in the FP/population field are the Ministries of Planning, Education and Information.

Front-line health workers report that interest in FP and demand for services are very strong and continue to grow.

### 2.1 Current Family Planning Project Activities

A number of activities in both in-service delivery and IEC are already under way. As part of a five-year agreement, the United Nations Fund for Population Activities (UNFPA) is helping the MOH set up a number of family planning delivery points in Maternal and Child Health (MCH) clinics, including four in Ouagadougou and three in Bobo-Dioulasso. These clinics are the main public source of FP delivery in Burkina.

Also in Ouagadougou, the Burkina Midwives' Association now operates a high risk pregnancy clinic which offers FP services utilizing Family Planning International Assistance (FPIA) funds and some USAID money. The local International Planned Parenthood Federation (IPPF) affiliate, the Association Burkinabe pour le Bien-Etre Familial (ABBEF), has also recently opened a clinic in Ouagadougou.

In schools, factories and other public locations, the Institut National pour l'Alphabetisation et la Formation des Adultes (INAF--the National Institute for Literacy and Adult Education), a division of the Ministry of Education, is the key provider of FP-related information in the country.

### **3. INSTITUTIONAL CAPABILITY**

As mentioned previously, the MSWNS has recently been appointed to oversee all family planning activities. This organizational change stems from the Burkina Government's wish to give precedence to education and the social dimensions of FP over a purely service delivery-oriented approach.

The responsibility for FP matters has meant additional work for the MSWNS. New staff positions have been filled, and real efforts have been made to define objectives and prepare action plans. The Ministry has also secured the services of a Canadian technical advisor with organizational experience.

The Ministry could handle a separately funded IEC project as part of its normal activities, since all other major FP projects have been assigned directly to other ministries such as Health and Education. The MSWNS has 40 nationwide social welfare centers--including eleven in Ouagadougou and five in Bobo-Dioulasso--which offer a number of services, such as baby-weighing clinics, nutrition classes, hygiene advice, courses for future homemakers, etc.

Each center is staffed by an average of three social workers. It is understood that sex education activities will be added to their job descriptions. They give some basic FP information to clients--either through conferences or personal counseling sessions--and refer interested parties to FP clinics for follow-up. Ten social workers are already graduates of INAF's sex education course. MSWNS' front-line workers, once properly trained, will provide a worthwhile complement to health and education personnel by significantly widening the IEC base and, in the process, channelling more clients to the FP clinics.

## **4. PROJECT DESIGN**

### **4.1 Project Goal**

The goal of the project is to provide IEC support--especially in the area of interpersonal communication--to Burkina Faso's rapidly growing family planning clinics.

### **4.2 Project Activities**

To achieve that goal, the following activities will be undertaken:

- A workshop in interpersonal communications for front-line social workers and health professionals;
- The purchase of FP teaching materials;
- The production and distribution of two FP posters and two FP "methods" leaflets in two language versions;
- The design of a national FP logo; and
- The production and distribution of a FP film.

## **5. WORK PLAN**

The proposed project is designed to meet urgent IEC needs as described by MSWNS and MOH personnel during meetings with JHU/PCS representatives. Both ministries agreed that the scope of the project should be limited to the two main urban agglomerations of Ouagadougou and Bobo-Dioulasso, the only areas where FP services are available. The project is built around several components:

## 5.1 Interpersonal communications workshop

Both the MOH and MSWNS want their personnel trained in basic person-to-person communication techniques. These skills are not directly included in the formal training of social workers, midwives, and nurses. An IEC seminar with emphasis on interpersonal communication is planned.

The workshop will last approximately two weeks. It will include training in counseling, organizing small group discussions, public speaking, using audio-visual and other support materials, creating home-made teaching materials, conducting focus group discussions and pretesting.

A maximum of 25 participants will be invited, including representatives from each of the 16 social centers in the designated areas. They will be joined by midwives representing each of the seven MCH clinics with FP delivery capability, the Midwives' Association high-risk clinic, and the ABBEF clinic.

Instruction will be handled principally by one or two consultants from JHU/PCS, as well as by in-country communication specialists from INAFA, donor agencies, private organizations, etc.

This workshop is seen as a priority by both ministries concerned, who would like it to take place as soon as possible. It should be noted, however, that although they will not be delivering actual FP services, the majority of the MSWNS' social workers do not have a basic background in either physiology or contraceptive methods, which is considered essential to their FP counseling work. For this reason, any IEC workshop would have to be preceded by technical training for the social workers. USAID/Ouagadougou is making arrangements for such training to take place.

It is anticipated that during this workshop preliminary efforts will be made to develop and pretest model leaflets, posters and the FP logo. The technical assistance team for the workshop will continue these efforts at the workshop's conclusion with the appropriate agencies.

## 5.2 Purchase of FP visual aids and basic reference material

There is very little FP educational material available in-country. Since the visit of the Needs Assessment mission in 1983, front-line workers at ministries involved in family planning have been urgently requesting such material. Much of what is currently available is home-made and considered inadequate by its users.

FPIA has already agreed to provide the MSWNS with 50 large-size IPPF physiology/family planning flipcharts originally produced by IPPF. These will be distributed immediately to such suitable locations as the Centres de Promotion Sociale, INAFA, urban MCH clinics, hospitals, the schools of nursing and midwifery, etc. In addition, JHU/PCS will supply some female anatomical models for clinic and demonstration use.

Until Burkina Faso starts designing its own FP print material, JHU/PCS will supply the MSWNS and MOH with existing "methods" leaflets, as well as samples of posters from the JHU/PCS collection which can be reproduced in-country.

Finally, several hundred copies of various materials available in French such as the handbooks "La Contraception", "Family Planning Methods and Practice in Africa" and the Johns Hopkins publication Population Reports would be made available for distribution to urban front-line workers and to third year students at the schools of nursing and midwifery.

## 5.3. Production of two FP posters and leaflets

While priority messages and target audiences will be determined in-country, it is suggested at this point that a poster featuring a message about the benefits of FP be designed; it would also have a blank space in which the location and the visiting hours of the nearest clinic could be added (perhaps with a felt marker). Another poster could be aimed at a specific target audience, perhaps men, and be posted in workplaces, bars and public buildings.

The design and the printing of the posters would be coordinated by the Directorate of Health Education, Training and Hygiene (DESAH) of the MOH which is responsible for the Ministry's communication efforts and has some experience in the production and distribution of print material. JHU/PCS would provide technical assistance in the area of message development and testing.

Printing costs are very reasonable in Burkina Faso. Current rates at the best printing houses are substantially lower than those found in Europe or the United States.

The purchase of the methods leaflets mentioned in Item 2 should only be a stopgap measure until more suitable leaflets adapted to a semi-literate, urban audience can be produced in-country. Leaflets would briefly explain the advantage of a method, how to use it, and the possible side effects.

This project includes two such leaflets on the pill and the condom, since it appears that they will be the two most popular methods. The few lines of text could be produced in two versions, French/More and French/Djula. Production of the leaflets will be coordinated by DESAH. DESAH, a division of the Ministry of Health, has primary responsibility for the production and distribution of health materials to MOH facilities around the country. It was responsible for organizing a major immunization campaign which produced leaflets, posters, radio announcements and lecture series. It is thus well situated to coordinate the print production aspects of the project. DESAH will receive technical assistance to ensure that the highest production standards are maintained. It will function under an internal agreement with the MSWNS, whereby all expenses would be forwarded to the MSWNS for payment. This is a normal operating procedure between government agencies in Burkina Faso.

#### 5.4. Design of Burkina Faso FP logo

Since services and activities will be shared by several ministries which will eventually be producing material on their own, there is a need to develop an original FP logo suitable to all parties concerned such that the general public will perceive family planning in Burkina as a unified and coherent effort.

The FP logo will help service delivery points to be readily recognized by the non-reading public, the largest segment of the potential clientele. In person-to-person communication as well as in radio advertisements, prospective clients will be invited to go to the "sign of the red triangle" (or whatever the sign will be). The logo also will be used as a signature for all FP print material, posters, etc.

#### 5.5 Production of a FP film

There is a serious shortage of family planning films in Burkina Faso which can be used for large audiences and distributed to both the MOH and MSWNS clinics. This problem seems to be universal in nature as attempts by JHU/PCS to procure suitable FP films in French have been very difficult. Burkina Faso is uniquely situated to produce films. It has an international reputation for feature and documentary films, winning awards both in Europe and at FESPACO (the African film festival held in Ouagadougou). There is an international film institute in Ouagadougou and several private filmmakers. The Archives-Sonores at the Institute for Scientific and Cultural Research, has a wealth of experience in producing anthropological films and audio-tapes detailing Burkinabe culture. Other production companies already operating in Burkina provide a competitive and thriving film market. JHU/PCS will provide technical assistance, particularly to cover script writing and planning activities.

## 6. PERSONNEL

The project will be carried out under the direction of the project coordinator by the MSWNS and MOH personnel as part of their regular activities.

JHU/PCS will provide technical assistance for:

- organization and staging of the workshop;
- final project evaluation;
- development and pretesting of logo and print materials; and
- production of the film.

## 7. PROJECT MANAGEMENT

Specific responsibilities of the different parties will be as follows:

### A. Ministry of Social Welfare and National Solidarity

1. Will be grantee and executing agency;
2. Will contribute 20% of the time of the Director of Family Welfare who will have overall responsibility for all aspects of project activities and coordination;
3. Will contribute staff to organize the IEC workshop;
4. Will select a suitable locale for the IEC workshop;
5. Will help identify potential locally-based instructors for the IEC workshop;
6. Will establish, in collaboration with the MOH, a list of participants for the IEC workshop;
7. Will make necessary arrangements for research and pretesting field visits for participants before the start of the workshop;

8. Will distribute teaching aids (anatomical models, flipcharts, leaflets, etc.) to appropriate locations within the MSWSN and other ministries and agencies, as appropriate;
9. Will ensure that costs subcontracted for by the MOH for its part of the project (production of logo and print material) are paid for;
10. Will set up a jury for the selection of a family planning logo;
11. Will ensure the distribution of locally-produced IEC materials;
12. Will contribute 10% of the time of a Ministry accountant who will be responsible for compiling and maintaining project financial records;
13. Will be responsible for forwarding quarterly progress and financial reports to JHU/PCS; and
14. Will be responsible for subcontracting and supervising a film production company in cooperation with JHU/PCS.

B. The Ministry of Health in Cooperation with The Ministry of Social Welfare and National Solidarity

1. Will send suitable candidates from urban MCH clinics and other appropriate locations to attend the IEC workshop;
2. Will help identify suitable instructors for the IEC workshop;
3. Will coordinate, through DESAH, the production of the project's in-country IEC material in cooperation with JHU/PCS;
4. Will provide the medical and technical content of the project's locally-produced IEC print materials and review them for accuracy;

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5. Will select on a competitive basis the printing house that can produce the best results, taking into account cost, quality, and efficiency; and
6. Will ensure that locally-produced IEC materials are adequately pretested.

## 8. EVALUATION

The efficiency and success of the project and its different components will be evaluated in several ways:

- At the end of the workshop, participants will be asked to assess the usefulness of the seminar and the effectiveness of the various activities and presentations;
- The efficient and appropriate distribution of both purchased and locally-produced IEC material will be assessed during in-country visits by JHU/PCS representatives. - Information-regarding the effects of the IEC materials on user knowledge can be gained via interviews or discussions with clients and providers;
- A rough measure of the impact of IEC activities on the use of family planning services can be ascertained by comparing service statistics for family planning users to records of when IEC activities take place; and
- The completed film will in itself be a successful outcome. It will be tested at all key phases of production using focus groups and evaluated using group discussions or individual interviews after completion.

## 9. REPORTING REQUIREMENTS

It is agreed that the MSWNS will provide the following reports to JHU/PCS, as required:

- A. A quarterly report covering financial expenditures during the quarter, including a short, narrative summary of progress made toward meeting the project goal and completing program activities; and
- B. A final report covering program accomplishments, results and finances at the end of the project.

MSWNS' accounting services can rely on the support of the Sahel Financial Management Project—a regional USAID project which helps grantees establish AID-approved accounting systems. This is a free service which provides on-the-job training in USAID accounting procedures for project accountants and project managers. The service includes opening the books at the outset, monthly site visits during the first three months, a mid-term visit, and an end-of-project visit. It should be noted that grantees must provide the Sahel Financial Management Project with monthly and quarterly financial reports.

## Ministry of Social Welfare and National Solidarity

## Estimated Project Budget - 18 Months

	<u>US\$</u>	<u>CFA</u>
<b><u>Travel and Allowances:</u></b>		
Per diem: participants from outside Ouagadougou (20 participants x 12 days x 2,500 CFA)*	1,200	600,000
Transportation: Round-trip Bobo to Ouagadougou (10 participants x 10,000 CFA) by train	200	100,000
Daily travel expenses: all participants to and from conference site (25 participants x 12 days x 600 CFA)*	360	180,000
Vehicle rental, transportation to field research and testing sites during workshop (6 days x 25,000 CFA/day)	300	150,000
Other transportation for local staff (administrative travel)	100	50,000
Transportation for pretesting of audio-visual materials (6 people from DESAH x 15 days x 600 CFA)	<u>108</u>	<u>54,000</u>
<b>TOTAL TRAVEL AND ALLOWANCES:</b>	<b>2,268</b>	<b>1,134,000</b>
<b><u>Local Consultants:</u></b>		
Honoraria for IEC workshop local resource staff (15 instructor/days x 6000 CFA/day)*	180	90,000
Expert reviewers for content of material to be produced (10 consultant days x 6,000 CFA/day)*	<u>120</u>	<u>60,000</u>
<b>TOTAL LOCAL CONSULTANT COSTS:</b>	<b>300</b>	<b>150,000</b>

\*Standard GOBF rates approved by USAID/Ouagadougou.

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Estimated Project Budget - 18 Months  
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	<u>US\$</u>	<u>CFA</u>
<b><u>Equipment and Supplies:</u></b>		
Office supplies and stationery:		
- workshop (paper, pens, etc.)	650	325,000
- project activities	<u>2,000</u>	<u>1,000,000</u>
<b>TOTAL EQUIPMENT AND SUPPLIES:</b>	<b>2,650</b>	<b>1,325,000</b>
<b><u>Other Direct Costs:</u></b>		
Communications (telephone, telex, post etc.)	500	250,000
Photocopying and duplication	500	250,000
Rental of conference site	1,000	500,000
Designing (text and artwork) and distributing print materials and logo	2,000	1,000,000
Logo prizes	200	100,000
Typing and translation services (reports, draft print materials, workshop materials, etc.) (30 days x 25,000 CFA)	1,500	750,000
Printing (supplies included) of: 2 posters x 2,000 copies in 4 colors 2 leaflets x 10,000 copies in 2 colors	6,000	3,000,000
Production of family planning logo signs for clinics (50 signs x 12,500 CFA/each)	1,250	625,000
Rental of movie projector for screening and testing of film	1,000	500,000
Rental of movie projectors, slide projectors, screens and microphones for IEC workshop	<u>500</u>	<u>250,000</u>
<b>TOTAL OTHER DIRECT COSTS:</b>	<b>14,450</b>	<b>7,225,000</b>

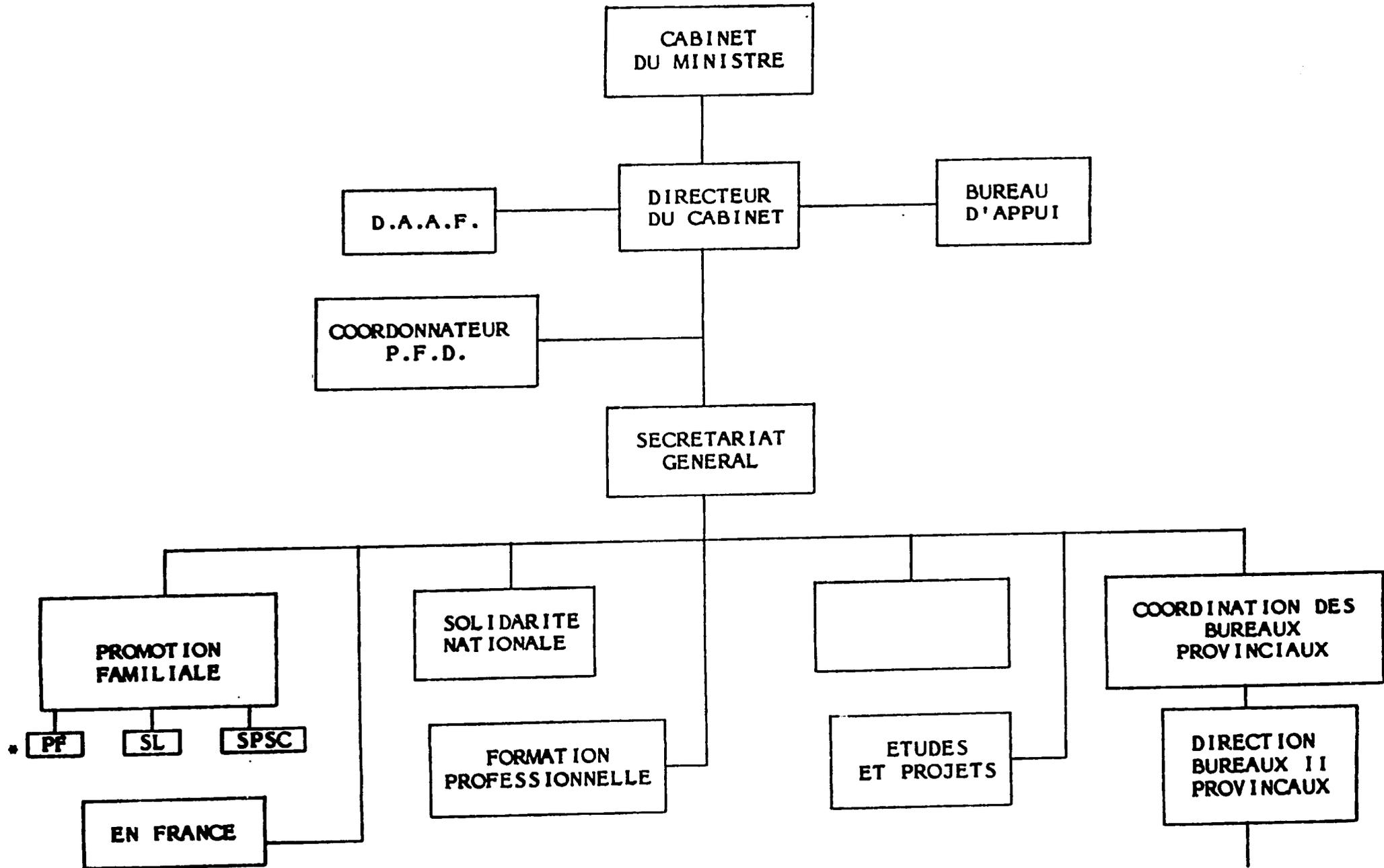
Estimated Project Budget - 18 months  
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	<u>US\$</u>	<u>CFA</u>
<b><u>Subcontracts:</u></b>		
<b>Film</b>		
-Production of a family planning motivational film (20 minute film at 750,000 CFA/minutes)	30,000	15,000,000
- Pre-production costs (scripting, planning, etc.)	10,000	5,000,000
- Post-production costs	<u>4,000</u>	<u>2,000,000</u>
<b>TOTAL SUBCONTRACT COSTS</b>	<b>44,000</b>	<b>22,000,000</b>
<b>TOTAL BUDGET:</b>	<b>\$ <u>63,668</u></b>	<b><u>31,834,000</u> CFA</b>

The above estimated costs are based on an exchange rate of \$1 US = 500 CFA. The Recipient will be held accountable for local currency as converted at the time of exchange. A copy of each notice of conversion from the bank must be attached to the financial reports submitted by the Recipient to JHU.



**Organizational Chart  
Ministry of Social Welfare  
and National Solidarity**



\*Organizational center for family planning activities  
 \*\*Level at which activities will actually take place

\*\* Centres de Promotio  
 Feminine (40)

## BUDGET JUSTIFICATION

### Travel and Allowances:

Some of the project activities will necessitate travel of key personnel. This includes the travel of participants and resource people to Ouagadougou for the workshop. Other travel will be for pretesting of the film and materials produced. All rates have been supplied by the MSWNS and have been approved for other projects by USAID/Ouagadougou.

To facilitate travel during the workshop, it will be necessary to rent a mini-bus or similar vehicle to carry participants from the workshop site to field activities. Field activities during the workshop will be confined to the Ouagadougou area. It is customary in Ouagadougou to defray the daily transportation costs of individuals travelling to and from the workshop in lieu of providing transportation. This rate is calculated on the average cost of a taxi ride multiplied four times (two round trips per day).

### Local Consultants

As much as possible, resource staff for the workshop will be selected in-country from Burkina. Their compensation is based on GOBF approved rates. These are rates that have been accepted by all international agencies and represent an austerity attempt on the part of the Burkina Faso government. Rates previously used by USAID/Ouagadougou have been substantially higher.

### Equipment and Supplies

Each workshop participant will receive a folder of duplicated IEC material, pens and notepads. Larger pads for demonstrations, easels and colored felt pens will also be required as teaching aids for the resource persons.

Some office supplies, such as typing paper, carbons, envelopes, pens, calculators, batteries, files, etc., will be supplied by the project to ensure its efficient operation.

### Other Direct Costs

This category includes diverse costs for both on-going project activities and the workshop. The project will subsidize the cost of all project-related communication, phone calls, cables, telexes, postal costs, etc., that are required for smooth administration. Similarly, the periodic typing needs of the project (such as during the workshop; scripting the film; preparing the pretesting questionnaire; translating the script and preparing reports) will be paid for by the project.

The project will procure the services of private sector commercial facilities to produce the print materials and logo. Costs have been calculated based on rates made available to the team by one of the larger printing establishments in Ouagadougou. As noted earlier, printing costs are not excessive and quality control is assured. In some countries when a new logo is being considered by an agency, a competition is initiated and prizes are awarded for the best submissions. This activity serves both to promote the concept of FP as well as expand the choices available to the selection committee. The film is expected to be screened at key stages in its production, both to ensure technical excellence as well as its effectiveness and appropriateness to the target audience. For this purpose, the project will rent equipment. Similarly, the equipment will be used for the workshop to screen the JHU/PCS-provided FP film produced by Tulane University.

### Sub-contracts

Production of the FP motivational film will be subcontracted to a film-making agency in Burkina Faso. There are several such agencies. This budget estimate was based upon rates provided to the USAID Mission by one film-maker. Pre-production costs include scripting the film and story-boards, selecting shooting sites, some preliminary traveling in-country, choosing actors, etc. Production costs cover such items as equipment, film, processing, editing, production personnel, actors, transportation, etc.

Post-production costs include personnel, costs of preparing prints in other languages (French, Djula, Mores), testing and evaluation, transportation, etc.

Since the selection of the agency to produce the film will be made through competitive bids, a final budget will be drafted for the subcontract at that time.

Total costs for the project are not anticipated to exceed 31,834,000 CFA, as indicated in the budget.