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TRIP REPORT:

**VISIT TO LIBERIA TO ARRANGE VIDEOTAPE
EVALUATION AND DISTRIBUTION**

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EXECUTIVE SUMMARY

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Maxwell Senior, visited Monrovia, Liberia January 26-February 1, 1986. The purpose of the visit was 1) to make arrangements with the Family Planning Association of Liberia (FPAL) for the distribution of the film produced for JHU/PCS; 2) to make arrangements with Subah-Belleh and Associates to evaluate the film; and 3) to meet with the Family Life Promotion Project (FLPP) to review its information, education and communication (IEC) activities.

FPAL has agreed to distribute the film and to show it 22 times between February and December 1986, as part of FPAL motivational activities. Arrangements to evaluate the film have also been made, and this activity is expected to be accomplished between March 1 and May 30, 1986. Reportedly, the film was broadcast over the Liberia Broadcast System (LBS) four times between November 1985 and January 1986 to approximately 650,000 people. Reports indicate that the response has been positive.

The FLPP has embarked on a one month mass media campaign in an effort to recruit new acceptors. A proposal, to be submitted to the International Federation of Family Life Promotion (IFFLP), was outlined during the visit to extend this campaign for another year. It is anticipated that funds may be moved from other project activities to the IEC component.

Efforts to revive the URTNA proposal during the visit failed because the core persons in Liberia who were expected to undertake this activity are presently overwhelmed by their regular jobs. Of the two staff members at LBS who were part of the team, one has left the country and the other is pursuing a full course of study.

While in Monrovia, Senior met representatives from the Pathfinder Fund and from Medex International. Senior also had meetings with USAID/Monrovia personnel. Among the issues addressed were: a) the JHU/PCS funding situation; b) the Primary Health Care (PHC) project presently being implemented by Medex International; c) the Family Life Promotion Project (FLPP) information, education and communication (IEC) activities; d) a possible "buy-in" by JHU/PCS for IEC

activities; e) the USAID bilateral scheduled for fiscal year 1987; and f) the plans to evaluate and distribute the film in Liberia. The Health Adviser also expressed interest in JHU/PCS undertaking a family planning IEC needs assessment within two counties late 1986.

Recommendations

It is recommended that:

1. as soon as the video is transferred to film, five copies be forwarded to FPAL.
2. JHU/PCS approve the proposed modification to Medex agreement so that the final phase of the project, evaluation, workshop and distribution can be implemented.

LIST OF ABBREVIATIONS

CBD	-	Community-Based Distribution
FLPP	-	Family Life Promotion Project
FP	-	Family Planning
FPAL	-	Family Planning Association of Liberia
IEC	-	Information, Education and Communication
IPPF	-	International Planned Parenthood Federation
INTRAH	-	International Training for Health
JHU/PCS	-	The Johns Hopkins University/Population Communication Services
LBS	-	Liberia Broadcasting System
LRCN	-	Liberia Rural Communication Network
MCH	-	Maternal and Child Health
NFP	-	Natural Family Planning
PHC	-	Primary Health Care
SOMARC	-	Social Marketing for Change
USAID	-	United States Agency for International Development
UNFPA	-	United Nations Fund for Population Activities
URTNA	-	Union of National Radio and Television Organizations of Africa

FILM DISTRIBUTION

A meeting was arranged with the Family Planning Association of Liberia (FPAL). In attendance were: Mrs. Wokie Stewart, Executive Secretary of FPAL; Mr. Gabriel Hina, Information, Education and Communication (IEC) Coordinator and Program Officer of FPAL; Mr. Javid Ahmad, Health Advisor, United States Agency for International Development/Monrovia (USAID/Monrovia); and Maxwell Senior, Regional Program Coordinator, the Johns Hopkins University/Population Communication Services (JHU/PCS).

The purpose of the meeting was to outline a plan for distribution in Liberia of the film "A Future For Our Children." This film was produced by Medex Inc., of Liberia under contract with JHU/PCS. FPAL plans to show the videotape in, initially, four regional capitals. Four copies of the film have been given to FPAL for this purpose. In addition, FPAL has agreed that between February and December 1986, it will show the film 22 times (twice per month) across the country as part of its ongoing motivational program. FPAL will stage a preview discussion with the audience and a follow-up discussion after the viewing. Viewers' responses will be recorded (a mini-survey) and forwarded to JHU/PCS. FPAL has already initiated this mini-research and has tape-recorded reactions to the first showing of the film. Some responses were broadcast over the popular radio program, "What The People Say", on January 30, 1986.

At the meeting, it was proposed that the person who projects the film needs to be informed of the purpose and content of the film and of appropriate questions to ask the viewers. Two approaches were suggested: 1) that JHU/PCS prepare a four-page booklet for the projectionist stating the purpose, a summary of the film, and suggested questions for the viewers, and 2) that a short workshop be held for projectionists, FPAL's regional coordinators and others responsible for showing the film in rural areas. This workshop would coincide with the FPAL/IPPF quarterly meeting when members of these organizations would normally attend. The cost of the workshop would, therefore, be substantially reduced, and JHU/PCS would only pay a per diem to the participants. FPAL will organize and conduct the workshop with the assistance of Weade Kobbah-Wureh, the producer of the film. Five copies of the film will be forwarded to FPAL as soon as possible. FPAL will also identify other agencies in Liberia which could possibly use the film.

FILM EVALUATION

Senior had two meetings with Subah-Belleh and Associates, the proposed private sector agency to undertake the evaluation. During these meetings, the proposal previously submitted by Subah-Belleh to JHU/PCS was reviewed. Modifications were made in the research methodology, the selection procedure for the research subjects and in the budget.

At the final meeting, it was agreed that the revised proposal, a schedule of activities and the questionnaire be re-submitted to JHU/PCS by February 15, 1986. It is anticipated that the evaluation will begin by March 1, 1986. It is scheduled to be completed by May 30, 1986.

MEDEX INCORPORATED

Senior met on several occasions with Weade Kobbah-Wureh, Director of the JHU/PCS project in Liberia. The major project activity, to produce the half-hour videotape, has been completed. The final activities are the evaluation of the videotape which Medex will subcontract to another company and the distribution proposed to be undertaken by FPAL. The Medex subagreement with JHU/PCS, which will expire on March 30, 1986, will be modified and extended to June 30, 1986 so as to accommodate the evaluation. Modifications will be made in two areas:

- 1) the scope of work will be expanded to include three additional tasks:
 - a) work with the research team to arrange for the preview and to provide background information on the video tape;
 - b) developing the content for a four-page booklet which JHU/PCS will produce in the USA to accompany the video tape and film when they are distributed; and
 - c) work with FPAL to conduct a one-day workshop to inform projectionists and field workers of the content and purpose of the film and to provide guidelines for pre- and post-view activities.

- 2) The budget will be modified to accommodate:

- a) the additional funds for the evaluation;
- b) compensation for the distribution to be undertaken by FPAL;
- c) compensation for Medex for the added scope of work; and
- d) expenses above what was estimated for the video production.

It is reported that the film has been shown on four occasions during prime time in Monrovia to approximately 650,000 people. There have also been other showings to smaller audiences. Reactions so far have been positive.

FAMILY LIFE PROMOTION PROJECT (FLPP)

The Family Life Promotion Project (FLPP) has been experiencing difficulty attracting sufficient clients for its natural family planning (NFP) program. This may be due to the lack of information, education and communication (IEC) activities over the first-two-and-a-half years of the project. The Director has, therefore, launched a one month mass media campaign to strengthen the program's outreach component. The campaign is planned from January 15 - February 15, 1986.

The media used for this campaign are:

- Radio interviews
- Television interviews and a skit
- Posters - two types
- T-shirts
- Audio cassettes in the rural areas
- Hand bills
- Newspapers - feature articles
- Bumper stickers
- Interpersonal communication

The FLPP has already claimed some success from the media campaign based on additional telephone inquiries. Senior and Weade Kobbah-Wureh met with Mrs. Roselind Wesley, FLPP Project Director, to review her immediate IEC needs. FLPP wants to continue the existing media campaign since it seems to offer considerable possibilities for attracting potential clients. However, it was recognized that funds for this purpose were limited. At the meeting, it was proposed that

the present media effort should continue and that it may be necessary to move funds from other components of the project. A proposal was therefore outlined which FLPP will further develop and submit to the International Federation for Family Life Promotion (IPPLF) for its consideration. The proposed campaign would be for one year, and it is anticipated that it would attract potential clients to meet FLPP's projected goal.

One subject, which was extensively discussed, was the role and expectation of the media campaign. It was emphasized that the purpose of the media campaign was to attract potential clients who would inquire about natural family planning. Once the initial inquiry was made, whether by telephone, letter or personal appearance, it would be the responsibility of the counseling center to follow through with the client. In other words, the media can only create the interest; it will be up to the center to follow through. To strengthen this obvious weak link, it was recommended to FLPP that the staff at the centers be trained to effectively handle walk-in and telephone inquiries.

Although it was too early to determine which media are most effective in the present campaign, several were identified which may have potential for a future campaign. Among them:

- Radio
- Slides
- Plays
- Television
- Posters
- Booklet

The target for a future media campaign would be non-literate and semi-literates adults within the greater Monrovia area. It is anticipated that FLPP would require technical assistance to plan and implement a long-term media campaign. Local resource persons are available to undertake this role.

UNION OF NATIONAL RADIO AND TELEVISION ORGANIZATIONS OF AFRICA (URTNA)

Efforts to revive the URTNA proposal were fruitless. The fundamental problem is that the core persons in Liberia, who were expected to undertake the proposed activities, are presently over-extended at their regular occupations. Dr. Jerome Boikai has left LBS and Jestina Gibson will soon depart for the USA

to continue her studies. Mrs. Florida Traub, Project Director of Liberia Rural Communication Network (LRCN), is still very interested, but unable to do anything since LRCN is presently undertaking major training activities and has begun pilot broadcasts. Mr. Gabriel Hina of FPAL is unable to undertake it alone and is extremely busy with his daily routine.

MEDEX INTERNATIONAL - UNIVERSITY OF HAWAII

Senior and Mr. Ahmad had a meeting with Ms. Rita Morris, Training Coordinator for the PHC project being implemented by Medex International. The meeting centered on the project's IEC training needs. Senior identified a number of institutions where selected project staff members may be sent for short-term IEC training. The proposed IEC unit, however, has not been developed; nor has an IEC Director been hired. These two activities are anticipated before the IEC needs assessment is undertaken.

THE PATHFINDER FUND

The Pathfinder Fund is presently developing two proposals with FPAL for a community based distribution (CBD) project for Monrovia and a family life education project. Both projects are expected to be implemented by July 1, 1986 each for 18 months with a possibility for extension. Funds for these projects are expected to come from the Pathfinder Fund, IPPF and the United States Agency for International Development (USAID) bilateral program.

United Nations Fund for Population Activities (UNFPA) is also planning a maternal and child health (MCH) project for 24 clinics in the greater Monrovia area. The World Bank is scheduling a nine million dollar project to start in mid-1986. Among some of the scheduled components are: a CBD project for two rural counties, a possible population component, and a major IEC component.

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)

Senior had three meetings with USAID personnel. The first meeting was with Ms. Betsy Brown, Health, Nutrition and Population Officer, and Mr. Javid Ahmad, Health Advisor. The purpose was to review the scope of work to be undertaken during the visit and to provide additional information on the Mission's position on certain issues. Among the issues discussed were:

- 1) JHU/PCS' present funding situation.
- 2) Primary health care (PHC) project presently being implemented by Medex International, University of Hawaii--a five year project to provide PHC to two rural counties.
- 3) The Family Life Promotion Project (FLPP), and
- 4) The USAID bilateral project which is presently in the development stages and scheduled for fiscal year 1987. Some proposed components for the bilateral are: a community based distribution system, contraceptive social marketing, post-partum FP education and a possible operations research component. No major IEC component is scheduled in the bilateral since the proposed World Bank project is expected to support this activity. Agencies which are expected to undertake the major activities of the bilateral are the Pathfinder Fund, International Training for Health and Social Marketing for Change (SOMARC). Westinghouse is presently conducting the Demographic and Health Survey.
- 5) Finally, preliminary discussions were held on a possible "buy-in" by JHU/PCS for a population education program for two rural counties. This activity will be followed-up when the JHU/PCS funding situation has stabilized, if funds are available.

The second meeting was with Mr. Stanley Handleman, Director of the Human Resources and Development Division of USAID/Monrovia, and Mr. Javid Ahmad. The meeting centered around a proposed new videotape for education, similar to the one produced by Medex for JHU/PCS. The project is in its preliminary stages and will be advertised soon in Liberia for competitive bid.

The final meeting was to debrief Mr. Javid Ahmad and to review what was accomplished during the visit. Mr. Ahmad has expressed interest in JHU/PCS undertaking a family planning IEC needs assessment within two counties where the PHC project is implemented. The needs assessment is tentatively scheduled for the latter part of 1986, and it is anticipated that the JHU/PCS funding situation will be resolved by then.

CONCLUSION AND RECOMMENDATIONS

The JHU/PCS project in Liberia is in its final stage and, from all indications, it seems that the video evaluation will take place during the scheduled

period. The plan to distribute the film when it is transferred from video also seems to be satisfactory. FPAL senior staff demonstrated enthusiasm about its responsibility to distribute the film and to conduct a one-day workshop to prepare FPAL staff to effectively show the film.

Recommendations

It is recommended that:

1. As soon as the video is transferred to film, five copies be forwarded to FPAL.
2. JHU/PCS approve the proposed modification to the Medex agreement so that the final phase of the project, evaluation, workshop and distribution can be implemented.

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