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TRIP REPORT:

VISIT TO GHANA TO INITIATE IEC  
PROJECT PLANNING ACTIVITIES

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## EXECUTIVE SUMMARY

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Maxwell S. Senior, visited Ghana February 1-6, 1986 as part of a longer African trip to Kenya and Liberia. The purpose of the Ghana visit was:

1. To meet with the department of Health Education/Ministry of Health (HE/MOH) to initiate discussions about future information, education and communication (IEC) activities in Ghana and the perceived functions of the Department in these activities;
2. To meet with the Director of Training of the MOH to review the management training design and, in particular, to see how well family planning/IEC is integrated into the training design;
3. To follow up on the status of two research studies: (i) a community/clinic survey being undertaken by the Department of Community Health and (ii) a literature review to determine the extent of sociological studies conducted about Ghana within the last six years.

During the visit, meetings were held with representatives from the HE Department and the Maternal and Child Health/Family Planning (MCH/FP) of the MOH, the Department of Community Health of the Korle Bu Medical School, the Regional Institution for Population Studies (RIPS), the United Nations Fund for Population Activities (UNFPA) and IMPACT/Population Reference Bureau (PRB). Senior also had an initial meeting with the Population Officer, Dr. Ray Kirkland, and the Assistant Population Officer, Mrs. Joanna Laryea, United States Agency for International Development (USAID). A debriefing was also held with the Population Officer, Dr. Kirkland. He hoped that JHU/PCS would continue to provide technical assistance to the project and that, as soon as JHU/PCS financial resources are sustained, funds will be directed to the Ghana project, considering the high priority Ghana is given by USAID.

It is recommended that:

1. A detailed, long-term IEC plan be developed as soon as the results from the literature survey and the community/clinic survey are available.
2. The development of preliminary educational materials should be initiated. Materials, such as a flipchart on FP methods for training and clinic use and a brochure for clinic and field workers, are needed since some training activities are presently being undertaken without any training support material. A consultant would be needed to work with the HE and MCH/FP departments to develop these materials.
3. Training workshops should be designed for HE, clinic staff and field workers to effectively use the materials that will be developed and to promote broader IEC skills.
4. JHU/PCS collaborate with IMPACT/PRB, the Union of National Radio and Television Organizations of Africa (URTNA) and other appropriate agencies to promote widespread dissemination of FP information.
5. JHU/PCS make firm commitments to provide technical assistance and funds to the Ghana Contraceptive Supplies Project for fiscal year (FY) 1987-88. This would enable the HE department to develop into a viable and useful IEC unit to serve the MOH and the non-government organizations (NGO) which provide FP services.

## LIST OF ABBREVIATIONS

FP	- Family Planning
FY	- Fiscal Year
HE	- Health Education
IEC	- Information, Education and Communication
JHU/PCS	- The Johns Hopkins University/Population Communication Services
MCH	- Maternal and Child Health
MOH	- Ministry of Health
NGO	- Non-Government Organization
PRB	- Population Reference Bureau
RIPS	- Regional Institute for Population Studies
SOMARC	- Social Marketing for Change
UNESCO	- United Nations Educational, Scientific and Cultural Organization
UNFPA	- United Nations Fund for Population Activities
URTNA	- Union of National Radio and Television Organizations of Africa
USAID	- United States Agency for International Development

## INTRODUCTION

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Maxwell S. Senior, visited Ghana February 1-6, 1986.

During the visit, meetings were held with representatives from the HE Department and the Maternal and Child Health/Family Planning (MCH/FP) of the MOH, the Department of Community Health of Korle Bu Medical School, the Regional Institute for Population Studies (RIPS), the United Nations Fund for Population Activities (UNFPA) and the IMPACT/Population Reference Bureau (IMPACT/PRB). Senior also had meetings with the Population Officer, Dr. Ray Kirkland, and the Assistant Population Officer, Mrs. Joanna Laryea, United States Agency for International Development (USAID). Below is a summary of each meeting. The report concludes with a series of recommendations. Attached is a list of key individuals who were met during the visit and a memorandum with a possible outline for the Literature Review.

## MATERNAL AND CHILD HEALTH/FAMILY PLANNING/MINISTRY OF HEALTH

Senior had two meetings with Dr. Charlotte Gardiner, Director MCH/FP. Also attending the meeting were Mrs. Alma Adzruku, Director of Training, Ministry of Health (MOH) and Mrs. Joanna Laryea, Assistant Population Officer, USAID. The meeting focused on the management training that the MOH plans to conduct for its staff during March and May 1986. After reviewing the training design, it was evident that, contrary to USAID expectations, family planning (FP) and information, education and communication (IEC) were only vaguely included in the training plan. Senior suggested that more FP/IEC should be included in the plan to train all levels of MOH personnel. The Director of Training agreed to continue to work with the HE to strengthen the FP/IEC component in future training activities.

At the second meeting with Dr. Gardiner, Mrs. Joanna Laryea was also present. The meeting focused on several issues that were of concern to the JHU/PCS needs assessment team which visited Ghana in November 1985. The issues were:

- The availability of contraceptives in the clinic;
- The training of clinic staff in FP/IEC;
- The need for educational materials in the clinics and for training purposes;
- The presence of directional signs and logos to indicate FP clinics; and
- The schedule of FP services in the clinic.

Dr. Gardiner indicated that the issues raised were also of concern to her and were high on her list of priorities to be accomplished. However, she had only recently taken over as Director of the MCH/FP and would need time to address these issues.

Dr. Gardiner said that an IEC committee had been formed and it would work with HE to conceptualize possible visuals and messages for a flipchart for client education in clinics and for training purposes. Dr. Gardiner also felt there was a need for motivational materials (brochures) that could be used by community and clinic workers. Senior suggested that during the next visit, plans for the development of these materials can be initiated.

## HEALTH EDUCATION/MINISTRY OF HEALTH

Senior and Mrs. Laryea held discussions with Mr. William Sampson, Deputy Head of Health Education, about future IEC activities in Ghana and the perceived functions of the Department in these activities. Following are some specific tasks which HE may begin to undertake to prepare for future IEC activities:

- Follow up the survey that Community Health is conducting and if possible, get involved;
- Begin to identify content areas for a flipchart and motivational materials that may be used in the MOH/FP clinics, for community workers and for training purposes;
- Begin to identify sites for focus group discussions to develop FP messages;
- Begin to identify areas of IEC within the MOH that need to be strengthened;

## DEPARTMENT OF COMMUNITY HEALTH/KORLE BU MEDICAL SCHOOL

Senior and Mrs. Laryea met with Dr. Guildford Ashitey, Director of Community Health. The purpose of the meeting was to follow up on the status of a community/clinic survey that the Department is scheduled to undertake in collaboration with Columbia University. During the meeting, three questionnaires were reviewed and a number of questions relating specifically to IEC were added. The survey is scheduled to be conducted during March 1986; the results are expected to be available by early April. The survey was recommended by the JHU/PCS needs assessment team during its visit to Ghana in November 1985. The purpose of the survey is to learn more about the present conditions and the availability of personnel and IEC materials in the MOH/FP clinics. The scope of the survey was later extended to include communities, since the USAID Mission is also interested in including an Operations Research component in the current Contraceptive Supplies Project.

## REGIONAL INSTITUTE FOR POPULATION STUDIES

Dr. Benjamin Gyepi-Garbrah, Demographer at the Regional Institute for Population Studies (RIPS), was hired by the USAID Mission to review studies that were undertaken between 1979 and 1986 on family planning, population, IEC or related areas, in reference to Ghana. This review was recommended by the JHU/PCS needs assessment team during its visit to Accra in November 1985 to determine what studies were done, their results and the possible implications for future FP/IEC activities in Ghana.

Senior and Mrs. Laryea met with Dr. Garbrah to determine the status of the study and to establish a date when the results would be available. It was learned that the study was progressing, that materials sent by JHU/PCS were received, and that the results are expected to be available by the end of March 1986. Additional materials requested were also forwarded to the Mission. At Dr. Garbrah's request, Senior developed a guideline on presenting the results of the study. (See Appendix 2 for memo suggesting study outline.) Dr. Garbrah indicated that most of the literature he reviewed was outdated. The most useful materials, so far, were the World Fertility Survey and Family Planning KAP Test by Lintas Advertising. Dr. Garbrah is also currently responsible for organizing the Ghana FP conference scheduled for April 6-10, 1986.



## UNITED NATIONS FUND FOR POPULATION ACTIVITIES (UNFPA)

Senior had discussions with Dr. A. Fadul-Deen, Regional Adviser for UNFPA. The discussions focused on the proposed UNFPA IEC activities in Ghana and the possibility of JHU/PCS collaboration in training and other IEC activities. However, Dr. Fadul-Deen had little information on the proposal being developed in Nairobi by UNESCO Regional Population Adviser, Dr. Tony Johnson. Therefore, it seems that until the proposal is available, no specific arrangements can be made for JHU/PCS collaborations.

Senior met with Dr. Johnson while in Nairobi, two weeks before arriving in Ghana. Below is a summary of that meeting.

## MEETING WITH UNITED NATIONS EDUCATION, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO)

Senior met with Dr. Tony Johnson, UNESCO Regional Population Adviser (East Africa) in Nairobi to discuss UNFPA's proposed IEC activities in Ghana. Dr. Johnson, with an associate, visited Ghana during November 1985 to do an IEC needs assessment for UNFPA and to develop a proposal.

According to Dr. Johnson, UNFPA population activities in Ghana will be directed in four areas: 1) research in the communication networks; 2) institutionalizing population studies in the schools; 3) training for out-of-school people, particular youth; and 4) production of IEC materials. The Ministry of Planning and Social Development is the proposed implementing agency for the project. The agencies which will be directly involved are:

1. The Ghana National Family Planning Program (GNFPP) to implement and coordinate the project;
2. The Health Education department will be strengthened to design materials, but production will be contracted out to the private sector;
3. The Ghana Institute of Management and Public Administration will be responsible for training;and
4. The Ministry of Education will be responsible for family life education in the schools.

The NGOs will be recipients of IEC materials and training. A technical advisory committee has been established which includes all the donor agencies except USAID to implement the project.

Dr. Johnson thinks that areas of possible cooperation with JHU/PCS include work at the community level in training and material development. The UNFPA proposal calls for a long-term adviser for one year and a short-term six-month materials development specialist. Senior was promised a copy of the UNFPA proposal. However, upon departure from Nairobi, the proposal was incomplete.

#### IMPACT - POPULATION REFERENCE BUREAU (PRB)

Senior had several informal meetings with a two-person team from IMPACT/PRB. The team included Ms. Elaine Murphy, IMPACT Project Director, and Mr. Winthrop Carty, Editorial Director. The team was in Ghana to determine its role in family planning and population information dissemination for the Ghana FP conference. In a broader context, the team was defining its role in Ghana with the new thrust of population activities being undertaken by USAID. There seems to be some potential for future collaboration between JHU/PCS and IMPACT/PRB in IEC activities. However, the consensus was that the scope of activities and specific areas of collaboration would be better determined after the conference. Then, everyone would have a better understanding of the level of motivation among policymakers for population activities.

Other consultants in Ghana, at the time of the Senior visit, with interest in the USAID Contraceptive Supplies Project were: Mrs. Mary Ann Abeyeta-Behnke, Manager, International Health John Short and Associates; and Patrice Van De Walie, Field Representative Social Marketing for Change (SOMARC).

#### UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)

Upon arrival in-country, Senior met with Dr. Ray Kirkland, Population Officer, and Mrs. Joanna Laryea, Assistant Population Officer, USAID. The scope of work was reviewed and discussions held on future IEC activities. Dr. Kirkland expressed hope that JHU/PCS will be able to continue to provide technical

assistance. He hopes that, since Ghana is an AID priority country, funds will be available for IEC. At present, AID bilateral funds for IEC are limited. Dr. Kirkland was concerned that the JHU/PCS needs assessment report had not yet arrived in Ghana.

Senior also held a debriefing with the Dr. Kirkland. Activities undertaken during the visit were reviewed. There was a general agreement that it was time to develop a detailed IEC plan of the project. The major prerequisites before developing this plan are the results of the community/clinic survey and the literature review study. The JHU/PCS funding situation was discussed and there was a feeling of optimism that funds would be made available for future activities.

Senior and Dr. Kirkland attended a meeting organized by Lintas Advertising to present the results of the Consumer Intercept Study that was conducted in Ghana in October/November 1985 by Lintas Advertising in collaboration with SOMARC.

## CONCLUSIONS

Based on meetings with people from various levels within the MOH, as well as representatives from NGOs and the donor agencies, one could conclude that the environment in Ghana seems conducive to widespread information dissemination on family planning and population. The specific agencies with which meetings were held during the February 1-6, 1986 visit, HE, Community Health and MCH/FP, have responded with enthusiasm about the possibilities of developing educational materials for clinic use, for training and for widespread dissemination.

Two preliminary activities, the community/clinic survey and the literature review, requested during the November 1985 visit by the JHU/PCS needs assessment team, seem to be progressing well. The results are scheduled to be available in early April. The FP Conference, scheduled for April 6-10, 1986, will also be a useful measure of policy makers' attitude towards FP and population.

Overall, there seems to be a positive attitude from all directions for FP. One could conclude that the timing seems right to actively proceed within this conducive atmosphere. The USAID Population Officer is also anxious to proceed

with IEC activities given the positive feeling and the fact that the other components of the Contraceptive Supplies Project are in motion, specifically contraceptive social marketing. There is also a need to integrate all sectors of the project.

## RECOMMENDATIONS

It is recommended that:

1. A detailed, long-term IEC plan be developed as soon as the results from the literature survey and the community/clinic survey are available.
2. The development of preliminary educational materials should be initiated. Materials, such as a flipchart on FP methods for training and clinic use and a brochure for clinic and field workers, are needed since some training activities are presently being undertaken without any training support material. A consultant would be needed to work with the HE and MCH/FP departments to develop these materials.
3. Training workshops should be designed for HE, clinic staff and field workers to effectively use the materials that will be developed and to promote broader IEC skills.
4. JHU/PCS collaborate with IMPACT/PRB, Union of National Radio and Television Organizations of Africa (URTNA) and other appropriate agencies to promote widespread dissemination of FP information.
5. JHU/PCS make firm commitments to provide technical assistance and funds to the Ghana Contraceptive Supplies Project for fiscal year (FY) 1987-88. This would enable the HE department to develop into a viable and useful IEC unit to serve the MOH and the NGOs which provide FP services.

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M E M O R A N D U M

OUTLINE - LITERATURE REVIEW

FOR: DR. BEN-GARBRAH, RIPS

Some suggested guidelines on the Literature Review of research studies undertaken in Ghana within the last six years, relating to population, FP and related topics.

This outline is my initial thoughts on one possible approach. Our (JHU/PCS) initial purpose for the review was to try to identify what studies have been done in Ghana in the areas of FP, population and related areas, and to see if the results from these studies would make any difference on how we would proceed with an IEC campaign in Ghana. We thought that probably some ethnographic studies may have been undertaken from the University or by some graduate students. We were simply curious to know what has been done.

Purposes

1. To identify possible attitudes, beliefs, traditions and behaviors that may have an impact on efforts to reach and influence specific target groups within the rural areas.
2. To identify significant FP practices and/or trends that could affect or influence the type of information, education and communication that may be disseminated to specific groups.

3. To uncover any significant findings that other researchers established, which may indicate major trends in population changes.
4. To summarize the major findings from research undertaken, within the last six years, on issues relating to changes in population e.g., migration, growth, etc. within Ghana.

#### Possible Outline of the Study

- Purposes of the Study
- Summary of the major studies reviewed
- Limitations
- Conclusions and possible implications.

Maxwell S. Senior

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