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BURKINA FASO:  
TECHNICAL ASSISTANCE AND COUNTRY PROJECT MONITORING  
PHASE TWO

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## EXECUTIVE SUMMARY

From February 1 to 20, 1986, the Johns Hopkins University/Population Communication Services (JHU/PCS) Assistant Program Coordinator, Joan W. Schubert, visited Burkina Faso to work with the Ministry of Social Welfare and National Solidarity, commonly referred to as Essor familial, on a variety of project activities.

In collaboration with Essor familial, accomplishments for this technical assistance (TA) visit included the following:

- Monitoring of field activities in both Ouagadougou and Bobo-Dioulasso;
- Pretesting three family planning poster mock-ups;
- Finalizing the family planning logo;
- Creating a review board for the family planning (FP) film;
- Determining the target audience, theme, format, and suggested use for the film;
- Developing a simple system to code and analyze information from project referral slips.

The Family Planning Awareness Campaign previously planned for February, 1986 has been temporarily postponed until results from the first round of Columbia University's knowledge/attitude/practice (KAP) survey are available in late spring. It is expected that this study will serve to formulate message guidelines for the campaign, as well as direct future media materials development.

Since completion of this assignment, Essor familial has created a new Directorate of Family Planning. Mme Batta, the JHU/PCS project manager, is now the director. This should enable project activities to go even more smoothly, as the project manager and staff will be able to give their complete attention to this high priority health and social welfare concern for Burkina Faso.

It is recommended that JHU/PCS continue to provide technical and material support to Essor familial, as scheduled, since all phases of project work in Burkina are in good shape. In addition, through the bilateral which was being written at the time of this TDY, USAID/Ouagadougou has requested that JHU/PCS extend IEC family planning support to Burkina. There is much enthusiasm about this request as it will enable JHU/PCS to expand and augment the level of assistance it will be able to offer Essor familial over the next several years.

## LIST OF ABBREVIATIONS

ABBEF	--	l'Association Burkinabè pour le Bien Etre Familial (The Burkina Faso Association for the Well-Being of the Family)
CNC	--	Centre National de Cinéma (National Center for Cinema)
DESA	--	Direction de l'Education pour la Santé et l'Assainissement (Directorate of Health Education and Hygiene)
FP	--	Family Planning
IEC	--	Information, Education, and Communication
IPPF	--	International Planned Parenthood Federation
JHU/PCS	--	The Johns Hopkins University/Population Communication Services
KAP	--	Knowledge, Attitude, Practice
MOH	--	Ministry of Health
TA	--	Technical Assistance
TDY	--	Temporary Duty
UNICEF	--	United Nations International Children's Educational Fund
USAID	--	United States Agency for International Development

## I. Introduction

From February 1 to 20, 1986, the Johns Hopkins University/Population Communication Services (JHU/PCS) Assistant Program Coordinator, Joan W. Schubert, was in Burkina Faso to provide technical assistance and monitor project activities in the field with the Ministry of Social Welfare and National Solidarity, commonly referred to as Essor familial.

Objectives for this visit were to work with Essor familial staff to review and direct project activities to date to:

- ° Finalize designs for the national family planning (FP) logo;
- ° Pretest three FP posters;
- ° Establish a system for the production and review of a family planning film;
- ° Evaluate the FP Awareness Campaign;
- ° Collect and offer technical assistance pertaining to FP referral slips and the health information system.

The above objectives were achieved except for the evaluation of the FP Awareness Campaign. Upon arrival in-country, the JHU/PCS representative was informed that, due to the start-up of Columbia University's knowledge/attitude/practice (KAP) study, the campaign should be postponed so as not to influence study results. This was heartily supported by the JHU/PCS representative who recommended that results from the study be used to formulate message guidelines for the campaign as well as direct future media materials development. The KAP study can be used as baseline data for the IEC evaluation.

Another development which occurred during this temporary duty (TDY) was the establishment of a separate Directorate for Family Planning. Mme Fatoumata Batta, the JHU/PCS project manager, is the director.

Selection of new personnel was still taking place at the end of this assignment. This is a great boon for family planning activities in Burkina since Essor familial can now give priority attention to coordinating and responding to the ever-increasing demands for FP information, education, and communication (IEC) services in both rural and urban areas.

Although most of this assignment was spent in Ouagadougou, the JHU/PCS representative also visited Bobo-Dioulasso for four days with an Essor familial counterpart to observe and monitor project activities in the field.

## II. Highlights of In-Country Work

The IEC Development Project in Burkina Faso is going extremely well and is presently ahead of schedule. Materials are being designed and pretested in collaboration with both the Ministry of Health and the local International Planned Parenthood Federation (IPPF) group, l'Association Burkinabe pour le Bien Etre Familial (ABBEF).

### A. National FP Logo

The National FP logo has now gone through two rounds of pretesting in the field and was reviewed by official representatives from the Ministries of Health, National Education, Cultural Affairs, Essor familial and ABBEF. JHU/PCS is satisfied with the design but has requested that the artwork and lettering be improved before it is officially adopted. (See Appendix B for copy of logo.)

Although among the preliminary logo mock-ups there were some more-stylized or abstract designs presented, pretest results consistently indicated that, overall, non-literate audiences preferred designs with more, rather than less detail. During later poster pretesting sessions, the logo was presented and it was confirmed that audiences quickly recognized the images of two protecting hands around the happy family scene.

## B. Posters

Three posters were ready for pretesting at the time of this TDY. Themes included: 1) "Sterility problems are also a family planning concern"; 2) "Choice of methods"; and 3) "The planned family is a happy family." The first two posters will probably be adopted with some changes and modifications. The happy family poster, however, may require major alterations. Although there was nothing expressly wrong with the design, reactions to it were, at best, lukewarm. As such, it was recommended that another happy family poster be designed which would be more eye-catching and exciting. This second version will be pretested individually and compared with the original happy family mock-up during the next round of pretesting.

It was interesting to note that even during the course of pretesting, audiences were fascinated by the choice-of-methods poster, and insisted that the social educator immediately provide more information about the methods described on the poster following the pretest.

## C. FP Film

During the last technical assistance (TA) visit to Burkina in November, 1985, a questionnaire including multiple choice and open-ended questions about preferred target groups, themes, formats, and uses for a family planning film was prepared. The film questionnaire was distributed to 50 individuals representing a range of national, regional and front-line workers from the Ministries of National Education, Information, Health and Essor familial.

Based on results from 27 returned and completed questionnaires, as well as discussions between Essor familial, the Directorate of Health Education and Hygiene (DESA), and the JHU/PCS representative, it was decided that the film would be developed based on the following points:

- Target audience: Young adults
- Theme: Responsible sexuality
- Format: Dramatic and motivational
- Uses: Debate/discussion opener

At this stage, it has been suggested that a contest for the film script be announced in the local papers and on the radio, and that a prize be given for the best entry. After this, the film will be opened for tenders to submit bids.

Various sources indicate that responses to a call for tenders may be limited since the only functioning Burkinabe film industry, at present, is the Centre National de Cinéma (CNC), a division of the Ministry of Information, which will most probably be awarded the contract. A last minute bid may be submitted by a private individual.

A film review team consisting of representatives from the Ministry of Health, Essor familial, a JHU/PCS representative, and local experts will select the script and periodically review certain phases of production work to ensure that all objectives for the film are met.

#### D. FP Awareness Campaign

As mentioned previously, the FP awareness campaign has been postponed until the first round of results is available from the Columbia University urban KAP study. These results should be used to develop message guidelines and direct campaign themes. Given that Columbia's second round of surveys is scheduled to take place towards the end of the year, Essor familial and JHU/PCS will have a unique opportunity to examine quantitatively the general effectiveness of IEC efforts and the awareness campaign over a period of time in Burkina.

Other benefits which will stem from this delay include the fact that when the campaign does take place, probably in early summer, the following project activities should have been accomplished: 1) the national logo will have been disseminated; 2) clinic signs should be in place indicating where services are available; 3) at least two of the

three posters will have been printed; and 4) one brochure on choice of methods may be available.

Mme Batta also mentioned that she is contracting a popular local musician to write a family planning song for the occasion.

#### E. Referral Slips

The purpose of the referral slip system is threefold: 1) it serves as a mini-evaluation system to see how well Essor familial social educators are serving to steer potential family planning clients to clinics; 2) it can provide feedback to the social educators to see whether those women who express interest in FP ever actually follow through with a clinic visit; and 3) it may help to track trends in FP acceptance and preferred methods among women referred by social educators.

Two simple coding and charting systems were developed by the JHU/PCS representative and reviewed with certain Essor familial staff. The first was developed for quick interpretation of referral slip data. It has two purposes: 1) to make information from the slips easier to interpret, even at a glance; and 2) to prepare referral slip data so it could be easily fed into a microcomputer and later analyzed, thus supporting evaluation activities.

A second system was designed to provide feedback to social educators about referral slip "dropouts," that is potential clients who are given a referral slip, but never follow through with a visit.

Although both social educators and clinic personnel are enthusiastic about the referral slip system and are convinced of its potential usefulness, it will need more regular supervision if it is to be effective. Clinic personnel and service providers need to be better informed about their roles as slip collectors, and slip booklets need to be distributed in Bobo-Dioulasso. At the time of this TDY, referral slips were being consistently collected only at ABBEF. This, however,

was most likely due to the fact that a key figure at the Ministry of Health (MOH) had been ill and had, thus, been unable to orient the majority of MOH service providers about the slip system.

### III. Recommendations and Conclusions

The project in Burkina Faso is going very well and, to date, is ahead of schedule. Materials sent by JHU/PCS to Essor familial such as flipcharts, handouts, Population Reports, etc. are readily shared with colleagues and distributed to workers in the field. Front-line workers appear to be applying lessons learned from the first IEC project workshop to their everyday activities in the field such as: counseling, audience research, program planning, etc. The design, development, and pretesting of project materials are all proceeding smoothly and as planned.

The bilateral, which was being written at the time of this TDY, is expected to begin in early summer. USAID/Ouagadougou has requested that JHU/PCS take the lead role in continuing to provide IEC family planning support to Burkina. This should allow JHU/PCS the ability to expand and enhance the level of assistance it will be capable of offering Essor familial over the next several years.

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