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MALI FAMILY PLANNING  
IEC PROJECT START-UP

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## EXECUTIVE SUMMARY

From January 19 to February 1, 1986, the Johns Hopkins University/Population Communication Services (JHU/PCS) Assistant Program Coordinator, Joan W. Schubert, worked with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPF) to start up its new centrally-funded family planning/information, education, communication (FP/IEC) project.

A good range of IEC activities aimed at supporting family planning activities in Mali is expected to be developed with this project. Plans include: design of a national logo; installation of clinic signs; production of print and visual materials for use in government and private clinics; development of new radio programs including the use of traditional folk media; and the organization of a workshop for the National Union of Malian Women (UNFM).

Although the AMPPF is the core implementing agency for the project, it will be working in close collaboration with the Health Education Unit of the Ministry of Public Health and Social Affairs (MPHSA) and the Women's Division of the Directorate for National Literacy and Applied Linguistics (DNAFLA) of the Ministry of Education. Other government institutions expected to actively participate include the MPHSA's Division of Family Health, the Malian Radio and Television Broadcast Organization (RTM) and the UNFM.

During this visit, Ms. Schubert:

- o Reviewed project goals and specific expectations of all principal parties involved with the project, both individually and as a group;
- o Explored attitudes about the proposed FP logo with collaborating organizations as well as provided technical guidelines and documentation on logo design;
- o Went over JHU/PCS reporting and accounting procedures with the AMPPF accountant;
- o Prepared a workplan for JHU/PCS consultant, Dr. Judith Brown, an anthropologist assigned to conduct focus group research with family planning service providers and potential clients;
- o Researched the availability of the Ministry of Health's Health Education Unit to work with JHU/PCS consultant and IEC specialist, Benedict Tisa, to start the development and pretesting of certain media materials.
- o Investigated folk material resources for radio programs;

- o Pretested sections of materials proposed for the service providers' manual which have been developed as part of JHU/PCS' generic materials project;
- o Reviewed the Westinghouse Fertility Survey questionnaire with a demographer from the Sahel Institute;
- o Provided a good range of FP/IEC background materials to the AMPPF.

Expectations for the project are good. AMPPF appears to be a well-respected organization with good managerial skills. Recruiting efforts are currently underway to replace Mr. Yaouba Rouamba, the recently retired IEC section chief.

AMPPF has requested that JHU/PCS provide overtime pay to full-time AMPPF staff for work they will be doing for the project.

Two other centrally funded projects with AMPPF, Family Health International (FHI) and the Agency for Voluntary Sterilization (AVS), currently provide various forms of salary support. FHI employs a full-time statistician, provides pay for supplementary hours worked by the accountant and office coordinator, and pays for specific research follow-up activities. AVS also pays overtime hours to certain AMPPF staff as well as clinic workers.

It is recommended that JHU/PCS consult with FHI and AVS to explore their views on this issue. It is important that donor agencies maintain consistent and harmonious policies with recipient agencies in the field. JHU/PCS will also confer with International Planned Parenthood Federation (IPPF) to discuss possible ways by which the two organizations might jointly assist AMPPF with salary and staffing concerns.

Other recommendations of this TDY are:

1. JHU/PCS should prepare a sample set of good family planning logos developed around the world to help recipient agencies design, pretest and use logos;
2. Westinghouse and the Sahel Institute need to be contacted regarding the inclusion of IEC questions on the upcoming fertility survey in Mali;
3. Barbara Hoffman, an anthropologist/linguist from Indiana University should be contracted to assist with the griot and koteba elements of the project.

A monitoring/evaluation visit by a JHU/PCS staff person is recommended for August, 1986.

## LIST OF ABBREVIATIONS

AMPPF	--	Association Malienne pour la Protection et la Promotion de la Famille (Malian Association for the Protection and Promotion of the Family)
AVS	--	Agency for Voluntary Sterilization
DNAFLA	--	Direction Nationale de l'Alphabétisation Fonctionnelle et de la Linguistique Appliquée (Directorate for Functional Literacy and Applied Linguistics, Ministry of Education)
FHI	--	Family Health International
FP	--	Family Planning
IEC	--	Information, Education, and Communication
INSAH	--	Institut de Sahel (Sahel Institute)
IPPF	--	International Planned Parenthood Federation
IUD	--	Intrauterine Device
JHU/PCS	--	The Johns Hopkins University/Population Communication Services
KAP	--	Knowledge, Attitude, Practice
M/MC	--	Media/Materials Center
MOH	--	Ministry of Health
MPHSA	--	Ministère de la Santé Publique et des Affaires Sociales (Ministry of Public Health and Social Affairs)
RTM	--	Radiodiffusion Télévision Nationale du Mali (Malian Radio and Television Broadcast Organization)
TA	--	Technical Assistance
TDY	--	Temporary Duty
UNESCO	--	United Nations Educational, Scientific, and Cultural Organization
UNFM	--	Union Nationale des Femmes du Mali (National Union of Malian Women)
UNICEF	--	United Nations Children's Educational Fund
USAID	--	United States Agency for International Development

## I. Introduction

From January 19 to February 1, 1986, the Johns Hopkins University/Population Communication Services (JHU/PCS) project Assistant Program Coordinator, Joan W. Schubert, visited Mali to collaborate with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPF) on the start-up a new family planning/information, education, communication (FP/IEC) project.

The 18-month project was scheduled to begin October, 1985 with an estimated total cost of U.S. \$53,000. However, due to the extensive travel commitments of both the AMPPF and the JHU/PCS staff, actual project activities did not begin until January, 1986. Principal project activities include: the design of a national logo; installation of clinic signs; production of print and visual materials for use in government and private clinics; development of new radio programs including the use of traditional storytellers (griots) to communicate family planning messages; and the organization of a workshop for the National Union of Malian Women (UNFM). The materials produced as part of this project will be distributed in government and private family planning service centers throughout the country. Collaborating government and national organizations include the Ministry of Health and Social Welfare's Division of Family Health and Health Education Unit, the Women's Division of the Directorate for Functional Literacy and Applied Linguistics (DNAFLA) of the Ministry of Education, the Malian Radio and Television Broadcast Organization (RTM) and the National Union of Malian Women.

## II. Accomplishments

Specific accomplishments of this temporary duty (TDY) were as follows:

- ° Reviewed project goals and workplan with all associate parties, both individually and as a group, to discuss particular project needs and concerns, and to clarify the role of AMPPF as the coordinating and managing body for all project elements.

- Reviewed and discussed the purpose of a national logo during a group meeting with AMPPF and all other organizations associated with the project. A separate meeting was held with the artists from the Ministry of Public Health and Social Affairs (MPHSA) and DNAFLA to provide technical guidelines and background documentation on logo design.
- Prepared a workplan with AMPPF for JHU/PCS consultant, Judith Brown, to do focus group work with various groups involved in family planning IEC and service delivery, as well as potential clients.
- Visited the Sahel Institute to discuss the IEC component of the upcoming Westinghouse Fertility Survey scheduled for October, 1986.
- Provided copies of booklets, handouts and the JHU/PCS Packet Series in French to the AMPPF on population/family planning and IEC for distribution to interested collaborating agencies. (See Appendix B for list of handouts.)
- Researched the availability of transcribed materials by "griots" (traditional storytellers) and the RTM audiotech as a source for short radio program material.
- Pretested the intrauterine device (IUD) section of the generic materials worker's manual being developed by JHU/PCS with family planning (FP) clinic workers. The purpose of this pretest was twofold: one, it was to serve as an actual pretest for content; and two, it was to see whether reading aloud in groups was effective as a pretesting methodology for materials with extensive texts. A write-up of this experience will be available through the Media/Materials Collection (M/MC) at JHU/PCS.

Although much was accomplished during this assignment, some difficulties were encountered because of two unexpected official visits from International Planned Parenthood Federation (IPPF) regional representatives from Lomé. (Telex services were not operating properly between Lomé and

Bamako.) Because considerable time was spent with the IPPF representatives, the amount of time AMPPF could devote to the JHU/PCS project during this TDY was reduced. Despite this, thanks to the professional dedication of the AMPPF staff, activities with the JHU/PCS representative were not held up. By the end of this TDY, the project seemed off to a promising start.

Currently, there are two major issues which need to be addressed with AMPPF:

A. There is now only one full-time IEC person employed at AMPPF, Mrs. Diallo. When this project was designed, there were two--the other IEC specialist recently retired. Mrs. Diallo has been with AMPPF for many years, and it appears that she has many responsibilities in addition to IEC activities. In view of the present staff shortage, this could influence the amount of time she is able to give to the project. This problem was discussed with the regional IPPF representative from Lomé who was also working with the AMPPF at the time of this TDY. IPPF is also very interested in seeing that another IEC person is found as quickly as possible.

B. The AMPPF Executive Administrator and project manager, Mr. Mamadou Maiga, has requested that staff receive monetary compensation for specific work they will be doing for the project. A letter was sent to JHU/PCS by AMPPF in July, 1985 alluding to the need for additional staff/salaries. When the project was signed in October, 1985, no further mention was made of salaries or reimbursements for personnel time. It was, however, a major issue for much of the AMPPF staff during this TDY. The above administrative issues need to be addressed by JHU/PCS as they may hamper project progress.

Two other centrally funded projects--Family Health International (FHI) and Agency for Voluntary Sterilization (AVS)--already do provide various forms of salary support. FHI employs a full-time statistician, pays for overtime hours worked by the AMPPF accountant and office coordinator as

well as other specific research activities. AVS also funds staff for supplementary hours worked for project-related business.

Before any decision is reached, FHI and AVS will be consulted for their views on the matter. It is important that donor agencies maintain consistent and harmonious policies so as not to discourage or confuse recipient agencies in the field. JHU/PCS will also discuss with IPPF ways they might jointly be able to help AMPPF resolve certain staffing and funding issues. A letter addressing these issues was recently sent to Mr. Maiga for his information.

Overall, however, from group and individual meetings with all parties involved, the AMPPF appears to be a well-respected organization with good managerial skills. Expectations for the project are high and, despite staff shortages, enthusiasm for all project elements appears good.

### III. Highlights of In-Country Work

#### A. Workplan

Given that the project started three months later than expected, the workplan was revised with the AMPPF and approved by the other collaborating agencies, with special attention given to the availability of JHU/PCS technical assistance, planting seasons as they related to filming schedules, and religious holidays. A copy of the proposed revised workplan is on file at JHU/PCS. It has been recommended that the project be extended for a total of 21 months to make up for the months lost at the very beginning. It was also suggested that the workshop for the Union of Malian Women be carried out midway through the project rather than at the end.

The above points will be submitted to JHU/PCS administrative staff for their review and suggestions.

## B. National Logo

Before this TDY there was concern as to whether Mali would be able to develop a national logo when the government has no clearly defined population policy. However, after discussion with concerned groups, it was decided that if the logo were to be used and described as a symbol, rather than a seal, its connotation would be less official. This would allow the AMPPF greater liberty to design, approve, and distribute a model to be standardized throughout Mali.

In addition, it was agreed that, rather than sponsoring a national logo contest, DNAFLA and the Ministry of Public Health and Social Affairs (MPHSA) health education artists would join efforts to design several family planning logo mockups for pretesting. A meeting was held during which guidelines and background documentation were provided to the artists and AMPPF staff. Examples of FP logos around the world were presented. This spurred lively discussion about the do's and don'ts for logo designs.

One recommendation was that, with some pretesting and modification, AMPPF's present logo might be adapted for the national symbol. Another recommendation was that a simple light blue umbrella might be appropriate. Apparently the word "umbrella" can be easily translated into local languages, and is seen as a symbol of protection. Often chiefs of villages use an umbrella to protect themselves from sun or rain. It was explained that the color light blue is ideal in Mali for the FP logo as it symbolizes joy and fruitfulness and, along with white, is the color most often associated with marriages, baptisms, and other special events.

## C. Mali FP KAP Survey and Other Research

A visit was paid to the Sahel Institute in Bamako which will be working with Westinghouse later this year to do a fertility knowledge, attitude, practice (KAP) study. The recently completed questionnaire was reviewed by the JHU/PCS representative and the Sahel Institute's

demographic expert, Mr. Baba Traore. Although Mr. Traore had originally thought that an entire section had been addressed to IEC, he was surprised to discover that this section had been left out.

Mr. Traore and other Sahel Institute representatives are very much in favor of adding questions to the survey which would assist IEC family planning efforts in Mali. It has been reported that certain questions regarding radio listening habits were included in the pretest questionnaire to be carried out in March.

Mr. Traore also mentioned that extensive qualitative research has been done in Bamako by anthropologist Francine Van de Walle, at the Population Studies Center at the University of Pennsylvania. This may aid in developing message guidelines and complement the work of JHU/PCS consultant, Dr. Judith Brown. Brown is doing focus group work with FP service providers and educators in Mali to guide the design and content of various media materials for the project.

#### D. Evaluation

Keeping a log of major IEC activities, dates and places is already standard procedure at the AMPPF. It was agreed that Mrs. Diallo would now include other mass media activities in the log, so that service statistics from both government and private clinics could be periodically compared to IEC interventions for a rough determination of overall IEC impact.

#### E. Folk Material for FP Messages

When the project was developed, it was expected that the audiotape at the RTM would be a rich source of folk material for radio programs. Unfortunately, this will probably not be true. At RTM there did not seem to be any transcribed material available. Shelving and filing have posed a problem for the last several years. It is hoped that further investigation will uncover the sets of transcribed materials described in the project proposal. UNESCO or the Ministry of Youth and Sports might have copies of the materials.

The idea to use folk material is an excellent one, and many people are enthusiastic about it. Although only "griots" were mentioned in the project proposal, it has also been recommended that the regional theatrical art form "Koteba" be utilized. This sort of theater can be simultaneously satirical and humorous, and is the traditional way for everyday people to speak out on various social issues. It is already a very popular format for television use. Mrs. Diallo mentioned that the Ministry of Youth and Sports has a troupe.

A meeting was held with Barbara Hoffman, a local anthropologist/linguist who is a doctoral student with the University of Indiana and has been studying traditional storytellers and Koteba in Mali for the past three years. She speaks Bambara, personally knows most of the griots in the region, and actively participates as a griot herself during festivals and weddings. Mr. Maiga was very interested in meeting her. She will probably be an important contact person for JHU/PCS in realizing this aspect of the project.

#### F. TA Follow-Up

There are presently two JHU/PCS technical assistance (TA) visits expected to take place in Mali during the next few months. The first, which will be conducted by JHU/PCS consultant, Dr. Judith Brown, is an anthropological review based on focus group research of 1) FP service providers' needs for IEC materials and 2) clients' general knowledge/attitudes/practices of family planning. This information will be used to direct both the format and message content of materials to be developed with this project.

The second TA visit will be done by IEC specialist, Benedict Tisa, also a JHU/PCS consultant. With the AMPPF, he will use Brown's research to design and pretest a national FP logo, clinic signs, and other IEC FP support materials as indicated in the project plan.

During Schubert's TDY, a specific workplan was designed for Brown and a general scope of work, dependent upon the outcome of Brown's work, was proposed for Benedict Tisa.

#### G. Project Reporting and Accounting

The project director and accountant were briefed about JHU/PCS reporting requirements. Because AMPPF has been working with two other centrally funded projects for some time now, it is anticipated that reporting and accounting activities for the JHU/PCS project will go smoothly.

#### IV. Recommendations

- A. JHU/PCS needs to resolve the issue of salaries and staffing with AMPPF as quickly as possible so as not to hamper project progress. AVS and FHI will be consulted for their views. IPPF will be approached to see if, jointly with JHU/PCS, a solution can be proposed which will be satisfactory to AMPPF. Ms. Schubert expects to be able to meet with IPPF representatives in April to discuss this and other issues.
- B. JHU/PCS should consider putting together a package of "logo do's" with good examples. The package could include examples from worldwide public relations or marketing campaigns where good, simple and effective logos were developed, [i.e. Red Cross, the United Nations Children's Educational Fund (UNICEF), Shell Oil, etc.]. This could greatly help recipient agencies understand how to best design, pretest and use logos depending on their particular needs. This project will be addressed with the M/MC.
- C. Follow-up work needs to be done with Westinghouse and the Sahel Institute so that IEC questions are included on the fertility survey scheduled for Fall of this year.  
  
A letter has been sent to the Sahel Institute reiterating this request.
- D. Arrangements should be made so that Barbara Hoffman, of the University of Indiana can take an active role with AMPPF in the griot and, possibly, the koteba phase of the project.

Both Ms. Hoffman and the JHU/PCS project manager, Mr. Maiga, have been sent correspondence encouraging this collaboration.

- E. A monitoring/evaluation visit is recommended by a JHU/PCS staff person for August, 1986.

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Graphiste - Illustrateur

LIST OF HANDOUTS FOR MALI TDY, January, 1986

1. Basile, Jean. L'écriture radio-télé, Editions Radio-Canada.
2. Bertrand, Jane. Le Pré-test, University of Chicago.
3. Facteurs de la communication en planification familiale (adaptation d'une publication miméographiée du Dr. Gérard Winfield).
4. Folch-Lyon & Trost. L'interview de groupe, Studies in Family Planning.
5. Guide pour l'organisation, la production et l'évaluation d'un programme rural de radio (Departamento de Informacion y Educacion, Asociación Demográfica Costarricense, Costa Rica 1972).
  - a. Bonnie Remsberg: "Qu'est-ce qui rend une annonce efficace"
  - b. "Spots"/petites annonces en faveur de la planification familiale
  - c. L'interview radiophonique
6. Guide pratique en matière de planning familial, Office National de la Famille et de la Population de Tunisie.
7. Langlois, Philippe. L'interview radio dans la communication pour le développement social, (written for the University of Chicago).
8. Langlois, Philippe. La production et la diffusion d'une émission radio-magazine, (written for the University of Chicago).
9. Le planning familial: son effet sur la santé de la femme et de l'enfant, Center for Population and Family Health, Columbia University.
10. Levin & Gillespie. L'utilisation de la radio pour le planification familiale, World Neighbors.
11. Mécanismes et principes de base de communications en matière de Population/Planning Familial (booklet and poster), Population Communication Services/Johns Hopkins University.
12. Mucchielli, Roger. L'interview de groupe, Editions ESF.
13. Programme des médias de masse ou Programmes d'éducation directe (case histories), Clearinghouse on Development Communication.
14. JHU/PCS Packet Series #1 - #5.