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REPORT OF THE SECOND
RADIO COMMUNICATION WORKSHOP
PORT-AU-PRINCE, HAITI

Prepared by: Joan W. Schubert and
Philippe Langlois

Dates of In-Country Work:
August 25 - September 20, 1985

Population Communication Services
Population Information Program
The Johns Hopkins University
624 North Broadway
Baltimore, Maryland 21205
USA

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Executive Summary

The second Haiti Radio Communication Workshop was held at the Holiday Inn in Port-au-Prince from September 2 - 13, 1985. JHU/PCS representatives Joan W. Schubert and Philippe Langlois served as core trainers and worked closely with Dr. Laurent Eustache, Director of the Directorate of Health Education and Training (DESE), and Mme Monique Souvenir, DESE's media specialist.

Twenty-two participants attended the workshop, including 12 health educators and 10 radio producers from their regions. Topics covered included radio production, the use of focus group discussions for message development and pretesting, and an overview of how to design a communication program. The workshop was a follow-up to a previous JHU/PCS sponsored workshop held in Cap-Haitien in late January/early February, and enabled participants to apply and reinforce skills learned previously. Follow-up visits by Mme Souvenir are being planned to continue this training and monitor health educator radio activities in the field.

Highlights of the workshop were:

- Close teamwork between the health workers and their radio counterparts leading to professional quality productions.
- Pretesting and revision of radio materials by the participants based on audience research in the field.
- Production by participants of a set of 20 interviews, 17 spots, and 6 radio programs ready-to-air in Creole on the local radio stations.
- Extensive and favorable radio and television coverage of the workshop in French and Creole.

The training formula used in Haiti was a highly effective teaching/learning tool. Two complementary workshops with appropriate intermittent homework for participants is a training method which should be adopted whenever possible. Other key lessons learned from the workshops are summarized on pages 7-9.

Areas where further USAID Mission assistance are recommended are as follows:

- Assist DESE to maintain its ongoing radio broadcasting activities.
- Provide funding and contract with JHU/PCS directly to carry out the interpersonal communication and management workshop requested by Dr. Eustache's division.
- Investigate the possibility of assisting the DESE to carry out a FP communication program in conjunction with JHU/PCS, similar to the UNICEF ORT social marketing strategy.
- Conduct research to better assess Haiti's current FP services and distribution methods, including IEC programming as appropriate.

Collaborative activities between JHU/PCS and PAHO/UNFPA are being explored at this time. Several months of TA to Haiti's Directorate of Health Education and Training by Langlois and Schubert have been recommended by Dr. Eustache. This request is to be discussed during a Tripartite meeting between the DESE, PAHO and UNFPA during early November, 1985.

List of Abbreviations

DESE	-	Directorate of Health Education and Training
DSPP	-	Department of Public Health and Population
FP	-	Family Planning
IEC	-	Information, Education and Communication
JHU/PCS	-	Johns Hopkins University/Population Communication Services
NFP	-	Natural Family Planning
ORT	-	Oral Rehydration Therapy
PAHO/WHO	-	Panamerican Health Organization/World Health Organization
TDY	-	Temporary Duty
UNFPA	-	United Nations Fund for Population Activities
UNICEF	-	United Nations Children's Fund
USAID	-	United States Agency for International Development

INTRODUCTION

In response to a request by the Department of Public Health and Population (DSPP) to provide practical training in IEC strategies and radio production to its regional and district health educators, JHU/PCS, together with the Directorate of Health Education and Training (DESE), planned and carried out a second Radio Communication Workshop from September 2-13, 1985 at the Holiday Inn, in Port-au-Prince. The first workshop was held in Cap-Haitien from January 23 to February 17, 1985. JHU/PCS Assistant Program Coordinator, Joan W. Schubert, and JHU/PCS Consultant, Philippe Langlois--also present at the first workshop--provided the core instruction and worked in close collaboration with Dr. Laurent Eustache, the DESE Director and Mme Monique Souvenir, DESE's Broadcast Media Specialist.

Goals for the ten-day workshop were to:

- Improve and further develop skills and concepts presented at the first radio communication workshop held earlier in the year;
- Create and/or strengthen working relationships between health educators and their regional radio counterparts; and
- Prepare a bank of ready-to-air family planning radio spots based on audience research done by the health educators in their respective regions prior to the workshop.

Additional activities for the JHU/PCS team included 1) working with the DESE to determine workshop follow-up and discuss future collaborative activities with JHU/PCS; and 2) meeting with l'Action Familiale d'Haiti to explore a request to provide funding for the printing of three booklets on Natural Family Planning (NFP).

I. WORKSHOP HIGHLIGHTS

The Workshop

The first workshop, held in Cap-Haitien in late January/early February, 1985, trained 22 health professionals in basic communication theory, message

development, audience research and radio production techniques. The themes covered in the first workshop included nutrition, breast-feeding and family planning.

The second radio communication workshop, and the subject of this report, was designed and carried out by JHU/PCS and DESE as follow-up training to the first seminar with emphasis on radio production and audience research. A primary objective of the workshop was to bring health educators and radio producer counterparts together to improve program quality and continuity. At the request of Dr. Eustache, course content for this workshop was focused entirely on family planning.

Topics covered during the workshop included radio production (interviews, spots and various formats suitable for longer programs), the use of focus group discussions for message development and pretesting, and an overview of the communication campaign process.

The two-week seminar was held in a well-equipped Holiday Inn conference room in Port-au-Prince, from September 2 to 13, 1985. Twenty-two participants attended the workshop, including twelve district health educators. Ten radio representatives from local stations participated. The broadcasters were represented in many cases by station managers, programming directors and on-air personalities. All the health educators, except one, were veterans of the first Radio Workshop in Cap-Haitien. The workshop promoted the development of close working relationships between the health educators and the radio producers from local stations in the districts where they work.

The workshop adopted a primarily hands-on approach with short theoretical sessions and instruction usually followed by practical work sessions. Teaching was supplemented with a good selection of reference materials and handouts pertinent to workshop topics. Demand from the outside (health schools, other DSPP departments) was such that additional copies had to be printed.

Much of the message content of the radio material was based on focus group discussions carried out by the health educators in their respective locales prior to the start of the workshop. This research was an assignment given at the close of the first workshop. At the beginning of the seminar, the educators made presentations on their investigations; the group then proceeded to tentatively identify national trends from the regional studies. Recurring findings included the fear of side effects as a major obstacle, and the better quality of life possible through FP as the greatest motivational argument for acceptance of a contraceptive method.

Output

Participants each produced a short (3-4 minute) interview on a family planning topic. Some travelled to clinics or peripheral areas to solicit testimony from FP users, while others interviewed nurses, field workers and other health professionals.

Each health education/radio team then wrote and recorded a series of 30-60 second spots. To ensure quality work, studio facilities were rented at two Port-au-Prince radio stations. After listening to the spots and giving their own evaluation of their work, the participants visited outlying areas to pretest their material through focus group discussions. This proved to be a stimulating and enlightening experience, especially for the radio producers, who were not familiar with this technique.

The teams' final assignment was to produce larger format programs. Some chose to do musical/variety programs. Others wrote and recorded mini-dramas or opted for a panel discussion format.

For each of their productions, participants were required to identify specific target audiences and objectives and to suggest appropriate broadcast times.

All material was produced in Creole. Participants and instructors agreed that the quality of the output had improved tremendously since the first

radio workshop. Much of it is ready-to-air. A set of the seminar's best spots and programs is being copied for distribution to all participants for use in their districts. The set includes 20 interviews, 17 spots and 6 radio programs. It is hoped that this will be the start of a working agreement which will foster the continued exchange of radio material between regions. Each regional health educator present at the workshop now has a bank of broadcast-ready tapes for use on his/her local station.

IEC Campaign Organization

Another popular feature of the workshop was a follow-up to the IEC campaign management work presented at the first Cap Haitien Seminar. The refresher course was based on JHU/PCS' publication, "Basic Processes and Principles for Population and Family Planning Communication" in French. Participants were instructed and encouraged to use this planning guide to design, carry out and evaluate their radio programming and overall IEC activities.

Media Coverage

The workshop received extensive media coverage. The "Television Nationale" visited the workshop three times, filmed activities and interviewed instructors. Each of their visits resulted in a feature story on both the Creole and French national news. The items were then used on other TV programs. The workshop was also frequently mentioned on various radio stations.

Evaluation

At the end of the seminar, participants were asked to work in small groups to summarize and draw conclusions about their work and the seminar in general. The health-radio teamwork, pretesting and the learning of new writing and production techniques for various radio formats were identified as the most worthwhile legacies of the workshop.

Monitoring of the workshop was ensured through a questionnaire at the midway mark to gauge the participants' interest and comprehension; no major adjustments were required.

A final evaluation questionnaire was distributed at the conclusion of the workshop. Virtually all participants expressed a high degree of satisfaction with all aspects of the workshop. Many explained in detail how skills and concepts learned during the workshop would help improve their performance in their regular work. Recommendations for follow-up ranged from a third seminar to outside technical assistance at the regional level to help educators further perfect their radio production skills. Several participants suggested that a follow-up questionnaire be sent to trainees several months after the workshop to monitor pertinent activities and assess effectiveness in the field.

The only notable complaint was about some delays in the program when the pretesting outing for some of the participants took longer than expected and studio time was not immediately available at the scheduled hours.

Workshop Follow-up

To ensure that the participants receive adequate follow-up training and assistance in applying skills learned during the workshop, Monique Souvenir has been assigned by the DESE to handle this function. During periodic site visits, it is anticipated that she will assist the health educators with radio production work, communication campaign planning and other IEC activities. In addition, Mme Souvenir's visits will facilitate the distribution and exchange of cassettes and reel-to-reel tapes between health posts of radio material developed during the workshop and later in the field. JHU/PCS has provided the DESE with a Marantz PMD-430 to facilitate continued quality recording and production work during these site visits. As part of the workshop follow-up, JHU/PCS will assist Mme Souvenir with gasoline costs and per diem to offset her expenses in the field.

The DESE has requested that, as a complementary component to its FP radio strategy, interpersonal communication at service delivery points be

addressed. As Dr. Eustache explained, although the radio spots may motivate people to go to clinics for FP advice or services, if the service providers are not properly trained to communicate with patients, the full benefit of the radio efforts will not be realized.

To date, health service providers in Haiti have little or no formal training in interpersonal communication. (See Haiti Needs Assessment, written by Margaret B. Parlato, JHU/PCS, 1983.) The DESE would like to see its nurse health educators trained in this area so that they can, in turn, both train and more effectively manage communication activities both at the clinic level and in the field through extension agents. Presently, each nurse is responsible for 15-20 such health professionals/workers. DESE staff has thus recommended that JHU/PCS assist them with planning and carrying out a third workshop--this time on training of trainers in interpersonal communication and district management of clinic-level health education programs.

II. MEETINGS

L'Action Familiale

Meetings were held with l'Action Familiale d'Haiti staff, Mr. Fritz François, National Coordinator, and Père Michel Welters, Treasurer. The purpose of the meeting was to explore a request made by l'Action Familiale d'Haiti for JHU/PCS to fund the printing of three booklets in Creole and French on natural family planning (NFP). These booklets have been in use by voluntary NFP workers for the past two years and have undergone revisions twice (i.e. informally pretested).

JHU/PCS had been considering funding the project, but due to severe funding constraints has referred this request to the new NFP project at Georgetown University. A draft project proposal prepared by Fritz François and Père Welters was developed during the course of this TDY and bids have been obtained from two print shops. Relevant material associated with

L'Action Familiale D'Haiti's proposal has now been passed on to Georgetown University for their review. JHU/PCS did agree to fund the production of mimeographed or xeroxed copies of the booklets for use by the NFP educators.

USAID/Port-au-Prince

The Health and Population staff at the Port-au-Prince USAID Mission had only recently assumed their posts at the time of this TDY. Schubert met with Debbie Kreutzer of the Population Division to discuss collaborative activities between JHU/PCS, DESE and the AID mission. Suggestions for future action by the Mission are included in the recommendations section of this report.

PAHO/WHO

A meeting was arranged by Dr. Eustache for Schubert and Langlois to meet Dr. Robert Fischer, the PAHO/WHO representative in Haiti. Dr. Eustache has expressed interest in contracting for Schubert and Langlois to provide technical assistance for an extended period of time to the DESE in the areas of radio, interpersonal communication, training and overall communication program management. At the suggestion of Dr. Fischer, Schubert later met with UNFPA representative Mme Edith Lataillade to discuss such a possibility.

Follow-up discussions with PAHO representatives in Washington, D.C. concluded that PAHO could provide a technical assistance contract to JHU/PCS, but this would require the approval of DESE and other appropriate Haitian government agencies and UNFPA.

UNFPA

Discussions with Mme Lataillade indicate that although UNFPA is enthusiastic about JHU/PCS taking an active role with Dr. Eustache's division, there is still some question as to the nature of the technical

assistance to be offered. Mme Lataillade expressed interest in developing a plan whereby several of the principal donor agencies in Haiti would coordinate efforts to realize certain common goals in the areas of family health and welfare.

A Tripartite meeting between PAHO/UNFPA/DESE was planned for early November to discuss plans such as this for 1986.

III. RECOMMENDATIONS AND CONCLUSIONS

JHU/PCS

In general, lessons learned from the Haiti experience include the following:

1. Whenever possible, JHU/PCS should attempt to use the training formula used in Haiti. This approach, as acknowledged by both trainers and trainees, proved to be an effective teaching/learning method which in the case of Haiti, meant a jump from good radio material to professional quality programming. Key elements of this approach include:
 - a. Do an initial workshop where concepts and skills are introduced;
 - b. Leave homework (such as a project or an audience research assignment) for participants to do over a period of time;
 - c. Conduct a second workshop building on the information presented at the first workshop and homework assigned, and apply it in a real setting.
2. A workshop is most effective when the core instructors are involved in the design of the curriculum, the selection of handouts, and other aspects of the overall organization.

3. A hands-on approach with both individual assignments and team work makes for more committed participants who can put theory into practice and see the results of their efforts. Adequate doses of content courses and technical instructions should complement intensive sessions of practical work (writing/producing) critique and field testing.
4. It is possible to conduct a two-week workshop geared towards practical work with only a few (2-3) instructors. When presentations and courses are required, they should be short, technical and to the point. It is thus easier to keep participants interested.
5. In-country workshops are more likely to produce relevant, pretested and ready-to-air radio material than overseas workshops.
6. The 20-22 participants at the Haiti seminars should be considered a maximum for any radio workshop. Because of the emphasis on production, critique and field testing, any larger number would be difficult to manage and would cut down on the individual attention allocated to each participant.
7. Small is beautiful. A radio workshop should stick to its basic objectives and not try to cover too many topics in two weeks.

Also, it is suggested that a follow-up questionnaire (as proposed by the participants themselves in the final workshop evaluation), be designed by JHU/PCS and sent out by Dr. Eustache's division. The primary purpose of this questionnaire would be to find out whether skills taught during the workshop are being applied in the field and, if not, to find out why not. Subsequent radio training for the health educators could use this information as a base.

USAID/Port-au Prince

Presently, most of the DESE health educators have access to broadcasting facilities. Funds are provided by UNFPA to the DESE which offers radio stations \$100.00 per month for 30 minutes of daily broadcast time plus \$50.00 for supplies and technician services. It should be noted that, at the time of this TDY, there was some concern expressed by the DESE that this activity might not continue to be fully funded by UNFPA. Presently, no further information is available regarding this matter. To avoid possible disruptions of this important activity, USAID/Port-au-Prince may wish to consider assisting DESE to finance this project, should this prove necessary.

Other areas where the Mission can help the DESE include:

- Provide funding and contract with JHU/PCS directly to carry out the interpersonal communication and management workshop requested by Dr. Eustache's division.
- Investigate the possibility of assisting the DESE to carry out a FP communication program in conjunction with JHU/PCS similar to the UNICEF ORT social marketing strategy.
- Conduct research to better assess Haiti's current FP services and distribution methods, including IEC programming as appropriate.

PAHO/UNFPA

Results of the Tripartite meeting described earlier in this report will determine how and when JHU/PCS can best collaborate with PAHO/UNFPA and DESE to meet Haiti's FP/IEC needs.

List of Contacts

L'Action Familiale d'Haiti

M. Fritz François
National Coordinator

Père Michel Welters
B.P. 531
Port-au-Prince

DESE

Dr. Laurent Eustache
79, avenue Martin Luther King
Port-au-Prince
Telephone: 6-0719 (office)
2-6395 (home)

Mme Monique Souvenir
Annexe I, MSPP
Delmas 33
Port-au-Prince
Telephone: 6-0719 (office)
4-0791 (home)

Mme Marie Christine Bertrand
Annex I, MSPP
Delmas 33
Port-au-Prince
Telephone: 6-4311 (office)
2-2295 (home)

PAHO/WHO

Dr. Robert Fischer
B.P. 1330
Port-au-Prince
Telephone: 2-1732
Telex: 0149
Cable: OFSANPAN
Port-au-Prince

UNFPA

Mme Edith Lataillade
Telephone: 3-4389

USAID/Port-au-Prince

Ms. Debbie Kreutzer
Telephone: 2-5500
2-5196

PARTICIPANTS
ATELIER DE TRAVAIL EN PRODUCTION RADIO

APPENDIX B

DESE - PCS

2 - 13 septembre 1985

NOM ET ADRESSE	ETABLISSEMENT DE TRAVAIL	ADRESSE RESIDENCE	PHONE
Ketty Ferère	Bureau du District Sanitaire: de Saint-Marc	Rue Louverture No. 213, St. Marc	
Exil Dellile	Radio Lumière, Hinche	132, Oneste Zanon Hinche	
Addophe Raymond	District Sanitaire de Hinche:	Rue Charlemagne Pé- ralte	
Alténon Helson	76, Cité Verna	76, Cité Verna Saint-Marc	
Yanick A. Monereau	Bureau de la Région Sani- taire Nord	Rue 11L No. 56 Cap-Haitien	2-0871
Robert Nérée	Bureau de la Région Sani- taire Nord	Rue 16KL No. 140 Cap-Haitien	2-0261
Rose Odile Creed	Bureau du District Sani- taire de Fort-Liberté	Rue 22F-G No. 42 (Etage) Cap-Haitien:	2-2007
Jaudin Charles	Radio 4VEH P.O. Box 1	Cap-Haitien	2-2916 (Bur) 2-0015 (Rés)
ivelyne Dantica	Radio Nationale Rue du Magasin de L'Etat Port-au-Prince, HAITI	Delmas 18, No. 11	2-2420 (Bur) 2-9038 (Rés)
Simone EUGENE	Centre Hôpital de Carrefour Route de Carrefour Port-au-Prince, HAITI	Carrefour, Wanej 93 755, Rue A. Gédéon	4-0120 (Bur) 4-2160 (Res)

NOI ET PRENOM	ETABLISSEMENT DE TRAVAIL	ADRESSE RESIDENCE	PHONE
Bastien Volny	Chambre Législative - Bicentenaire	64, Rue Louverture Gonaives	4-0376
Gardenia Monroe	Bureau Régional Gonaives	25, Rue Jean-Jacques	
Marceau Laurent	Radio Trans-Antibonite Gonaives	26, Ave des Dattes Gonaives	4-0376 4-0540
Adrienne Salomon	Bureau Régional Cayes	Ave Cartagena, P.B 3	6-0540
Félix Pierre	Radio Diffusion Cayenne	13, Ocxilius Fougère	
Marie Carmel B. Thésée	Bureau du District Sanitaire de la Croix-des-Bouquets	149, 109, Rue Magloire Ambroise	2-6246
Rose-Andrée Chéry	Radio Lumière Cayes B.P. 71 24, Rue Nicolas Géffrand	Bld Jean-Jacques Dessalines 45, Rue Shell, Cayes	6-0361 6-0221
Michel Alex Félix	Radio Grand-Anse Rue Dr. Hyppolite	Rue Eugène Margnoz No. 54	4-5337 (Bur) 4-5381 (Res)
Paula Brunache	District Sanitaire de Jérémie	Bordes No. 25	4-5340
Jacques Brunet Saintil	La Voix du Nord'Ouest, Radio 4 VTS, Pont-de-Paix - Rue Bénito Sylvain	Ave. Lamartinière, Bureau SNEP	8-5219 88-6213 8-5242 (Radio)
Marthe O. Sainvil Box	Bureau du District Sanitaire de Pont-de-Paix	268, Ave. des Trois- Rivières	8-5282

NOM ET PRENOM	: ETABLISSEMENT DE TRAVAIL	: ADRESSE RESIDENCE	: PHONE
Mirva DIVAL	: Bureau District Sanitaire : Miragoâne	: Rue Henri Christophe : No. 3, Miragoâne	: 2-7059
Monique SOUVENIR	: Annexe J, MSPP : Delmas 33	: Fontamara 27	: 4-0791 (Rés) : 6-0719 (Bur)
Marie Christine BERTRAND	: Annexe J, MSPP : Delmas 33	: Rue 3 No. 28 : P-Au-P	: 2-2295 (Rés) : 6-4311 (Bur)
Joan SHUBBERT	: PJP/PCS : 624 North Broadway : USA 21218	: 2815 N. Calvert : Baltimore, MD : USA 21218	: 1-301-1355669 : (Rés) : 1-301-9667614 : (Bur)
Philippa LANGLOIS	: PJP/PCS : 624 North Broadway : USA 21218	: 4399 Esplanade : Montréal, Québec : CANADA, H2V-1T2	: (514) 849-4305

WORKSHOP SCHEDULE

APPENDIX C

SEMAINE 1: 2e ATELIER COMMUNICATION/RADIO/PLANNING FAMILIAL - PORT-AU-PRINCE, HAITI

Lundi - 2 septembre

Mardi - 3 septembre

Mercredi - 4 septembre

Jeudi - 5 septembre

Vendredi - 6 septembre

08:00-10:30	<p>Ouverture:</p> <ul style="list-style-type: none"> . allocutions de bienvenue . présentation des encadreurs et participants . les grandes lignes de l'atelier de communication 	<p>Exposé: les campagnes de communication. Rappel des grands principes: objectifs, plans, publics-cibles, etc.</p>	<p>(TP): exercices d'entrevue. Chaque participant réalise une entrevue radio sur un thème de PF sur le terrain, soit avec un(e) spécialiste, avec une personne qui utilise le PF, etc.</p>	<p>Exposé: le "spot" radio. Rappel de la théorie, la technique et quelques conseils pratiques. Différents types d'annonces. Exemples.</p>	<p>(TP): enregistrement des spots radio en studio. Chaque équipe produit au moins deux annonces.</p>
10:30-10:45	Pause	Pause	Pause	Pause	Pause
10:45-12:00	<p>Exposé: La programmation radio. Différents formats d'émissions. Exemples d'émissions d'autres pays sur le PF. Discussion.</p>	<p>(TP): Certains participants donnent un compte-rendu de la situation de leurs campagnes au niveau du district élaborée lors du premier atelier.</p>	<p>(TP): écoute, critique, et évaluation des entrevues par les participants.</p>	<p>Exposé: le spot radio (suite). Le slogan.</p> <p>((TP): concours de slogans sur des thèmes de PF.</p>	<p>(TP): enregistrement des spots radio en studio. (suite).</p>
12:00-1:00	Repas	repas	Repas	repas	repas
1:00-3:00 +	<p>Exposé: L'entrevue radio. Théorie, technique, conseils pratiques.</p> <p>Travaux pratiques (TP): chaque participant devra réaliser une entrevue de PF sur le terrain. Recherche et préparation.</p>	<p>(TP): les participants-éducateurs sanitaires font part des groupes de réflexion ("focus group discussion") sur le PF qu'ils ont organisés dans leurs districts avant la tenue de l'atelier.</p> <p>Discussion. Mise en commun des données recueillies lors des groupes de réflexion, et qui aideront à déterminer la forme et le contenu des messages radio.</p>	<p>(TP): écoute et critique des interviews radio (suite).</p>	<p>(TP): rédaction des spots publicitaires. Chaque équipe doit rédiger une série d'annonces sur un thème de PF en tenant compte de ses objectifs de communication et des publics-cibles visés.</p>	<p>(TP): écoute et critique des annonces radio de tous les participants.</p> <p>Evaluation préliminaire de l'atelier. Questionnaire.</p>

SEMAINE 2: 2e ATELIER COMMUNICATION/RADIO/PLANNING FAMILIAL - PORT-AU-PRINCE, HAITI

Lundi - 9 septembre

Mardi - 10 septembre

Mercredi - 11 septembre

Jeudi - 12 septembre

Vendredi - 13 septembre

9:00-10:30	Exposé: le prétest. Théorie. L'animation d'une séance de prétest. Comment choisir un groupe représentatif. Le questionnaire.	(TP): le prétest au moyen de groupes de réflexion. Sortie sur le terrain. Chaque équipe rencontre un petit groupe de citoyens représentatifs de leurs publics-cibles afin qu'ils évaluent des spots radio.	Exposé: Différents types d'émissions radio sur le PF: radio-feuilletons, mini-drames, tables ronde, contes, émissions variétés musicales, etc. Discussion.	(TP): Enregistrement des émissions en studio (suite).	Synthèse et conclusions: les acquis de l'atelier de communication.
10:30-10:45	Pause		Pause		Pause
10:45-12:00	(TP): Le prétest (suite). Simulation d'une séance de prétest avec les participants.		(TP): Rédaction-scénarisation d'émissions radio. Chaque équipe doit préparer une émission sur le PF - en utilisant un format approprié à son public-cible.		Evaluation finale de l'atelier par les participants. Questionnaire. Clôture de l'atelier
12:00-1:00	Repas	repas	Repas	repas	
1:00-3:00 +	(TP): écoute et critique des spots radio (suite). (TP): les équipes choisissent les spots radio qu'elles désirent prétester. Préparation en vue de la sortie sur le terrain le lendemain.	(TP): le prétest. les équipes font rapport de leurs enquêtes sur le terrain. Discussion et conclusions. (TP): rédaction/scénarisation d'émissions radio. (suite).	(TP): rédaction-scénarisation d'émissions-radio (suite). (TP): Les équipes qui sont prêtes vont en studio pour l'enregistrement de leurs émissions.	(TP): Ecoute et critique des émissions radio produites par les participants. Discussion.	

List of handouts for Haiti Radio workshop

- . Jane Bertrand, Le pré-test, University of Chicago
- . Mécanismes et principes de base de communications en matière de Population/Planning Familial (booklet and poster), Population Communication Services/Johns Hopkins University
- . Guide pour l'organisation, la production et l'évaluation d'un programme rural de radio (Departamento de Información y Educación, Asociación Demográfica Costarricense, Costa Rica 1972)
 - a) Bonnie Remsburg: "Qu'est-ce qui rend une annonce efficace"
 - b) "Spots"/petites annonces en faveur de la planification familiale
 - c) L'interview radiophonique
- . Peigh, Maloney, Higgins, Bogue, L'utilisation de la radio pour le développement social, University of Chicago
- . Levin and Gillespie, L'utilisation de la radio pour la planification familiale, World Neighbors
- . Jean Basile, L'écriture radio-télé, Editions Radio-Canada
- . Programme des médias de masse ou Programmes d'éducation directe (case histories), Clearinghouse on Development Communication
- . Rapport sur le Développement dans le Monde (excerpts), Banque Mondiale
- . P. Langlois, La production et la diffusion d'une émission radio-magazine (written for the CFSC of the University of Chicago)
- . P. Langlois, L'interview radio dans la communication pour le développement social (written for CFSC of the University of Chicago)
- . Folch-Lyon & Trost, L'interview de groupe, Studies in Family Planning
- . Roger Mucchielli, L'interview de groupe, Editions ESF
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