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**WORKSHOP PARTICIPATION AND  
MEETINGS WITH INTERNATIONAL AGENCIES  
BASED IN NAIROBI, KENYA**

**Prepared by: Phyllis T. Piotrow, Ph.D  
Population Information Program**

**Dates of In-Country Work:  
June 27- July 6, 1985**

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

## EXECUTIVE SUMMARY

Phyllis T. Piotrow, Director, Population Information Program and Principal Investigator, The Johns Hopkins University/Population Communication Services (JHU/PCS), visited Nairobi, Kenya June 27, 1985 through July 6, 1985.

The purpose of the trip was:

I. To participate in a two-day workshop with the Executive Directors of Family Planning Associations (FPAs) in Africa on "Planning, Development and Management of IEC Programmes and Materials." (See Special Report Appendix I.)

II. To discuss IEC projects to be funded by JHU/PCS with representatives of FPAs of several African countries.

III. To meet with Professor George Eshiwani to clarify problems surrounding the project AF-KEN-02, "Evaluation of Family Planning Films," and to finalize the grant.

IV. To meet with Hilary Ng'weno and Mark Lediard to discuss the ongoing project for preparation of films and video material to be used in Kenya, AF-KEN-01.

V. To review relationships between JHU/PCS and the Centre for African Family Studies (CAFS) as they will develop under the proposed USAID/REDSO/ESA funding.

VI. To meet with representatives of the Union of National Radio and Television Organizations of Africa (URTNA) to discuss future project activities.

VII. To gather information on youth programs in Africa for use in future project development.

**Recommendations are as follows:**

1. Follow-up to the Workshop should be provided by developing a simple plan for monitoring radio and television references to population/family planning by interested family planning associations for a nominal payment.
2. Projects or technical assistance should be developed, if funds permit, for countries such as Malagasy Republic, Mauritius, and Lesotho, as recommended by AID/REDSO/ESA.
3. JHU/PCS should monitor progress on both Kenya grants, for production, pretesting, and evaluation of comedy and drama video spots.
4. Plans should be made to implement the collaborative program with CAFS as soon as funds are obligated by AID/REDSO/ESA to CAFS and JHU/PCS.
5. Technical support should be provided to URTNA to expand project development and other links with African broadcasting organizations. Tapes for recording as well as appropriate films should be provided to increase limited supplies and collection at URTNA/PEC.
6. JHU/PCS and/or AED should explore closer links between US broadcasting organizations and URTNA.

TABLE OF CONTENTS

|   | <u>PAGE</u> |
|---|-------------|
| EXECUTIVE SUMMARY . . . . .   | i           |
| LIST OF ABBREVIATIONS . . . . .   | iii         |
| PURPOSE OF TRIP . . . . .   | 1           |
| SECTION I: WORKSHOP ON "DEVELOPMENT, PLANNING<br>AND MANAGEMENT OF IEC PROGRAMMES AND MATERIALS"  | 2           |
| SECTION II: DISCUSSIONS ABOUT IEC PROJECTS WITH AFRICAN FPAs . . . . .  | 3           |
| SECTION III: CLARIFICATION OF AF-KEN-02 GRANT . . . . .   | 7           |
| SECTION IV. DISCUSSIONS WITH HILARY NG'WENO REGARDING PROJECT<br>AF-KEN-01 "FAMILY PLANNING FILMS"  | 8           |
| SECTION V. RELATIONSHIPS BETWEEN JHU/PCS AND THE CENTRE FOR<br>AFRICAN STUDIES (CFS) WITH RESPECT TO FUNDING FROM AID/REDSO/ESA . . . . . | 9           |
| SECTION VI. MEETINGS WITH REPRESENTATIVES OF URTNA . . . . .  | 10          |
| SECTION VII. DISCUSSIONS ON YOUTH PROGRAMS . . . . .  | 13          |
| APPENDIXES  |             |
| I. SPECIAL REPORT ON WORKSHOP ON "DEVELOPMENT, PLANNING, AND MANAGEMENT<br>OF IEC PROGRAMMES AND MATERIALS."                              |             |
| A. PROGRAM  |             |
| B. PARTICIPANTS   |             |
| II. LETTER ON BENIN   |             |
| III. AID PROJECTS FOR MALAGASY TRAINING   |             |
| IV. LIST OF CONTACTS  |             |

### List of Abbreviations

- ACEFPAAR - The Association of Chief Executives of Family Planning Associations Africa Region
- AED - Academy for Educational Development
- AID/W - Agency for International Development/Washington
- AVS - Association for Voluntary Sterilization
- CAFS - Centre for African Family Studies
- CEDPA - Centre for Development and Population Activities
- CNND - Comité National des Naissances Désirables
- FHI - Family Health Initiatives
- FPA - Family Planning Association
- GIMPA - Ghana Institute of Management and Public Administration
- ICOMP - International Committee on the Management of Population Programmes
- IEC - Information, Education, and Communication
- IPPF - International Planned Parenthood Federation
- JHU/PCS - The Johns Hopkins University/Population Communication Services
- MOH - Ministry of Health
- PBC - Public Broadcasting Corporation
- RETCO - Research Evaluation and Training Consultancy, Ltd.
- UNESCO - United Nations Education, Scientific and Cultural Organization
- URTNA/PEC - Union of National Radio and Television Organizations of Africa/  
Programme Exchange Centre
- USAID/  
REDSO/ESA - United States Agency for International Development/Regional  
Economic Development Service Organization/East and Southern  
Africa

- / -

**PURPOSE OF TRIP:**

Phyllis T. Piotrow, Director, Population Information Program and Principal Investigator, Population Communication Services (JHU/PCS) project of The Johns Hopkins University, visited Nairobi, Kenya, on June 27th through July 6th to carry out the following activities:

I. To participate in a two-day workshop with the Executive Directors of Family Planning Associations (FPAs) in Africa on "Planning, Development and Management of IEC Programmes and Materials." (See Special Report Appendix I.)

II. To discuss IEC projects to be funded by JHU/PCS with representatives of FPAs of several African countries.

III. To meet with Professor George Eshiwani to clarify problems surrounding the project AF-KEN-02, "Evaluation of Family Planning Films," and to finalize the grant.

IV. To meet with Hilary Ng'weno and Mark Lediard to discuss the ongoing project for preparation of films and video material to be used in Kenya, AF-KEN-01.

V. To review relationships between JHU/PCS and the Centre for African Family Studies (CAFS) as they will develop under the proposed AID/REDSO/ESA funding.

VI. To meet with representatives of the Union of National Radio and Television Organizations of Africa (URTNA) to discuss future project activities.

VII. To gather information on youth programs in Africa for use in future project development.

Generally, the trip reinforced the validity of the JHU/PCS regional African strategy -- to encourage widespread use of mass media, particularly broadcasting, and to encourage FPAs to plan and implement mass media communication activities that will increase public awareness and understanding of the benefits of family planning. This will involve helping the FPAs understand how the media work and how to cooperate more closely with media.

I. Workshop on "Development, Planning, and Management of IEC Programmes and Materials."

The agenda, participants and other aspects of the workshop are reported in full in a Special Report, attached. Mark Lediard was responsible for the implementation of the workshop, including briefing speakers, making a presentation, and administration. These were all handled with meticulous care. Without his efforts the workshop could not have taken place.

The workshop appeared to be highly successful in arousing the interests of FPA Executive Directors in IEC, even though many have IEC staff to whom this responsibility is largely delegated.

The proposal for a follow-up project with interested FPAs to monitor all references to population and family planning on local radio and television was discussed with considerable interest. Several Executive Directors noted that this was a complex problem and might involve considerable expense in countries where there are many national and local stations using local languages as well as English and French. Questions about the time period of the monitoring, the type of people who should carry out the monitoring, and how this will be related to URTNA were also discussed. It was agreed that within three or four months, and after consultations with URTNA, JHU/PCS and/or URTNA would send additional descriptive material and guidelines for this project to the various FPAs. Each FPA would then decide whether to participate or what their additional needs might be. Generally, the concept of monitoring radio and TV broadcasts was received with considerable interest. Some countries had already made some efforts along those lines.

## II. Discussions About IEC Projects With African FPAs.

Because the workshop lasted from about 9:00 in the morning until about 5:30 in the evening there was less time than expected to discuss specific IEC projects with Executive Directors. Also, it appeared that many of the Executive Directors were not familiar with the details of IEC programs. Thus there was not a major effort to discuss project funding by the Executive Directors during the workshop. Nevertheless, a few Executive Directors did seek me out to discuss specific activities. Also I sought out a number of others on the basis of JHU/PSC priorities and discussions with Barbara Kennedy, USAID/REDSO/ESA. Some of these discussions are reported below:

### Benin.

The Executive Director from the Benin FPA, Mme. d' Almeida Aurore, was particularly eager to secure support for IEC training for midwives. A program is already planned with JHPIEGO and she wanted to include some training activities along these lines. She prepared a letter for me, which has been transmitted to Bill Wallace at JHPIEGO. Letter is attached, Appendix II.

### Zambia.

The Executive Director of the Zambia FPA, Mrs. Mutambo, was eager for a JHU/PSC visit and for JHU/PSC support for her activities. I informed her that on the basis of Barbara Kennedy's overall review of the region, this did not seem possible at the moment, but we would keep her interest in mind should the situation change.

### Lesotho.

In respect to Lesotho, I sought Mrs. Mannete Ramaili, the Executive Director, to try to get an indication from her as to the type of person who might best be included on the proposed team visit. She indicated that the Association has two IEC program officers and about 20 field educators. Mr. Taka, an IEC officer who has some radio experience, is coming to a CEDPA training course in August. Mrs. Ramaili spoke of the need to improve the material for field workers and to begin a male campaign. She spoke highly of Dr. Miriam Labbok of JHU, who has been working on an operations research project. She suggested that perhaps the best person to include would be someone who has a background in strategic IEC planning. I had asked her to make a presentation briefly during the discussions on the male responsibility brochure developed with PIACT assistance but she was somewhat shy and preferred not to do so. She did not specifically request the return of a PIACT consultant or more work in the area of PIACT-type brochures.

The Malagasy Republic (Madagascar).

I spoke to Mr. Manitra Andria Masinord, Executive Director of Fianakaviana Sambatra (FISA), about the possibility of supporting a project in Malagasy. This was in accord with the high priority which Barbara Kennedy assigned to Malagasy. He gave me a copy of the proposed AID assistance plan which provides for training of personnel at various places including CEDPA and the University of Connecticut. A copy of the proposed program and the names of the individuals who will be attending each of the training sessions is included in Appendix III. He himself will be at the University of Connecticut for almost a year. Basically, there are three AID projects: (1) a series of CEDPA workshops; (2) an AVS project to develop materials and provide training; (3) the training project bringing people to the United States. He expects Barbara Kennedy to pay a return visit. He did not seem to have any particular project in mind that we might support with FISA, so a site visit will undoubtedly be necessary to proceed further.

Mauritius.

I spoke briefly with Mr. Nike, a volunteer vice-chairman of the Mauritius Family Planning Association. He indicated great enthusiasm for IEC support in a general way and would welcome a visit from JHU/PCS. Mr. Banda Ramenah, the Executive Director, played an active part in the workshop as secretary/treasurer of the Association of Chief Executives of Family Planning Associations Africa Region (ACEFPAAR). He indicated that a visit from JHU/PCS to help improve IEC activities would be welcomed.

Uganda.

A brief discussion with Mrs. Okello, a volunteer, vice-chairman of the FPA in Uganda, indicated that she was actively pushing for a more vigorous IEC campaign. Since her husband is an industrial designer, she is particularly interested in the development of an adequate logo for the Family Planning Association. I indicated that I would send her samples of many of the logos which we have collected here. (This has been done). She indicated that she would continue to argue for more vigorous IEC activities on the part of the Association. Wilma Lynn will try to speak with her specifically when she goes to Uganda.

Gambia.

Mr. Tondé Taylor-Thomas, Chairman of ACEFPAAR, was very much interested in developing an IEC project with JHU/PCS. I referred him specifically to Mark Lediard since AED has developed IEC activities in Gambia in support of CRT. I suggested that such a project might be developed and carried out through AED because of this involvement.

### Liberia.

I had a long discussion with Mrs. Wokie Stewart, Executive Director of the Family Planning Association of Liberia. She has plans to develop youth projects but to date there is little funding for such work in the Youth Department. Betsey Brown will be coming to Liberia soon as a Population Officer. I mentioned the possibility of a youth campaign, hiring an advertising agency, and other activities. She did not have much information about the Medex film being developed in Liberia. She did not know any results of the policy seminar sponsored by the World Bank and Futures Group. An earlier brief conversation with Florida Traub, who had attended the URTNA meetings, indicated that she had great interest in modern mass media. Mrs. Stewart did not seem to be as much involved with such activities.

### Zaire.

Dr. Miatudila Malonga, Executive Director of the Comité National des Naissances Désirables (CNND), said he was waiting for JHU/PCS to send someone to help them develop and test posters. He indicated that they would like about two months notice before visits and any time from September on would be fine. He is also most anxious to work with URTNA in the preparation of a radio campaign. Unfortunately when we sought to get copies made of the Zaire film Garbo, he sent his vice-chairman to URTNA to make copies of the film on video tape. Since URTNA wished to have copies to distribute to various broadcasting stations and the CNND wished to sell the film and or distribute it through family planning associations for group discussions, it was not possible to secure copies.

The cost of the 57 minute film Garbo, about the experience of a young girl in Zaire who dies as a result of an unwanted pregnancy and an illegal abortion, is approximately \$800 to copy and \$100 to ship to other family planning associations. Therefore, it is difficult to see where funding for widespread distribution for the film will take place. Video tape, on the other hand, can be made very cheaply and distributed through broadcasting agencies, but this limits the opportunities for discussion on the film. Dr. Malonga indicated the film had been especially useful in showing to groups of parents and young people and that it immediately opened frank discussions. It gave the young people an opportunity to insist that their parents should provide them with some type of sex education and family planning information and also to tell their parents what types of information they wanted. This approach was highly effective in Zaire. The film has also been shown on television in Zaire and to various ministries. The reception apparently has been good and useful at all levels.

Ghana.

Sylvester Kwakye of Ghana, who has a doctorate from the University of Chicago in communication and has worked in various IEC capacities in Ghana, was one of the speakers for the workshop. Unfortunately, because he was not able to get a plane reservation, he arrived late and gave a shorter than originally planned presentation on the second day. He approached me about the possibility of JHU/PCS providing funds to the Ghana Institute of Management and Public Administration (GIMPA) in order to carry out IEC training. He noted that GIMPA provided a three-week IEC training course in the past and would like to expand training activities in the IEC field. I pointed out that we were working closely with CAFS for IEC training, and that the CAFS needs assessments would include Ghana. I suggested that it would be useful for him to send a note in writing to Cynthia Green inviting the needs assessment team to visit the Institute in Ghana and to consider Ghana as a possible place for training or source of training expertise in IEC.

### III. Clarification of AF-KEN-02 Grant

Since Kenyatta University College has not been able officially to sign project grant AF-KEN-02 entitled "Evaluation of Family Planning Films," it had previously been determined that the best course would be to carry out the project through Research Evaluation and Training Consultancy, Inc. (RETCO), a consulting firm established and operated independently by Dr. George Eshiwani. Dr. Eshiwani would have carried out the project otherwise through the Bureau of Educational Research at Kenyatta University College. To enable Johns Hopkins University to sign an agreement with RETCO, two letters of reference on the capabilities of RETCO were needed since RETCO is a relatively new organization. Letters of reference were secured from USAID and from Mr. Hilary Ng'weno who will be making the films to be evaluated. On the basis of these letters of reference and recommendations, JHU will proceed with the sugreement with RETCO. The subagreement was therefore signed by Dr. George Eshiwani in his capacity as Chairman of RETCO. The bank forms were also filled out and have been returned to Johns Hopkins. Additional copies of financial and reporting forms were turned over to Dr. Eshiwani.

In discussing the project further with Dr. Eshiwani, I emphasized the importance which JHU/PCS attached to the pre-testing process. I emphasized that it was necessary to be sure that any of the materials developed were thoroughly pre-tested. If necessary, additional time should be spent on the pre-testing phase to be sure that materials are effective with the intended audience and carry a strong message without offending anyone.

Dr. George Eshiwani, who now teaches a graduate course at Kenyatta University College in research methodology, appeared from these discussions to have considerable experience in this type of evaluation and to be an interested and qualified source of evaluation support for the project.

During these discussions he agreed strongly on the need for additional information about family planning for younger people. He mentioned a study which he had previously undertaken on higher education in Kenya which showed, on the basis of questionnaires by students, that approximately 60 to 70 percent of female university students drop out before graduation as a result of pregnancy. When I questioned these figures, he insisted that the rates were extremely high because many female students coming to the University had never lived away from home before and had no knowledge of family planning and that no information was provided by the University or by student groups.

IV. Discussions With Hilary Ng'weno Regarding Project AF-KEN-01  
"Family Planning Films"

Hilary Ng'weno, President of Stellagraphics (which is the sub-grantee for this project), held several discussions with Mark Lediard and me regarding the film project. Since the contract with RETCO has now been signed, film production will begin without delay. Mr. Ng'weno is requesting a two-month extension for the subagreement, however, since he did not begin production while the Eshiwani grant was in question.

In these discussion, Mr. Ng'weno noted that in efforts to develop and film dialogues and spots to date, it became clear that the five (5) minute time period selected for four spots was probably not appropriate in most cases. Five minutes is too long for single issue exchange, yet it is too short to develop any more complex dramatic themes. I suggested therefore that, as a result of his experience to date, he send a letter immediately requesting that the contract be extended for two additional months and that the timing of the shorter pieces be more flexible, with several longer and several shorter pieces, the total time not to be less than the originally agreed upon time. He indicated that this would provide more dramatic freedom to develop meaningful themes. He prepared a letter for me to bring back requesting the amendments to the contract. I indicated that they would probably not cause any difficulties for JHU/FCS. (This has now been done and sent to Kenya.)

V. Relationships between JHU/PCS and the Centre for African Family Studies(CAFS) with Respect to Funding from AID/REDSO/ESA.

Several meetings took place with Barbara Kennedy and subsequently Dana Vogel of USAID, myself and Mark Lediard as well as Professor de Graft-Johnson, Director of CAFS. The conclusion of these meetings was that AID wishes to obligate funds by the end of July both to CAFS and JHU/PCS to carry out this training project.

With respect to the grant to CAFS, Dana Vogel will develop this in detail with CAFS staff during the month of July. The first year work plan will not be a part of the grant but will be developed within the next 30 days. CAFS agreed to move ahead as rapidly as possible to recruit new staff, probably using existing funds to place advertisements even before the grant is signed. Nevertheless, the needs assessment trips to various countries, as agreed upon between CAFS and Barbara Kennedy, are scheduled for October 1985. To delay the needs assessments until new staff could be recruited seemed, on further consideration of the CAFS schedule, to be impractical. It was tentatively agreed therefore in talks with CAFS that the needs assessments should proceed in October with assistance from JHU/PCS and Mark Lediard while every effort would be made to recruit new staff as rapidly as possible and to carry out an extensive staff training activity later when all the new staff were on board.

With respect to funding to JHU/PCS to provide technical assistance to CAFS, AID/Washington has approved the concept, proposed by REDSO/ESA, for a sole-source Cooperative Agreement with The Johns Hopkins University for JHU/PCS to provide technical assistance in the amount of \$160,000. This Cooperative Agreement would extend over a two-year period beginning September 1, 1985 through September 30, 1987, at which time the AID Family Health Initiatives (FHI) funding authority expires. An extension for a third year would be sought at that time.

## VI. Meetings with Representatives of URTNA

At URTNA, I met on two consecutive days with Deputy Director Solomon Luvai (in the absence of the Director, Mr. Kassaye Demena) and with Rachel Ogutu, the program officer, who will now be funded under the JHU/PCS subagreement. With respect to the possibility of working with FPAs in Africa to monitor broadcast references to family planning, both of them were very enthusiastic. Mr. Luvai indicated that URTNA has carried out such activities before and is currently working on a large project with UNESCO to monitor all broadcasting in selected countries. They believe this could be a most useful activity which would not only provide baseline data on references to family planning but also encourage the FPAs to keep in closer touch with URTNA to provide materials and develop programs. I indicated that the details of the project would depend on further discussions here and conversations between Mr. Demena, Mr. Itoua, and Margaret Parlato in Dakar.

Mr. Luvai and Mrs. Ogutu proposed that in implementing the existing project Rachel should be involved in program development as well and that she should work together with the new person to be hired for program development. In other words, the two jobs would not be entirely distinct but would be complementary to one another. Rachel is willing to undertake foreign travel where necessary. They want to implement the project as a team in which all three of them might be involved rather than in a framework in which there would be a very different and specific job description for each of them.

Mr. Luvai also suggested a new possibility: a one- to-two-month internship at URTNA for IEC people from family planning associations in order to learn more about broadcasting. He thought such persons should work with URTNA staff so as to be quite familiar with the technical side of broadcasting. I indicated that we were going to be working closely with CAFS, conducting a needs assessment in a number of countries, and bringing trainees to CAFS for training in family planning IEC. It might be possible to add on to such training or include in such training a brief period of internship at URTNA.

In addition to these possibilities, in talking of further activities between JHU/PCS and URTNA, Mr. Luvai specifically mentioned the need for more tapes. He urged JHU/PCS to buy tapes in the U.S. and ship them directly to URTNA. URTNA has duty free status in Kenya and would not have to pay customs duties on any shipments. What is necessary is that we send a telex to indicate that materials are being sent and when and how. They need proof of shipment to take to the Ministry of Foreign Affairs which provides the formal approval to collect materials without payment of duty. Then URTNA will meet them at the airport and take delivery. What is needed are one quarter inch reel-to-reel audio tapes such as the ones used commonly in audio cassettes. They would also like video tapes, U-matic VHS. It would probably be well to check again on the precise

specifications for such tapes before sending them, but this was a high priority item for them.

I inquired whether JHU/PSC had sent copies of any of the films which we have available here. They indicated they had received nothing of that nature from us and would welcome any films we might send. I said we would investigate what was available and best for Africa and send them copies as soon as possible. Even though this is primarily a radio project there is no reason why they should not have in their collection the films we send free to family planning associations around the world. There is considerable possibility that such films would be lent by URTNA/PEC to African broadcasters and widely used. I left a copy of JHU/PSC film listings.

Mr. Luvai asked specifically why the United States was not a member of URTNA. After discussion it seems to me the obvious reason is that the U.S. has no national broadcasting authority that can speak for broadcasting or provide free copies of broadcasts for use in other countries. It is possible, however, that the Public Broadcasting Corporation might become some type of associate member or that the North American Broadcasting Association or some such umbrella group might be eligible to join in some sort of a status.

URTNA received a letter in March from:

Mr. David Stewart  
 Director  
 International Activities  
 Public Broadcasting Corporation  
 1111 16th Street, NW  
 Washington, DC

He inquired about the URTNA meetings which had been held with JHU/PSC support for anglophone and francophone broadcasters and whether arrangements could be made to set up similar meetings to show video tapes and other materials which presumably would be available to be purchased from PBC. I indicated to Luvai that we would explore what, if anything, might be done and try to find out if there was any unit or organization in the United States which could develop closer links with URTNA and thus permit more exchange of materials.

Both Solomon Luvai and Rachel Ogutu were as much disappointed as I was at the inability to reproduce a copy of the film Gambo for video tape distribution. I indicated there was a new IPPF film Today and Tomorrow which we have seen which would be acceptable for showing on any type of television show. I indicated that we would explore how we might secure a copy of this film Today and Tomorrow from IPPF or Vision Associates in London and try to send them a copy if IPPF would agree to have it shown on television.

Finally, I looked briefly at the storage system and classification systems for the tapes and records and suggested that very soon they should consider preparing an attractive little catalogue or listing of the radio and television materials available on family planning. Rachel indicated they planned to do this within a year or so as soon as they had enough material. In order to assist in developing a storage and classification system that might be useful I offered to send copies of material on simple cataloging and storage systems on family planning and population subjects. (This has been done.)

In general, both Solomon Luvai and Rachel Ogutu were extremely enthusiastic about the JHU/PCS project. They clearly felt that the Nairobi URTNA meeting had been a tremendous success and was extremely valuable to URTNA as well for other reasons. They indicated a desire to move ahead as rapidly as possible even though this would certainly involve additional work and effort on their part.

## VII. Discussions on Youth Programs

To collect information on youth programs, I talked with several of the Executive Directors and with Peris Muriuki, Program Officer, IPPF Regional Office, about activities in Africa. According to Peris Muriuki, Zimbabwe is the only country which has a specific counseling program combined with services for adolescents. This operates through the Zimbabwe National Family Planning Council which is a parastatal organization and has full government support.

Another program which includes a large youth component is Mauritius. The Mauritius Family Planning Association devotes about 60% of its projects to youth activities since the government plays a large part in both service delivery and IEC for the country as a whole.

Other private associations which are active in youth activities are Ghana, Sierra Leone, Kenya, Zambia, and Tanzania. In most cases however, these youth activities involve meetings and discussion groups, development of materials for family life education which may or may not actually be used in the school system, and small-scale youth training activities, primarily for out-of-school youth. In general, these programs seem to consist more of talking and trying to develop youth activities than actually carrying out such activities. IPPF youth programs have not been evaluated systematically, according to Peris. In fact, the main indication of success is that programs exist and have not been closed down by government or religious opposition.

The considerable concern over family life education is manifest in the new IPPF film Today and Tomorrow, a 30-minute film available in French and English, which concentrates primarily on encouraging youth to remain in school and not run away to the city where, the message is, they will have trouble finding jobs and may be led astray by prostitutes and evil influences. The film does not mention family planning at all, although additional teaching materials with this film reportedly do introduce the idea of family planning. IPPF hopes the film will be distributed primarily in French-speaking Africa to encourage discussion of family life education issues and the initiation of programs.

A study is now underway in Lesotho, Swaziland, Malawi, and Botswana with respect to youth programs and services for health and family life education. There will be an August consultation in Mbabane to discuss the study which is being carried out under the auspices of the Nairobi Institute of Population Studies. This report may have suggestions for further projects in those areas. IPPF has a Fund for Special Projects which is administered from London that concentrates heavily on women and youth programs. It includes contributions from various donor governments and may also involve cooperation with UNICEF. Most of these projects are just beginning.

It appears at the moment that activities for youth, both in-school youth and out-of-school youth, are a priority concern for FPAs throughout Africa. Nevertheless, it is difficult to pinpoint specific activities or evaluate in any way their impact on either public opinion or family planning acceptance.

**SPECIAL REPORT:**

**Workshop on Planning, Development and Management  
of IEC Programmes and Materials**

Sponsored by

The Association of Chief Executives  
of Family Planning Associations  
Africa Region (ACEFPAAR)

and

The Johns Hopkins University/  
Population Communication Services (JHU/PCS)

including

The Academy for Educational Development

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Phyllis T. Piotrow  
Mark Lediard  
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Population Communication Services  
Population Information Program  
The Johns Hopkins University  
624 North Broadway  
Baltimore, Maryland 21205  
USA

and

The Academy for Educational Development  
1255 23rd Street, N.W.  
Washington, D.C. 20037  
USA

Mass media--especially radio, television, films, and newspapers--have a major role to play in making African men and women of all ages aware of the benefits to them and to their families of modern family planning.

This was the message that came through loud and clear at the short but significant workshop on "Planning, Development and Management of IEC Programmes and Materials" held in Nairobi, Kenya on July 1 and 2, 1985. Sponsored by The Association of Chief Executives of Family Planning Associations Africa Region (ACEFPAAR) and The Johns Hopkins University/Population Communication Services (JHU/PCS) project, the Workshop focussed on new directions in family planning information, education, and communication (IEC).

Executive Directors from family planning associations in 21 African nations heard a leading journalist, an advertising agency executive, a representative of African broadcasting organizations, and a management expert all advise them that the time is ripe in Africa now to work with all kinds of mass media. (Copies of the Program and Participants List are attached.)

Highlights of the workshop were:

- o Hilary Ng'weno, Editor of The Weekly Review in Kenya, urged family planning associations to recognize the problems of journalists and broadcasters by giving the media materials that arrive early in the day to meet media deadlines, are linked to current news issues, that are written in a style and format that most people can understand, and that provide plenty of basic background information. "Anticipate the problem areas--like contraceptive side effects," he advised, "and provide factual material before a sudden report or rumor comes up." He also told the Executive Directors not to delegate all media relations to subordinates but to establish good contacts themselves at a high level. "Above all," he warned "Keep your cool and don't antagonize the media. They have their job to do, and you will always need their help to do your job well."
- o Opiah-Mensah Kumah, from the Lintas Advertising Agency in Ghana and Sierra Leone, described all the services that a good advertising agency can provide. The basic formula for good advertising applies directly to family planning communication, he pointed out. The formula is AIDA:
  - A = **Attention:** attract your audience's attention to the product or service;
  - I = **Interest:** arouse your audience's interest in knowing more about the product;
  - D = **Desire:** make your audience desire to use the product;
  - A = **Action:** persuade your audience to act and to use the product.

He told the Executive Directors specifically how they could get their money's worth in using an agency. Because the media--press and broadcasting--provide reduced rates to advertising agencies, a lot of the cost of using an agency is not paid for by the client but rather subsidized by the media.

- o Solomon Luvai of the Programme Exchange Centre of the Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA/PEC) explained how URTNA shares radio and television tapes with member organizations throughout Africa. He urged the family planning associations to send their local stations films, tapes, news releases and other materials that would be suitable for broadcasting.
- o Dr. Sylvester Kwakye from the Information Services Department and the Ghana Institute of Management and Public Administration emphasized the importance of decentralization, especially in dealing with a sensitive subject like family planning. He pointed out that there are many different audiences for population/family planning communication ranging from actual or potential users to doctors, lawyers, technocrats, and policy-makers who can influence programs. "Segment your audience by different characteristics," he advised. "Let groups set their own goals and actively work to achieve them. A lot of different groups will be more effective, but good management information is necessary to keep track of what both your allies and your critics are doing," he pointed out.
- o Dr. Phyllis Piotrow, Director of the Population Information Program, The Johns Hopkins University, described the type of support that JHU/PCS could provide to family planning associations, especially those with the interest and infrastructure to work with URTNA on broadcasting projects.
- o Mr. Mark Lediard, Vice President of the Academy for Educational Development, presented a schematic approach for communication on family planning or other innovations in social development. Mr. Lediard, who coordinated the workshop, emphasized the need to focus first on the type of audiences most likely to be receptive to a new idea like family planning and thus to build momentum for majority acceptance later.
- o Guy Mutia, from The Centre for African Family Studies (CAFS) of the International Planned Parenthood Federation (IPPF) in Nairobi, also helped organize the workshop and led a discussion of the basic communication processes that are needed to plan and carry out an effective program.

It was clear from all the discussions that these messages had an impact. Many of the Executive Directors had spent the weekend in other meetings and had not known about the Workshop until they reached Nairobi. Although they objected at first, suggesting that IEC staff, not Executive Directors, should attend an IEC workshop, at the end several said they wished the Workshop had been longer. There was full attendance and thoughtful discussion at every session. In fact, they quickly recognized that as chief executives they had a responsibility to relate closely to media and try to create useful publicity. They also saw that advertising agencies could be cost-effective if used properly.

## Presentations by Executive Directors

The Executive Directors--eleven from English-speaking African countries, ten from French-speaking countries--not only listened but also offered interesting examples from their own experience of new communication projects designed for large mass media audiences. Mr. Abayomi Fajobi, Executive Director of the Planned Parenthood Federation of Nigeria, reported on two communication projects with JHU/PCS, one to prepare and distribute picture booklets in four languages explaining correct use of family planning methods, and another to work with an advertising agency to design a multimedia family planning communication campaign in Plateau State.

Dr. Miatudila Malonga, administrator of the Comité National des Naissances Désirables in Zaire, moved the group to stunned silence with the dramatic film "Gambo" depicting the true story of a young girl's experience in Zaire. The prize-winning film, which has been shown on national television in Zaire, brought parents and children together to discuss the kind of information that is needed for family life education and responsible parenthood.

Mr. Banda Ramenah from Mauritius reported on materials developed for family life education and other youth programs. A booklet, based on questions people, especially young people, ask was developed, with a panel of doctors supplying the answers. Thoroughly pretested, the booklet has been widely distributed in French and English.

Also shown was the IPPF film, Today and Tomorrow, which is available in English and French from IPPF headquarters. It presents the dilemma of African youth: stay in school and complete your education or drop out and face an uncertain future. Many Executive Directors spoke of media-oriented activities, especially programs for youth, which they were undertaking.

### Follow-up on the Workshop

What will happen as a result of the Workshop? Will there be any follow-up?

A suggestion proposed by Dr. Piotrow and Mr. Lediard aroused considerable discussion.

JHU/PCS is considering a project to provide a small amount of support to family planning associations which would prepare a report on radio and television coverage of family planning/population in their countries and monitor over a specific period broadcast programs or references to family planning. Several Executive Directors expressed interest, pointing out, however, that the expense involved might require a special budget and additional funds. Some countries have many local radio stations utilizing different languages. It was agreed that monitoring could be important to help develop new programs and provide a baseline to measure programs. It could be done by volunteers or by handicapped persons who often do this work, for commercial firms, it was pointed out. JHU/PCS will discuss the possibilities with URTNA and other agencies and will provide guidelines to the FPAs on what might be done within the next four or five months.

The meeting ended with general recognition of the opportunities that are now open to use mass media in support of family planning. Despite great differences among countries, many Executive Directors stressed the need to reach and work with youth--a group that is highly tuned to mass media. New links with JHU/PCS and with African broadcasters can multiply the IEC outreach of FPAs in Africa.

AGENDA

DEVELOPMENT, PLANNING AND MANAGEMENT OF  
IEC PROGRAMMES AND MATERIALS

NAIROBI, KENYA

JULY 1 - 2, 1985

=====

MONDAY, JULY 1, 1985

- 9:00 - 10:00 am     Welcome and remarks by:
- Dr. Moses Mukasa, Senior Programme Officer, Nairobi  
Field Office, IPPF.
- Mr. Tondé Taylor-Thomas, Executive Director, Gambia FPA  
and Chairman, ACEFPAAR
- Dr. Phyllis Piotrow, Director,  
Population Information Program  
The Johns Hopkins University
- 10:00 - 11:15     IEC Program Planning and Communication Processes
- Mr. Guy Mutia, Programme Officer, Centre for African  
Family Studies, IPPF
- 11:15 - 11:30     BREAK
- 11:35 - 12:30 pm   Family Planning: The Diffusion of Innovation
- Mr. Mark Lediard, Vice President for Population and  
Health, Academy for Educational Development.
- 12:30 - 2:30     LUNCH BREAK
- 2:30 - 3:30     Media Relations
- Mr. Hilary Ng'weno, Editor-in-Chief, The Weekly Review,  
Kenya
- 3:30 - 4:00     Three Examples of IEC Programs
1. Mr. Abayomi Fajobi, NIGERIA, Executive Director, PPFN.
- 4:00 - 4:15     BREAK
- 4:15 - 6:00     2. Mr. Banda Ramenah, MAURITIUS, Secretary/Manager,  
MFPA.
3. Dr. Miatudila Malonga, ZAIRE, Administrator,  
CNND.



Executive Directors and Family Planning Associations  
Attending Nairobi Workshop

English Speaking Country Participants:

Mr. Edmund Cole  
Executive Director  
Planned Parenthood Association of Sierra Leone  
P.O. Box 1094  
22 Pultney Street  
Freetown, SIERRA LEONE

Mr. Abayomi Fajobi  
Executive Director  
Planned Parenthood Federation of Nigeria  
P M B 12657  
Lagos, NIGERIA

Ms. Christine Nsekela  
Executive Director  
U M A T I  
P.O. Box 1372  
Dar es Salaam, TANZANIA  
(not funded by JHU/PCS)

Mr. Tondé Taylor-Thomas  
Executive Director  
Family Planning Association of Gambia  
P.O. Box 325  
Kanifing  
Banjul, GAMBIA

Mrs. M. Mutambo  
Executive Director  
Planned Parenthood Association of Zambia  
P.O. Box 32221  
Lusaka, ZAMBIA

Mrs. Mannete Ramaili  
Executive Director  
Lesotho Planned Parenthood Association  
P.O. Box 340  
Maseru, LESOTHO

Mrs. Patricia Echaria  
Executive Director  
Family Planning Association of Kenya  
P.O. Box 30581  
Nairobi, KENYA

Executive Directors and Family Planning Associations  
NAIROBI Workshop - July 1-2, 1985  
Page 3

French-speaking country participants, continued:

Mr. Maiga  
Administrateur  
Association Malienne pour la Protection  
et la Promotion de la Famille (AMPPF)  
B.P. 105  
Bamako, MALI

Mr. O'Diene  
Administrateur  
Association Sénégalaise pour le Bien-Etre Familial  
B.P. 6084  
Dakar, SENEGAL

Mr. K. Mensa  
Administrateur  
Association Togolaise  
pour le Bien-Etre Familial (ATBF)  
B.P. 4056  
Lomé, TOGO

Dr. Miatudila Malonga  
Administrateur  
Comité Nationale des Naissances Désirables (CNND)  
B.P. 15.313  
Kinshasa, ZAIRE

Mr. B. Lorn  
Administrateur  
Association Ivoirienne pour le Bien-Etre Familial  
B.P.V. 109  
Abidjan, IVORY COAST

Mr. E. Hakizama  
Office National de la Population (ONAPO)  
B.P. 914  
Kigali, Rwanda

Mr. M'Boungou Florent  
Congo

Dr. Saliou Sampil  
Guinee

23

Mme d'Almeida Aurore  
 Administrateur du C.N.B.P.F.  
 B.P. 1486 Cotonou  
 R.P. du Bénin,

Nairobi, le 12/07/1985

au Dr Phyllis Piatrow  
 Directeur du Programme d'Information  
 sur la Population  
 Université de Johns Hopkins  
 Baltimore.

Chère Docteur Piatrow,

J'ai l'honneur de vous confirmer par écrit les informations suivantes:

Au début du mois dernier (juin 1985) j'ai reçu la visite de deux représentantes de JHPIEGO, le Dr Liliane Thonny et une autre dame dont je ne me souviens pas du nom.

Au cours de nos entretiens, nous avons envisagé la possibilité d'élaborer un projet de formation en Planification Familiale à l'intention des médecins et sages-femmes, et un projet de sensibilisation. Nous avons jeté des grands lignes du projet de formation, mais nous n'avons presque pas discuté du projet de sensibilisation.

Je vous prierais donc de bien vouloir, à votre retour aux États-Unis.

suivre pour notre Association, le Comité National du Bénin pour la Promotion de la Famille, l'évolution de ce programme.

D'autre part, j'aimerais que la collaboration entre votre agence et notre Association se développe afin que nous puissions vous soumettre d'autres projets de formation, de sensibilisation, de recherche et d'enquête.

Nous aimerions également bénéficier de votre aide dans le domaine de l'Assistance technique et de la fourniture d'équipement.

Dans l'espoir de voir s'instaurer très prochainement entre nos deux institutions une collaboration très fructueuse, je vous prie d'agréer, Chère Docteur Motrou, avec mes remerciements antérieurs, l'expression de mes sentiments distingués

d'Alusida

Mme d'Alusida Aurore

AID proposed  
program for  
Madagascar  
from Mr. Manitra  
Andriamasinond

PROJET

TITRE : "DEVELOPPEMENT DE LA CAPACITE ET DES RESSOURCES  
DE L'ASSOCIATION".

ORGANISME D'APPLICATION ET D'EXECUTION : "FIANAKAVIANA SAMBATRA"  
(FISA)

ORGANISME DE FINANCEMENT : U . S . A . I D D .

DATE DE SOUMISSION : MAI 1985.

Submitted to : - Mrs. Ferguson } USAID consultants  
- Mr. Lecointe }  
- Mr. Rea, USAID Representative, Madagascar

(FLSA)

TRAINING IN THE STATES

1985

- ILLINOIS : Mrs Misa MIHARANIRINA  
Mrs Josiane RASOARIVÉLO
- CEDPA : Ms Lys RALAZARISOA
- TULANE UNIV : MR José RANDRIAMIARISOA

1986

- CONNECTICUT : MR Manitra ANDRIAMASINORO
- MSH : Mrs Badio RAMAMBASOA  
Mr Pascal RATSIMANOSIKA

1987

- CORNELL UNIV : MR Benjamin ANDRIAMITANTSOA
- MSH : Mrs Jeannine RASOLOPOSON  
MR Athanase RABEARIVÉLO

I don't think the project will start in 1985  
as it is to be re-formulated next September  
with Mrs Barbara KENNEDY.

## 1. COLLABORATION FISA/USAID :

Bien que la représentation de l'USAID à Antananarivo n'ait été effective qu'en 1984, l'assistance que cet organisme a accordée à la FISA remonte en 1975 par le financement d'un stage aux Etats Unis à l'endroit du Directeur Exécutif. Cette assistance en termes de formation s'est encore matérialisée à partir de 1983. 4 membres du personnel ont en effet bénéficié d'un stage/formation :

- . 1983 : 1 cadre au CEDPA, Washington;
- . 1984 : 1 cadre à Santa Cruz, Université de Californie;
- . 1984 : 1 sage-femme à Tunis, Tunisie;
- . 1984 : 1 cadre à Freetown, Sierra Léone;
- . 1984 : 1 sage-femme à Dakar, Sénégal;
- . 1985 : 1 cadre à la Conférence des OIE (Forum), Nairobi, Kenya

Cette assistance, par la suite, est sortie du cadre de formation pour passer des projets spécifiques. La FISA est en effet exécutante de deux projets conjointement avec le CEDPA (Centre for Development and Population Activities) et l'IPAVS (International Project Association for Voluntary Sterilization) lesquels projets sont financés par l'USAID. Le premier projet constitue en une formation à l'intention de femmes gestionnaires et le second en une formation sur les méthodes contraceptives incluant la contraception chirurgicale.

## 2. JUSTIFICATION DU PROJET :

Ce projet, soumis à l'USAID pour assistance et participation financière, trouve sa justification dans les activités auxquelles s'adonne la FISA, aux contraintes budgétaires auxquelles elle est confrontée et aux recommandations de l'OFE de l'IPFF lesquelles elle est tenue d'exécuter.

A. Depuis 1983, l'Association a oeuvré avec des organisations gouvernementales et non gouvernementales dans des projets à activités multisectorielles. La participation active dont elle a fait montre dans ces activités se justifie par le fait que la planification familiale, première préoccupation, doit être intégrée dans les activités visant au bien-être des communautés, et qu'il lui appartient de ce fait d'initier des projets auxquels des entités seront

..../

solicités à apporter leur concours. Ainsi, un projet a été élaboré (voir annexes) et auquel l'engagement de l'USAID est vivement sollicité.

B. L'International Planned Parenthood, l'IPPF, fédération à laquelle la FISA est membre, se trouve face à une situation financière précaire et son apport en faveur de ses affiliés se trouve de ce fait réduit. Dans l'attente des résultats des tractations entreprises par le Bureau Central en vue d'améliorer la situation, le Secrétaire Général a exhorté toutes les associations à trouver d'autres sources de financement afin que les programmes ne soient pas lésés. Une mention particulière a été faite aux démarches/contacts à faire auprès des représentants de l'USAID en vue de pallier aux lacunes. La FISA a émis à profit la visite rendue auprès du représentant de l'USAID à Antananarivo et la visite du représentant de l'USAID de Nairobi pour parler des domaines dans lesquels l'association nécessite une assistance.

C. L'équipe d'évaluation générale des programmes déployée par l'IPPF en Avril 1985 a relevé les faiblesses de l'association dans l'exécution de son programme, faiblesses dues en grande partie au manque de formation et au manque de moyens. Les recommandations ont d'ailleurs insisté sur la nécessité de combler ce vide le plus vite possible.

### 5. RÉSUMÉ DU PROJET :

Ce projet qui s'étale sur trois années (1986 - 1988) comprend l'assistance en matière de participation financière dans un projet, formation des cadres du personnel, équipement et impression. Toutefois, un budget supplémentaire est sollicité pour 1985, certaines formations et certains matériels étant nécessaires pour cette année. Son budget se résume comme suit :

|           |              |
|-----------|--------------|
| 1985..... | US \$ 55,545 |
| 1986..... | US \$ 29,680 |
| 1987..... | US \$ 36,150 |
| 1988..... | US \$ 23,650 |

### 6. OBJECTIFS :

- Améliorer la capacité de l'association pour une meilleure coordination et gestion de son programme
- Développer les ressources de l'association en vue de répondre aux besoins de la communauté et à l'extension des activités.
- Intensifier la collaboration avec les organisations gouvernementales et non gouvernementales dans les projets intégrés.

### 5. ACTIVITES DU PROJET :

A. Participation dans un projet

29

FORMATION AUX U. S. A.

1985 :

- International Center for Population and Family Health, Zion, Illinois :

1 Fieldworker (Antsirabe) 23 September - 20 October 1985  
1 Fieldworker (Tananarive)

Titre : "Adolescent Fertility Management"

- Center for Development & Population Activities :

1 Liaison Officer : 23 September - 25 October 1985

Titre : "Supervision and Evaluation as management Tools"

- Tulane University, N. Orleans

1 Educator : (6 weeks)

Titre : " Population, communication and Research."

1986 :

- University of Connecticut :

1 IEC Officer - 17 February - 4 April 1986

Titre : "Master Training Program".

Management Science for Health :

1 Executive Director ) 6 weeks  
1 Drug Supplier 0

1987 :

- Cornell University :

1 Evaluation Officer - 15 August - 10 September 1987

Titre : "Communication, Planning and Strategy".

Management Science for Health :

1 Administrative Officer; )  
1 Finance Officer . ) 6 weeks

5. ACTIVITES DU PROJET :

A. Participation dans un projet :

Le projet s'intitule "Projet pilote de développement interne" (voir annexe) et l'apport de l'USAID dans ce projet portera sur le financement de formation et l'élément voyages d'études.

B. Formation :

1/ Membres du personnel à l'extérieur

La brochure de l'USAID où figurent toutes les Universités/Institutions disposant des stages/formation relatifs aux activités FF/POP ont permis d'identifier les centres et thèmes qui satisfont les besoins en la matière de formation. Des animateurs, C.R., et des cadres du Siège seront les bénéficiaires de ces stages et l'avancement de cet élément formation pour 1985 est vivement souhaité (voir page suivante)

2/ Formation animateurs

Cette formation de 10 jours réunira tous les animateurs en Juillet 1986 et vise à améliorer leurs aptitudes à assumer pleinement leurs tâches.

3/ Formation en Evaluation

Elle réunira en 3 jours en Août 1986 tous les CR et se propose pour but de maîtriser les techniques d'évaluation.

4/ Personnel Médical

Ce projet d'une durée de 10 jours sera exécuté dans toutes les antennes.

C. Equipement :

Cette rubrique comprend notamment des équipements de bureau pour le Siège (1 véhicule, 1 appareil photocopie et des rames pour duplication). Des instruments médicaux et contraceptifs sont aussi sollicités.

D. Eléments divers :

On procèdera à la publication de dépliants

- 11 sur la FISA

- 1 sur la préparation des jeunes au mariage.

- 1 poster

6. APPORTS DE L'USAID :

| Code | Description          | TOTAL          | 1986          | 1987          | 1988          |
|------|----------------------|----------------|---------------|---------------|---------------|
| 10   | BUDGET SPECIAL 1985  | 55,545         |               |               |               |
| 20   | Projet intégré       | 23,400         | 5,850         | 5,850         | 11,700        |
| 30   | Formation staff      |                | 21,000        | 21,000        |               |
|      | Formation animateurs |                | 3,365         |               |               |
|      | Formation Evaluation |                | 3,085         |               |               |
| 40   | Equipement           |                |               |               |               |
|      | Equipement de bureau | 3,500          | 3,500         |               |               |
|      | Instrument médicaux  | 5,000          | 4,000         | 500           | 500           |
|      | Contraceptifs        | 25,300         | 5,550         | 8,300         | 1,450         |
| 50   | Eléments divers      |                |               |               |               |
|      | Impression           | 17,280         | 9,780         | 7,500         |               |
|      | <b>GRAND TOTAL</b>   | <b>178,475</b> | <b>56,130</b> | <b>43,150</b> | <b>23,650</b> |

7. DESCRIPTION DU BUDGET :

|   | US \$                             |
|---|-----------------------------------|
| <b>1° - <u>Budget supplémentaire pour 1985 :</u></b>  |                                   |
| a) Formation médicale<br>550.000 x 6 provinces  | 4,750                             |
| b) Formation personnel FISA :<br>Zion Illinois<br>CEDPA<br>Tulane University  | 16,000<br>6,000<br>7,000          |
| c) Instrument/Equipement :<br>1 véhicule Toyota<br>1 Appareil PAPANICOLAU<br>Kit N° 2 Gyn Emergency K 7<br>20 x 154,69<br>kit N° 3 the IUD Barkup<br>20 x 160 | 7,500<br>8,000<br>:3,095<br>3,200 |
|   | <hr/>                             |
|   | 55,545                            |
| <b>2° - <u>Participation dans un projet :</u></b>   |                                   |
| a) Formation 4 cadres moniteurs :   |                                   |
| 1986 : 5850 x 1   | 5,850                             |
| 1987 : 4 cadres moniteurs<br>5850 x 1   | 5,850                             |
| 1988 : 4 cadres moniteurs<br>5850 x 2   | 11,700                            |
|   | <hr/>                             |
|   | 23,400                            |
| b) Formation 2 responsables et 2 dirigeants :   |                                   |
| 1986 : 715 x 4  | 2,860                             |
| 1987 : 715 x 4  | 2,860                             |
| 1988 : 715 x 4  | 2,860                             |
| <b>3° - <u>Formation Personnel FISA à l'extérieur :</u></b>   |                                   |
| 1986 : Université Connecticut, Boston(3)  | 21,000                            |
| 1987 : Boston (2), Corneil University(1)  | 21,000                            |
| <b>4° - <u>Formation animateurs</u></b>   | 3,085                             |
| <b>5° - <u>Formation Evaluation</u></b>   | 3,365                             |
| <b>6° <u>Equipement</u></b>   |                                   |
| 1986 : Photocopieuse : 1 x 3,000  | 3,000                             |
| Rames Gestetner 50 x 1  | 500                               |
| <u>Instruments médicaux</u>   |                                   |
| 1986 : Seringues en verre 5cc : 400 x 1   | 100                               |
| 10cc : 100 x 2  | 200                               |
| AIGUILLES 400 x 0,50  | 200                               |
| 1987 : Seringues en verre & aiguilles   | 500                               |
| 1988 : Aiguilles & Seringues en verre   | 500                               |
|   | <hr/>                             |
|   | 5,000                             |

32

200 . 7

Contraceptifs :

a) Contraceptifs

-Ovostat 28 Organon

1986 : 5.000 x 0,50 2,500

1987 : 5.500 x 0,70 3,850

1988 : 6.000 x 0,90 5,400

- Stediril Wicht Byla

1986 : 5.000 x 0,50 2,500

1987 : 5.500 x 0,70 3,850

1988 : 6.000 x 0,90 5,400

- Lippes Loops CUT'S

1986 : 100 x 5,50 550

1987 : 100 x 6 600

1988 : 100 x 6,50 650

7° - Eléments divers :

a) Impression :

- Dépliant sur FISA (1986)

4.000 x 0,84 3,780

- Dépliant sur jeunes (1987)

5.000 x 1,50 7,500

- 1 poster (1986)

3.000 x 2 6,000

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12,280

30

RESUME DES ACTIVITES  
Cout en US \$

| 1 9 8 5   | 1 9 8 6  | 1 9 8 7                               | 1 9 8 8                               |
|---|--|---------------------------------------|---------------------------------------|
| - Formation medicale<br>Cout : 4,750                                | - Projet Integre 5,850<br>Participation :                      | - Projet integre<br>Particip. : 5,850 | - Projet Integre<br>Particip : 11,700 |
| - Formation aux USA<br>Cout : 29,000                                | - Formation aux USA<br>Cout : 21,000                           | - Formation USA<br>Cout : 21,000      | - Equipements<br>Cout : 500           |
| - Equipement<br>(vehicule, appareil,<br>kits ....)<br>Cout : 21,795 | - Formation animateurs<br>Cout : 3,085                         | - Equipements<br>Cout : 500           | - Contraceptifs<br>Cout : 11,450      |
|   | - Equipement : 3,500<br>- Formation Evaluation<br>Cout : 3,365 | - Contraceptifs<br>Cout : 8,200       |                                       |
|   | - Equip. Instrum Medic.<br>Cout : 4,000                        | - Impression depl.<br>Cout : 7,500    |                                       |
|   | - Contraceptifs<br>Cout : 5,550                                |                                       |                                       |
|   | - Impression poster depl.<br>Cout : 9,780                      |                                       |                                       |
| <b>TOTAL : 55,545</b>   | <b>TOTAL : 56,130</b>  | <b>TOTAL : 43,150</b>                 | <b>TOTAL : 23,650</b>                 |

Projet N° 86/02

Projet pilote de Développement Intégré :

Conformément à la priorité accordée aux femmes et aux jeunes dans les domaines d'action 4 et 5 de l'IPPF, ce projet prévoit la participation de la FISA à l'assainissement du milieu et à l'amélioration de la condition des Femmes et des jeunes, particulièrement dans les milieux favorisés.

La réalisation du projet se trouve largement favorisée par deux événements notables qui se sont produits en 1984 : la création d'une Direction de santé communautaire au Ministère de la Santé et celle d'une commission Nationale de Parlementaires pour la Population et le Développement à la suite de la Conférence de Mexico de la même année.

Par ailleurs, il constitue une suite logique à deux projets de nature proche et réalisés sur une petite échelle depuis 1984 et auxquels la FISA a participé conjointement avec les différents Ministères (Santé, Population), une ONG (Association Chrétienne spécialisée dans le adductions d'eau) et des organismes internationaux (UNICEF, FNUAP, Coopération Française et Coopération Suisse).

Les activités du projet débutent en 1986 et comprennent essentiellement :

- installation de 4 bornes fontaines dans les 2 principaux marchés de Tananarive ;
- réfection et assainissement des installations de gargotes à Tananarive ;
- installation d'un lavoir communautaire à Tuléar ;
- aménagement d'une salle d'eau à Majunga et d'une autre à Tuléar ;
- mise en place d'une coopérative de distribution de produits locaux à Tananarive, Majunga et Tamatave ;

2 responsable, 2 dirigeants et 12 animatrices bénévoles.

Les activités à caractères rémunérateurs sont destinées à devenir autossuffisants avant la période du plan.

Notons que du fait du caractère intégré de ce projet, la planification familiale fait l'objet d'une approche plus souple mais plus efficace destinée à recueillir le maximum d'adhésion des femmes et des jeunes du milieu défavorisé.

Sources de financement du projet : Gouvernement Malgache, Orga-

.... /

niemes internationaux, Organismes de coopération bilatérale. Le financement de l'IPPF n'est donc pas requis.

Les apports en liquide proviennent de l'UNICEF et servent à financer la formation de 12 animatrices bénévoles ainsi que l'approvisionnement des matières premières. Les apports en nature proviennent principalement de l'UNAI (formation de cadres, voyages d'études pour dirigeants et octroi d'un véhicule), de l'agence de coopération Suisse (Assainissement) et de l'UNICEF (équipement).

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LIST OF CONTACTS

KENYA:

Professor K. E. de Graft-Johnson  
Director  
Centre for African Family Studies (CAFS)

Mr. Guy Mutia  
Programme Officer

Ms. Jane Kwawu  
Programme Officer  
Mlima House  
Upper Hill Road  
P. O. Box 60054  
Nairobi, Kenya

Telephone: 720-280

Dr. Reuben Johnson, Jr.  
Deputy Director  
Family Planning International  
Assistance  
P. O. Box 53538  
Nairobi, Kenya

Telephone: 336-678, 336-328

Mr. Moses Mukasa  
Director  
International Planned Parenthood  
Federation  
Nairobi Field Office

Mrs. Peris Muriuki  
Programme Officer  
P. O. Box 30234  
Nairobi, Kenya

Telephone: 720-280, 720-281, 720-282

Dr. George Eshiwani,  
Chairman  
Research Evaluation and Training,  
Consultancy, Ltd.  
(RETCO)  
P. O. Box 59325  
New Stanley Building  
Nairobi, Kenya

Telephone: 26937

APPENDIX IV

List of Contacts (continued)

Mr. Hilary B. Ng'weno  
Managing Director  
Stellagraphics Ltd.  
Pioneer House, Moi Avenue  
P. O. Box 42271  
Nairobi, Kenya

Telephone: 330-898  
Cable: REVIEW

Mr. Solomon Luvai  
and  
Mrs. Rachel Ogutu  
Union of National Radio and Television Organizations of Africa  
Programme Exchange Centre (URTNA/PEC)  
P. O. Box 50518  
Nairobi, Kenya

Telephone: 333-415, 332-383  
332-383 Ext 2172

Ms. Laura Slobey  
Program Officer/Population  
USAID/Nairobi  
Union Towers Building  
Nairobi, Kenya

Ms. Barbara Kennedy  
REDSO/ESA  
Population/Family Planning Officer  
Ms. Dana Vogel  
Acting Population Officer  
Ms. Laura McGhee  
Contract Officer  
USAID/REDSO/ESA  
P. O. Box 30261  
Nairobi, Kenya

Telephone: 331-160