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TRIP REPORT - KENYA

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Academy for Educational Development

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This trip was undertaken as a stopover en route from Harare where I was consulting for the World Bank. The purpose of the visit was to:

- a) Meet with URTNA, Ford Foundation and USAID personnel regarding the upcoming URTNA Workshop.
- b) To meet with Population Officer Gary Merrit on the status of PCS support in Kenya, including possible country projects.

#### I. URTNA Preparation Meetings

One of the most important meetings with regard to URTNA preparations was held with Barbara Kennedy of REDSO. Barbara reviewed with me the cable sent by AID Washington and discussed the logistical requirements for selection of participants. Her central message was that, contrary to advice provided to PCS in Washington, the ideal cable to have sent was one in which all participants were identified first. We are now planning to send out a follow-up cable that will identify proposed participants and alternatives. Barbara also advised that communication with participants be direct to reduce the burden on AID Mission personnel, especially those Missions which do not have Health or Population offices. Barbara also identified Tanzania as a country which is currently in delinquent status on its loan repayments to USAID and therefore cannot send participants even with central funding. Discussions are under way with alternative donors to finance the participation of Tanzanians. Barbara also indicated that Zambia, which does not have any health or population project activity would prefer not to be engaged in the identification of participants. I have arranged to identify Zambian participants through other channels. Barbara and I also discussed the general needs for PCS inputs in her region. She stated clearly that there are many needs in the region and

that the workshop may well be one means of identifying project and technical assistance opportunities. She also indicated that she would require a cable from PCS identifying PCS personnel who would be attending the URTNA Workshop. This cable should indicate what the role of such persons will be (i.e. observer or resource person) and also, whether the person will be travelling on other regional work.

MEETINGS WITH FORD FOUNDATION: Suzanne Smith Saulniers

Extensive meetings were held with Dr. Saulniers regarding the agenda of the URTNA Workshop and the logistics involved. Suzanne introduced me to Ms. Rachel Oguto who has been employed by URTNA with Ford Foundation support to assist in the workshop. Meetings were held with Ms. Oguto and Mr. Solomon Luvai of URTNA regarding roles and responsibilities for the Workshop. Ms. Oguto will be handling all logistical matters for URTNA as well as compiling materials. Unfortunately, Mr. Kassaye Demena, Director of the Program Exchange Centre was ill during the period of my visit. Rachel had joined the URTNA staff before my arrival and so was becoming oriented to the Workshop. I arranged for Michele Liroy to meet with Rachel and Suzanne Saulniers on her way through Nairobi to consolidate logistical support functions, especially the collection of materials for the Workshop. With Suzanne Saulniers, discussions were held concerning her role as a consultant to assist in the preparation of the Workshop. Suzanne will assist in organizing presentations by regional donors, by identifying rural villagers to participate in a demonstration of pre-testing, assisting in the finalization of the agenda and identification of Kenyan resource persons and reviewing materials to be distributed.

REPORT - Discussions with Dr. Gary Merritt

I had several meetings with Dr. Gary Merritt regarding the overall USAID Population Program in Kenya, the upcoming URTNA Workshop and specific support he requires from PCS including project development.

1) Prior to my arrival in Nairobi, Dr. Merritt had requested support for two principal activities, one the evaluation of AID assistance in IEC through a co-financed project with the World Bank and two, the development of a Mass Media Strategy paper to form a part of a mission document covering the next five to fifteen years of USAID assistance in population in Kenya. Following discussions of these requests, Dr. Merritt stated his intentions to ask for the assistance of Dr. Suzanne Saulniers in conducting the evaluation portion of his assignment and my assistance in the development of the media strategy paper. It is expected that he will request three weeks of service each from Saulniers and myself for those two tasks. We also reviewed the draft of the Family Planning Films Project. Dr. Merritt asked that I meet with Mr. Leonard Ngugi, Director of the National Council on Population and Development to ask for his views. Mr. Ngugi was very enthusiastic about the project and asked that it be developed as soon as possible.

The pre-testing and evaluation aspects of the Films Project were discussed and it was agreed that AVIMPA (the Association of Audio Visual and Media Producers of Kenya) be approached to provide those services. I met with the Head of AVIMPA, Ms. Esther Adagala, who is Director of Film Productions for Voice of Kenya. Although Ms. Adagala was only in town for one day, we reached tentative agreement on a role for AVIMPA to begin with pre-testing the material produced by Stella Graphics Inc. beginning in early '85. On a subsequent trip to Kenya,

I will be able to develop the details of the pre-testing and evaluation of the project with Ms. Adagala and other members of AVIMPA. I also discussed the proposed film project with Mr. Marami, the Deputy Director of Broadcasting, Voice of Kenya, who is eager to see a private sector initiative in population family planning films. Finally, I met with Mr. Hilary N'gweno, proposed Project Director of the Films Project, for further discussions of the methodology for the upcoming film project. Mr. N'gweno is awaiting delivery of video equipment proposed to be used in the project and will contact us with firm dates for production. Mr. N'gweno has also been approached by the National Council on Population and Development in Kenya to assist them in overall media planning.

I also met with Mr. Greg Adombo, program producer for the Voice of Kenya to both confirm his participation as a presenter at the URTNA Workshop and to discuss VOK's plans to develop radio and television social dramas on family planning.

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