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TRIP REPORT

BURKINA FASO

Peter Gottert
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NUTRITION COMMUNICATION PROJECT

Academy for Educational Development
1255 23rd Street, N.W.
Washington, DC 20037

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Appendix A: List of Contacts - Burkina Faso

ABBREVIATIONS

AED	Academy for Educational Development
AID	Agency for International Development
CRS	Catholic Relief Services
DSF	Family Health Division - Burkina Faso
FAO	Food and Agriculture Organization
HKI	Helen Keller International
KAP	Knowledge, Attitudes and Practices (Survey)
MOH	Ministry of Health
NCP	Nutrition Communication Project
TACS	Technical Advisor for Child Survival
TAG	Technical Advisory Group
UNICEF	United Nation's Children's Fund
USAID	United States Agency for International Development
VAT	Village Animation Teams

EXECUTIVE SUMMARY

At the request of the USAID Mission in Ouagadougou, NCP Program Officer Peter Gottert travelled to Burkina Faso to carry out a technical assistance visit from January 15 - 27.

In Ouagadougou, Gottert participated as a facilitator for the first week of the FAO sponsored audio-visual workshop. NCP is collaborating with the FAO, UNICEF, and HKI on the Sahelian Vitamin A Communication Project, which aims to train health, agriculture and communication technicians from five Sahelian countries in the use of radio, audio-visual materials and video in communication programs. Gottert presented a summary of NCP activities and "lessons learned" in Burkina Faso, Niger and Mali. NCP Coordinator Douamba Parfait, who also participated as a facilitator, presented an overview of nutrition concerns in Burkina and of factors that country teams should consider when mounting communication programs.

Gottert worked with Project Coordinator, Douamba Parfait and the rest of the DSF team January 25 - 27 to followup on project activities. Gottert and Douamba met with the DSF supervision teams for a debriefing following supervision visits in January to six project provinces. They also met with three members of the National Burkina Teaching Institute, Mr. Logovi Tetevi of HKI and Mr. E. Lopez of UNICEF to review progress made on the development of materials for use in primary schools.

I. INTRODUCTION

At the request of the USAID Mission in Ouagadougou, NCP Program Officer Peter Gottert travelled to Burkina Faso to carry out a technical assistance visit from January 15 - 27.

II. BURKINA FASO

A. Background

NCP has been collaborating with the Ministry of Public Health, Division of Family Health since 1988. In March 1991, NCP/Burkina Faso initiated second-phase activities as a component of the USAID-funded Family Health and Health Financing Project. During the past twelve months NCP has concentrated on the following activities:

1. Disseminating data from the KAP Survey to provincial participants and collaborating agencies at a Technical Advisory Group (TAG) Workshop in February 1992.
2. Conducting training assessment visits in preparation for a series of sixteen provincial workshops scheduled from early June through mid-August 1992.
3. Preparing and implementing a series of two training of trainers workshops and 16 workshops. These workshops trained 240 health workers, agricultural agents, and teachers in the 8 project provinces in how to use NCP materials, and carry out a community nutrition education program.
4. Initiated scriptwriting and the production of a dramatic radio series and spots following the FAO rural radio workshop held in Ouagadougou.
5. Continuing the production of nutrition education materials. In September 1992, a fourth village Storybook was printed and in October, following an evaluation of the materials, revised editions of the first two Vitamin A storybooks were printed.

To improve the nutrition of families in Burkina Faso, NCP has identified three themes that program communications will address: improvement of maternal nutrition, child nutrition and dietary management practices during and after diarrhea and other illnesses. In its first year of field activity, NCP focused on maternal nutrition. Communication efforts are targeted at mothers, men, and older women. To reach these groups, NCP is implementing a multi-channel strategy.

B. Activities in Country

1. Regional Audio-visual Workshop

In Ouagadougou, Gottert participated as a facilitator for the first week of the FAO sponsored audio-visual workshop. NCP is collaborating with the FAO, UNICEF, and HKI on the Sahelian Vitamin A Communication Project. This project aims to train health, agriculture and communication technicians from five Sahelian countries in the use of radio, audio-visual materials and video in communication programs. To accomplish this, the FAO has organized 3-three week workshops (each covering a specific media) from mid-1992 through mid-1993. The FAO sent three facilitators to the audio-visual workshop; Jean-Yves Chavreul, and a specialist in participatory communication programs, Jeannette Van Acker, an audio-visual expert and Agnus Dhur, a nutritionist.

The first two days of the workshop were devoted to an overview of the relationship between malnutrition and disease and presentations by country teams, and representatives of the PRITECH and NCP projects. NCP Project coordinator, Douamba Parfait, who participated as a facilitator, presented an overview of nutrition concerns in Burkina and of factors that country teams should consider when mounting nutrition communication programs.

Later, Gottert presented a summary of NCP activities and "lessons learned" in Burkina Faso, Niger and Mali.

Following these presentations, lead facilitator, Chavreul introduced the theory of participatory communication activities. Chavreul explained why consideration of the psycho-social aspects of a community's situation is equally important as the technical and organizational components of a project. Most projects fail, Chavreul noted, because communities have not taken true ownership of the project which is the result of true two-way communication not having been achieved. Chavreul demonstrated the support that the participatory approach draws from the psychological theories of Berne and Gordan. The essence of the participatory approach, according to Chavreul, is creating an environment in which the community is free to express its problems and concerns, takes initiative and assumes responsibility for project activities and results. Much of the first week of the workshop program was organized around exercises and discussions by smaller intercountry groups. This appeared to provide an excellent format for a lively interministerial, intercountry exchange of ideas and experiences.

The participants spent the second and third weeks of the workshop in the field at Oahigouya, 250 kilometers from Ouagadougou. There teams had the opportunity to gain technical skills in developing interactive community slide presentations.

During the week, Gottert had a series of conversations with the FAO facilitators and Mme. Ba Touré, the Regional Coordinator of the project, about the relationship between a social marketing and a participatory approach to health communication programs. It was clear that there is much misunderstanding and indeed little trust between advocates of each model. Both approaches to

development appear to have evolved out of a common frustration with the lack of sustainable results that internationally funded projects have obtained. Development practitioners on both sides, would benefit from an expanded dialogue on this subject. A clarification of the differences between the social marketing and participatory approaches and more importantly an understanding of the how each compliments the other could only enhance the results that each seeks to obtain. For example, an "étude de milieu" or study of the social environment which is an important step in the participatory programs seeks to obtain much of the same information as focus groups which are often part of the research phase of social marketing efforts.

2. Supervision Visits to Eight Provinces

In August NCP completed a major training effort which included a series of two Training of Trainers Workshops and 16 Workshops in the 8 project provinces. In early December, a team led by Mr. Arnbroise Nanema, Nutritionist at the Provincial Direction of Health pretested and revised a draft supervision guide that had been developed earlier with the assistance NCP consultant Amelia Duran Bordier. In January, two DSF supervision teams visited six of the eight project provinces. The other two provinces will be visited in early February. In a series of two meetings, Gottert and Douamba discussed the preliminary results of the field visits with three members of the supervisory teams. The most important results are as follows:

- A. In most health centers visited, the Village Story books were being used on a regular basis. It was difficult to evaluate to what extent the agricultural agents were using the materials. In some provinces, primary school inspectors that had been trained were transferred to other provinces before they had the chance to train in turn school directors or teachers. Other teachers said that they would be using the materials more in the second semester of the school year, when they fit into the curriculum.
- B. Many trainees felt that the workshop devoted insufficient time to preparing them to train counterparts upon return to their villages. Others said that they would have benefitted from more practical experience during the training workshops.
- C. Few if any, intersectorial activities had taken place, while all trainees confirmed that it was beneficial to bring health agents, agricultural extension agents and teachers together for the workshops.
- D. The subject of funding supervision visits by provincial teams to health centers within the provinces was apparently actively discussed in each Province. Provincial teams felt that the 50,000 fcfa allocation for each province was insufficient to carry out a series of supervision mission properly.

Gottert and Douamba discussed this issue at length with the supervisory team members during the meetings. Despite similar discussions in November, it was clear that some team members did not have an appreciation for NCP's limited ability to fund supervisory activities. The funds provided to provincial teams are intended to allow them to include

nutrition in the scope of their supervision activities, or, if this was not possible, to make a limited number of visits to select regions of the province.

3. Mass Media

In October, NCP radio consultants Philip Burnham and Antoine Kakou assisted the DSF in launching the production of a series of dramatic radio programs. The consultants and the DSF team set up a production schedule with writer/director Professor Jean-Pierre Guingané of the University of Ouagadougou and his troupe, the "Théâtre de la Fraternité". Professeur Guingané has worked extensively with UNICEF producing theater pieces on health issues.

USAID TAACS officer, Neen Alrutz, UNICEF Nutrition Officer E. Lopez and Gottert attended an evening recording session at the "Théâtre de la Fraternité" on Tuesday January 26 (Douamba had already traveled upcountry to continue with the FAO workshop team). When Alrutz, Gottert and Lopez arrived, Guingané and 15 or so troupe members were listening to a draft NCP recording for NCP in Mooré. It was obvious from the troupe's intermittent laughter, and expressions that the recording was very engaging. During a discussion with the group, the enthusiasm of the students and Prof. Guingané was obvious. Alrutz and Gottert were able to review concerns NCP has with respect to maintaining balance between the creative potential that the dramatic format provides and the need to remain faithful to the principle messages of the Burkina program. Professor Guingané appeared to have a good sense of the importance of capturing the audience with an interesting storyline while insuring that timely technical reviews by the DSF team.

In an earlier session which Douamba had attended, Mr. Lopez expressed the prospect of UNICEF support through a Social Mobilization fund for part of the radio production and broadcast costs. Additional financial support would offer NCP the opportunity to incorporate field production techniques taught at the August FAO rural radio workshop into the radio component of its strategy. The option of organizing field trips to rural villages to encourage audience feedback on the broadcast was discussed with Professor Guingané who responded positively. One scheduling possibility would be to air three episodes of the radio drama and then broadcast of the rural population's response to the story, characters and nutrition messages.

4. Production and Distribution of Education Materials

Materials production faltered since Gottert's November 1992 visit due to a production overload that print shop have at the end of each year. The status of the production of NCP materials which remain to be printed is as follows:

Village Storybook #5:

This was scheduled to be printed in December 1992. Gottert and Kazemi visited the production manager and the general manager of the GIB print shop on Tuesday January 24, to discuss the production slow down. The preparation work for the book is complete, and the management

promised production in early February. The director of the printshop also expressed an interest in reproducing at no cost to the project the NCP 1993 calendar "Communautés en Bonnes Santé"

Literacy booklets:

Two nutrition literacy booklets were delivered to the National Literacy Institute (INA) for printing in December. The production of these booklets was delayed because the print shop did not have the right type of film to prepare the images for production. In a meeting with the manager of the INA print facility, Emanuelle Ilboudo of the DSF, Gottert and Kazemi discussed production options and suggested a way that the printing could continue using another process which requires different supplies.

5. Collaboration with HKI

NCP is providing technical assistance to the HKI Vitamin A Deficiency Control Program active in eight provinces in Burkina. As part of this assistance, NCP will field consultant Dr. Joan Campbell to manage formative research which will be used to support the social marketing and communications components of HKI's program. NCP will benefit from Dr. Campbell's presence in Burkina to carry out additional in depth study aimed at developing second generation nutrition message concepts for activities in the 1993.

Gottert had a meeting with HKI representative M. Logovi Tetevi to discuss the arrangements that had been made for Dr. Campbell's visit who was due to arrive in less than a week. Leon Sanon, the DSF project coordinator was unable to attend because he was attending a conference. Preparations for Dr. Campbell's arrival were behind schedule, as the four provinces participating in the research had not been selected, and key provincial authorities had not been informed of the activity.

An NCP/ HKI/UNICEF team is also collaborating on the development of an activity guide and a training program to introduce an updated approach to nutrition education into selected schools. In November three agents Mr Dera Moumouni, Dicko Sory and Sedogo Joanny work with the NCP/UNICEF/HKI team and consultant Jackie Geier to review, edit and revise a draft teacher's activity guide which NCP consultant Suzanne Dumais wrote.

Gottert and Douamba met Mr. Ernesto Lopez of UNICEF, Mr. Logovi of Helen Keller International and separately with three members of the Teaching Institute, to discuss the next steps to be taken with this activity. The following decisions were made:

1. That the Teacher's Activity Guide be divided into two parts:
 - a. a lesson plan based on the revised drafts that the IBP wrote during the November workshop.

- b. an "Animators" guide which will be available to development agents in all sectors. This guide will contain tips for using the Village Storybooks and present the principle nutrition messages, discussion questions and activities for book.

NCP/Washington will produce the next draft of these materials by March.

2. That HKI and NCP/Burkina would select approximately twenty schools in the provinces where they each have project activities to participate in a pilot activity. Two teachers from each school will be trained in April/May.

C. Briefing and debriefing

Gottert had daily meeting and a debriefing sessions with TAACS officer Neen Alrutz. HPN officer Jatinder Cheema was out of the country.

Gottert's next trip to Burkina Faso is scheduled mid-April.

D. Next Steps

February

- Supervision: trips to four Provinces by two teams from DSF.
- Radio: Scriptwriting and production of drama series and spots continues.
- Consultant Joan Campbell arrives to assist DSF team to conduct qualitative research for HKI and NCP.
- Supervision: trips to final two Provinces by DSF teams. Final supervision report.

March

- Materials Production:
 - Final Village Storybook (#5) printed
 - First two post literacy books printed
 - Teacher's Activity Guide: NCP/Washington team completes second draft.

April

- Preparations for May training of health workers on interpersonal communications.

HELEN KELLER INTERNATIONAL

BP 5658 Ouagadougou 01
Telephone: 30-05-46

Dr. Tetevi Logovi

National Representative

UNICEF

BP 3420
Telephone: 33-64-87

Mr. Ernesto Lopez

Nutrition Program Officer

AFRICARE

BP 608 Ouagadougou 01
Telephone: 30-21-01

Ms. Claudia Williams

Coordinator Child Survival Project

CATHOLIC RELIEF SERVICES

Telephone: 30-23-53 or 30-73-09

Ms. Makasa Kabongo