

PD-ABN-740

**WEST AFRICA COMMUNICATION
STRATEGY REVIEW
SENEGAL AND CÔTE D'IVOIRE**

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ACRONYMS

AED	Academy for Educational Development
AFRO	Africa Regional Office (WHO)
BASICS	Basic Support for Institutionalizing Child Survival
CBC	Communication and Behavior Change
CDR	Control of Diarrhoeal and Acute Respiratory Disease Division (WHO)
CRS	Catholic Relief Services
DHS	Demographic Health Survey
EPI	Expanded Promotion of Immunization
IEC	Information, Education, and Communication
IMCI	Integrated Management of Childhood Illness
JHU	Johns Hopkins University
MCH	Maternal and Child Health
MOH	Ministry of Health
MSH	Management Sciences for Health
NGO	Non-governmental Organization
ORS	Oral Rehydration Solution
PVO	Private Voluntary Organization
PY	Project Year
REDSO	Regional Economic Development Support Office
SARA	Support for Analysis and Research in Africa
SFPS	Santé Familial et Prévention du SIDA
UNICEF	United Nations Children's Fund
UNFPA	United Nations Population Fund
USAID	United States Agency for International Development
WHO	World Health Organization

EXECUTIVE SUMMARY

Purpose of Visit

The purpose of this trip was to work with BASICS' regional IEC advisor in Dakar, Dr. Yaya Drabo, in reviewing IEC plans and activities that are being carried out in the West Africa Region. Particular attention was paid to plans that are being made in conjunction with BASICS' new regional collaboration with the Family Health and AIDS Project (SFPS) in Abidjan.

Activities

In Dakar (October 7-13), Drabo and I reviewed all of the IEC activities that have been carried out to date and plans that have been made for the future. In addition, we had meetings with other members of the regional team: with USAID (Chris Barratt); with representatives from SARA (Suzanne Prysor-Jones), Africare (Laura Hoemeke and Robert Taylor-Smith), and JHU (Danielle Barron); and with BASICS consultant Judi Aubel.

The visit to Abidjan (October 13-15) provided an opportunity for Drabo and I to work for several days with the IEC team on the SFPS project, Claudia Vondrasek from JHU, and Eddy Momat from AED. We were also able to meet representatives from several other regional partners, including UNICEF (Annick Wouters), CERCOM (Regina Traore Serie), and UNFPA (Hugues Kone).

Main Conclusions

From the perspectives of regional need, clear opportunities to move ahead with implementation, and consistency with the priorities of BASICS' overall behavior change program, the following priorities are recommended for attention in PY4:

1. **Plan and implement a regional radio initiative**, as envisaged in BASICS' program of collaboration with SFPS. This initiative will be carried out in cooperation with the WHO/CDR program in Geneva and with several regional partners (CIERRO, PANOS, and others).
2. **Initiate activities to strengthen NGO capabilities**, including
 - a. Development of a more effective approach to monitoring and evaluation
 - b. Development of practical IEC planning tools for NGOs
 - c. Provision of training and technical assistance to NGOs

Interested PVO/NGO partners already identified include Africare, CARE, World Vision, and Institut Panafricain Pour le Developpement (Projet Femmes et Sante en Afrique). The Communication and Behavior Change Workgroup at BASICS has already begun work on the

development of a packet of appropriate IEC planning materials for NGOs, and Drabo had many good suggestions for what should be translated into French and included for West Africa.

3. **Support the behavior change components of BASICS' main technical programs** in the region, as noted in the regional plan, namely—
 - a. Identification of best practices in community-based nutrition programs
 - b. Planning of appropriate formative research for nutrition programs
 - c. Development of prototype counseling cards to support IMCI
 - d. Development/adaptation of IEC materials for regional EPI courses

4. **Assess IEC training needs and resources in the region** in collaboration with SFPS. As detailed further below, this will involve both a survey of potential training participants and a planning meeting with regional partners, including UNICEF, UNFPA, CERCOM, and others to identify existing resources. This meeting (along with the results of activities carried out under #3 above) are expected to result in concrete plans to be implemented in PY4 for two other activities called for in the collaborative plan with SFPS, i.e.,
 - a. Regional workshop on IEC strategic planning
 - b. Regional workshop on formative research

PURPOSE OF VISIT

The purpose of this trip was to work with BASICS' regional IEC advisor in Dakar, Dr. Yaya Drabo, in reviewing IEC plans and activities that are being carried out in the West Africa Region. Particular attention was paid to plans that are being made in conjunction with BASICS' new regional collaboration with the Family Health and AIDS Project (SFPS) in Abidjan. In this connection, Dr. Drabo and I traveled to Abidjan for three days to work with the SFPS IEC team.

BACKGROUND

BASICS IEC plans in the West Africa region consist of three interrelated sets of proposed activities: those planned within BASICS' three country programs (Senegal, Mali, and Niger); those planned within the BASICS' original regional program; and those proposed in BASICS' regional collaboration with the REDSO SFPS project. There are an abundance of innovative and exciting ideas in these plans, and thanks to Drabo's thoughtful planning, there are also logical links and complementarities among them. These ideas include a—

- regional workshop on IEC planning
- regional workshop on formative research
- regional workshop on child survival radio programming
- review of best practices among NGOs
- development of evaluation and other tools for NGOs
- development of counseling cards to support IMCI
- development of IEC materials for regional EPI programs
- other IEC support to BASICS programs in the region

Over the past year, Drabo has been involved in a number of important and productive activities as a member of the regional team: directing an IEC planning exercise for the four regions of USAID's Senegal program; conducting formative research in Mali; participating in the needs assessment visits to the new REDSO project's priority countries; and working with the REDSO IEC team to development strategic plans; to name only a few of the most important.

TRIP ACTIVITIES

In Dakar (October 7-13, 1996), Drabo and I reviewed all of the IEC activities that have been carried out to date and plans that have been made for the future. In addition, we had meetings with other members of the regional team: with USAID (Chris Barratt); with representatives from SARA (Suzanne Prysor-Jones), Africare (Laura Hoemeke and Robert Taylor-Smith), and JHU (Danielle Barron); and with BASICS consultant Judi Aibel.

The visit to Abidjan (October 13-15) provided an opportunity for Drabo and I to work for several days with the IEC team on the SFPS project, Claudia Vondrasek from JHU, and Eddy Momat

from AED. We were also able to meet representatives from several other regional partners, including UNICEF (Annick Wouters), CERCOM (Regina Traore Serie), and UNFPA (Hugues Kone). The various outcomes of these meetings are described below.

RESULTS/CONCLUSIONS/RECOMMENDATIONS

Regional IEC Priorities

Given limited financial and human resources, and the complexities and potential delays inherent in implementing collaborative initiatives with other partners, Drabo and I sought to identify those IEC activities in the regional plan(s) to receive highest priority for implementation in PY4.

From the perspectives of regional need, clear opportunities to move ahead with implementation, and consistency with the priorities of BASICS' overall behavior change program, the following priorities are recommended.

1. **Plan and implement a regional radio initiative**, as envisaged in BASICS' program of collaboration with SFPS. This initiative will be carried out in cooperation with the WHO/CDR program in Geneva and with several regional partners (CIERRO, PANOS, and others).
2. **Initiate activities to strengthen NGO capabilities**, including
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3. **Support the behavior change components of BASICS' main technical programs** in the region, as noted in the regional plan, namely—
 - a. Identification of best practices in community-based nutrition programs
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 - c. Development of prototype counseling cards to support IMCI
 - d. Development / adaptation of IEC materials for regional EPI courses
4. **Assess IEC training needs and resources in the region** in collaboration with SFPS. As detailed further below, this will involve both a survey of potential training participants,

and a planning meeting with regional partners, including UNICEF, UNFPA, CERCOM, and others to identify existing resources. This meeting (along with the results of activities carried out under #3 above) are expected to result in concrete plans to be implemented later in PY4 for two other activities called for in the collaborative plan with SFPS, i.e.,

- a. A regional workshop on IEC strategic planning
- b. A regional workshop on formative research

Again, it should be noted that the above four items are not an exhaustive list of the IEC activities planned by BASICS in PY4, but an attempt to prioritize, as well as to balance the demands of the new REDSO project with BASICS' "own" regional program. Beyond agreeing on these as priorities, Drabo and I made some solid steps forward in operationalizing them. Plans with SFPS were adjusted and further operationalized during our visit to Abidjan and scopes of work for a consultancy (Judi Aibel) to begin work on an evaluation tool for NGOs, and for BASICS collaboration with Africare to test this and other tools were agreed to. (See Appendixes B and C.)

To move ahead and successfully implement these activities, Drabo will have to continue to carefully coordinate planning with the SFPS IEC team. (This coordination appears to have been very successfully initiated; it is obvious that Drabo is seen by the SFPS team as an important and valued contributor.) He will also have to coordinate his programs carefully with other components of the BASICS regional program. In this regard, he may need some help from Adama Koné and BASICS/Washington in deciding which of a multitude of demands he should respond to, and he will surely need some assistance from Washington's IEC team and selected consultants in carrying out the regional program. Several issues here require special mention:

Nutrition and IEC

There are several overlapping activities in the nutrition and IEC components of BASICS' regional plan. The first of these is in the area of identifying and disseminating best practices in community-based programs;. The second is in the area of strengthening regional capacity in formative research. Drabo, Diène, Prysor-Jones, and I had several useful discussions about these areas of interest. Diène and Prysor-Jones had earlier met with Tanya Marek from the World Bank office in Dakar, who is also very interested in the area of community-based interventions, and has proposed a joint World Bank/BASICS/ORANA initiative to review regional experiences in this area. We noted that community-based IEC efforts were to be a major focus of the regional IEC planning conference that has been discussed with SFPS. We agreed that it would be useful to "wait and see" where the World Bank initiative goes over the next six months, and to ensure that Drabo is very much involved in its planning, before deciding if and to what extent to include community-based programming as a major focus in the IEC workshop (now planned for late 1997).

We decided to take the same approach in planning formative research workshops: i.e., that Drabo continue to participate in the planning and implementation of the planned workshop on formative research in nutrition (using the *Designing by Dialogue* manual), and see how this activity could feed into the formative research training being contemplated by SFPS later in 1997.

IMCI, EPI, and IEC

The BASICS regional plan calls for, generically, the improvement of IEC and counseling skills of regional health workers, and, more specifically, for the development of counseling cards to assist health workers in the context of the introduction of IMCI and a communication module for retraining of health workers in EPI. The latter is apparently an area in which WHO/AFRO has specifically requested assistance from BASICS. Drabo has asked the BASICS Communication and Behavior Change Workgroup to help him identify existing materials in this area, including EPI-related work that was done by HEALTHCOM (with WHO/Geneva) and in the context of the Measles Initiative in West Africa. He has also identified a potential consultant for the development of counseling cards (Kasami, the Iranian consultant who is soon scheduled to work with the Senegal team on nutrition message and materials development), and sees the CERCOM group in Abidjan as another potential resource in print materials development.

Malaria and IEC

Drabo informed me that he has received several insistent requests from WHO/AFRO for assistance in developing a communication strategy and materials for malaria, apparently with the encouragement of BASICS/Washington. He asked that we discuss this request with Rose Macauley and other members of the Washington malaria team to help him determine its priority. At this point, he sees it as one of many requests that come to him which are somewhat peripheral to the regional team's priority programs, but to which he must somehow respond. (Another example is a request Drabo has received from the Peace Corps office in Senegal, at USAID/Dakar's instigation, to help develop their IEC training approach. While it is gratifying to Drabo and BASICS that he is seen as a valuable resource in the region, we must support him in sticking to his priorities and saying no to such requests when they threaten to stretch him too thin.)

Collaboration with SFPS

At SFPS, the main focus of our discussions was firming up plans and schedules for the regional activities that Drabo had planned with the IEC team during his last visit to Abidjan. As a starting point, we proposed putting the regional radio workshop high on the agenda and continuing to discuss the appropriate focus of the strategic planning and research workshops. We shared with Vondrasek and Momat a copy of the proposal for a regional IEC meeting which BASICS developed last year, and suggested we use that as a starting point for the strategic planning workshop. The revised schedule now calls for four significant joint activities next year.

1. A meeting of partner organizations currently offering IEC training—Dakar, early March 1997.
2. A radio training workshop—Ouagadougou, April 1997
3. A formative research workshop—Bamako, July 1997
4. A strategic planning workshop—Cotonou (?), November 1997

A resume of the planning we did in Abidjan for meeting number 1 is included in Appendix D, and a resume of the planned radio workshop in Appendix E. To briefly summarize—

The partners meeting in Dakar will convene those agencies currently offering some kind of IEC training in the region. The purpose is to share with one another what each is offering as a basis for a more coordinated approach to USAID-sponsored regional training in the future. In preparation for the meeting, a questionnaire will be sent to a sample of potential training participants—e.g., health education officers in Ministries of Health—to ask about their previous training experiences and future needs and desires (as BASICS was planning to do for the regional IEC meeting planned but postponed last year). The results from this study will be presented to the training partners at the regional meeting. The meeting will be co-planned and implemented by BASICS and SFPS, with BASICS organizing the meeting in Dakar and SFPS hiring a consultant to carry out the needs assessment.

The radio workshop in April in Ouagadougou will realize an important objective that Drabo has been promoting for some time: strengthening the capacity of national radio stations in the region, particularly private and rural radio stations, to carry effective child survival program planning. It will also be an opportunity to build on BASICS' prior collaboration with the WHO/CDR program's radio initiative. WHO has been invited to co-facilitate the meeting, using its radio training guide which has recently been translated into French. The meeting will also be cosponsored by an important African institution involved in radio—CIERRO, the Center d'Interafricain Pour L'Etude de Radio Rurale a Ouagadougou.

In addition to training in the use of the WHO guide which focuses on the production of radio spots in support of diarrhea and ARI programming, participants will also be exposed to the production of radio dramas, using one of several guides available from JHU on this subject. Participants will also have the opportunity to plan with both BASICS and SFPS for follow-up activities to the workshop—i.e., to the subsequent production, diffusion, and evaluation of child survival (or in the case of SFPS family planning or AIDS) programs.

We also talked with the SFPS IEC team about general issues of planning, funding, and coordination. JHU is planning a meeting of its SFPS team and subcontractors in Baltimore in early January. We discussed the desirability of using this occasion as another opportunity for home office review of our collaboration, and I recommend that we consider bringing Drabo to Washington at that time to participate. Vondrasek said that she also expects to have a firmer idea of budget parameters for the regional IEC program at that time. For the moment, however, we expect that the budget which is being allocated to BASICS for IEC activities will be

complemented by JHU's own budget; i.e., that regional workshops and follow-up activities will be co-funded by both projects.

Drabo and I also had an interesting meeting at UNICEF with Annick Wouters, who is the regional AIDS officer and is also serving as acting communication officer while that position is under recruitment. Wouters was already informed about and quite interested in the behavior change orientation of BASICS' program and of predecessor USAID projects such as HEALTHCOM, has already made use of some of our materials (such as the Tool Box), and is trying to promote more of a behavior change perspective in UNICEF programs in the region. We described BASICS' IEC work in the region and within the CBC group in Washington. She expressed great interest in some of the tools we are working on (e.g., the emphasis behavior guide and guides to district-level and community-level planning), and would be happy to review draft materials for us. We promised to stay in touch, and the BASICS regional team in Dakar is already planning a return trip to Abidjan in mid-November to present the entire program to UNICEF and WHO.

USAID/Dakar Issues

In a brief meeting with Chris Barratt at USAID/Dakar, we reviewed both Senegal and regional IEC plans and activities. Barratt had no major technical or administrative issues to raise. He is, however, anxious to try to get the new BASICS/Senegal delivery order signed, now that the Mission's contracts officer has finally reviewed it. He urged BASICS to expedite it as quickly as possible, noting that he will be quite willing to entertain modifications in the delivery order in the future if it appears they are needed. He also noted two other issues he is waiting to hear about from BASICS/ Washington: (1) further justification for paying Kasami, a third-country national, in dollars rather than local currency for his scheduled consultancy; and (2) approval for the 4-color flipchart BASICS/Senegal inadvertently printed, but has not yet paid for. Barratt encouraged Drabo to meet and work with Danielle Barron (we already had), the JHU staff member who was in country to begin work on an integrated family planning/child survival communication manual for the Mission's bilateral (MSH) project. He wants to make sure the communication approaches for family planning and child survival are complementary.

FOLLOW-UP ACTION REQUIRED

1. Review draft scope of work for Judi Aubel with BASICS/HQ and develop consulting agreement. (Rasmuson and OPS team)
2. Contact Cathy Wolfheim at WHO/CDR to discuss collaboration on radio training activities and initial planning visit by Wolfheim to Dakar. (Rasmuson)

3. Obtain two other bids for French translation of HEALTHCOM Tool Box (Drabo and regional team). Develop purchase order with selected translator. (HQ OPS and F&A teams)
4. Respond to USAID/Dakar's request to finalize pending delivery order. (HQ OPS and F&A).
5. Follow up collaboration possibilities with Africare (and other PVOs) at BASICS/HQ. (Rasmuson and HQ PVO team)

APPENDIXES

APPENDIX A

CONTACTS

Contacts

BASICS West Africa Regional Office

Yaya Drabo, Regional Advisor, Communications
Mutombo wa Mutombo, Regional Advisor, CDD/ARI
Serigne Diene, Regional Advisor, Nutrition
Judi Aubel, Communication Consultant

USAID / Dakar

Chris Barratt, Health Officer

Africare

Laura Hoemeke, Public Health Advisor (Washington)
Robert Taylor-Smith, Country Representative

JHU

Claudia Vondrasek, Chief of Party, SFPS Project (Abidjan)
Danielle Barron, Communication Consultant (Senegal)
Eddy Momat, AED Communication Officer, SFPS (Abidjan)

UNICEF

Annick Wouters, Regional AIDS Officer, Abidjan

CERCOM

Regina Traore Serie, Director

UNFPA

Hugues Kone, Training Project Director, Abidjan

SARA

Suzanne Prysor-Jones, Director

APPENDIX B
SCOPE OF WORK FOR JUDI AUBEL

Scope of Work for Judi Aubel

Write a concept paper for assisting BASICS, the SFPS Project, and the NGO community develop and apply an approach for improving the monitoring and evaluation of community-based child survival programs.

This task is related to several sets of activities in BASICS regional plans. BASICS' two-year work plan with the REDSO / SFPS project calls for "evaluating the effects of community mobilization on caretaker behavior change;" "identifying best practices of NGOs or other groups;" and "developing and disseminating tools for NGOs." BASICS' own regional program also calls for a review of best practices, specifically in the area of community-based nutrition programs, and for the provision of tools and training to interested NGOs. The BASICS regional team has begun planning for a series of best practice review activities in the area of nutrition, in conjunction with the World Bank and ORANA, beginning with the development of a framework for analyzing best practices and a technical meeting to review the experiences of selected community nutrition projects.

The specific intent of this consultancy and its follow-up is to develop / adapt / refine the tools available to NGOs in the area of monitoring and evaluation. It will take account of existing evaluation frameworks, particularly the framework developed by the USAID / PVO program for evaluating the results of the PVO child survival programs it funds, and of other important work in the field, particularly efforts (such as Carl Taylor's work) to scale up community programs. It will build on the participatory approach to program process evaluation that the consultant has already developed and applied with several PVO programs and other agencies (Africare, CRS, Peace Corps). Its focus will be on how existing approaches can be adapted to focus more effectively on: (1) assessing the specific community mobilization / participation methods used for their impact on caretaker behavior, (2) and their potential for replicability / expansion, while (3) further empowering PVOs and NGOs to be able to routinely conduct their own monitoring and evaluation. Thus, this activity will hopefully provide a tool which can be used by BASICS review of community-based nutrition best practices, while at the same time becoming a tool which can be shared as part of a tool kit for NGOs.

The immediate scope of work is for the consultant to review existing evaluation and monitoring methods; discuss adaptations of these methods with members of BASICS' team in Dakar and selected NGO representatives; and write a brief concept paper which outlines an approach to be developed. Next steps would be for (1) further development and testing the approach on one or more existing NGO programs; (2) refining a guideline / tool; and (3) providing TA and / or training to selecting NGO's in using the guideline.

Estimated level of effort for step 1: 5 days, October/ November 1996.

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APPENDIX C

**COLLABORATION WITH AFRICARE:
SUMMARY OF DISCUSSIONS WITH LAURA HOEMEKE**

Collaboration with Africare:
Summary of Discussions with Laura Hoemeke

In several discussions among Yaya Drabo, Mark Rasmuson, and Laura Hoemeke (Africare public health officer), the following concrete ideas for collaboration were identified:

1. BASICS to assist Africare disseminate the results of innovative community-based IEC programs. In particular, the Africare program in Dioro, Mali, has made an extremely interesting use of traditional media (e.g., folk stories to illustrate important health lessons in health talks). While the experience has been shared among other NGOs in Mali, it could be further disseminated. Several possibilities were discussed, including the development of a case study on the project, the development and translation of a guide or training module on the approach, and the use of Dioro as a site for a regional meeting on community-based IEC approaches.
2. BASICS to provide IEC technical assistance to Africare health programs. The Dioro program was discussed again. The project is entering its third phase, and could profit from a BASICS review of its technical foci and its plans for sustainability. One possibility discussed was a joint review of the project by BASICS and Africare, using newly developed BASICS tools, such as the guide on emphasis caretaker behaviors, to help Africare identify priorities. Besides sustainability, Africare is interested in looking at how the use of traditional media can be combined with the use of mass media (such as radio) to expand the impact of the approach.
3. BASICS to assist Africare in further development of monitoring and evaluation approaches. Africare has already profited from the work of Judy Aibel in developing and applying a participatory approach to process evaluation of several of its programs. As BASICS will be working to further develop monitoring and evaluation tools for NGOs, Africare program sites could be used to test and apply these new tools.
4. BASICS to assist Africare in developing the community nutrition components of several of its programs. Africare is expecting to begin a new regional food security program in West Africa with USAID funding. Africare would welcome BASICS technical assistance in determining effective approaches to the household nutrition component of this program.

APPENDIX D

**BASICS/SFPS PLANNING FOR
REGIONAL MEETING ON IEC TRAINING**

Abidjan, le 15 octobre 1996.

Notes de Réunion SFPS - BASICS / IEC

Participants

- Mark Rasmuson, AED/Washington
- Yaya Drabo, BASICS/Dakar
- Eddy Momat, SFPS/Abidjan
- Claudia Vondrasek, SFPS/Abidjan

Activités

Réunion de concertation avec d'autres partenaires de la région
(2e quinzaine, Février 1997)

Invités

Projet SFPS, BASICS, CAFS, Projet Régional IEC FNUAP/Abidjan, CST FNUAP/Dakar, Projet Santé Familiale, Tulane/UNICEF (Mobilisation sociale / Bénin), AED/Université Liège (Nutrition), CERPOD (Journalistes / ...).

Objectifs

1. Inviter à collaborer entre projets et bailleurs ;
2. Partager les ressources humaines et techniques ;
3. Chercher les voies et moyens permettant de mieux répondre aux besoins de formation IEC ;
4. Voir la promotion de tous les cours afin de voir améliorer la qualité d'IEC ;

Discussions à tenir

- * Qu'est-ce qui existe dans la région ?
- * Qu'est-ce qui manque ?
- * Que peut-on proposer ?
- * Quelles ressources techniques complémentaires faut-il apporter ?

Etapes

- 1) Proposer les termes de référence.
- 2) Contacter un consultant : Sié SOMÉ, Joanny KABORE, Ellen THEMMEIN,
- 3) Contacter tous les partenaires pour préciser les objectifs de l'étude,
- 4) Proposer un calendrier.
- 5) Revue de la littérature (FCI, CAFS),
- 6) Elaboration de questionnaires,
- 7) Visites aux pays où un recensement n'est pas encore fait.

Outputs

- ⇒ Groupe de concertation / Groupe de travail sur la Formation IEC
- ⇒ Etude de Programmes de Formation IEC
- ⇒ Revue des résultats / des besoins en IEC

Dépenses à entreprendre

<u>Activités</u>	<u>Financées par</u>
Prise en charge par chacun sauf CAFS ++	Team effort
Salle de réunion	BASICS
Consultants (Déplacement, Per diem, Frais)	SFPS
Publications de guide de formation	Team effort
Mise en forme du rapport du consultant	SFPS
Communication avec partenaires	BASICS

Calendrier

<u>Activités</u>	<u>Due date</u>
Termes de référence	Début Novembre 1996
Identification du calendrier	Mi-novembre 1996
Entretien avec le consultant	Mi-novembre 1996
Revue de la littérature + Questionnaires	Mi-décembre 1996
Préparation de visite en pays	Janvier 1997
Rapport préliminaire	Mi-janvier 1997
Rapport final	Fin Février 1997
Tenue de la réunion	Début Mars 1997.

APPENDIX E

**BASICS/SFPS PLANNING FOR
REGIONAL RADIO TRAINING WORKSHOPS**

I - RADIO

(Début Avril 1997, CIERRO) Durée :

→ Première rencontre avec Cathy, OMS (Novembre / Décembre 1996)
(Visite du site)

→ Réunion préparatoire (Première quinzaine, Février 1997)
Lieu : Ouagadougou Durée : 3 ou 4 jours

- Objectifs
- Profil des participants : Radio rurale, Radio privée
- Identification des participants
- Contenu de la formation
- Elaboration du contrat avec les participants
- Elaboration du matériel
- Mécanisme de suivi

- ✓ Spots - Planification Familiale,
 - SIDA,
- ✓ Série - Survie de l'Enfant.

Outils

- Guide radiophonique OMS (Spots)
- Guide radiophonique PCS Ghana (Série)
- Guide série radiophonique Ghana (Série) / Esta De Fossard

Objectifs de l'atelier Radio

But : Mieux impliquer les radios privées dans les programmes de santé

- Objectifs :
- Partager des messages sur la santé
 - Identifier les ressources techniques,
 - Préparer des spots, élaborer les prétest, identifier...
 - Partager le processus du développement des séries radiophoniques.