

**THE JOHNS HOPKINS UNIVERSITY**

**HOPKINS POPULATION CENTER**

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**December 29, 1986**

**Mr. Earle Lawrence**  
S&T/POP/IT Room 806 SA-18  
Information and Training Division  
Office of Population  
United States Agency for International  
Development  
Washington, D.C. 20523

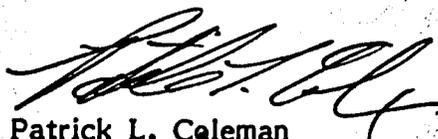
**Dear Mr. Lawrence:**

We are very pleased to enclose a copy of the final report of the Kenyan Demonstration Video Project (AF-KEN-01 and AF-KEN-02) conducted by Stellagraphics and the Research Evaluation Training Consultancy, Ltd. (RETCO).

Also enclosed are copies of the pretest and summative evaluation reports prepared under the project and the English version scripts of the drama "Usiniharakishe" (Don't Rush Me) and four short comedies. If you would like a copy of the video product, please let us know which format (3/4", Beta or VHS) you prefer and we will forward a copy to your office.

Feel free to contact me if you need additional information.

Sincerely,



**Patrick L. Coleman**  
Project Director  
Population Communication Services

PLC/ch

**FINAL SUMMARY REPORT  
POPULATION COMMUNICATION SERVICES  
JOHNS HOPKINS UNIVERSITY  
PROJECT AF-KEN-01  
AND  
PROJECT AF-KEN-02**

**KENYAN DEMONSTRATION VIDEO PROJECT**

**Cooperative Agreement No.:  
DPE-3004-A-00-2018-00**

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

## SUMMARY OF RESULTS

A dramatic video entitled "Usiniharakisho"--translated "Don't Rush Me"--with messages on sexual responsibility for teenagers was produced to be used by the Kenya broadcast system and special groups. This video was later transferred to 16mm film for wider distribution. Four short comedies with family planning messages were also developed under the project.

Under a companion evaluation project, two evaluations, including both a pretest report and an evaluation report, were undertaken.

These projects demonstrated that the private sector can develop innovative, high quality IEC products in support of both donor and public sector program activities.

As a result of the project, the Johns Hopkins University/Population Communication Services (JHU/PCS) was able to:

1. Enhance the institutional capabilities of two private sector firms for the support of IEC/FP outreach in Kenya.
2. Produce needed A/V FP materials for Kenya.
3. Conduct some preliminary research and analysis of Kenyan audiences and their media habits.

## BACKGROUND

The project was conducted in two parts by the Kenyan firms, Stellagraphics, Ltd. and Research Evaluation and Training Consultancy, Ltd. (RETCO). Stellagraphics was commissioned to produce the videos under a project design which called for:

- Collaboration in materials development with the National Council for Population Development (NCPD);
- Diagnostic research on the target audiences;
- Revision and editing of the videos based on pretest results; and
- Distribution of the final products at the discretion of the NCPD.

RETCO was responsible for conducting the pretest and summative evaluation of the videos.

Both projects were conducted under subagreements with JHU/PCS at a cost of \$55,658 for the development and revision of the video and approximately \$50,411 for the evaluation of the video products (subject to final close-out). Dates for the projects were April 15, 1985 to June 14, 1986.

### PERSONNEL

The production and revision of the videos was managed by Mr. Hilary Ng'weno, an internationally acclaimed writer/editor, and Managing Director of Stellagraphics, Ltd. Dr. George Eshiwani, Head of the Research and Evaluation Department of the Kenyatta University and Chairman of RETCO, was responsible for the implementation of the evaluation phases of the project.

Wilma Lynn, Senior Program Officer and Project Manager at JHU/PCS, monitored activities under the project. Phyllis T. Piotrow, Principal Investigator of JHU/PCS, and Mark Lediard of the Academy for Educational Development (AED) assisted Stellagraphics with target audience identification and message selection. Additional TA and project monitoring was provided by Mark Lediard during other assignments in Kenya.

The impact of the projects can be judged in relation to:

1. Private sector institution building;
2. The utility of project products; and
3. Evaluation results of the project.

### PRIVATE SECTOR INSTITUTION BUILDING

Following on their involvement in the projects, Stellagraphics and RETCO are now playing a far more active and influential role in health IEC outreach in Kenya. For example, Stellagraphics, Ltd., under a special agreement with the Ministry of Health, is involved in developing a series of A/V products for use by the Ministry of Health with funding from the World Bank. Six research assistants, post graduate students at the Kenyatta University, have now been trained in research techniques and methodologies for IEC programs. RETCO personnel have also been involved in post-project activities related to presenting the results and findings of the evaluation project to special audiences. The Project Director, Dr. George Eshiwani, has participated in at least one communication training workshop at the Centre for African Family Studies (CAFS).

The application of a carefully planned and executed project design and methodology which focuses on applying the basic principles of FP communication (i.e., analysis, design, development, pretesting and revision, implementation, monitoring and assessment and review and replanning) has also served to enhance the agencies' appreciation of using research and communication methodologies in production.

### UTILITY OF PROJECT PRODUCTS

Prior to the project, there was a pressing need for locally produced family planning films and videos in Kenya. As a result of the project, a docu-drama in the Kiswahili language with messages on sexual responsibility for teenagers has been produced and is available in two lengths--60-minutes and 25-minutes. Moreover, the 25-minute version has been transferred to 16mm film for widespread distribution throughout Kenya.

Four short comedies with general messages were also produced under the project. These will be available to NGOs and the Voice of Kenya as short TV programs fillers of FP discussion points.

The evaluation project resulted in the generation of needed data and feedback on audience and media patterns in Kenya. For example, data gathered in the evaluation project showed that in urban areas nearly 60 percent of the sample audiences have access to television in homes or social halls and visit a cinema at least once a month. Ideal viewing time for audiences is 7:00 and 9:00 p.m. However, in rural areas, television and cinemas are not easily accessible. Findings also confirmed that radio is the most used medium as a source of information in Kenya and that most people listen to their radios early in the morning and at night from 6:00 to 10:00 p.m.

### EVALUATION RESULTS OF THE PROJECT

The evaluation was conducted in two stages (pretest and summative) and covered a wide range of the target audience. A total sample population of 431 (256 males and 175 females) from rural as well as urban areas was used, and in both cases youth and an assortment of people from various religions were included. Institutions such as schools and colleges provided part of the captive audience while other audiences were derived from various communities and villages. The major tools for the evaluation were questionnaires. Respondents were asked to provide information on their personal statistics, their awareness of population issues and reactions to the messages in the videos.

Overall, the drama "Usiniharakishe" received an approval rating of over 60 percent and was judged to be a very good film. The evaluation results indicated that all audiences were pleased with the story and felt that it presented useful messages on sexual responsibility for youth. Ninety-four percent of the viewers found the videos suitable for showing on the Voice of Kenya television station. Nearly half of these respondents suggested, however, they were suitable for showing only at certain times. In particular, "Usiniharakishe" received 95 percent approval from viewers as a feature they would recommend to their friends. Messages in the video were generally well understood by viewers. A majority of those sampled felt they had learned something about FP. Moreover, 57.5 percent considered the information about FP they had obtained useful.

Because of the sensitive nature of the topic, a special evaluation was also conducted with two additional audiences. These audiences included Senior Officials from the Ministry of Education, headmistresses/masters and teachers; and representatives from NGOs and family planning service organizations. Evaluation results from these groups were also very positive and supportive of the drama.

Important to note, however, is that all of the audiences interviewed had some negative comments concerning the drama which focused on three particular scenes. These were an attempted seduction in a bedroom; a dance scene thought to be seductive; and a knifing which was felt to be unnecessarily violent. Based on these and other evaluations findings, one of the key recommendations included in the evaluation report suggested that the producer improve on the weaker points of the products before they be put to wider use. This and other suggestions were brought to the attention of the producer who made some small changes in the final product after the summative evaluation was completed.

In October this year, "Usiniharakishe" was released as the first episode in a 14 part series sponsored by the MOH under a contract with the World Bank. The broadcast of this episode resulted in considerable controversy regarding the appropriateness of showing such a program on television.

### LESSONS FOR THE FUTURE

1. In light of the recent controversy brought on by the broadcasting of "Usiniharakishe" as part of the Ministry of Health's series, three factors should be taken into consideration:

- Local leaders and "gatekeepers" at the community level need special sensitization to FP issues if successful IEC outreach at their level is to be achieved. This was one of the recommendations contained in the summative evaluation report prepared by Dr. George Eshiwani of RETCO. No attempts were made by the MOH to do this before the broadcast.
  - The evaluations were conducted as a means of providing insights and key recommendations towards improving the quality, suitability and impact of the products. Recommendations and results from the summative evaluation indicated that the products could be improved before wider distribution and pointed to a number of specific areas that could be revised to enhance the product. Neither the producer, JHU/PCS, nor the MOH paid as much attention to the significance of the recommendations and suggestions of the evaluation as should have been paid.
  - None of the pretesting involved family groups or other groups which included different generations (e.g. grand parents, parents and children). Some of the criticism focused on the awkwardness of three generations looking at this material together; other comments questioned whether the material was suited for children who might also be watching.
2. Private and public sector collaboration for enhanced IEC outreach has to be cautiously approached. A more effective government mechanism to encourage private sector involvement in public sector health activities should be instituted.
  3. Projects which have materials development as their major activities should have a well planned distribution strategy from the start. This will ensure that products will reach key target audiences promptly.
  4. Video is an effective medium for communicating FP messages in Kenya. However, video is most effective in urban areas if transmitted via the Voice of Kenya television station. It is less effective in rural areas because of the absence of TV receivers and electricity.
  5. 16mm films shown in cinema halls with reliable electricity supplies (via generators) are good channels for IEC outreach in rural areas of Kenya.
  6. In the main, private sector agencies in Kenya have little real experience in conducting evaluation exercises in support of IEC outreach. In the future,

stronger attempts should be made to strengthen institutional capabilities in this area.

### PROBLEMS

The use of the private sector to conduct hitherto public sector IEC outreach created a series of minor issues which marred the overall progress of the projects. One issue related to collaboration with the National Council on Population and Development (NCPD). Although both projects had been approved by top administrators in the NCPD, some IEC personnel in the NCPD felt left out of the project design and implementation process. Therefore, they were unwilling to become fully involved in the activities. Another issue arising from the lack of strong public and private sector cooperation was the absence of a solid plan for distributing the videos produced under the projects. The distribution of the videos and the 16mm film was to be the responsibility of the NCPD, but in fact, the MOH took over this role with World Bank funding. Inter-institutional relations may have contributed to the later controversy.

There were no problems associated with the production of the videos and the execution of the pre- and post-test evaluation exercises.

### FINANCIAL REPORT

Total expenditures for the Stellagraphics (AF-KEN-01) and RETCO (AF-KEN-02) projects were approximately \$106,069 (subject to final close-out). The budget for AF-KEN-01 was \$66,700 with \$11,200 remaining, for a total project cost of \$55,658. The budget for AF-KEN-02 was \$52,850 with an unspent balance of \$2,439, for a total project cost to date of \$50,411. An independent audit of each project was conducted by Peat, Marwick, Mitchell and Company. There were no problems of any kind discovered by the audit of AF-KEN-01.

With respect to the AF-KEN-02 audit, we have not yet received the written report. We have experienced a series of problems with the AF-KEN-02 project beginning in early June, 1986 when the audit was originally scheduled to take place. Just prior to the scheduled audit, the project files were stolen from RETCO Chairman Eshiwani's car. The audit was to be rescheduled after the RETCO accountant had reconstructed the stolen vouchers and obtained signatures and copies of receipts wherever possible.

Another four months passed during which time the auditor tried unsuccessfully to contact Dr. Eshiwani to reschedule the audit. When contact was finally made, the audit was set up and commenced in October. As of today's date, the Baltimore Peat Marwick office has not yet received the reports from the field office.

Dr. Eshiwani sent the first project closing in July 1986, showing total project expenditures to date and an estimate of unpaid obligations. In October we received a second closing which showed all obligations paid and a small balance of unspent funds owing to JHU/PCS. A month later we received a letter from Dr. Eshiwani requesting payment for additional expenditures dated from October 1985 through February 1986, for which we are requesting justification due to the lateness of the claim.

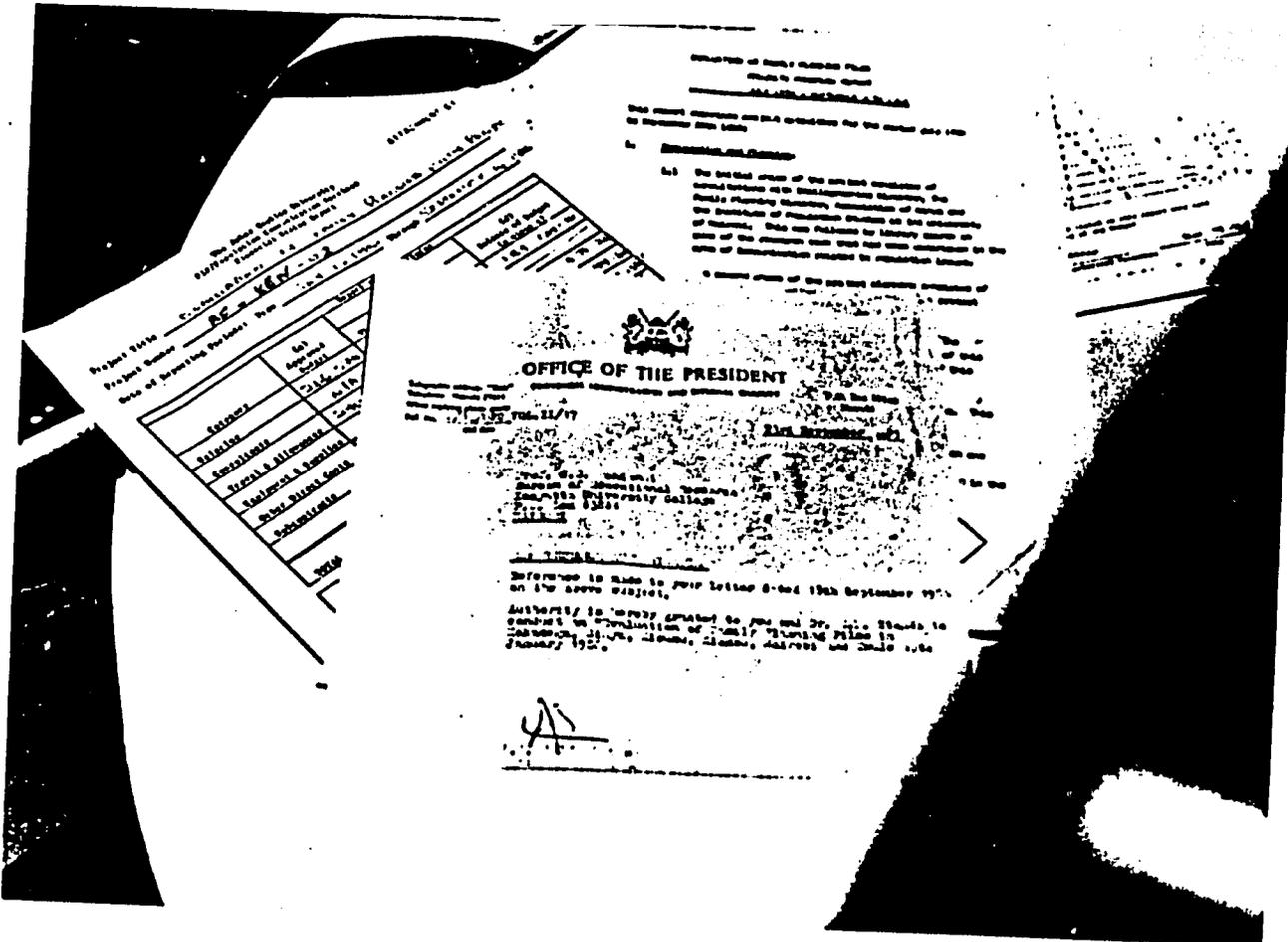
Thus, the figure representing total project expenditures for the AF-KEN-02 project is not final, pending a response to our latest request for information and a careful review of the audit report when it is received.



NOTICE AND SITE OF PRE-TEST  
ACTIVITY UNDER AF-KEN-02 PROJECT

PARTICIPANTS IN PRE-TEST ACTIVITY  
UNDER AF-KEN-02 EVALUATION OF FILMS  
PROJECT.





APPROVAL FROM THE OFFICE OF THE PRESIDENT TO CONDUCT  
PROJECT EVALUATION ACTIVITIES IN PROVINCES THROUGHOUT  
KENYA.