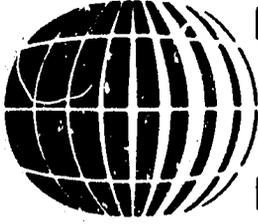


PN-AAN-609/6  
ISN-31776



INTERNATIONAL  
**Planned  
Parenthood**  
FEDERATION

FAMILY PLANNING AND FAMILY LIFE EDUCATION  
FOR PRE AND NEW LITERATES:

A Guide to Sources, Methods & Resources

18-20 Lower Regent Street, London SW1Y 4PW  
Telephone 01-839 2911. Cables IPEPEE London SW1. Telex 919573

INTERNATIONAL PLANNED PARENTHOOD FEDERATION

PN 444 600

FAMILY PLANNING AND FAMILY LIFE EDUCATION  
FOR PRE AND NEW LITERATES:

A Guide to Sources, Methods & Resources

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Central Office

18-20 LOWER REGENT STREET, LONDON SW1Y 4PW

1980

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International Planned Parenthood Federation

May 1980

Price: US \$2.75 or £1.25 (UK only).

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## INTRODUCTION

The past few years have seen a proliferation of teaching and learning materials designed to create awareness and understanding of family planning and related issues. An examination of these materials reveals, however, that many assume their intended audience have a high degree of literacy. In reality many of the people for whom these materials were prepared do not have the required level of literacy to benefit from these resources. A number of personnel working within family planning and family life education programmes and other development programmes are therefore becoming increasingly aware of the need to develop means of communication, including teaching and learning materials, more appropriate to the requirements of the people they serve.

This Resource Guide has been compiled by the IPPF to meet the need for a selective listing of existing teaching and learning materials on family planning and family life education suitable for use with both pre- and new literates and other materials which are deemed to be useful in this context. The listing is deliberately selective and is intended to provide a wide range of examples rather than comprehensive coverage of the most up-to-date materials or even those of the highest technical quality.

Emphasis has been given in the Resource Guide to low-cost, non-electric resource materials. Films have not been included although they can prove useful communication aids in some circumstances, if handled effectively.\* There is also a focus in the Resource Guide on those materials which have potential for stimulating the participation of learners themselves in the education/communication process.

The materials in the Resource Guide have been divided, for ease of reference, into three sections:

- resources for educators and trainers
- resources for use with pre-literates
- resources for use with new literates

Inevitably there are considerable overlaps between sections and the classification of materials in one section in no way is meant to suggest that their value is confined to that area.

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\* Resource lists of films for use in family planning and family life education programmes can be obtained on request from the Library & Documentation Service at IPPF Central Office.

The Resource Guide also provides information about publications and studies relevant to working with low literacy groups; on teaching and learning methodologies which may be particularly appropriate for use with low literacy clients on a one-to-one, group or community basis, and useful contact addresses.

IPPF guidelines in the fields of education and audio-visual communication stress the desirability of using locally-produced materials based on or adapted to the environment and perception of learners themselves. This Resource Guide does not seek therefore to prescribe approaches or materials which can be instantaneously transferred from one programme to another. Instead it tries to provide a review of existing approaches and materials so that personnel working in this area, using these as a starting point, may adapt them to meet local requirements or develop ideas of their own.

It is hoped that this Resource Guide will make a useful contribution to the exchange of ideas and information between those people concerned to provide family planning and family life education learning opportunities for those with low reading skills. Most agencies listed would welcome establishing a dialogue with other users or producers of material including information about the projects or programmes in which the materials are used, and research and evaluation findings.

PLEASE NOTE THAT ENQUIRIES ABOUT ANY OF THE MATERIALS LISTED SHOULD BE MADE DIRECTLY TO THE AGENCY OR PRODUCER CONCERNED.

### METHODS AND RESOURCES

In providing a bird's-eye view of the available international and national sources of information on family planning resources for pre- and new literates, we have just uncovered the tip of the iceberg. The following chapters will reveal to an extent what lies below.

An outline of methods and resources was provided by Susan Perl in a paper presented at the David Owen Centre Visitors' Seminar, April 1977: "Family Planning Education for Rural Peoples with Special Reference to Illiterates." Few items in her checklist "involve a high degree of sophisticated technical equipment".<sup>1/</sup> This publication, however, will focus on the entire range of media, both electric and non-electric. Methods and resources will be discussed under three main categories of users:

- A. pre-literates
- B. new literates
- C. family planning educators/trainers.

#### A. Methods and Resources for Pre-literates

In an article on "Instructional materials for literacy linked with better family living"<sup>2/</sup>, Dr Marian Halvorson identified some methods and materials suitable for:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| a) <u>Pre-reading and motivation</u> | b) <u>Basic primer phase</u>          |
| - Films                              | - Primer series with teachers' guides |
| - Problem-posing                     |                                       |
| - Posters                            | - Demonstration                       |
| - Radio forum discussion materials   | - Discussion                          |
| - Wall newspapers                    | - Visual aids                         |
| - Language learning materials        | - E.g. Flash cards                    |

While the above lists provide some useful guidelines for selecting methods and resources they nevertheless need to be placed in the wider context of audience characteristics and communication approaches. With regard to the former, Paul Lewis, a medical anthropologist and advisor to the FPIA-funded family planning

programme for the Thai hill tribes, has made a study of characteristics of pre-literate people. It is important that the following points are considered when introducing family planning education within this special context:

- (a) Pre-literate people tend to focus on the immediate present.
- (b) Personal contacts are the bases on which they relate to the world.
- (c) There is a great dependence upon communication by words and gestures.
- (d) For a family planning programme to be understood by them, it must relate to their family and village situation.
- (e) Because they are often afraid of being laughed at, there is a tendency to want to stay out of the limelight, especially when in contact with literate groups.
- (f) Perceptions may be different ... pre-literate people tend to be able to sense when a person is not revealing the whole truth to them.
- (g) To develop a meaningful family planning programme ... it must be kept in mind that economic poverty is a frequent fact of life with pre-literates.<sup>3/</sup>

Lewis' study seems to indicate that the most effective communication means with pre-literates is by word-of-mouth. This conclusion is partly substantiated by Donald Miller in Preparing Instructional Materials for Illiterate Learners, when he maintained, "People who cannot read can learn, develop and achieve maturity and leadership capability if knowledge is made available to them through modes and channels which do not require prior literacy skills among the learners... The cassette has been viewed as one tool with a high potential for effective learning among illiterate adults".<sup>4/</sup> It is interesting to note that Miller cautions against the use of cassettes on their own. He views them as "impersonal channels" that allow learners "the luxury of passivity" and suggest using the cassette as "a support input for other, more personal communication input".<sup>5/</sup> He further states that "visual supplements to cassette materials can attract and hold visual attention and allow for a multi-sensory learning experience. However, they must not distract rural attention".<sup>6/</sup>

While the above is true, in relation to sound media, it need not necessarily hold for visual media like films. When assessing the impact of 'My Brother's Children' in a Yoruba village, Professor F. Okediji and Dr. W. Ogioniwo of the University of Ibadan concluded that films should be specially designed for semi- or non-literate audiences with more stress on visual than verbal aspects. They concurred that force and clarity should be essential qualities of such films.

Indeed, if functional literacy concepts and skills are to be effectively communicated, it would be useful to draw upon all channels of communication. As far as visual communication is concerned, it is well known that experts and volunteers in communication, working in rural areas, have often considered pictures a must for teaching purposes. It is important therefore to understand how pre-literates perceive pictures.

A. Fuglesang's research on visual communication has cast some light on the subject. In an article in 'Communicating Family Planning', he discussed the pictorial perception of illiterates. "The perception starts with an identification of very rough contrasts and basic shapes. From there attention is suddenly focused on a couple of details with high valence . . . new cues are read which add to the interpretation of the message."7/

His work on pictorial literacy has brought Fuglesang to conclude in "Applied Communication", the following:

- (a) The pictorially illiterate person . . . mis-perceives or perceives presumably less than is actually there, because of his inexperience in identifying and interpreting picture details in general and maybe line-drawings in particular.
- (b) "Illiterates see perspective lines, but they do not interpret them."8/  
This indicates some of the problems in applying the abstract line-drawing manner in visual teaching aids.
- (c) "Detail is of decisive importance for interpretations of the whole."9/  
Hence the recommended use of photographs because of their substance and tangible visible quality.

Recent studies have confirmed some of the above conclusions, and modified others. For example, Bruce Cook reported on a field research in Barrili on Cebu Island in the Philippines in 1975, that supported Fuglesang's 'center-periphery' theory that picture communication becomes less successful as one moves away from the village or city centre. "Picture communication is most successful when the people viewing the pictures have experience with the objects and ideas pictured..."10/ It was concluded that "pictures for new reading should depict the complete object, regardless of printing techniques".11/

Janet Jenkins, a research officer attached to the International Extension College, Cambridge, arrived at similar results in her study on preparing distance education materials for non-formal education of adults in different cultural situations.

She summarized the guidelines for preparing pictures as follows:

- (a) The subjects of pictures need to be familiar.
- (b) There should not be too much detail.
- (c) Details in pictures need to be absolutely accurate ... Perspective can... cause difficulty.
- (d) Signs taken from comic and cartoon conventions, such as arrows and speech bubbles, can cause difficulty, as can sequence of pictures.
- (e) "Although some studies have found people prefer colour, it doesn't seem to help learning. On the other hand, colour is sometimes necessary to assist understanding of details." <sup>12/</sup>

A project conducted in Nepal in 1976,<sup>13/</sup> however, came up with slightly different findings. The National Development Service of Nepal and UNICEF attempted to answer the following questions:

- (a) Is it possible to communicate ideas and information to villagers by using pictures only?
- (b) What kinds of pictures are most meaningful for villagers?
- (c) Do different colours have special meanings for villagers?

They concluded that "people are interested and attracted by pictures even though they may need help to interpret them. If a picture's message is explained to a villager, they will probably remember the message when they see the picture again".<sup>14/</sup> Like Fuglesang, they concurred that "realistic pictures, with a minimum of background detail, are the easiest to understand".<sup>15/</sup> But unlike Fuglesang's findings the survey revealed that:

- (a) The shaded drawing was the most effective style.
- (b) Some stylized drawing can be quite effective..... simple drawings are recognized best if they are of things very familiar to village people.
- (c) The villagers ... like bright colours (and) disliked black very much.<sup>16/</sup>

Factors that influence how pre-literate groups listen, 'read' pictures and verbalize their thoughts, tend to affect the choice of methods and resources in family planning education. This choice can be further complicated by a variety of possible approaches to adult learning.

Lyra Srinivasen in her "Perspectives on nonformal adult learning" discussed three main approaches to adult learning, and the appropriate learning materials that accompany them:

- (a) Problem-centred approaches - focus the "learning experience on problems of the learner's daily life in order to demonstrate that the knowledge acquired has immediate relevance and usefulness".<sup>17/</sup> Learning materials identified included flash cards, flip books, self-programmed instructions, games and simulating.
- (b) Projective approaches - where learners do not readily see or accept their problems ... the presence of many such factors may become apparent... "if handled in an indirect way such as through the discussion of the behaviour of characters in a short story, drama, radio, TV, comic strip".<sup>18/</sup>
- (c) Self-actualizing approaches - "in which the design of the learning session encourages creative self-expression, strengthens peer bonds and enables participants to carry major responsibility for the outcome of their deliberations".<sup>19/</sup> The use of serialized posters, flexiplans, open-ended problem drama stories recorded on tape, is suggested.

In view of these preliminary comments, it would seem a somewhat impossible task to compile a list of resources that are suitable per se. Various local characteristics either encourage or restrict the use of certain methods and materials. This list should be seen only as a pointer to possible resources, and the suggestions for use must be considered within a practical rather than theoretical framework.

## A. METHODS AND RESOURCES FOR PRE-LITERATES

The methods or techniques itemised below are drawn from suggestions previously outlined and from ideas found in AHEA's 'Handbook of teaching strategies and techniques...'<sup>20/</sup> Their relevance is based on the studies already mentioned of the special needs of pre-literate groups, and their suitability will depend on local situations.

Methods can be roughly divided into those suited to the individual, the group and the community.

### INDIVIDUAL METHODS

#### Demonstration

A presentation of procedures or processes to be learned.

- Feature: - provides an element of immediacy.
- Applications: - illustrates procedures that can be rather complicated to describe  
- encourages memorisation of processes  
- stimulates interest especially when applied to groups.



#### Interview

Asking questions and recording reactions for later discussion, on an informal basis.

- Feature: - highlights personal contact through word-of-mouth.
- Applications: - provides insight into attitudes and beliefs  
- idea sharing on an informal basis.

## GROUP METHODS

### Lecture

Presentation of a talk by a speaker. AV aids may be used to support lecture.

- Feature: - great dependence upon communication by words and gestures.
- Applications: - enables supervised groups to learn the truth about a particular subject.
- to inspire, inform and motivate.



### Small Group Discussion

Groups of six or less are given a short time to discuss a specific topic and later to share their ideas among other groups.

- Feature: - encourages group interaction and informal learning. (According to Donald Miller: 'Illiterate adults are accustomed to learning informally among themselves. In the presence of an educated teacher they will tend to be passive')<sup>21/</sup>
- Applications: - helps unsupervised groups interact and learn through discovery processes.
- stimulates individual ideas and maintains interest when used to intersperse a lecture.



### Games

A technique to facilitate learning of lower level concepts, through play that may or may not be competitive.

- Feature: - confronts learner with immediate experiences.
- Applications: - stimulates and maintains interest in a topic.
- allows learners to carry out activities without supervision so as to avoid embarrassing the learners involved.

## COMMUNITY METHODS

### Popular Theatre

Actors' performance of drama sketches, songs, puppet plays and dances which deal with community matters.

- Features:
- uses local languages and involves local performers.
  - deals with local situations which people can identify with.
  - is free for all to attend.

- Applications:
- complements other methods of communication.
  - entertains and holds interest of large groups
  - presents local problems in a dramatic way
  - initiates discussion and follow-up action.



### Broadcasting

Radio programming aimed at integral education fundamental to rural development.

- Features:
- aural medium, capable of many different content forms, e.g. lecture, stories, dialogues, dramatisations.
  - programmes can reflect cultural modes.

- Applications:
- encourages group listening, discussion and active participation.
  - reaches a 'mass and isolated rural audience' 22/
  - supports other more personal communication inputs.



Note: TV programming has been excluded on the assumption that TV sets are not so readily available to pre-literate people.

RESOURCES

Support materials for each chosen method can roughly be divided into non-electric and electric aids. As mentioned previously, FP educational materials designed specifically for pre-literates and that have been tested and evaluated and fully operative in the major international languages are rather short in supply.

The following list therefore includes resources not primarily developed for pre-literates, but because of their audio and visual characteristics, could well be adapted by a good communicator for use with pre-literates.

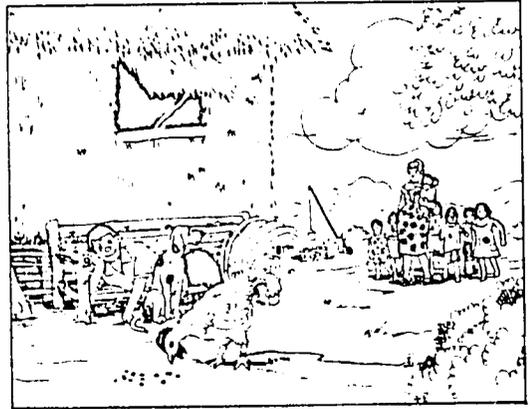
NON-ELECTRIC AIDS

BOOKLETS

AGUSTIN'S DAUGHTERS



JOSE'S DREAM



*Jose's Dream*—Jose has a large family, a small plot of land to farm, a taste for gambling, and a dream that his fighting cock will win at the cockfights making him miraculously rich. Before the fights, however, his fighting cock becomes a very much needed meal for the family.

Booklet: 16p. b/w illus. Eng. 1977

Story is told through a series of black and white line drawings about how Agustin hopes for a son, but only gets daughters. His wife convinces him that daughters can be just as useful as sons and they then decide on family planning.

Booklet: 20p. b/w illus. English. 1977

Features

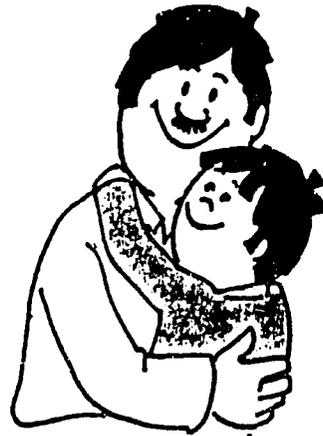
- simple line drawings
- visuals consist of familiar objects and can be easily identified.
- minimal print

Suggestions for use

- although developed for out-of-school education in the Philippines, these booklets can be adapted for use in other countries of Southeast Asia.
- to present ideas for group discussion.

ALIMENTACION Y  
PATERNIDAD RESPONSABLE

PATERNIDAD RESPONSABLE



SABE QUE ÉL ES  
LO MA'S IMPORTANTE  
PARA SUS HIJOS.

'Alimentacion y Paternidad Responsable' deals with responsible parenthood in the wider context of community health education. Due to its slightly more complex story, it should be introduced after 'Paternidad Responsable' - a simply illustrated and straightforward outline about responsible parenthood.

Booklets: 14p each. col. illus. Spanish. 1976

Features

- attractive and colourful illustrations
- story outline is quite simple and the large print useful for first time readers

Suggestions for use

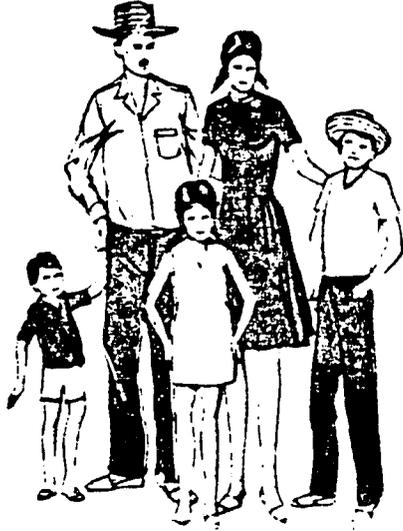
- can be used as basic primer texts
- ensure that silhouette pictures that appear in 'Alimentacion...' are explained.

Source

FEPAC, Mexico

AMOR Y FELICIDAD

Demonstrates pictorially the advantages of planned families over unplanned families.



Booklet: 15p. col. illus. Spanish.1972.

Features

- good design and textual simplicity
- substantiated by evaluation reports in J. M. Stycos' 'The Clinic and information flow', Mass., Lexington, 1975.
- developed for the illiterate

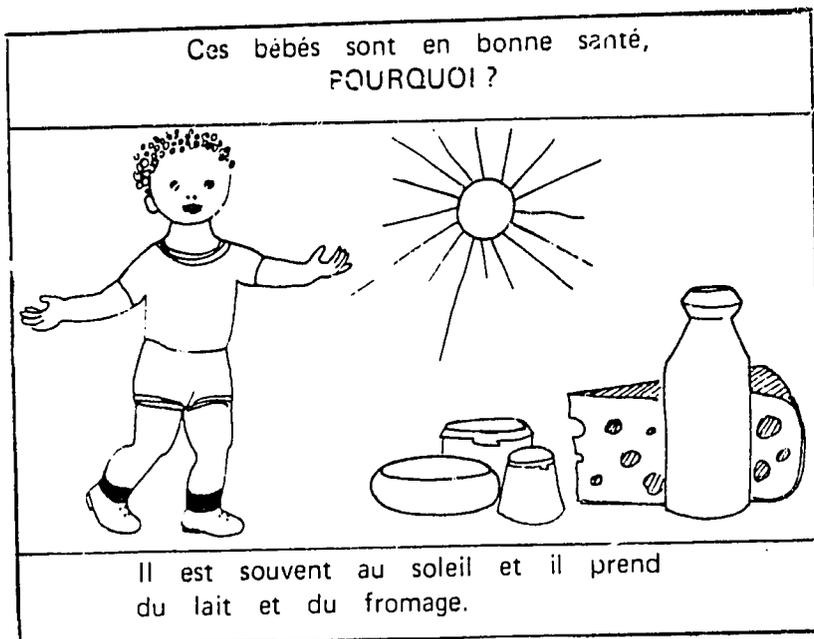
Suggestions for use

- to motivate rather than inform
- lead readers to PROFAMILIA
- as the message may not be immediately clear, it would be useful to explain certain abstract concepts and technical points.

Source

Profamilia, Bogota

MIGRATIONS SANTE: INFORMATION MEDICO-SOCIALE EN MILIEU MIGRANT



A dossier containing booklets, picture cards and charts on the human anatomy and preventive health measures against rickets and back injuries.

Information package: unpagged: b/w illus: French, 1977

Features

- specially developed for immigrants with little or no knowledge of the French language
- charts consist of life-size drawings of the human body - this life-size characteristic has proved to be important in communicating with preliterate people in Swaziland

Suggestions for use

- ideas can be adapted to suit family planning education for minority groups without a working language

Source

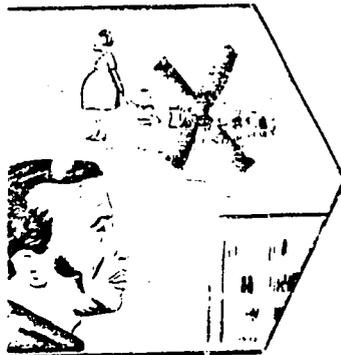
Comite de liaison pour l'alphabetisation et la promotion (CLAP), Paris

Price

50F

PLANFJANDO A FAMILIA COM JOAO E MARIA

A series of colour pictures showing a strong, caring relationship between a husband and wife who share family planning decisions. The illustrations suggest that the sexual bond is also strong when family planning is used.



Booklet: 12p. col. illus. Portugese. n.d.

Features

- assumes high degree of visual literacy, as exemplified by use of symbols such as crosses and arrows.

Suggestions for use

- use as handouts after presentation of the story
- could be used in other Latin American countries due to absence of printed words
- to supplement the use of BEMFAM's chart 'Para constituir Familia', which deals with family planning and welfare and responsible parenthood.

Source

BEMFAM, Brazil

SUREKHA



WANJIRU



These two parable cartoon booklets form part of IPPF's contribution to the International Year of the Child. Through simple captions and visuals, they feature the personal histories of two young women, Surekha (Southern Asian) and Wanjiru (African). Stories are weaved around ideas of spacing, birth order and nutrition.

Booklets: 4p. each col. illus. English. 1978.

Features

- shaded line drawings are culturally specific

Suggestions for use

- distribute to audiences after a talk or discussion
- encourage readers to talk about the pictures

Source

IPPF, London

UNA FAMILIA FELIZ



Felipe ama a Adela.  
Mima a Felipe, Adela.

## Me mima y me ama

---

A primer text designed for adult learners as part of the Honduras Literacy Project. It starts off with family related words and goes on to a wider vocabulary of daily encountered words.

Booklet: 49p. col. illus. Spanish, 1971.

### Features

- specially developed for pre literates
- some pages of booklet provides spaces for practice in spelling and writing
- accompanied by a useful text for teachers

### Suggestions for use

- to introduce words about familiar concepts and objects through use of alphabets and phonetics.

### Source

Asociación Hondureña de la Familia,  
Tegucigalpa, DC., Honduras.

### Price

Unpriced

YOUR CHILDREN NEED YOU

A series of colourful illustrations show how children should be cared for and helped through their early years of development.



Booklet: 14p. col. illus. 1977

Features

- large print designed specifically for minority groups in the United Kingdom that are not fluent in English.

Suggestions for use

- useful as basic primer text
- learners could be asked to identify key words for each picture illustrated in the booklet

Source

Health Education Council, London

FLASHCARDS AND FLIPBOOKS



**68. Cleanliness Brings Health**

This flipchart compares the health and happiness of the family using good personal hygiene and the family that is careless in cleanliness and suffers with disease unnecessarily. 26 drawings



**67. Infant Care and Feeding**

Shows how important good food is for the pregnant mother, then for her as a nursing mother, and for the baby when he begins to eat. Tells of the foods needed for balanced nutrition and how to prepare them for the baby. 27 drawings

Features

- clear line drawings of familiar visuals and situations
- the Latin/Asian version has the script on the back of each drawing in English and Spanish
- the African version has the script in English and French

Suggestions for use

- use with small discussion groups
- can help to introduce concepts and key words related to health and welfare

Source

World Neighbors

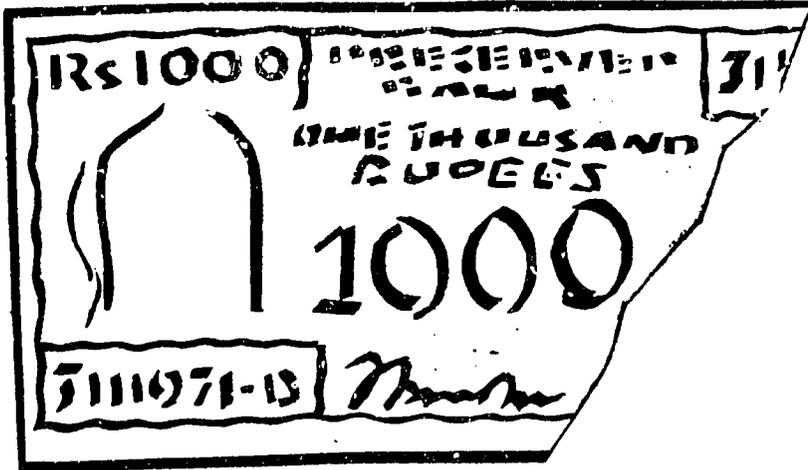
Price

US \$2.00 per copy

## THE COST OF ANOTHER CHILD

This set of flashcards advises married couples to think about the costs involved in bringing up another child. The child's food, clothing, medical care and education are all considered.

Flashcards: 28cm x 35cm. 13pp, colour. English. 1975



### Features

- simple, colourful illustrations with a local flavour

### Suggestions for use

- good for audience of 20-30
- rehearse presentation before demonstrating the cards in sequence
- hold question and answer session
- can be used by participants to relate their individual stories

### Source

Audio Visual Unit  
Christian Medical College & Hospital  
Vellore, India

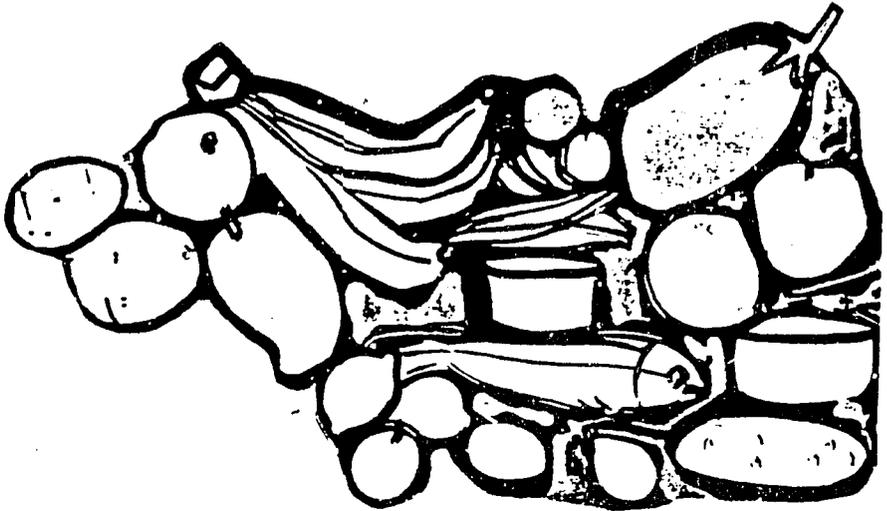
### Price

RS 16.00

## FEEDING YOUR BABY

Outlines the benefits of breastfeeding for the first six months, and which foods to introduce at weaning stage. A weight to age ratio guide is provided.

Flipbook: lithograph. 23cm x 35cm. 66pp. col. English.



### Features

- colourful prints using locally familiar objects

### Suggestions for use

- encourage learners to describe pictures in flipbook
- by supplementing key words for each print, literal and visual concepts can be developed

### Source

Indian Council of Medical Research  
Vellore

## FAMILY HEALTH



14 flashcards deal with maternal health, child health, nutrition and family planning. The brightly coloured artist's illustrations are captioned. A discussion guide considers each card.

Flashcards: 14pp. Notes. col. illus. English. 1973

### Features

- graphics are well thought out and reflect local conditions and culture
- supported by full report on the design of the visual aid

### Suggestions for use

- pass card on individually to group members for discussion
- can be used with married couples outside the Philippines provided the discussion guideline is carefully adapted
- visuals can be cut up and mounted as flannel-graph set
- flashcards can be enlarged to a flipchart or reduced to a set of slides

### Source

National Workshop in the Development of Education and Information Materials on Family Health, Oton, Iliolo, Philippines

## PLANNING YOUR FAMILY

Designed especially for use in West Africa "Planning Your Family" has been produced by the IPPF to help family planning workers explain conception, birth and contraception. The story of the attractive family featured in the flip book, is told through brightly coloured pictures; great attention has been paid to detail of appearance and dress.



Some of the anatomical diagrams are printed on transparent sheets. This enables you to present two pictures side by side to help the patient understand the diagrams.



Flipbook: 25pp. col. illus. French & English

Above: the overlay in position

### Features

- simple to use and easy to carry
- designed to be adaptable

### Suggestions for use

- explain pictures using the text printed on the back
- encourage learners to describe the visuals and FP topics can be discussed based on their responses

### Source

IPPF, London

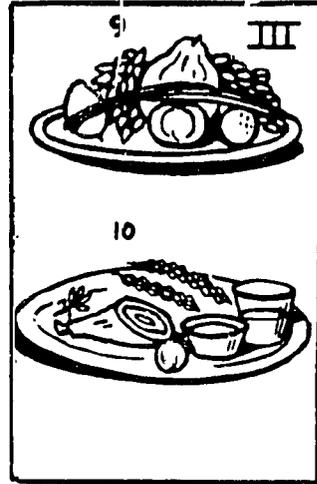
### Price

US \$7.20

EXHIBITS & FLANNELGRAPHS

A BALANCED DIET FOR BABY

The flannelgraph is composed of a series of coloured cutouts. These illustrate the story of a couple and their malnourished daughter. The advice of a doctor on the advantages of a balanced diet is given.



Flannelgraph: bk. format, 14pp. col.  
English. 1975

Features

- prints consist of very basic colours and images that are locally orientated

Suggestions for use

- present a lesson on nutrition with the help of pictures
- as each part of the flannelgraph is numbered, following the sequence of the story outline, learners can be exposed to numeral literacy
- encourage audience participation by inviting participants to display cutouts

Source

Christian Medical College & Hospital  
Vellore, India

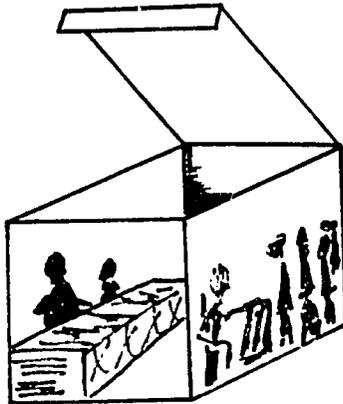
Price

RS 12.00

ILO CUBES

This low-cost audio-visual aid consists of two sets of two collapsible boxes, each 40cm square, made of rigid cardboard. Each side of a cube depicts a situation associated with family size and the quality of life. It is aimed at stimulating discussion on population and family planning issues among Asian and Caribbean workers, through the juxtaposition of various sides.

Exhibit: cardboard cubes, 40cm<sup>2</sup>, col. illus. no language. 1975.



Features

- drawings are based on research conducted in the Asian and Caribbean societies

Suggestions for use

- cubes can be used as ice-breakers if participants are requested to help set them up
- use to encourage discussions on health, income/needs, food/housing and other pertinent issues

Source

ILO, Geneva

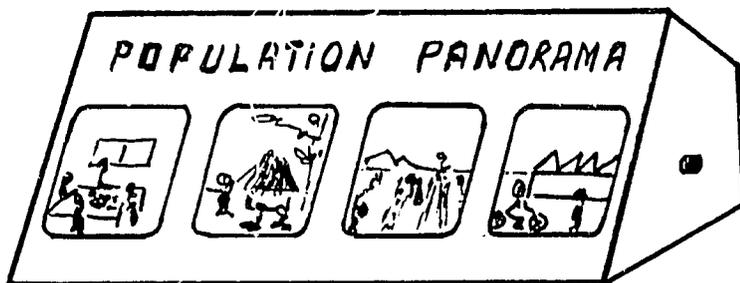
Price

54 Swiss Francs

## POPULATION PANORAMA

The exhibit consists of four drums with eight pictures on each. The drums are headed 1) Food or Famine? 2) Abundance or Depletion? 3) Work or Want? 4) Welfare or Neglect? and the pictures are numbered consecutively from 1-32. By rotating the picture drums, a variety of pictures can be aligned in any order and, when read off, will show either positive or negative aspects of population growth and national development.

Exhibit: cardboard. script 8pp. English. 1974.



### Features

- simulates a four screen TV display unit
- exhibit can be packed flat for ease of transport

### Suggestions for use

- to open up discussion on issues relevant to the audience in question
- develop visual literacy by helping audience to read pictures in correct order, i.e. left to right
- can be used like serialised posters with sequence of pictures left open-ended

### Source

FAO, Rome

GAMES & PUPPET SHOW

BIRTH CONTROL METHODS

A self-instructional game designed for postpartum patients with little or no reading skills. The package containing a cassette tape, picture workbook and demonstration contraceptives, teaches the 'what', 'why', and 'how' of family planning with emphasis on the pill and IUD.



Game: sound tape, 30 mins. flipbook. English, 1975.

Features

- no supervision required
- picture book of cartoon line drawings requires no reading skills because instructions are recorded on tape

Suggestions for play

- teach in an interesting manner the basics of family planning and reproduction to poorly educated new mothers
- to provide preliminary information such that the choice of a birth control method can be made

Source

North Carolina Population Center, Chapel Hill

Price

US \$10.00

SMALL FAMILY, HAPPY FAMILY



A puppet play written by Bill Baird based on themes related to family planning.

Play script: 24pp b/w illus. English.

Features

- puppets seem to be able to put across topics considered to be sensitive

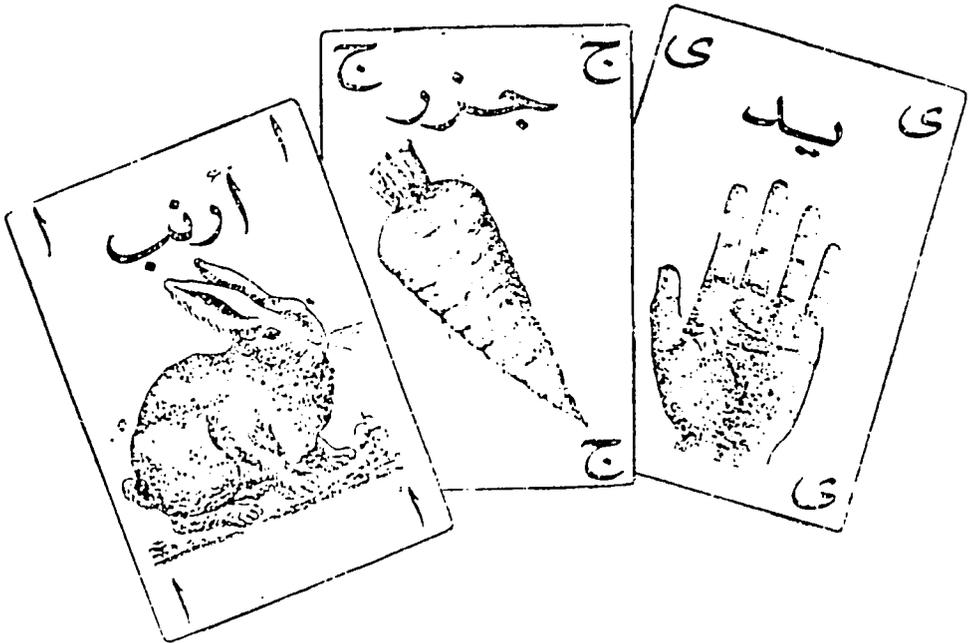
Suggestions for use

- introduce puppets with some minor act, to gather the crowd, and put them in a receptive mood
- provide a good stock of simple pamphlets on family planning to hand out to the audience after the performance
- follow show with question about the play and the implied messages.

Source

World Education, New York

LITERACY AND FAMILY PLANNING - PLAYING CARDS



The playing cards consist of five sets. The first four sets comprise pictures and words related to subjects encountered in daily life, e.g. vegetables and fruits, human body, birds and animals. Each player is given four cards at each round, and is expected to verbalise the pictures, and collect similar ones. The family planning Joker allows a player to take over all the cards on the table. The fifth set of cards depicts the alphabet and is introduced at a later stage for word formation purposes.

Game: 5 packs of cards. Arabic (English trans. available) 1977.

Features

- developed as a game of matching cards similar to a common Egyptian game called '4-4-4'

Suggestions for play

- capitalise on familiarity with the game to encourage participation at community and health centres
- lead discussion on family life subjects related to pictures
- lay out picture cards to form nutritious menus or to stimulate discussion on aspects of personal health and hygiene
- use alphabet cards to encourage pronunciation and sentence composition

## ELECTRIC AIDS

### *FILMSTRIPS AND SLIDE/TAPE SETS*

These can be used quite effectively due to their flexibility. Individual frames can be adjusted to suit local conditions and the sound commentary recorded in the appropriate local language. Visuals used, whether they be of art work or photography, must be carefully selected for different types of audiences. Also, the choice of an item must depend on the educational approach to be adopted. For example, some filmstrips are based on the information model:

- Feeding your baby...
- Family planning and the IUD
- Family planning and the pill
- How to feed your baby

Others exemplify the problem-centred approach:

- Carlos campesino
- Children are all I have
- Pak panut

If audiences find it difficult to identify with the problems presented, filmstrips and slides based on the projective approach such as these could be used:

- Clever wives
- Peace in the family

There are also materials that employ the self-actualising approach in education. In using such materials it is important to stop the filmstrip/slide show just short of the concluding frames, so as to involve the learner in discussing the open-ended issues:

- Choice not chance
- Making my decision
- Rohaya's decision

Lastly, if one chooses to teach by analogy, the following filmstrips could be suitably used with rural communities:

- As you plan your crops, plan your family
- Space your children as you space your crops

Suggestions for use

- use as idea starter with groups
- to inform, educate and encourage group discussion
- use blank frames to separate each part of a filmstrip/slide presentation, and take advantage of interspersed parts to reinforce the message through repetition
- translate the accompanying script into the appropriate local language and ensure that recorded presentation is geared to the needs of pre-literate groups.

CARLOS CAMPESINO - MEJORANDO SU HOGAR



This filmstrip shows how Carlos Campesino clears up his home. He adds windows, a table, latrine, and keeps animals out of the house. Designed for non-formal education of rural audiences.

**MEJORANDO SU HOGAR**  
Carlos mejora su hogar y presenta a María el hogar que le había prometido, cuando se casaron.

Filmstrip: 35mm. 22 frames. col. English. Spanish. 1968.

Source

Committee for Adult Education, Guatemala

Price

£1.25

### **AS YOU PLAN YOUR CROPS, PLAN YOUR FAMILY**

The story of a farmer who has a wife, six children and an old mother to support. Tragedy befalls the family when heavy rains flatten his rice crop at harvest time and his wife has a miscarriage. Although he will never be able to control the weather, pests and disease, he finds that with family planning he can at least limit the number of his children.

English  
Produced in Indonesia  
Single frame, colour  
Recorded commentary (tape), English

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### **SPACE YOUR CHILDREN AS YOU SPACE YOUR CROPS**

A farmer's wife who has two children watches how carefully farmers space their plants in the field so that they will grow properly. She wonders why they do not space their children too so that they will grow strong and healthy. She goes to family planning to ensure that she will space her children properly.

English  
Produced in Indonesia  
Single frame, colour  
Recorded commentary (tape), English

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#### Source

FAO, Rome

#### Price

US \$8.00 (filmstrip & printed commentary)

US \$12.00 (tape)

### CHILDREN ARE ALL I HAVE

A landless labourer with five children to support has a tough life making ends meet. One of his children falls sick from malnutrition and dies. The family planning worker visits his wife, but the husband refuses, despite sound arguments, to listen to anything to do with family planning.

English  
Produced in Indonesia  
Single frame, colour  
Recorded commentary (tape), English



### CLEVER WIVES

The filmstrip tells the dramatized story of Maria and her husband Manuel, a young farmer. Land size and family resources, family size, material and child health, nutrition and family planning are the issues raised in this tragicomedy.

English, Spanish  
Produced in Mexico  
Single frame, colour  
Recorded commentary (cassette), English, Spanish



### PEACE IN THE FAMILY

This is a comedy about a family in southern Tunisia. The story brings out themes of family size in relation to resources, family planning and its reference to the Koran, and spacing of births and child health.

English, Arabic  
Produced in Tunisia  
Single frame, colour  
Recorded commentary (cassette), Arabic



### Source

FAO, Rome

**20. Choice Not Chance**



The most important message of this filmstrip is contained in the title and is reinforced by the dialogue. Through a series of questions the audience is guided towards comprehension of the fact that they themselves, like the characters in the filmstrip, can and should decide when

they wish to have another baby, rather than leaving this to fate or chance. After a blank frame, a doctor is shown illustrating the many choices of contraception available to a husband and a wife. The filmstrip was photographed in India. Full-frame, 53 frames, color, script in English and Spanish.

Price: US \$5.00



**18. Feeding Your Baby From Birth to One Year**



Designed for use in well-baby clinics and with groups of village mothers. It was photographed in Guatemala among the Cakchiquel Indians. Shows the symptoms of malnutrition in children, explains which foods should be given to young babies, and stresses a good diet for pregnant and nursing mothers. The benefits of breast feeding and the dangers of bottle feeding are discussed. In addition, the filmstrip deals with the many kinds of foods a baby should begin to learn to eat between the age of three to four months. Full-frame, 46 frames, color, available in English, Spanish and French.

Price: US \$4.00

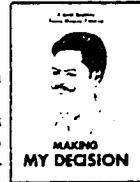


**22. Making My Decision**



This filmstrip, told in the first person, is one man's story about why he decided to have a vasectomy. The filmstrip was photographed in India. The main character answers his questions by talking with another man of the village who has undergone the operation. Diagrams illustrating the operation are added at the end of the story, after a blank frame. The filmstrip is for use in motivating men for sterilization. Full-frame, 69 frames, color, script in English and Spanish.

Price: US \$5.50



Source

World Neighbors, New York

### 26. Family Planning and the I.U.D.



A filmstrip for women who have accepted the principle of family planning and are in the method-decision stage. In the filmstrip, women talk about the difficulty of providing basic needs for large families. These women want to control the number of children they have, and they are interested in the various methods of birth control. The method covered by the filmstrip is the I.U.D. A field worker shows a mother the I.U.D., explains where it is placed and how it can be removed when a couple desire another child. The doctor in the filmstrip dispels the common fear of injury and explains that the woman's health will improve by not having frequent pregnancies. The filmstrip was photographed in the Philippines. Full-frame, 32 frames, color, script available in English and Spanish. Price: US \$4.00



### 28. Family Planning and the Pill



Photographed in the Philippines, the format for this filmstrip is much the same as that of Family Planning and the I.U.D. It, too, is for the woman who knows about family planning and is looking for the way which most suits her need. The filmstrip explains what the Pill is, how it is used, why it must be taken regularly, possible side effects, and under what conditions the Pill should not be taken. The filmstrip encourages interested women to talk with women who already use the Pill. Full-frame, 32 frames, color, script available in English and Spanish. Price: US \$4.00



#### Source

World Neighbors, New York

## HOW TO FEED YOUR BABY

Designed to teach mothers in Africa the correct foods for a baby during breast-feeding and weaning; suggestions are made for cooking these foods and for the proper way of feeding the baby.

English, French  
Double frame, colour

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### Source

FAO, Rome

## PAK PANUT

Spearheaded by the efforts of Nancy and David Piet, the slide/tape sets fill a need for locally-produced family planning materials. The sets are based on the life of a Javanese farmer – poor, father of many children and a non-planner. Pak's story – presented in an entertaining manner – has proven immensely popular with audiences throughout Indonesia.



### Features

- presents the Indonesian 'Everyman'; an easily identifiable figure
- entertaining and credible story-lines based on the advantages of family planning irrespective of family size
- designed specially for illiterates
- script carefully developed to overcome the problem of putting across topics that might cause embarrassment to rural communities
- supported by evaluation report

### Source

Cycle Communications, New York

ROHAYA'S DECISION



A motivational filmstrip. Rohaya, a mother of four, is upset because she fears another pregnancy. Although she has doubts about the pill, she gets her husband to give his consent to visit the family planning clinic as advised by one of her friends. The pill makes her feel sick at first, but she persists despite her husband's protestations. Her perseverance pays off however, three months later.

Multi-media kit: 35mm filmstrip. 70 frames. C60 tape 20 mins. script 10pp.  
col. photos. English. 1975.

Source

Unesco Regional Communications Unit  
Kuala Lumpur, Malaysia

FILMS

ENOUGH'S ENOUGH

An animated cartoon film that compares a large and small family in various situations. It stresses the disadvantages of a large family - lack of space at home, lack of food, lack of money to buy extras, pressure on the parents.

Film: 16mm. 10 mins. col. music only. 1969.

Source

NEIF, India

Price

US \$122.50

A HAPPY FAMILY

Similar in theme to the above film, but culturally specific to Thailand.

Film: 16mm. 11 mins. col. music only. 1972.

Source

A/S Informasjonsfilm, Oslo

Price

US \$201.00

Features

- although cartoons are likely to be treated light-heartedly, it is possible to use animated films when the caricatures featured are culturally identifiable.
- the soft-sell, humorous approach makes them useful and popular.

PATERNIDAD RESPONSABLE

A story of two Latin American truck drivers who work as partners. Jorge is an irresponsible drunkard with a distrust of all politicians and other 'know-it-alls'; he also has more children than he can cope with, and a mistress on the side. His young partner, Manuel, is an exemplary father who constantly berates Jorge about his dissolute habits. He tries to instill in Jorge some idea of family planning by demonstrating with bottle caps how a single couple can have 122 direct descendants in 60 years. Jorge remains unimpressed and unchanged, despite the resultant hardships imposed on his family.

Film: 16mm. 20 mins. black & white. Spanish.

Source

Instituto Colombiana de Desarrollo Social  
Bogota

Price

US \$ 190.00

THE SUN RISES FOR YOUR

Contrasts a well-spaced three child family and an unplanned family. As a motivational film for rural audiences, it can be entertaining and interesting, and easily identified with.

Film: 16mm. 20 mins. col. English.

Source

FPOP, Philippines

Price

US \$ 230.00

#### PUPPET SHOW

This film is set in a rural fair and takes the form of a puppet show, a national form of entertainment in Pakistan. With their traditional colours, symbols, and characters, the puppets advocate the need for smaller families. This message is repeated and amplified by a Motivation Officer during the film. Technical quality of film is poor, but contents may be of interest to family planning communicators.

Film: 16mm. 15 mins. col. Arabic. (notes also in English). 1971.

#### Source

FPA Pakistan, Lahore

#### LOS TITERIES RESPONSABLES

A handglove puppet show. The doctor persuades his nurse assistant to promote family planning in the community, since large families and overpopulation appear to be the major cause of health problems amongst his clients. He explains various methods of contraception - condom, Dalkon shield, Lippes Loop, oral contraceptives and foaming tablets.

Film: 16mm. 8 mins. col. Spanish.

#### Source

Airlie Productions, Virginia

STRONG AND HEALTHY MOTHERS AND CHILDREN



The film connects family planning with the health and welfare of families and in particular points out the benefits of child spacing and breast feeding.

Film: 16 mm. col. English & French. 1978.

Features

- designed for audiences that are not well exposed to the film media
- the commentary is well paced and the pictures often interesting
- supported by a colourfully illustrated booklet (16pp) of notes on child spacing for health and welfare workers
- also complemented by other support media like a large wall poster and slide/tape presentation

Source

IPPF, London

Price

US \$90.00

*BROADCASTING*

At the pre literate stage, sound broadcasting can best be used as a motivational aid. The format can be of jingles, spot announcements, popular songs interspersed with family planning messages, comedy and radio-drama. Examples include some extracts from the IPPF publication, 'Grass roots radio'.

FOLK/FAMILY PLANNING SONGS

Various family planning songs from countries like Ghana, St. Vincent, Australia, etc. are presented in different languages.

Tape: 60 mins. various languages. n.d.

Source

IPPF, London

LIBERIA FPA

Radio broadcasts on topics like:

- good foods
- prevention saves lives - malnutrition
- child spacing
- baby care

Radio Scripts: various pagings. English translation. 1977.

Source

LFPA

PROCREACION RESPONSABLE

Record discs on the importance of family planning for a good home.

Sound records: 2 discs set: Spanish: 1974

Source

Asociación pro Bienestar de la  
Familia Colombia, Bogota

## GRASS ROOTS RADIO - An example from Colombia

**Location:**  
Colombia

**Organizer:**  
Profamilia (Asociacion Pro-Bienestar de la Familia Colombiana)

**Period of Operation:**  
1969 onwards.

**Method:**  
Series of short (2-3 months) campaigns. Radio spots only were used, repeated several times daily - 15 seconds to 30 seconds.

**Coverage:**  
1973 - 28 radio stations serving 27 towns  
1975 - 77 radio stations serving 39 towns  
1976 - 30 radio stations serving 30 towns

**Evaluation:**  
Three studies so far. The 1973 survey covered eight towns and showed that 94 per cent of the 3,600 persons interviewed had heard about family planning. Of these, 45 per cent had learned about it via the radio. Of the listeners to the radio campaign, one third had 'taken action' on family planning.

**Remarks:**  
Profamilia considers radio as the best of the mass media for carrying information campaigns in Colombia. Their purpose is to reinforce awareness of family planning and help eliminate taboos, and the campaigns are regarded as having been successful in spite of the lack of variety in the radio formats (spots only). Three of Colombia's privately owned radio networks supported Profamilia with a campaign gratis in 1975 and two of them continued to do so in 1976.

### *Example 1*

**Announcer:**  
This child has brought joy into the home . . . will the next one also be a cause for happiness? The responsibility you undertake when you have a child goes beyond the tenderness and love you will give it. Plan your family.

*Profamilia is there to guide and serve you.*

### *Example 2*

**Operator:**  
*Signature Tune - fade behind*

**Announcer:**  
Profamilia presents its programme: External Consultation. Questions and answers about family planning.

**Operator:**  
*Fade up music briefly and fade out*

**Man:**  
Doctor, my wife refuses to have frequent sexual relations with me, for fear of getting pregnant . . . and we've got problems in our marriage.

**Woman:**  
Yes, doctor - it's because I don't want to have children just yet . . .

**Man:**  
What can we do, doctor?

**Operator:**  
*Fade up music briefly then out*

**Announcer:**  
The contraceptive methods recommended by the doctor, will allow you to have sexual relations without the consequence of pregnancy.

The pill, contraceptive foam, creams and jellies, are all scientifically tested aids. Use them!  
Profamilia is there to guide and serve you. Ask advice about your case.

## GRASS ROOTS RADIO - An example from St Vincent

*Location:*

St Vincent, West Indies

*Organization:*

The St Vincent Planned Parenthood Association

*Period of Operation:*

January 1976 onward

*Method:*

A weekly programme of 15 minutes, 'Family Planning Night', is broadcast at the prime evening time of 7.45. The signature tune is one or two stanzas of the Family Planning Calypso, which has become the PPA's theme song. The programme content varies from talks, discussions and short stories to interviews and role-playing. In addition to the weekly programme a spot announcement is repeated six times daily on average; the spot is changed at weekly intervals.

*Coverage:*

The one broadcasting station on St Vincent is owned and operated by the government. It reaches the entire island population which is very radio conscious. Nearly every rural family owns a transistor radio. The radio facilities are granted free of charge.

*Evaluation:*

No organized research has been carried out but feedback from field visits indicates that the broadcasts are very much appreciated.

*Remarks:*

The topics dealt with in 'Family Planning Night' have covered a very wide range. To name but a few: 'Health Education and Schools', 'Family Planning and Nutrition', 'Men's Irresponsibility', 'The Increasing Population and Unemployment in Relation to Crime', 'Family Planning and Promiscuity', 'Family Life Education', 'Family Planning - an Approach to National Development', etc.

*Examples of Broadcast Material*

*Example 1*

Spot announcements:

Don't get pregnant just for pleasure  
With fewer mouths to feed, your pay cheque goes further.

Believe it or not, it can happen to you,  
Having an unwanted child just won't do  
So don't let pride stand in your way  
Visit the Family Planning Clinic today.

Carnival is a time for gay abandon  
So do remember to use a condom.

Having a baby too soon can ruin your career  
Visit the Family Planning Clinic -  
the folks there CARE

Have no misconception  
Use some form of contraception

To have unwanted children, there's no excuse  
When there are so many contraceptives from which  
to choose

Avoid famine with Family Planning.

Before you plan your Easter picnic  
Plan a visit to the Family Planning Clinic.

Sexually active?  
Then why not use a contraceptive?

Every child should be wanted  
So avoid unwanted ones being implanted.

After the Flood these words were said,  
'... multiply and replenish the earth'  
Today there are many mouths to be fed,  
There's no room for an unwanted birth.

Hope is not a method —  
This has been proved already.  
Don't let your future be hindered  
By an unwanted pregnancy.

Overcrowding and juvenile delinquency often go hand  
in hand

Spacing your family would help us all enjoy a better  
land

Don't let unwanted pregnancies hover,  
By having a vasectomy, your problems are over.

Don't take chances,  
Take Family Planning.

Don't tempt fate —  
Start using contraceptives before it's too late.

Hope cannot prevent pregnancy --  
Contraceptives can!

Start a family tradition  
Use some form of contraception.

We practise pest control —  
Why not birth control?

Everyone has the right to plan his family —  
Plan your family to avoid more worry.

Help your community and the nation,  
Smaller families mean less overpopulation.

Overpopulation begins at home!

Plan today,  
Reap the benefits tomorrow.

There's no planning like FAMILY PLANNING.

You and Planned Parenthood  
Can save the State from overpopulation.

Get to know how the two of you don't have to become  
the three of you

*Example 2*

*The St Vincent Family Planning Calypso*  
Composed and sung by the Mighty Sheller,  
Calypso King 1965-67-70-71-72

They say ninety thousand, is our population,  
One hundred and fifty square miles of land  
For we to live on.  
One fifth of the population is strong and healthy  
women  
Don't doubt everyone of them could produce children.

*Chorus:* There is need I see, in this country  
So start plan your family,  
Otherwise is more delinquency  
More crime and more poverty.  
So do some family planning, and help the  
situation  
Join St Vincent Planned Parenthood  
Association.

We have pills for every woman, to give them good  
protection,  
The Ovral, and Norlestrin, Serial 28 and Eugynon.  
You can get a diaphragm, a loop, or a tying off;  
So when you see your friend belly big, make style on  
she and laugh.

Young men of this country I want you to realise  
If you join in this exercise, you can get yourself  
sterilise  
Come, take the operation, it's simple and quite easy,  
That wouldn't prevent you from enjoying sexual  
activity.

Our local Association will give you some good advice  
When you need it, come and visit, the staff is helpful  
and nice:  
So my fellow Vincentians, I am telling you in advance  
I feel Family Planning is of National importance.

## B. METHODS AND RESOURCES FOR NEW LITERATES

Reference is again made to Dr Halvorson's article in which the following 'bridges (and) follow-on materials'<sup>23/</sup>were outlined:

books for independent reading  
radio forum discussion materials  
newspapers with inserts for new readers

It is clear that the above list was not intended as a comprehensive one. Apart from radio broadcasting, no mention was made of other methods and techniques that could be used with new literates.

Such methods need not be totally different from the ones used with pre-literates. It might, in fact, be a good idea to cast the same methods in slightly re-shaped moulds, as learners are already familiar with the applied techniques. For example, activities could be extended to include a literary component that requires reading and writing skills. Some of the methods suggested here are based on the AHEA handbook previously cited.

### INDIVIDUAL METHODS

#### Programmed Instruction

A form of self-instruction, usually in book format, based on simple instructional steps organised in a logical order. Self-testing questions are provided with answers for immediate feedback.

#### Features

- allows for individual pace in learning
- involves mostly knowledge and comprehension of a less complex nature.

### Applications

- to improve learners' recognition of distinctions and alternatives
- provides an individual choice of subject matter
- fosters higher motivation in learning, as learners pass the self-checking process.

### Structured Observation

Individuals make observations of real life situations.

### Feature

- checklist for reporting an observation acts as continual guide to individuals
- structured on ability to read and write.

### Applications

- help learners develop their understanding of inter-related situations
- strengthen learners' interest in family and community matters
- encourage further reading and simple sentence construction.

## GROUP METHODS

### Constructing Learning Materials

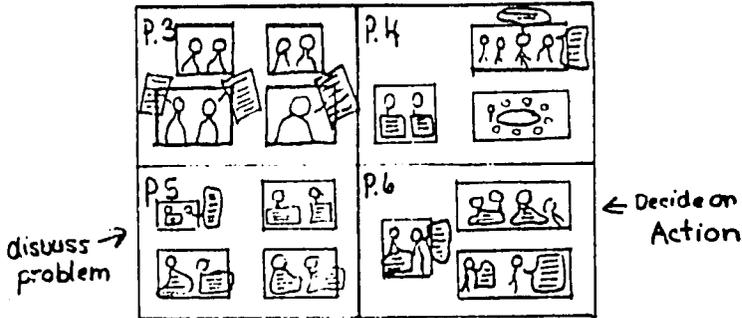
A process whereby 'new readers can produce their own reading material and share it with other new readers in their area.'<sup>24</sup> Photo-literature, for example, is an excellent vehicle with which to develop the participatory relationship necessary to produce learner-prepared materials.

### Features

- each learner can be made to feel comfortable with his/her contribution
- in the process of developing the material learners can further develop their reading skills.

Applications

- encourages group participation
- lead discussion on problems visualised and point to problem-solving methods
- communicates group ideas to other members of the community



Skits

This technique differs from role play in that it is predesigned and not spontaneous. A written script designed to dramatise a situation is acted or read out by students.

Features

- designed to improve reading and communicating skills

Applications

- adds variety and interest to topic under discussion
- emphasises and reiterates important points
- develops creativity of participants by having them write scripts.

COMMUNITY METHODS

Radio broadcasting could be supplemented by progressive radio courses, a systematic letter-answering service and a regular issue of specially designed booklets relating to topics covered.



The methods outlined above cannot be expected to succeed on their own. It is important to ensure the existence of a conducive 'social and economic environment'<sup>25/</sup> such that levels of retention of literacy can be maintained and the acquired cognitive skills enhanced. Or in the view of Freire's 'Pedagogy of the Oppressed' -

only as the very condition of existence ceases to present itself as a dense, enveloping reality, or a tormenting blind alley, and men can come to perceive it as an objective problematic situation - only then can commitment exist. Men emerge from their submersion and acquire the ability to intervene... Intervention ... represents a step forward from emergence and results from ... conscientizacao ... the deepening of the attitude of awareness.<sup>26/</sup>

## RESOURCES

In 1977 the International Institute for Adult Literacy Methods (IIALM) conducted a world-wide survey of publishers of easy-to-read materials designed for 'neo-literates and others with lower-level literacy skills.'<sup>27/</sup> The results showed that only 23% of the organisations surveyed produced materials containing some family life education component. In other words, although there are numerous organisations concerned with developing literary skills, they are not all necessarily involved with family planning education. As in the case of resources for preliterates, items included in this section will cover materials not originally designed for new literates but could be suitably adapted for use with them.

Printed materials for new readers are often characterised by simple vocabulary, 'clear and readable' layout and good 'visual support'.<sup>28/</sup> They range from campaign back-up reading materials for reinforcing functional literacy skills, to correspondence course and self-programmed instructional materials. Apart from the print media, non-print media can also be used. Resources listed here partly reflect these facets of media utilisation.

## NON-ELECTRIC AIDS

### BOOKLETS

The term booklet is used here as a blanket term to cover a range of printed reading material for the newly literate. This includes cartoon books, pamphlets, photo-novellas, photo-strips, photo-pamphlets, think-strips, newspaper bulletins and magazine inserts. These materials can be roughly divided into two main categories: comic and non-comic and it is these features that determine how a booklet should be used.

#### Comic

A pictorial representation used to get a message across in a humorous manner.

#### Suggestions for use

- evoke interest in a topic
- help learners develop their reading and critical thinking abilities
- introduce or summarise a topic related to educational programmes
- lead discussions, especially if properly chosen to facilitate identification with cartoon characters
- develop understanding of visual images.

#### Non-Comic

A pictorial representation for getting a message across without the use of humorous elements.

#### Suggestions for use

- to enrich or enliven a subject
- open discussion on topics of interest
- relate current affairs to personal issues e.g. newspaper and magazine articles
- provide specialised reading for new literates
- widen understanding of visual perspectives.

DELLA: A JAMAICAN LOVE STORY

An interesting and involving story about the ups and downs of Della's relationship with Keith. Story ends on a happy note with Keith promising to better himself.

Booklet: 23 pp. black & white illus. English. 1976.

Features

- specially designed as follow-up literature for new literates
- neatly displayed visuals, an average of four pictures per page
- large clear print contained in dialogue 'balloons'
- of local appeal with nice touches of everyday slang.

Source

JAMAL Foundation, Kingston, Jamaica

FAMILY PLANNING AND BIRTH CONTROL METHODS

Gives reasons for family planning and simple descriptions of the different methods available. Illustrations and diagrams on each page.

Booklet: 11 pp. diagrams. drawings. English. 1975.

Features

- large print
- simple shaded drawings with nothing to complicate or detract from the basic message
- designed for people with low level of literacy.

Source

Native Women's Association of Manitoba, Winnipeg, Canada  
or  
Association for Native Peoples of Canada

Price

30 c.

EL CAMPESINO

A weekly newspaper published as support material for ACPO's radio programmes. A typical issue contains national and local news, agricultural information, nutritional information and recipes, social news and articles on human relations, puzzles, riddles, cartoons, songs and sections on education and literacy. Family planning and family life education topics are also included.



## *Amor y no odio*

**Nuestros hijos deben crecer en un ambiente de cálido afecto, comprensión y ternura:**

- *Cálido afecto entre esposos*
- *Cálido afecto entre hijos*
- *Cálido afecto entre padres e hijos*

**Nuestros hijos necesitan, nos exigen:**

**AMOR**

**CAMPAÑA DE PROCREACION RESPONSABLE**

Newspaper: 16-20pp. col. illus. Spanish. weekly.

### Features

- can be circulated on a regular basis to the most remote areas
- profusely illustrated with colour photographs and drawings
- specially designed for new literates

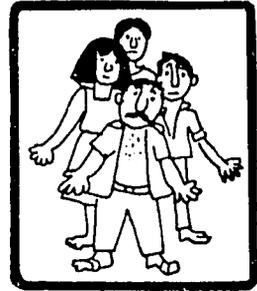
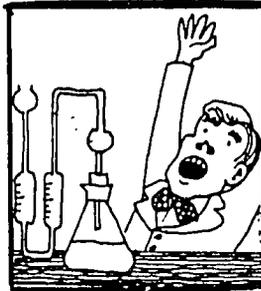
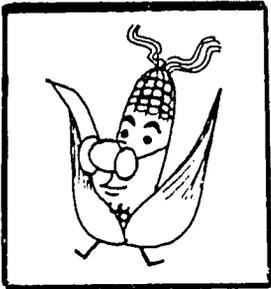
### Suggestions for use

- to back up interest in radio programmes
- ideas presented can be developed in group discussions

### Source

Accion Cultural Popular, Colombia

FOOD FIRST ...



A special cartoon issue of the monthly magazine *New Internationalist* (No. 55 Sep. 1977). It is adapted from the book 'Food First - Beyond the Myth of Scarcity' by Frances Moore Lappe and Joseph Collins, and shows why the real crisis centres not just on the distribution of food but on the distribution of power. Contents include 'The great scarcity scare', 'The green revolution', 'Farming small', 'Food and freedom', and 'Self-reliance'.

Magazine article: 23pp. b/w illus. English. 1977.

Feature

- specially scripted and illustrated to attract readers who wouldn't normally consider such issues or read the *New Internationalist* and similar magazines.

Source

*New Internationalist*, Leicester

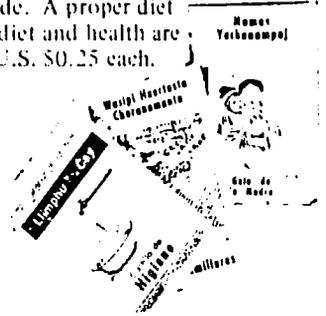
Price

£0.40p

## GUIA DE LA MADRE

● The booklet GUIA DE LA MADRE (Guide for Motherhood) or (Mamas Yachanampa) in Quechua, includes information about the mother's pregnancy and delivery. The mother's health is a major topic. Three subgroups of foods are illustrated to teach the mother what her diet should include. A proper diet while nursing insures a healthy, happy baby. The baby's diet and health are additional topics included in this booklet which sells for U.S. \$0.25 each.

Booklet: illus. Spanish. 1975



### Source

Centro Andino de Comunicaciones (CADEC), Bolivia

## HEALTH EDUCATION BOOKLETS

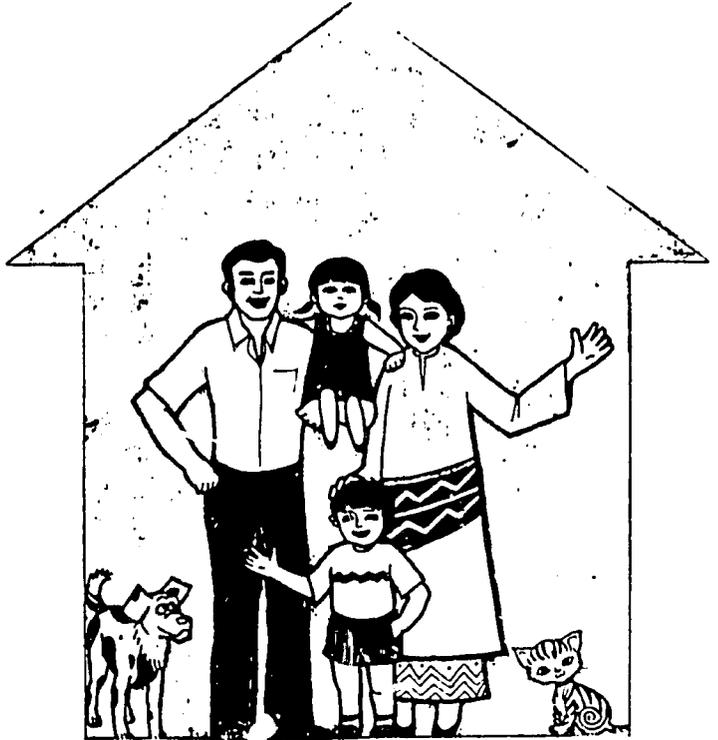
A good set of booklets which have an ample number of photographs to illustrate them. The booklets cover such subjects as: "Why Vaccinate Your Children?" "Nutrition Education," "The Health of Your Children," to mention just a few. The cost of these booklets is variable, depending on the length, but they average about U. S. \$0.90 each.



### Source

Bureau d'Etudes et de Recherches pour la Promotion de la Sante, Kangu, Mayombe, Zaïre

HAPPY LIVING



A visual impact of how to achieve happier living through better health practices of which family planning is a part.

Booklet: 35 pp. col. illus. English and others. 1978.

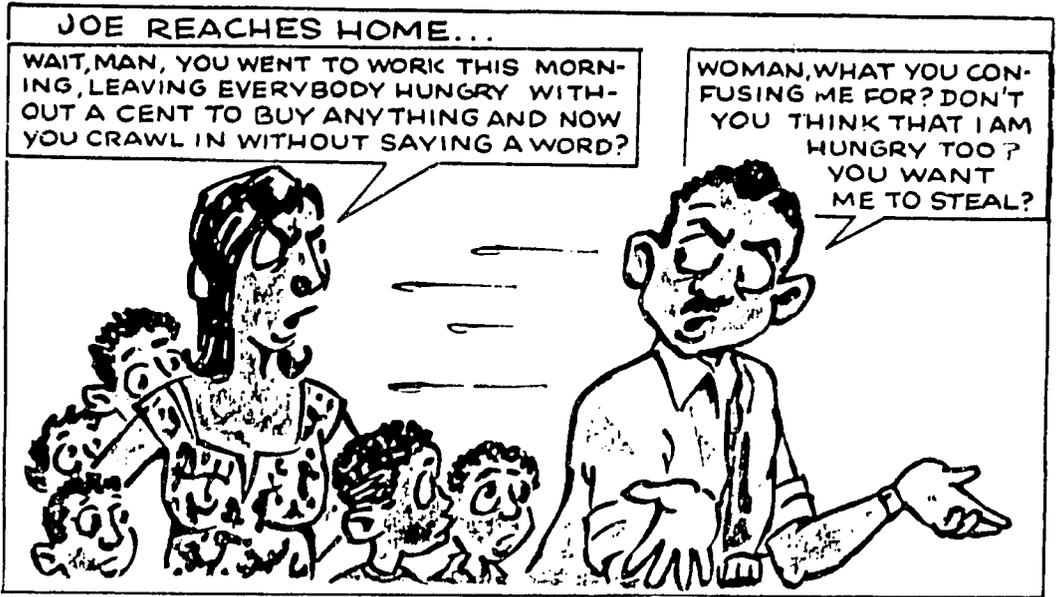
Features

- designed for rural communities in Malaysia and available in the main local languages for purposes of a wider readership
- textual content has been kept simple
- drawings and settings are also simple with an added rural touch.

Source

Sarawak FPA, Kuching, Sarawak  
East Malaysia

HARD UP JOE



A comic book story of Joe, who, burdened with the worry of seven children, becomes bad tempered and loses his job. He turns to the Union official, who does what he can to help. After he realises Joe's problems, the Union man decides it would be a good idea to arrange a talk on family planning for all his workers.

Booklet: 10 pp. col. comic strip. 1973.

Features

- caricatures are culturally based
- designed for workers' education

Source

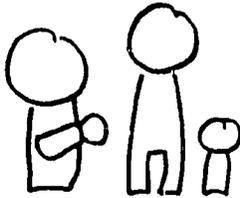
ILO, Trinidad

Price

Complimentary

THE KEYS TO THE FUTURE

# THINK OF THE FUTURE OF YOUR FAMILY.



The booklet states: 'Women of the world, you hold the keys to the future. For you, for your family, for your faith, and for your country.' It discusses in simple terms the problems of overpopulation and negative social, economic and health reasons for family planning. Husband and wife should choose together a method of contraception.

Booklet: 17 pp. b/w illus. English.

## Feature

- intended for American women who are poorly educated and have limited reading skills.

## Source

Munro Leaf (author)

MATSELISO'S WEDDING



THABO'S HOMECOMING



Matseliso's mother expresses fears of being pregnant at the same time as her. The mother discusses her worries with her husband, and together they consult the family planning clinic.

Thabo discusses his marital problem with his friend, who suggests he try the condom. Realising that the condom may or may not reduce sexual pleasure, Thabo agrees to consider the matter.

Booklet: 12pp. b/w photos. English. 1977.

Booklet: 12pp. b/w photos. English. 1977.

Features

- based on well researched facts - 'Understanding point: a survey in rural Lesotho of people's ability to understand text and illustration.' Lesotho, LDTC, 1976. 60pp
- proper evaluation of booklets conducted and reported in 'The use of photo strips in family planning education', Lesotho, LDTC, 1978. 24pp
- uses photo strip medium which is accepted as universally comprehensible even among those who cannot understand straight text.
- designed for people whose level of reading comprehension is not high.

Suggestions for use

- supply a limited amount of information and raise questions
- reinforce 'literal comprehension' through use of open-ended stories.

Source

Lesotho Distance Teaching Centre, Lesotho

PLANIFICACION FAMILIAR



Responsible parenthood based on family planning is advocated. A contrast is made between a small and a large family.

Booklet: 15 pp. col. illus. Spanish. 1975.

Features

- effective illustrations - coloured and shaded
- culturally identifiable characters
- large print with straightforward story line

Source

Dirección General de Atención Médica Materno Infantil, Mexico D.F.

## PLANIFICACION FAMILIAR ES BIENESTAR

Editorial Pax-Mexico, in cooperation with the Mexican Health Ministry, has developed a booklet entitled PLANIFICACION FAMILIAR ES BIENESTAR, (Family Planning Means Family Well-being.)

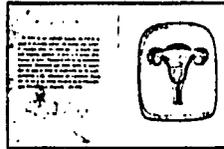
This booklet is produced for easy reading even by the less educated in rural villages, and is ideal for distribution in local meetings and conferences. The 25 page booklet, illustrated in color, sells for 10 cents per copy. With a minimum quantity of 25,000, the name of the organization distributing the booklet may be printed on the back cover.

Obvious financial reasons for family planning are discussed. It shows how a couple who plan their family can have more time to spend with their children and more patience with their children. Added, are the benefits to the mother's health and the father's peace of mind.

The female reproductive system and the process of fertilization are clearly illustrated. IUD's and the Pill can be very complex but the booklet is very specific about these two methods of family planning.

Family planning flipcharts having the same illustrations, and with text on the back are available at U.S. \$8.00 per set. The flipcharts are made of durable, light-weight paper, 18 x 24 inches in size.

Booklet: 25p. col. illus. Spanish. 1975



Source

Editorial Pax-Mexico, Mexico

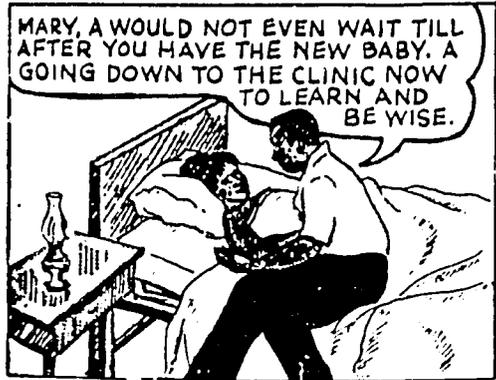
'PUT OFF' JOE

A comic book that touches on the health and financial burdens which can result from the close spacing of children.

Booklet: 8p. col. illus. English

Source

Health Education, Ministry of Health, Jamaica.



RESPONSIBLE PARENTS SHOULD KNOW THESE FACTS

A booklet which explains in simple terms the laws on birth, death, marriage, adoption of children and inheritance of property. It also includes information on family planning and having a baby.

Booklet: 23 pp. large print. English.

Features

- large print with hardly any illustration
- designed for parents who are newly literate
- the National Family Planning Board of Jamaica is advertised on the back cover

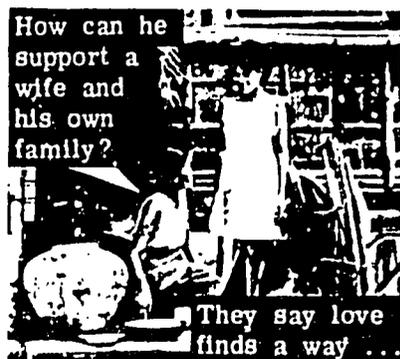
Source

Soroptimist club, Jamaica.

TYPHOON



YOUNG LOVE



Tells of the plight of a large family when a typhoon strikes and destroys the crops. The story concludes with the moral "If you are a farmer, you can't decide the weather, but you can decide on how many children you have. Fewer children, fewer problems. There are 3 discussion points at the end of the story.

booklet: 14 pp: black & white photos:  
English.

Picture story using photographs and captions. Tells the story of Myra's choice between two boys, one from a large family and the other from a small one. She accepts her father's advice that she will be better off with William - who has only one brother. The moral being that a small family is better off. Concludes with three discussion points.

booklet: 16 pp: black & white photos:  
English

Features

- photo-strips with neatly designed speech "balloons"
- striking white print on black background

Source

FAO, Rome

## WE TWO ARE TWO

a picture story of a couple who on the advice of friends decide to practise family planning. Shows the benefits of a two child family for parents and the children.

Booklet: 22pp. colour.  
drawings. 1975. English



### Features

- storyline based on well researched ethnic features
- attractive use of colour shaded drawings
- large print and simple story line.

### Source

Central Board for Workers Education, India

WHEN BABY IS BORN



The booklet explains simply, the procedures which a woman should follow when her baby is due. 12 questions at the end of the booklet test whether the reader has understood the booklet

Booklet: 13 p. B/W photos. English. 1972

AFTER BABY IS BORN



The booklet explains how to care for a new baby. There are twelve test questions at the end of the booklet.

Booklet: 21pp. B/W photos. English. 1972

Features

- both booklets are designed as functional literacy textbooks
- texts are presented in large print
- visuals consist of b/w photographs with the backgrounds wiped out
- test questions are included at the back of each booklet

Suggestions for use

- used notes appendaged to pictures  
to teach learners to read pictures  
as much as they read letters and words
- encourage learners to find out  
what the pictures mean
- questions are to be answered with words  
"right" or "wrong" - wrong answers  
should be discussed

Source

National Food and Nutrition Commission, Lusaka, Zambia

Price

10 ngwee

## YOUR CHILD

A supplementary reader, written for use in family life education programmes. The message of the booklet is that a child needs love and care, that a child is a person, has rights, and can grow well only if he is not one of too many.

Booklet: 23 pages. b/w drawings. English. 1976

### Features

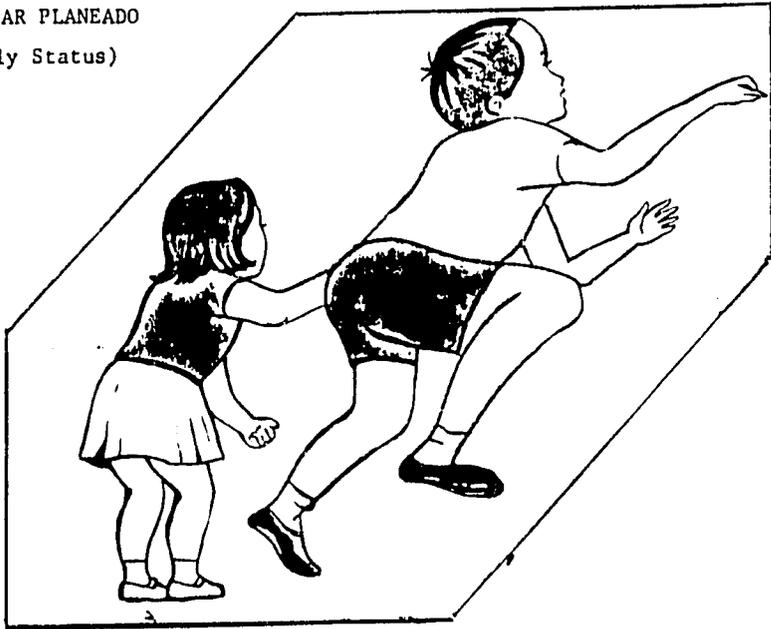
- designed specially for the newly literate as follow-up reading material
- a summary of points considered in the booklet is given at the end
- large print illustrated by b/w shaded drawings

### Source

Jamal Foundation, Kingston, Jamaica

FLASHCARDS & FLIPBOOKS

ESTADO FAMILIAR PLANEADO  
(Planned Family Status)



This set of flashcards compares child spacing to the pruning of mangosteen trees for quality. Explains human reproduction, pregnancy and childbirth. Presents a variety of contraceptive methods - pill, rhythm, jelly, foaming tablet, cap, condom, IUD, and sterilization.

Flashcards: 10 cards in set. colour. English, Spanish

Features

- supported by a flipchart that is similar in outline
- flashcards contain simple text in large print

Suggestions for use

- cards can be passed around after demonstration of the flipchart, so that participants can read and discuss issues of interest

Source

Eisai Co. Ltd., Tokyo

## MATERNAL AND CHILD HEALTH

The flipchart was developed by participants at a National Workshop on the development of education and information on family health, Philippines, 1973. It is composed of 10 pages of illustrations on Maternal and child health, with an accompanying discussion guide. A combination of simple captions and detailed texts is used.

Flipchart: 10pp. colour. English. 1973



### Features

- well pre-tested for use with community audiences
- perceptual level of target audience was taken into account

### Suggestions for use

- to draw attention and concretize basic ideas and information on aspects of maternal and child health and responsible parenthood
- use as follow-up for family health flashcards described in section on resources for pre-literates

### Source

Dept. Health, Philippines

## NUTRITION

Through the use of key words and simple imagery this chart provides a basic introduction to the importance of a well-balanced diet and the beneficial effects this has on children's health in Africa. Supplementary feeds for babies, weights and heights for certain age groups, and the need for medical attention and basic hygiene are discussed.

Flipchart: 68 x 42 cm. 56 p. script 285pp. colour, artwork, illustrations.  
French. 1975

### Features

- effective use of key words can help  
to develop the vocabulary of learners
- attractively painted visuals also  
appear in slide form which increases  
its flexibility as an AV aid
- supplemented by handbook that can  
double up as supportive text for  
individual reading

### Source

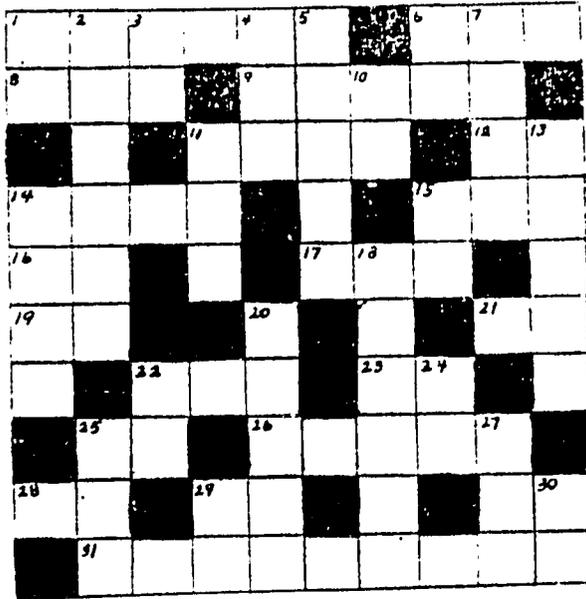
Bureau d'Etudes et de Recherches pur la Promotion de la Sante,  
Kangu, National de la Republique du Zaire

### Price

US \$ 64.80

GAMES

FAMILY PLANNING - CROSSWORD PUZZLE



1. Foams and \_\_\_ are used with a diaphragm.
6. Gorilla
8. The practical unit of electrical resistance.
9. When a woman takes \_\_\_ her body will not make an egg.
11. People see with these.
12. To the same amount or degree; like.
14. A man who attends a social gathering without a woman.

Features

- puzzle is not confined to words encountered only in family planning but is based on a much wider vocabulary

Suggestions for play

- useful for the introduction of more difficult words and concepts as they could be interspersed with basic and familiar vocabulary
- unanswered clues can help to facilitate open discussion

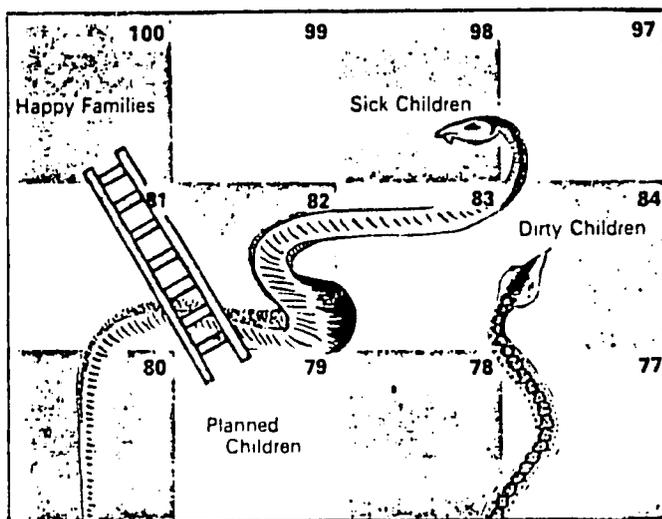
Source

Arkansas FP Council, Arkansas

Price

Not priced

## THE HAPPY FAMILIES



A board game of snakes and ladders based on Family Planning and Welfare themes.  
Game: Folded card. colour. dice and discs. English.

### Features

- although no longer available this is an interesting prototype of a simple educational game, specially developed for people with limited reading skills
- good example of an effective adaptation of a commonly played game

### Suggestions for play

- words that appear on the game board should be related to curricula activities
- apart from the usual play, participants could be encouraged to discuss concepts of words encountered

### Source

Health Education Division, Ministry of Health, Kenya.

### Price

no longer available

WORD SCRAMBLE

CIRCLE EACH WORD AS YOU FIND IT

H P Y L I M A F T E R B I R T H  
O L A S L L I B O Y S R E E S T  
R A D O U C H E O E S A U D I C  
M C I I R T E U I R M A L E N O  
O E F O A M E R C H T O E M E N  
N N C T O P A F V A G I N A P C  
E T O G O V H A D I S C O R D E  
N A N Y O L B R A B X Q S N U P  
O D D I L A T E A L O T C C U T  
I R O X E B O O T G R L L I P I  
T O M O T O Z L A M M O I T H O  
C A E S A R E A N S E C T I O N  
E N O I T P E C A R T N O C D P  
R H Y T H M A N D U T E R U S S  
E D R C I R C U M C I S I O N N  
W O Y C N A N G E R P A S C G D

Features

- the words to be found in this maze are contained in a controlled list of words related to family planning



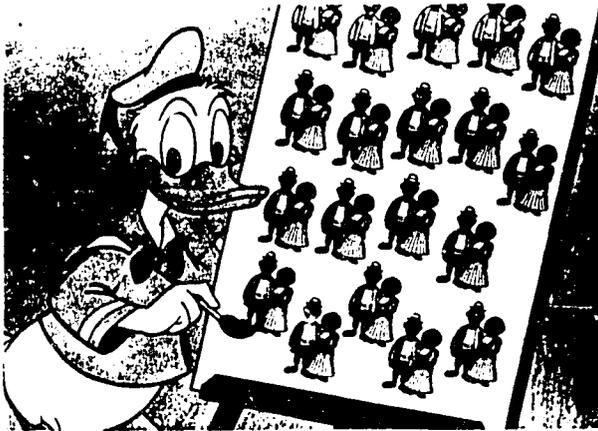
## ELECTRIC AIDS

### FILMSTRIPS & FILMS

Family Planning -  
Donald Duck

16 mm. Colour, 10 mins.  
Arabic, French, English, Spanish. 1967

An animated cartoon to explain the worldwide population problem. It goes on to introduce family planning as an imperative in coping with the rapid population increase, and as the key to better living and a happier world for all men.



#### Features

- Uses a combination of human and animal caricatures
- supporting printed material includes a 48-page comic book, flipbook, flashcard, 4-page flyer on five points of family planning and accordion fold-out text

#### Suggestions for use

- Can serve to improve visual literacy through the bridging of two separate imagery types
- develop and improve reading skills with printed texts

#### Source

Walt Disney Productions, London.

## FAMILY PLANNING SERIES

Film strips consider the reproductive processes, reasons for family planning and medically approved methods of birth control. The film strips are illustrated by colourful silhouette figures making them appropriate for all socio-economic and ethnic groups.

Filmstrip: 35 mm set of 3 fs with records (if required) 12 mins each:  
colour: notes: English: 1969

### Features

- Uses large block letters and short words to allow individuals with minimal reading ability to understand the printed information in the film strips
- Recorded narration consists of easily understood words
- specially designed to cater for individuals with limited attention span.

### Source

National Health Films, Atlanta, Georgia

### Price

US \$32.50

## 300 MILLION - WPY MATERIALS

These include a 10-minute animated cartoon film dealing with the problems of employment and population growth, a cartoon booklet and a 12-sheet poster set based on the film, a fact sheet on population, a booklet entitled *The Rising Tide* and a radio tape.

The cartoon booklet, which exists in English, French, Spanish and Arabic, and the poster set are free in reasonable quantities. 1474



### Features

- caricatures without resemblance to human beings are used for purposes of universality
- like the Walt Disney film, this is also well supported with printed resources

### Suggestions for use

- although evaluation has revealed poor audience response due to lack of identity, the film can help to develop certain aspects of visual literacy
- reading materials can be distributed to improve literacy skills.

### Source

ILO, Geneva

*Broadcasting*

Radio programmes for new literates should progress beyond the straightforward informational and motivational types of campaigns to include educational courses. These courses need to be well supported by general reading material specially designed for the newly literate, course text-books and a properly organized correspondence service.

The following examples of radio broadcasting with some family planning/ literacy components are taken from Rex Keating's Grass roots radio: a manual for fieldworkers in family planning and other areas of social and economic development, London, IPPF, 1977. Price: US \$6.50.

## RADIO CAMPAIGNS - Colombia

*Location:*  
Colombia

*Organization:*  
Accion Cultural Popular (ACPO) - Radio Sutatenza

*Period of Operation:* 1947 onwards

*Method:*  
ACPO is adult education by radio: a six-month basic course primarily for teaching literacy with daily 30 minute broadcasts; a two-year progressive course intended for farming families who have not completed primary school and which embraces health, literacy, mathematics, economy and spirituality; a three-year complementary course for preparing students to take the school-leaving examination (primary school curriculum). ACPO participants are organised into 'radio schools' (study groups). Each group consists of 6-10 adults all from the same neighbourhood, and are organised by a voluntary helper (auxiliary). He has little or no special training and may himself have been through the radio school. He serves as group leader until or when other leadership emerges. Each radio school receives gratis one set of the text-books which repeat the texts of the radio lessons.

*Coverage:*  
ACPO is Colombia's largest radio network, serving over 20,000 'radio schools' and hundreds of thousands of students all over Colombia. From its headquarters at Bogota, ACPO broadcasts 19 hours a day. Three stations elsewhere in Colombia use about two-thirds of the Bogota broadcasts, the other third being produced locally. ACPO's programme is intended specifically for rural communities which are out of reach of government and other national services.

*Support Activities:*  
ACPO publishes the most widely read weekly journal in Colombia, *El Campesino*, written in a style suitable for new literates. The circulation in the early 1970's was 70,000 copies, but each copy is read by 9 persons on average. It also publishes about 600,000 text-books annually for the basic and progressive radio courses, and some 300,000 copies of books for general reading.

Then there is the correspondence service. It is ACPO's principal source of feed-back and is an important factor in the revision and development of the teaching courses. The 200 or so letters received daily are answered by a permanent staff of 20. The Campesino Library distributes a collection of books written in language suitable for new literates. A nominal charge is made for the books, some one and a quarter million of which have found their way into rural homes since 1963 when the Library was introduced. Several audio-visual units, known as ACPO mobiles, tour the countryside with films, slides and sound recordings to promote particular education campaigns. There are also extension courses and campaigns largely concerned with agriculture and health practices. In addition to the radio-school broadcasts, Radio Sutatenza radiates the usual range of popular programmes: entertainment, music, news, current affairs, general knowledge, etc.

*Family Planning:*  
Topics relating to family planning have been included in the basic programme of education since 1973. The 40 hour course includes family planning concepts with emphasis on responsible parenthood. The broadcasts make use of a wide range of formats: spot announcements, news items, radio drama, etc.

*Evaluation:*  
In 1975 an independent evaluation was made of the responsible parenthood (family planning) component. It reported favourably on both the organization and the material used, and made a number of suggestions for improvements. It is said that since the family planning element was introduced into the broadcasts clinic attendances have increased.

## RADIO CAMPAIGNS - Dominican Republic

### *Location:*

Dominican Republic

### *Organizer:*

Asociacion Dominicana Pro-Bienestar de la Familia Inc - Radio School for Family Education (EREF)

### *Period of Operation:*

1972 onwards

### *Method:*

EREF broadcasts five consecutive days a week a programme entitled 'Towards a New Family'. Each broadcast is produced at a central studio on tape, copies being delivered to each of nine stations for transmission the following week. The magazine format of the programme includes talks, discussions, interviews, spot announcements, music, competitions and commentaries on listeners' letters - in short, the wide variety of items necessary to sustain interest in a programme which is 50 minutes long.

### *Coverage:*

EREF broadcasts are carried by nine commercial stations which reach about 75 per cent of the population at the prime evening time of 8 to 9 o'clock.

### *Family Planning:*

The topics covered by 'Towards a New Family' vary considerably and include nutrition, hygiene, child care and other matters of interest to present and future parents. Into this pattern the family planning message is inserted gradually, so that it is seen within a wider context.

### *Support Activities:*

Printed materials, posters, leaflets and calendars. Written texts of talks given by the Radio School are available. Monitors established in every locality covered by the broadcasts report back to EREF headquarters weekly. By 1975 nearly 7,000 persons were participating in 165 listening groups. EREF also employs six motivators who act as links between the Radio School and family planning clinics. These *promotoras polalares* are now also involved in community-based distribution of contraceptives.

Each *promotora* is responsible for recruiting and keeping in touch with six 'distributors' drawn from the community. By the end of the first year of operation, 1975, the *promotoras* were estimated to have made a total of 28,800 house-to-house visits.

### *Financing:*

The broadcasts are paid for by EREF which buys air-time from the nine commercial stations. Financial support comes from the central government. It was a grant from the IPPF that made possible the setting-up of the Radio School for Family Education in 1972.

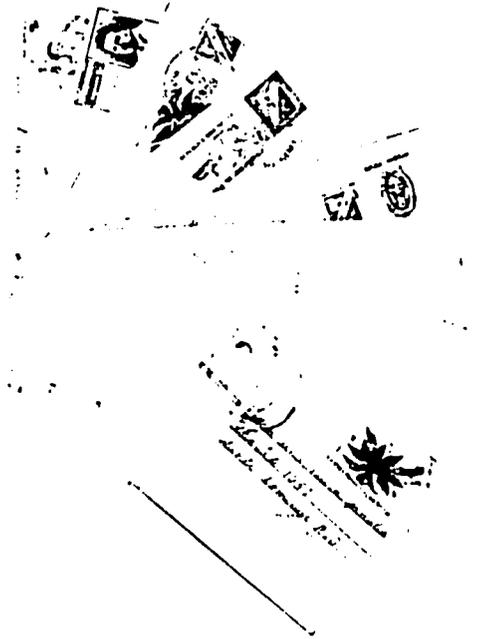
### *Evaluation:*

A survey sponsored by IPPF in 1973 indicated from those questioned an increase in the awareness and practice of family planning as a direct result of the Radio School broadcasts. EREF concludes that its 'Towards a New Family' is listened to in some 225,000 homes, and although the programmes are not aimed specifically at a rural audience, it is estimated that 70 per cent of listeners are in the countryside.

### *Remarks:*

Plans are in hand to produce a series of dramatisations on family planning themes featuring rural characters - a kind of soap opera! There will be recorded field interviews with a view to introducing more direct listener participation in the broadcasts. EREF intends to organize listeners' discussion groups which will meet weekly to exchange views on the ideas contained in a programme broadcast specially for the purpose. Another innovation will be a regular series of booklets which will reflect a variety of topics covered by the Radio School. It is also planned to introduce a more systematic letter-answering service to deal with the problems and queries of individual listeners. Finally a serious effort will be made to provide continuous evaluation of the impact of the innovations on Radio School listeners.

HACIA UNA NUEVA FAMILIA



A daily programme broadcast on responsible parenthood. Topics covered include nutrition, hygiene, child care, etc.

Magazines: various pagings : b/w illus. Spanish. 1973

Features

- magazine format uses large print and simple shaded drawings
- printed materials support programmes with competitions, commentaries on listeners' letters and a variety of items

Suggestions for use

- insert family planning messages into programmes
- use supportive magazines to sustain listeners' interests

Source

Asociacion Dominicana Pro-Bienestar  
de la Familia

## RADIO CAMPAIGNS - The Philippines

*Location:*

The Philippines

*Organization:*

Family Planning Organization of the Philippines (FPOP).

*Method:*

FPOP's radio activities are tied in with *Magdamayan* (national total community participation for family life). In this connection FPOP recently produced a song on *Magdamayan* which it is popularising through radio broadcasts. FPOP's Central Office produces: a radio drama series in four dialect versions; spot announcements; jingles; news items and general information on family planning developments; course material for the 'Family Planning School on the Air', which is widely broadcast and which offers a certificate to those listeners who complete the full course.

FPOP maintains close relations with the Rural Broadcasting Council. This organization of 200 volunteers, mostly journalists, produces and presents on six days a week a programme directed specifically to rural audiences. The 5-6 am broadcasts embrace a broad range: agriculture and social matters, hygiene and child care, news of the countryside and a family planning message. The broadcasts are heard throughout the Philippines.

*Coverage:*

Scattered among the many islands of the Philippines are dozens of privately owned radio stations, and the provincial chapters the FPOP cooperate with many of them. The formats they use vary considerably but could include discussions and interviews, talks and news, jingles, spot announcements and soap operas. An example of local cooperation is the FPOP support for the educational programme of ALU (Association of Labour Unions). The ALU has its headquarters in Cebu city, the country's second largest seaport, and it owns a radio station which is run for the benefit of the Philippines labour force. It broadcasts for 20 hours daily and its educational programmes incorporate material related to family planning.

### Example 1

A series of soap operas (radio skits), from Quezon. Quoted below is the format and content of the series as envisaged by the producer:

'The episodes will deal with a doctor's experiences with rural people, discussing their problems of day to day living, giving helpful household hints every now and then. Medical instruction is a must for every episode, ranging from the treatment and early diagnosis of a wide range of diseases from common colds to tuberculosis. In the course of her experiences the Doctor will realise the importance of family planning, seeing the effect it has wrought on various lives that she touched. Eventually, planning its objectives, relevance and need for implementation will be discussed subtly or subliminally, but will never be its main content. Helpful advice for a couple with 13 children, advice for those about to get married, for the *barbadas* of the husband heckling him to have children so that he can prove he is a man, a reprimand from a grandmother wanting to have many grandchildren, etc. The opportunities are limitless for the exploration of the family planning theme while at the same time exploiting the mass media appeal to housewives and husbands wanting to learn some helpful medical instruction from *sera nanaidad*. The barrio people will have the opportunity of 'identifying themselves' with the characters the Doctor meets.

Selling points are:

1. Medical Instructions and other hints that will help in the early diagnosis and treatment of various diseases.
2. Other household tips like proper nutritional food for a balanced diet, etc.
3. They will cater to the curiosity of political concepts of listeners.
4. The medium for 'Identification' will be the variety of characters, the down-to-earth ordinary man in the street whom the Doctor meets in her daily rounds.

The message will eventually be the relevance and importance of Family Planning or Planned Parenthood. This will always be the logical solution to most of the problems the Doctor will try to solve.

### Example 2 Spot announcement from Quezon Announcer:

'It's hard to believe that the average husband and wife can spend close to 2,000 hours a year together and never get round to talking about family planning. Then when they realise it's about time, they have five or six children they've been so busy bringing up. Don't let the cat get your tongue' when it comes to discussing family planning with your spouse - or you may be seeing a lot more of babies than you expect'.

### Example 3 Spot announcement from Quezon

Woman's voice (soft, sympathetic):

'I have a message for women. Are you tired? Are you tired of bringing up children? Are you afraid of another pregnancy? Do you have the time you need to make yourself pretty and enjoy life? You have no time except to give birth and bring up children? But there is the pill to help you out. It's easy to take, it's safe and it won't hurt you. You need not be afraid of the pill. Lately I have also heard about sterilization for men (vasectomy) and tubaligation and miniclip for women which is a permanent method. For information contact: . . .'

## RADIO CAMPAIGNS - Colombo

*Location:*

Colombo, Sri Lanka

*Organization:*

The International Planned Parenthood Federation,  
Indian Ocean Regional Office.

*Period of Operation:*

12 months beginning 1st January 1976

*Method:*

A 15 second spot announcement twice daily; a 30 second jingle three times daily; a 15 minute weekly programme 'Sukhi Ghar'. 'Sukhi Ghar' (Happy Home) was a 10-11 minute drama of the soap-opera type plus a question and answer session based on listeners' correspondence. The drama concerned itself with the multitude of problems that beset a rural family. The writing and production was done by the broadcasting staff using material supplied by the IOR Office. All broadcasts were in the Hindi language.

*Coverage:*

The FP broadcasts were radiated by the Sri Lanka Broadcasting Corporation's (SLBC) All-Asia Hindi Commercial Service. This popular Hindi Service uses powerful short-wave transmitters beamed to the North, North-West and North-East of the Sub-Continent, and covering Bangladesh, India, Nepal and Pakistan.

*Evaluation:*

An attempt at evaluation has been made. It encountered the difficulties all overseas broadcasting services face when attempting to assess the impact of their programmes on listeners abroad. The main source of information has been the analysis of incoming listeners' mail. The SLBC Hindi Commercial Service has given rise to more than 120 listeners fan clubs, mostly situated in India. Many of them publish newsletters and periodicals based on the programmes. In an attempt to use them as monitoring points for its FP broadcasts, in particular the 'Sukhi Ghar' programme, the IOR Office solicited their cooperation, and the response was encouraging. Questionnaires were also sent to the clubs and to listeners who corresponded regularly with the IOR Office.

C. METHODS AND RESOURCES FOR EDUCATORS/TRAINERS

As this is a resource guide rather than a training manual, it will not attempt to discuss teaching methods and techniques. Conferences have been organised to consult on the matter, for example, the Bangkok Consultation on "Adult Literacy Education and Family Life Planning, January 25-30, 1971"<sup>29/</sup>. Articles like V. Tripathi's "Training of Instructors for non-formal education programmes"<sup>30/</sup> have been written about methods utilization. The present list will simply outline certain available resources for educators/trainers involved with FP/functional literacy work. Some of these resources may indirectly point to types of methods adopted in the field.

RESOURCES - NON-ELECTRIC AIDS  
INFORMATION PACKAGES/KITS & PUBLICATIONS

ADULT LEARNING DESIGNS FOLD-OUT SERIES

... on the PRRM/World Education "lead sentence approach" to adult literacy. It is a two-part kit illustrating the methods and materials used in making life situations relevant to the adult learners.

Also in the series is a two part kit on Turkey. It presents the "problem drama" approach of the Ministry of Education in a project that incorporates family planning into literacy programs. This also shows samples of the materials and how they are used.

A similar kit is also available on Thailand.



Feature

- presents a close-up view of the rationale and make-up of some adult learning materials

Suggestions for use

- to encourage practical creativity in the field
- to promote sharing of information between curriculum developers and teacher trainers

Source

World Education, New York

Price

US \$1.00 per kit

## BETTER CHILD CARE

A booklet designed as a teaching or memory aid for health workers. Covers aspects of child health, such as nutrition, cleanliness, immunisation, and describes common illnesses such as anaemia, malnutrition and Vitamin A deficiency.

Booklet: 52 pp: colour and Black and white photos: English: 1977

### Features

- also designed with people in the village in mind
- the pictures and print in the booklet are direct and easy to follow

### Suggestions for use

- leave booklet behind, so that people in the village can enjoy looking at the pictures ; and reading the booklet
- use illustrations in booklet as teaching aids

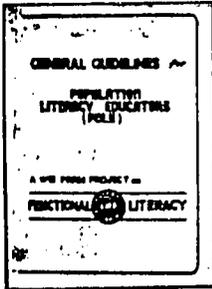
### Source

Voluntary Health Association of India, New Delhi

## FUNCTIONAL EDUCATION FOR FAMILY LIFE PLANNING

A functional literacy package which has been designed and assembled by the joint effort of World Education International and the Philippine Rural Reconstruction Movement is a useful sample. The package is not just the collection of posters, pamphlets and work books, but also includes the methods employed in the usage of the materials.

The package is known as Functional Education For Family Life Planning. It is aimed at the portion of the population which is illiterate and in the child producing age group of 14 to 44 years. The contents of the package provides information relating to family planning and population education. A big percentage of the economic education relates directly to agriculture - the main source of livelihood for a majority of the adults attending these functional literacy sessions. 1974



In the lead sentence approach the sentence is introduced by a poster.



### Features

- unlike the report papers, the posters, pamphlets and primers are not available for general distribution, due to their limited supply

Suggestions for use

- illustrate how learning is accomplished by  
the use of the Lead Sentence Approach
- discuss and compare methodologies developed

Source

PRRM, NIEVES, San Leonardo  
Nueva Ecija, Philippines

Price

US \$1.00

## FUNCTIONAL EDUCATION KIT FOR FAMILY LIFE PLANNING

The kit aims to make simple visual aids accessible to the fieldworker who can then acquaint the adult learner with material concerning family planning nutrition, child and pre-natal care. It contains 1) A guide book on how to use the kit 2) Flashcards on family planning pre-natal care, and supplementary care for babies, 3) Khaddargraph entitled "Bijoo Ki Kahani" stressing the need for a planned family. 4) Flipbook made of cloth or the physiology of conception 5) Pie charts on the techniques of family planning 6) Pictogram charts depicting various methods of contraception 7) Summary chart on different methods of birth control 8) Display sheet called "What is Family Planning" and 9) Posters entitled "Next Baby, Not Now: Never More Than Three".



Kit: Variety of non-electric visual aids contained in plastic bag: English: 1972

### Features

- designed for use with adult learners who have little or no literacy skills
- a variety of media is made to be complement and supplement each other.

Suggestions for use

- use flashcards and flipbook as aids for telling stories and for drawing attention of audience
- the pictogram can be used to inform learners about different methods of family planning
- the Ortho standing Model may be added to the kit for demonstration purposes - encourage audience to handle the Model, to question and discuss

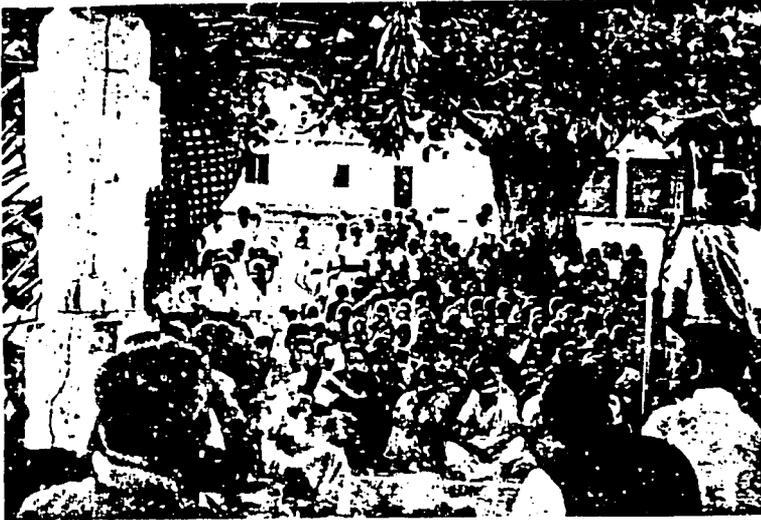
Source

Family Life Centre, Lucknow

Price

RS 102.500

FUNCTIONAL LITERACY AND FAMILY LIFE PLANNING EDUCATION



Report includes a selection of papers presented at two workshops - one at New Delhi on Literacy and Population Family Planning Education, 1970 and the other at Isfahan on Functional Literacy and Family Planning Education, 1971. Papers relate working concepts to field pilot projects and teaching material and methods.

Book: 290p b/w illus. English. 1972

Features

- reflects careful choice of topics covered
- lists of participants and resource persons  
can prove useful

Suggestions for use

- to clarify two central concepts: 'functional literacy' and 'family life planning'
- to improve project designs

Source

Literacy House, Lucknow, India

## GAMES AND PUZZLES

This book contains games and puzzles which are suitable as a training exercise for learning terminology drawn from words frequently encountered in family planning programmes. The games can be used for personnel as well as patients to help increase vocabulary and knowledge about words in common usage.

Book: 35p b/w illus., English 1975

### Features

- terminologies may not be suitable to all cultures
- games and puzzles are based on novel ideas

### Suggestions for use

- adapt games and puzzles to suit different learners and learning situations
- use with new literates for developing reading and writing skills

### Source

Emory University School of Medicine, Atlanta

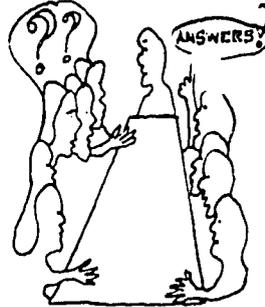
### Price

US \$1.00

HANDBOOK OF TEACHING STRATEGIES AND TECHNIQUES FOR USE IN  
IMPLEMENTING LESSONS RELATING TO FAMILY PLANNING, POPULATION  
EDUCATION AND QUALITY OF LIFE

The techniques and strategies presented are not new but provide interesting variations of techniques that could be used when implementing family planning/population education materials.

Book: 50p b/w illus. English: 1974



Features

- techniques and strategies are organised into one of three areas: class organisers, activities and materials
- each technique or strategy is presented on individual pages for ease of separation

Suggestions for use

- if a single technique is required, remove the relevant page for use with a specific lesson

Source

AHEA International Family Planning Project

## LAEDZA BATANANI - POPULAR THEATRE

Popular theatre includes performances of drama, puppetry, singing, and dancing. These performances are called 'popular' because they are aimed at the whole community, not just those who are educated. They are open to everyone. They are performed in local languages and deal with local problems so everyone can understand them and find them useful.



Book is based on the Laedza Batanani experience of the use of popular theatre as a communication medium in Botswana. A combination of notes, cartoons, photographs and diagrams, explains how to plan, run and evaluate a community education campaign.

Book: 41p. b/w illus. English, 1978

### Features

- contents are divided by different types of performances and each section is self-contained for ease of reference to specific aspects of popular theatre

Suggestions for use

- do not view organizational method in handbook  
as the "correct and only way"
- adapt ideas according to educational programmes

Source

Popular Theatre Committee  
c/o Institute of Adult Education  
University College of Botswana, Gaborone

Price

Unpriced

LEARNING GAMES: A REPORT ON THE TRIAL OF GAMES TO HELP RURAL CHILDREN IN LESOTHO IMPROVE THEIR LITERACY AND NUMERACY



A report of a pilot experiment in using materials developed to help improve literacy and numeracy skills. Discuss the materials themselves, how they were used and whether young people learned from them.

Book: 55p b/w illus. English, 1977

Features

- introduces a range of games (designed for use in villages) that are otherwise difficult to find

Suggestions for use

- adapt games to suit players
- use research methods as guidelines for evaluating effectiveness of games

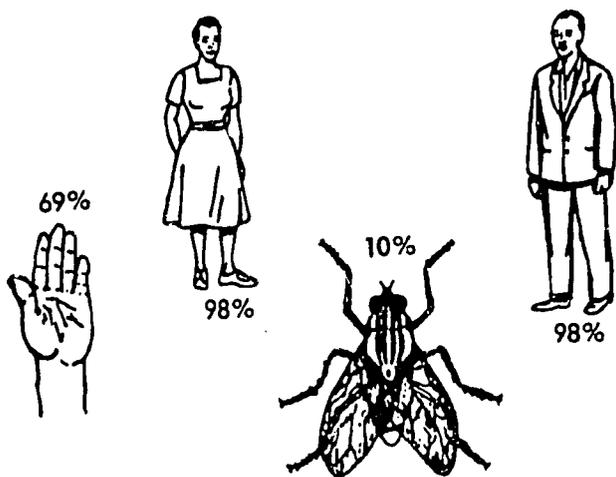
Source

Lesotho Distance Teaching Centre, Maseru, Lesotho

Price

Complimentary

A MANUAL AND RESOURCE BOOK FOR POPULAR PARTICIPATION AND TRAINING



Misconceptions: butterfly, bee, locust, spider, mosquito, grasshopper, cockroach, crab.

Note: Percentages refer to correct responses of illiterate rural adults in field tests with groups ranging from 162 to 793 people.

Source: Adapted from Bernard Shaw, Visual Symbols Survey: Report on the Recognition of Drawings in Kenya (London, Centre for Educational Development Overseas, December 1969).

This manual is designed to provide an expanding set of resources that will assist in the planning and conduct of innovative training programmes designed to promote popular participation. It is produced in four volumes.

Volume 1: Introduction, bibliography and how to use the manual

Volume 2: Examples - A series of descriptions of some existing innovative training problems

Volume 3: Approaches - A series of descriptions of various training approaches combined in a configurations to achieve a training goal

Volume 4: Techniques - A series of descriptions of techniques, exercises and and games that are useful in achieving particular objectives in a training activity.

Book: 4 Volumes: English 1978

Features

- techniques are innovative and interesting
- volume 4 is of special relevance to this guide (illustration shown is from page 19 of Vol. 4)

Suggestions for use

- to identify techniques for popular participation training
- adapt to suit special circumstances, if required

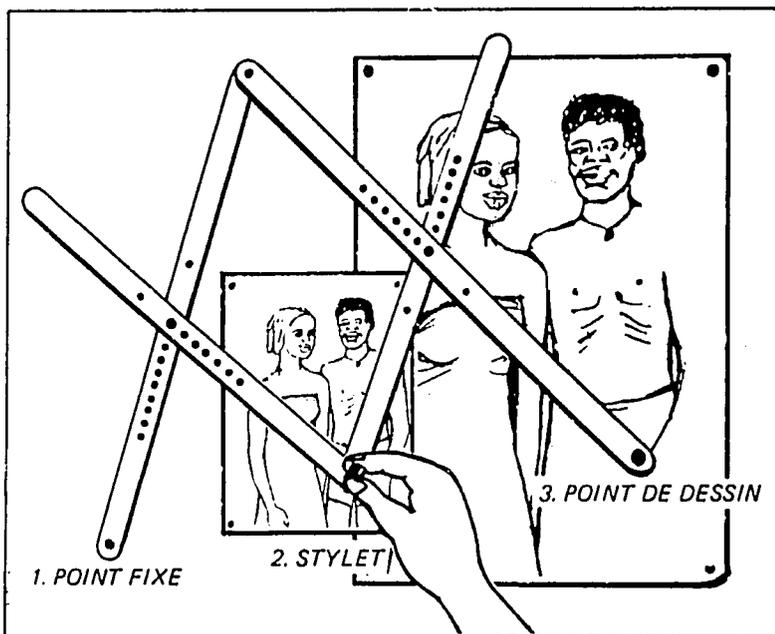
Source

United Nations, New York

Price

V1 US \$2.00  
V2 US \$1.50  
V3 US \$2.00  
V4 US \$3.00

MANUEL D'EDUCATION LE BIEN ETRE FAMILIAL PAR L'IMAGE



A self-instructional manual for fieldworks interested in the visual communication of family planning and welfare themes.

Book: 28p illus. French 1976

Features

- includes a range of simple line drawings related to the quality of life and African rural communities
- captions and discussion points are provided for each picture

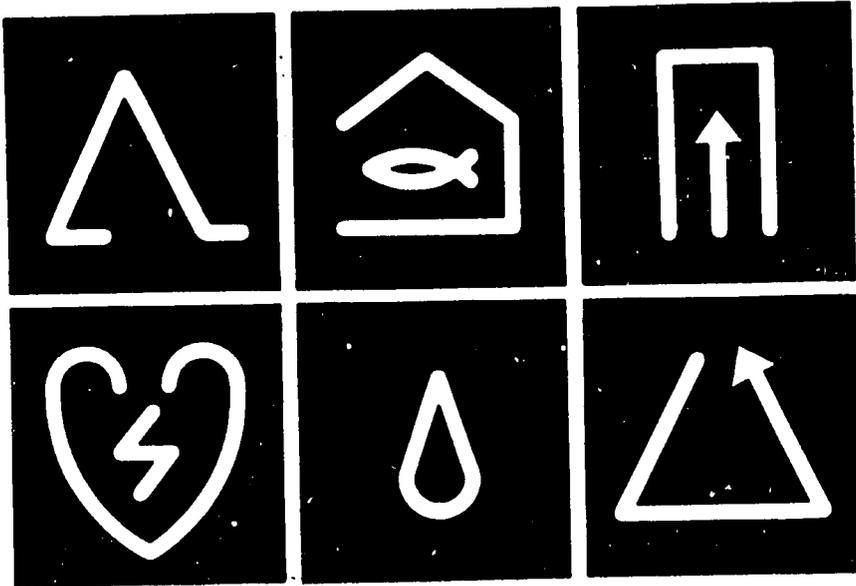
Suggestions for use

- adapt visuals to community needs
- select subjects, scenes and themes for discussion purposes
- inspire communicators and group participation

Source

ILO, Geneva

NON-VERBAL COMMUNICATION MEDIA



A bibliography of extracts based on materials devoted to research on and utilization of non-verbal communication. Special emphasis on communication through visual media such as posters, slides and films.

Book: b/w illus. English, 1977

Features

- designed in a modular fashion, with each item being independent and self-contained
- subject access to bibliography is provided by an edge-index and guide to major subject codes

Source

WHO, Geneva

Price

limited circulation

## TEACHING VILLAGE HEALTH WORKERS

- 1 basic, illustrated book on concept and training VHWs  
The contents were drawn from prolonged discussions with Village Health Workers, Health Teams, Medical Professionals, Government Officials, Social Workers, and Social Scientists
- 2 model lesson plans in an expandable folder  
The sample lesson plans attempt to uniquely present messages through rural life situations.
- 3 audio visual supplement  
contains sample instructions and sample materials
  - sample idea for discussion flashcards:  
sub: water cleanliness
  - khadi graph how to make instructions
  - cutout sheets for flannel board
  - a slide set (six)
  - a sample health puppet play text
  - tracing paper slides idea
  - how-to-do illustrated folder  
sub: how to make tin plate flashcards

Information kit: illus. English.  
1978



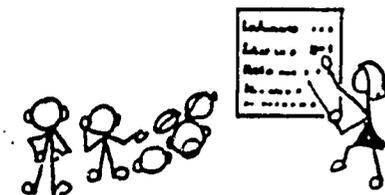
### Source

Voluntary Health  
Association of India  
New Delhi

### Price

US \$10.00

## WORKING WITH VILLAGERS



The three coordinated components in this kit are:

- **Trainers Manual** For the use of supervisors and trainers in organizing and running training workshops for fieldworkers. It contains training and media activities for about 80 hours of classroom time, but it can be adapted easily to fit other training schedules throughout the
- **Prototype Lessons Integrating Home Economics and Family Planning** Sample lessons which can be adapted for use with village audiences. They illustrate the participatory, problem-solving approach to learning and also how family planning population education can be solidly integrated with home economics to improve family and community life. These lessons are simply-
- **Media Resource Book** Contains skill exercises, line drawings, and recipes for making teaching tools and materials. This book is to be used in conjunction with the Media Lab activities in the Trainers Manual. The illustrated, step-by-step skill exercises will enable fieldworkers to

Books: 3 volumes: b/w illus. English: 1977

### Features

- cross cultural prototypes are meant to be freely adapted to local customs and needs
- designed for informal and participatory learning
- lessons are illustrated with stick figures and simply written for ease of reproduction and translation, respectively
- useful step-by-step skill exercises to enable development of basic skills in preparing visuals.

Suggestions for use

- build fieldworkers' competence in adult education teaching techniques that involve rural audiences in identifying and solving their problems themselves
- suggest how family planning concepts can be woven into traditional home economics fieldwork in ways that relate to the real family and economic concerns of villagers
- teach fieldworkers how to make their own teaching materials and tools, using inexpensive, locally-available resources, and how to use media creatively in their work

Source

AHEA International Family Planning Project,  
Washington, D.C.

## TRAINING FOR TRAINERS

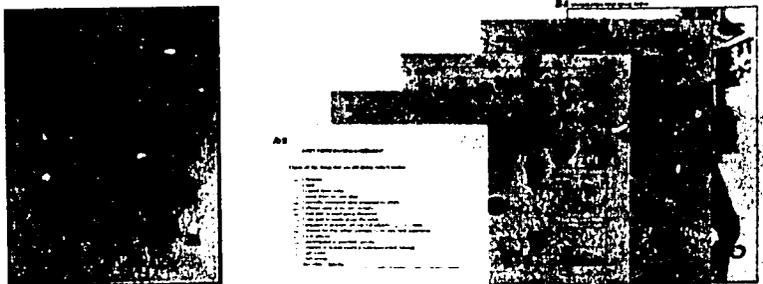
... a kit called **Workshop Ideas for Family Planning Education**, by Lyra Srinivasan. This is a packet of simple methods for the trainer who wishes to involve field workers in a strong participatory kind of training for work with rural adults.

The packet opens up into two color-matched sets of materials. The first is a series of separate brief pamphlets addressed to the trainer. Dr. Srinivasan focuses her long experience on a number of issues:

- Understanding resistance to change
- Looking at problems of visual perception
- 'Experiencing' didactic and participatory approaches
- Finding one's way among a range of family planning materials

Her approach is not theoretical; rather, she comes to the aid of the trainer who needs the "nuts and bolts" techniques to put theory into practice.

The second set of materials, which is coded to the first, consists of a large selection of worksheets, picture-identification exercises, exemplary stories, filmstrips, and activities that can be used in workshop sessions. These action materials have all proven themselves in the field. Dr. Srinivasan accompanies them with practical suggestions she has found useful in their application.



### Features

- attractive package lay-out
- loose-leaf sheets are flexible and easy to use

### Suggestions for use

- to equip teachers and fieldworkers with tested techniques for reaching and engaging rural adults

### Source

World Education, New York

### Price

US \$2.25

## ELECTRIC AIDS

### FILMS & MULTI-MEDIA KITS

#### India: Nonformal Education for Rural Women

Describes pioneer project in education for women in Andhra Pradesh. The program emphasis is on child care; the focus is on the analysis and evaluation of three approaches: traditional literacy, medical, and integrated. 119 color slides, cassette, 17 minutes. \$65.00\*



#### Listen...They Are Speaking

Deals with four innovative programs in nonformal education (Colombia, India, Thailand, and Tanzania) and suggests that at least in adult education, the so-called "developed world" has a good deal to learn from the lesser developed nations. 120 color slides, cassette, script, and 25 booklets, 23 minutes. \$65.00\*

#### WORLD EDUCATION - ADULT LEARNERS, SOCIAL CHANGES AND DEVELOPMENT

Outlines the functional education for family life planning programmes being carried out in India, Thailand and Turkey. In each case stress is placed on the need for these adult literacy programmes to be linked to real life situations and problems tailored to the traditions, needs and goals of the students.

M M Kit: slides 35 mm, 40: cassette, mono, 11½ mins, colour, photos, English, 1973

Source  
World Education, New York

Price  
US\$40.00 approx

A JOYFUL DAY



Introducing family planning to pre-literate people, such as the Akha women pictured above.

Describing the sterilization component of the FP programme for the pre-literate hill tribes of N. Thailand. Project uses the facilities of a Thai government hospital in Phayao.

Film: 16mm. 11 mins. col. English. 1977

Features

- provides a striking contrast between the traditional ways of the hill tribes and the more sophisticated family planning technologies

Suggestions for use

- to give an insight into the thoughts of Akha and Lahu women regarding their families, their aspirations for their children and their reactions to the hospital experience.

Source

Airlie Productions, Airlie

Price

US\$64.44

MASS MEDIA & ADULT EDUCATION

Mass media of the electronic age are considered internationally. In India folk media are used in education; puppets and a red triangle communicate family planning. In Colombia farmers are educated by a programme of broadcasting and publishing. The National Film Board of Canada runs a Vidographe programme in Quebec. In the Zambian Copper Mines, film is used to educate mining recruits. At Stanford University USA, mathematics instruction is computerized. At Hitachi College, Japan, examinations are computerized. In Tunisia, girls learn to read alongside traditional skills, and social workers are trained by TV at the Institute for Family Education. Television is shown to have the greatest impact on adult education. Examples of programmes show chess in Russia, housewives in Japan, public health in Tunisia, and Polynesian handicrafts in Honolulu. TV and video tape reach rural areas. Animation is used to summarize procedures for the choice of message, curriculum, medium, transmission, feedback and evaluation.

Film: 16mm. 26 mins. colour. English, French, Spanish, Arabic. 1973

Source  
Unesco, Paris

Price  
US\$270.00

## POPULATION EDUCATION

Although the materials were made in the Philippines, they are also intended for use in other countries of Southeast Asia. The entire package contains four filmstrips with tape cassette commentaries, a discussion guide, four comic books and scripts for five radio programmes or discussion groups. The kit is meant for training people who work for rural development at the village level—such as extension workers, health and family planning workers, community development workers and teachers. The materials are also meant to provide a teaching tool for these people with which to train others.



### Features

- instructors notes set out sequence in which the materials should be used

### Suggestions for use

- to present ideas and create group discussion
- to facilitate staff training

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