



SOUTIEN POUR
L'ANALYSE ET LA RECHERCHE
EN AFRIQUE

Meetings with ECOSA, SARA-funded Dissemination Centers, CAFS, and REDSO/E

Harare, Zimbabwe and Nairobi, Kenya March 14-28, 1997

Renuka Bery
SARA Dissemination and Advocacy Manager





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Purpose

Renuka Bery, SARA's dissemination and advocacy manager, traveled to Harare, Zimbabwe to provide coordination and facilitation assistance to the ECSA dissemination center evaluation workshop. She also assessed the SARA-funded dissemination centers while they were gathered in Harare. Renu then went on to Nairobi to work with the Centre for African Family Studies (CAFS) to concretize the collaborative activities they are planning on advocacy over the next six months. She also discussed with REDSO/E how to coordinate HHRAA/SARA and REDSO activities.

Background

As part of its efforts to explore innovative dissemination strategies, SARA has funded—over the past 14 months—eight national dissemination centers in the ECSA region through small purchase orders. Located in existing institutions, each center has formed a task force of technical experts in the subject areas they have chosen to develop: nutrition and/or reproductive health. Coordinated through the Commonwealth Regional Health Community Secretariat (CRHCS) in Arusha, other dissemination centers not funded by SARA purchase orders have engaged in more limited activities. As part of its sub-contract with SARA, which ends March 31, 1997, CRHCS organized a workshop to bring all the dissemination center managers as well as selected task force members to share experiences, develop next steps and to explore options for sustainability.

Renu and Suzanne Prysor-Jones traveled to Nairobi in February 1997 to explore the possibilities for transferring advocacy skills and knowledge to a regional African institution in East and Southern Africa. After meeting with several organizations, Renu and Suzanne determined that CAFS seemed to be the most likely institution to take on a regional advocacy training role. CAFS exhibited interest in becoming a leader in the area of advocacy in East and southern Africa. Since CAFS is developing a market-oriented focus for their services, they see the emerging demands for advocacy as a key niche to cultivate. SARA and CAFS tentatively agreed to a series of steps including developing a memo of understanding and timeline to accomplish this work.

Harare

ECSA Dissemination Centers Evaluation Workshop

Early in the dissemination process, SARA realized that the key to effective dissemination in Africa is the involvement of African institutions. To this end, SARA explored different ways to form partnerships with existing institutions already involved in information dissemination. After extensive appraisals of potential institutions in

Harare

eight countries, one institution was chosen in each country to be part of the ECSA dissemination center network coordinated by CRHCS. The goal was to assist these centers in extending their information dissemination role. This activity encouraged these centers to think beyond distributing documents, to be proactive in addition to responding to requests for information.

The implementation meeting for the dissemination centers was held in Arusha in January 1995. The workshop held in Harare, March 17–21, 1997 brought these centers together again to share their experiences, to think more broadly and deeply about the ways in which they can influence and address the information needs of researchers, program managers and policy makers in their countries and to develop strategies for sustaining their activities into the future.

The workshop was coordinated by CRHCS and hosted by the Zimbabwe dissemination center because the center's play about the consequences of unsafe abortion based on the policy booklet disseminated by CRHCS was ready to be premiered at this workshop.

Process

The participatory structure of this workshop gave all participants the opportunity to get involved and take ownership of the process and ultimately the outcome. They were involved in identifying the workshop objectives, setting the agenda, raising questions that arose throughout the week and making appropriate adjustments. This process was new to everyone in the group and though they were at first hesitant about the open-ended structure, by the end of the workshop, everyone felt they had learned a lot and had made important contributions to the workshop.

This workshop structure equalized all participants and recognized that everyone had experiences and knowledge to share that was important and potentially valuable to everyone in the room. In addition, the facilitation method was designed to ask questions that the participants could answer themselves, by reviewing and analyzing their experiences and that of their colleagues. This seemed to be the first time that many of the participants had analyzed and articulated some of the reasons why they were engaged in the dissemination center activities and the benefits they perceived by being part of such a network. For most participants it was a challenging exercise, but they participated enthusiastically and ultimately found it a rewarding experience.

Content

The workshop objectives were articulated by the group as follows. By the end of the workshop we will have

- ◆ shared experiences,
- ◆ evaluated progress of dissemination center activities,
- ◆ identified additional knowledge plus skills required for target audiences to utilize information,
- ◆ shared an update on advocacy techniques and their applicability in dissemination center activities,
- ◆ developed strategies for networking and sustainability

The participants shared the different types of information they had collected since the initial workshop in 1995. Dissemination centers that have received funding from SARA had several activities in common which included forming task forces, collecting “grey” or unpublished literature on relevant topics, connecting to email, forming relationships with the media, and distributing information from CRHCS to a targeted list of recipients they had formulated. These activities were carried out to greater or lesser degrees depending on the particular circumstances of each dissemination center.

Some highlights include

Task force formation most dissemination centers had trouble either forming or maintaining an active task force. Many members were overcommitted and did not have enough time to give to the dissemination center. After sharing experiences, it became clear that the centers with a task force of one or several committed members functioned best. In fact some centers felt that a small task force was more efficient and effective. Some thought that the task forces should be remunerated, but the groups with the most successful task forces said that dedication and commitment were more important and sustainable.

Collection of grey literature Dissemination center coordinators were surprised to find that collecting grey literature was not an easy task. Although many centers hired consultants to collect the research reports and findings from the district and rural clinics, often the researchers were uncooperative or unwilling to share their research with these consultants. In other instances, there were no systems to copy the information that did exist.

Media relationships Several dissemination centers made use of the media—either to track reporting on the chosen topics (reproductive health and/or nutrition) or to influence the reporting on these topics by local journalists.

Harare

Other activities The dissemination centers in Zimbabwe and Uganda both organized a one-day seminar based on the material in the Policy Booklet on the Consequences of Unsafe Abortion published by CRHCS and other relevant information on maternal mortality from their respective countries. The seminars were both successful at raising awareness for the problems of unsafe abortion in their countries and starting a dialogue within the policy community. Both seminars were covered by the local newspapers and television stations.

After the seminar, realizing that the discussion needed more fuel to continue in the spotlight, the dissemination center in Zimbabwe commissioned a well-known theatre group to develop a play based on the policy booklet. This play was written with the assistance of the dissemination center and was premiered during the workshop. The theatre group has video taped their play and the Zimbabwe dissemination center plans to distribute copies of the tape as well as try to secure a spot on the Zimbabwe national television station. Several spin-off activities are being discussed including bringing the theatre group to the HPN conference SOTA course on post-abortion care, and using the theatre group to present the play and to run discussions on post-abortion care. The theatre production is discussed in greater depth in Appendix E.

Advocacy The participants were asked to present one module of the advocacy guide to their colleagues in the group. Divided into pairs, each participant pair presented the salient points of one module of the Guide to the group. In this way the workshop participants taught each other about the different and necessary steps to advocacy. The discussions following each presentation brought out the depth of the module and participants and facilitated shared experiences to highlight these examples. They were successful in identifying the purpose and key points of each module, however, at the outset the groups were not able to extrapolate the information from the manual and describe how they might apply that particular action to their current activities—for example, targeting audiences. But as the discussion progressed, the participants realized that they are already engaged in many aspects of advocacy, though perhaps not in a coordinated fashion moving toward a particular objective as outlined in the Guide.

There is a debate among dissemination center coordinators and task forces about whether advocacy is an appropriate role for dissemination centers since often engaging in advocacy requires risk taking, such activities can alienate an organization or hamper it from doing its work. Kenya, in particular, is reluctant to take a front-line advocacy role. This debate is important when planning for the future because it questions what advocacy role the dissemination center can play. Renu does not think that SARA ever considered the dissemination centers as the leaders of advocacy initiatives. Rather, we thought they might be able to coordinate advocacy initiatives within their respective countries and perhaps serve a linking function among

groups that are involved in advocacy as well as services the information needs of such groups

Skills and Knowledge This objective was tricky for both the participants and the facilitators. At first the participants identified the skills needed to output the products of the dissemination centers. These included skills such as writing, editing, repackaging, synthesizing, publishing, advocacy. On reflection, however, we the facilitators realized that these dissemination centers are primarily located in libraries and ministries of health. They are not the technical experts who can write or edit papers on reproductive health. This group of people manages information and dissemination rather than produces it. Therefore the skills these coordinators need are quite different from the skills they identified. These dissemination center coordinators are librarians and need skills in planning, coordination, management, supervision and administration. This shift in understanding was conveyed and discussed but may take time to process and internalize.

Sustainability and the future Each dissemination center group developed a sustainability matrix that outlined their intended activities, the products and services they offered and the resources they would need to accomplish these activities. We then extrapolated from these matrices and asked them to think of

- ◆ three ways to utilize existing resources,
- ◆ three things they can do to generate income
- ◆ three ways to disseminate information at minimal cost
- ◆ three ways to fundraise

This exercise generated a lot of thought and discussion about how to become independent of SARA if necessary without dropping their activities and how to identify potential resources that exist but that had not been considered. We stressed the value and gave examples of linking each other with opportunities if they arise, highlighting the immediate example of how SARA linked REDSO and the POLICY project with the Zimbabwe dissemination center who had just commissioned a play on unsafe abortion that was going to be performed during the workshop.

Next Steps

The groups started developing a workplan before ending the workshop which they planned to take home with them and complete using the knowledge they gained at the workshop and in collaboration with their colleagues and members of the task force. For this first workplan we encouraged them think what they could accomplish in the following six months, emphasizing that they needed to be realistic. They

Nairobi

jointly agreed to finish their workplans by the end of April Lawrence Gikaru will then be in a position to review the workplans and, in close collaboration with SARA, determine how to move forward with these dissemination centers

JHPIEGO

Renu met with Dr Harshad Sanghvi while they were both in Harare She and Harshad discussed the idea of JHPIEGO developing a module on care of obstetric complications in collaboration with AMREF Harshad was interested, however, he would like to develop something that has multiple uses which Renu thinks is strategic thinking JHPIEGO is currently developing a reproductive health curriculum in Uganda with 16 nurses colleges (Another 20 colleges will be joining shortly) Originally designed as a three month elective course, it is now a required course It seems that linking such a module with this training curriculum in Uganda should be explored

Harshad agreed to write a short concept paper and a budget for SARA for developing this module on the care of obstetric complications before we proceed further

Nairobi

CAFS Advocacy Core Group

Renu spent over two solid days working with CAFS to finalize the memo of understanding (MOU) and to define the most likely candidates for advocacy training in the various countries CAFS has formed an advocacy core group which is headed by Ezekiel Kalaule, Chief Program Officer The other members of the core group are

Catherine Muna, Communication

Ityai Muvandi, Research and Evaluation

Maumba Mabiala, IEC Officer in Lome

Esther Nagawa, Women's Empowerment

Two members of the team were unable to attend Esther was not in Nairobi when Renu was working with CAFS and Maumba is located in Lome The director, Pape Syr was also out-of-town, but Carol Hart, whose position at CAFS is funded by USAID, attended all the meetings

The goals for Renu's visit were to

- ◆ finalize the MOU

- ◆ develop criteria for potential trainees for the country level training
- ◆ develop a budget and agree on contributions from CAFS/SARA

It was a pleasure to collaborate with the CAFS team. They were thoughtful and thorough and did not hesitate to raise questions and lead discussions to clarify the activities and nail down specifics in the MOU. This face-to-face collaboration was critical in getting CAFS to take ownership of the process and the advocacy activity. They have crafted this MOU in collaboration with Renu to answer their questions and to meet their needs for clarity and specificity. Their commitment to the process coalesced during our final discussion where we were trying to develop criteria for potential trainees. With the help of Debbie Gachuhı who came to this session as a resource person, the CAFS advocacy core group plus another staff member, Mary Majumba, threw out the standard criteria list and instead started identifying the individuals from their vast network and experience, located in FPAs and in the reproductive health arena who are positioned to be master resource persons. Carol Hart was thrilled to see the staff gain the confidence in themselves to trust their own knowledge and experiences.

Advocacy Plan for CAFS

The MOU outlines the rationale for SARA's collaboration with CAFS on advocacy. Three objectives were identified and outlined as follows:

- ◆ to transfer advocacy skills to CAFS staff and potential consultants,
- ◆ to train a cadre of master resource persons from ten countries in the region who can serve as advocacy trainers, facilitators and resource persons in their respective countries,
- ◆ CAFS will make a commitment to assist the trained master resource persons in the 5 most promising countries to organize an advocacy event in that country by December 1998.

Because the SARA Project is scheduled to end September 26, 1997, it is impossible to make any firm commitments beyond that date, however, the activities are structured to give CAFS the maximum opportunity to develop their advocacy training skills during this accelerated time period. Furthermore, the structure leaves opportunities open for SARA to continue its collaboration with CAFS should the project be extended. (For more details, please read the MOU in Appendix F.)

CAFS will further develop the list of people they initially identified during our meetings and will consult with end users such as IPPF, FPAs and perhaps ministries as to what their needs for advocacy might be. CAFS was adamant about excluding gov-

Nairobi

ernment level people in this first master resource persons training course because the bureaucracy almost overwhelms a person's ability to accomplish anything—even when they are enthusiastic, energetic and ready to act. The FPAs, as mentioned earlier, are ideal candidates because their staffs are already mandated to work with other organizations so they will be able to work with their own organization and others in developing advocacy plans and, if needed, they might be able to conduct some simple advocacy training.

Meetings with REDSO

Maggie Diebel coordinated Renu's visit with REDSO/E.

CAFS

Maggie coordinates the activities of the cooperating agencies as well as CAFS. She was very positive about CAFS and seems to work very closely with them in positive and productive ways. She indicated that CAFS is being groomed to function like a U.S.-based cooperating agency with a few differences since they are a regional African institution. Having read the draft memo of understanding (MOU) and Maggie had two main concerns which she had already discussed with CAFS—the need to assess whether a market exists for advocacy and the need for a follow-up and evaluation plan. Renu and CAFS discussed these concerns as well as many others that arose from the MOU as well as SARA's limited time frame of six months.

Maggie and Ray Kirkland were briefed on the outcome of the SARA/CAFS meetings. Ray wanted to ensure that CAFS will be adequately trained to compete in the marketplace since market orientation is how USAID will judge their future performance. Renu assured him and Maggie that we were building in as much training and follow-up as possible in the time frame we have until the SARA project is scheduled to end and that the steps we have developed for the future are designed to be augmented in the event that SARA is extended past September 1997.

Child Survival and Urban Reproductive Health Initiative

Melinda Wilson had a few questions about SARA's participation in the Quality of Care workshop in Mombasa at the end of April. She confirmed with Renu that Suzanne Pryor-Jones, SARA Project Director, would be attending the workshop and asked if Dr. Sambe Duale, SARA Research Advisor was available to give a 10 minute presentation on a better practice experience from Zaire. Unfortunately he will not be able to attend. She also requested support for 8 participants in the form of air travel, indicating that Hope Sukin had agreed to this expense while in Nairobi earlier in March.

Renu asked about the Urban Initiative meeting that was being held in Nairobi during her stay Melinda invited her to attend since it was a planning meeting and they were very interested in including advocacy into the work plan Although Renu was not able to attend, she did meet with Catherine McKaig, Focus Project and Melinda Ojermark, SEATS Project to debrief and advocate that advocacy training for the municipal teams be included in the work plans Based on Renu's discussion with Cat McKaig, she had two concerns about this urban initiative that are worth mentioning here

- ◆ the work plans being developed did not seem to build on the lessons learned and recommendations derived from the situation analyses under the first urban initiative that HHRAA funded initially,
- ◆ although advocacy was discussed, no plans were made to include an advocacy training using the funds they have received from HHRAA.

Renu thinks that HHRAA/SARA will have an excellent opportunity to double the "bang for the buck" on their advocacy dollars by hiring CAFS (an African institution) to do some advocacy training with the municipal teams early next year CAFS will most likely be in a position to do some more advocacy training by then, since SARA is planning the first transfer of advocacy skills in May with CAFS staff and in September, CAFS will train a group of FPA program officers and others from 10 different countries in the region It would be a shame to miss this opportunity to use our influence and to double our investment without doubling the cost

General HPN Matters

Ray Kirkland expressed a desire to plan and schedule some dedicated time at REDSO to identify ways that SARA and REDSO can collaborate more effectively He also feels a need to be informed more regularly of SARA's activities especially since SARA has a regional focus and REDSO has a regional workplan with similar goals Ray would like to maximize the effects we have and not duplicate them We agreed that several days in the period mid-August to mid-September would be an ideal time for SARA to work with REDSO since most of the technical HPN staff will be back from home leave, etc and Ray hopes to have filled the vacancies on his staff by that time The tentative plan is for a three day working meeting with one or two SARA representatives to

- ◆ review where we are on activities that overlap
 - ◆ meet with each REDSO activity manager to identify and discuss areas of collaboration
 - ◆ identify capacity building activities
-

Nairobi

- ◆ discuss and refine dissemination activities

Renu introduced an idea of a bulletin that could be circulated on email to inform missions, REDSO, CAs, African institutions, etc who is doing what in Africa Ray was interested but cautious—indicating that whatever is introduced has to be relevant to the audiences or no one will read it because too much information already exists

Ray mentioned that one of the most valuable products produced by HHRAA/SARA he thinks are the strategic frameworks He sees everyone using them in missions, REDSOs and always finds himself referring to them when visiting missions

Networking and Resource Center

Sophia Ladha, health network coordinator, is in charge of implementing REDSO's networking initiative described in the document entitled, *Doing Business Differently* In addition, she is working on establishing an electronic bulletin board for all the CAs and REDSO in Nairobi Initially the bulletin board access will be limited to those in Nairobi, but Sophia hopes to open it up to USAID and other non-resident CAs in the near future as the project continues Sophia also produces a bulletin on paper that outlines the activities in the region—conferences, workshops, projects, etc This goes to missions, African partners as well as the CAs

Sophia also described REDSO's resource center They have two categories of materials

- ◆ USAID project papers/documents/scopes of work
- ◆ Technical material related to REDSO's focus areas

Renu sent her the HHRAA annotated bibliography to ensure that she has everything they need from HHRAA/SARA.

Health Care Financing

Dan Kraushaar was out of town the week Renu was at REDSO, however, she did leave him some material and suggestions on how SARA and REDSO might move forward on planning the design meeting for a consultants training

Kalimi Mworira, IPPF

Advocacy, Women's Empowerment, Youth

Debbie Gachuhi arranged a meeting with Kalimi Mworira who is in charge of advocacy for IPPF/Africa Region She is a dynamic woman with lots of ideas and enthusiasm Indeed, she is an advocate and understood HHRAA/SARA's plans to transfer

advocacy skills to the region. She was very interested to learn about the advocacy training SARA is conducting with CAFS. In general, she was very supportive of the newly structured CAFS and thinks, from what she has seen, that Pape Syr is an excellent leader. She is interested in working with him and sees advocacy as a potential avenue to pursue.

She has funds to use for advocacy training. IPPF had planned to develop an advocacy training for their FPAs, but since CAFS is developing the advocacy skills, Kalimi thinks it would be very valuable for IPPF to use CAFS to do their training. She has funding and will seriously consider supporting participants to attend advocacy trainings run by CAFS.

We discussed the first training workshop that CAFS would conduct with SARA assistance before September. Kalimi and Debbie thought that training key FPA program officers in different countries would satisfy SARA's need to train a cadre of advocacy resource persons in various countries because FPAs are mandated to work with other organizations in their respective countries that are involved in the same field. Immediately Kalimi could identify the staff person most suited for advocacy training in most of the FPAs. She was cautious in suggesting any volunteers, though she knew one or two committed individuals who would benefit from advocacy training and do not require payment to do advocacy work—individuals who could become catalysts for advocacy in their respective countries.

Renu encouraged Kalimi to develop a relationship with the CAFS leadership and advocacy team. She offered to be a resource person for the advocacy workshop and would like to attend some of the sessions if there is room. Renu thinks she will be a valuable resource for CAFS, both in terms of her knowledge of advocacy and reproductive health issues relating to women's empowerment and youth initiatives as well as her position as a source of market funds for advocacy training in the region.

Meetings with Lawrence Gikaru

The transition from Information dissemination coordinator to consultant will be a challenging time for Lawrence Gikaru. Renu spent as much time as possible with Lawrence helping him to understand how his role as Information Dissemination Coordinator at CRHCS and his role as an independent consultant assisting the SARA Project will be very different. As Renu mentioned to him, consultants provide short term assistance—the best consultants work themselves out of one task so they are free to move on to other tasks.

The dissemination centers will need some assistance in implementing their newly developed workplans. As SARA's consultant, Lawrence's task will be to give guidance and offer suggestions but not to develop the workplan or do the work for

Nairobi

them In addition, we anticipate that he will be able to help us in other areas in the region as they arise We anticipate including him in the CAFS advocacy training to give him more exposure to the concepts and activities involved in advocacy

Appendix A Dissemination Centres Update

Dissemination Centres *Update*

No.3

March 1997

Zimbabwe Host for Experiences Sharing, Evaluation Workshop

Welcome to the third issue of the *Dissemination Centres Update* and to the ECSA Information Dissemination Network workshop hosted by the Dissemination Centre in Zimbabwe. The workshop which will provide a forum for the dissemination centres to share their experiences and to evaluate their work marks an important step in the growth of this innovative network in the region. The workshop will be held at the Holiday Inn Harare, 17-21 March 1997. One key issue that the workshop will look into is the development of strategies to sustain the activities of the dissemination centres which is an area of concern to a majority of the centres. This issue carries highlights of activities that the centres have undertaken in information dissemination and advocacy. Two centres - Zimbabwe and Uganda - held two very successful dissemination seminars for policy makers. Five centres featured in a panel discussion at the WHO/AFRO-sponsored 5th AHILA Congress that discussed the approach that the network is using in information dissemination. Majority of the centres continued to make progress though for a few centres problems such as changes in personnel and delays in accessing funds were a drawback to the progress of their work.

Highlights from the Centres

A one day seminar to raise awareness on the consequences of unsafe abortion among decision makers organized by the Task Force from the Dissemination Centre in Zimbabwe in collaboration with the Ministry of Health sparked debate on the magnitude of unsafe abortion in Zimbabwe in the nation's media with respondents disputing the figures given by researchers. The seminar which included plenary sessions, panel discussions, and group work formulated action plans in two areas: social consequences and medical consequences. In collaboration with a theatre group in Zimbabwe the centre has produced a play titled 'DON'T', that revolves around the problems of pregnancy and unsafe abortion in the country.

The **Tanzania Food and Nutrition Centre** is embarking on a programme that will raise awareness on the National Plan of Action for Nutrition in its dissemination and advocacy activities. The NPAN

is a national comprehensive document that articulates the strategies and actions needed to achieve the country's national goals in nutrition. The plan is derived from the National Food and Nutrition Policy adopted by the Government in 1992. One of the planned activities is a seminar for key media personnel that will not only raise awareness among this influential group of the key issues articulated in the policy but also among the general public from the resulting coverage in the media.

Malawi has produced bibliographies on nutrition and adolescent health that has been distributed nationally. The centre is planning to hold a policy dissemination seminar on maternal mortality in April 1997.

CEDHA in Tanzania has embarked on the production of a mini-manual on adolescent reproductive health that is being compiled from information gath-

ered in the country. The mini-manual will be an important resource for schools once published.

Swaziland is the latest Centre to get hooked up on e-mail. Its address is Nelisiwe@swmoh.nshealthlink and the contact person is Ms Nelisiwe Sikhosana.

Kenya is in the final stage of the production of an annotated bibliography on nutrition that documents information on nutrition for the past 10 years. Once produced, the bibliography will be a resource for researchers, programme planners and managers. In the area of repackaging of information, the Centre has identified two reports of national significance for repackaging in order to make information contained in them more easily accessible. One report is on adolescent health and the other is on maternal mortality in the country. The Centre used a team approach that incorporated a researcher, authors of the reports and a science writer in repackaging the reports, which ensured that the simplified products retained their technical integrity. The report on maternal mortality will form the basis for a policy dissemination seminar planned in the early part of this year.

A research report on the causes of maternal mortality in **Uganda** compiled by the **Child Health and Development Centre** formed the main background material for a **Research Dissemination Seminar** that was organized by the Dissemination Centre in Uganda in October last year. The seminar, which was opened by the Director-General of the Ministry of Health, Dr Kihumulo Apuuli, brought together researchers, senior policy makers, programme managers, and donor agencies among other participants. The outcome of the seminar was a set of action plans to address the causes of maternal mortality in the country.

Joachim Didon from **Seychelles** reports very high returns from the questionnaires sent together with the booklets on the complications of unsafe abortion in sub-Saharan Africa. He had received more than 50 questionnaires by the end of 1996 out of about 100 booklets distributed. Any higher rates of return?

Norah Mumba is the new coordinator for the Centre in **Zambia**. Norah took over from Regina

Shakakata who has taken up a position with the WHO in Zambia. Regina pledged to continue supporting dissemination activities in her new position with the WHO Zambia Medical Library which runs one of the most extensive electronic networks in the region, plans to put the ECSA Information Dissemination Network in cyberspace with the development of a web site on the internet. The Centre has featured the work undertaken in ECSA on the Complications of Unsafe Abortion in two issues of *Zambia Health Information Digest* which it co-publishes with the Ministry of Health.

AHILA Congress

Five Dissemination Centres featured at a panel discussion on the ECSA Information Dissemination Network held during the WHO/AFRO-sponsored 5th AHILA Congress held in Congo, Brazzaville September 20-27 1996. The panel discussion that discussed the various strategies that the centres are using to make information readily accessible to various audiences was introduced by **Lawrence Gikaru** and was followed by contributions from **Nancy Kamau** (Kenya), **William Kazembe** and **Ralph Masanjika** (Malawi), **Wilson Lendita** (Tanzania), **Fred Kalyowa** (Uganda), **Regina Shakakata** (Zambia) and **Helga Patrikios** (Zimbabwe). The topics covered by the panelists included building partnerships for information dissemination, problems of acquiring grey literature, disseminating information through the mass media, reaching policy makers through electronic networks, special products for decision makers, and utilization of information by professionals. **Judy Brace** from the SARA Project was one of the participants. The Congress attracted more than 100 participants from all over Africa with representatives from Europe and the United States.

Judy Brace, SARA Dissemination Manager who has made major contributions in the establishment and growth of the ECSA Information Dissemination Network retired at the end of February 1997 after a career in information, dissemination, communication and development work spanning more than three decades. Best wishes to Judy on her retirement. **Renuka Bery**, the Dissemination and Advocacy Coordinator for the SARA Project is our new contact. Welcome aboard Renu.

ECSA Dissemination Centres

Evaluation Workshop

Participants List

Name	Designation	Address/Tel/Fax/E-mail
Bobana Badisang	Documentalist	National Institute of Dev Research and Documentation P/Bag 0022 Gaborone, Botswana Tel 267 355 2925/7 Fax 267 357573 E-mail NIR @Bot.Healthnet Org/ badisang@noka ub bw
Renuka Bery	Dissemination and Advocacy Manager	SARA/AED 1255 23rd St N W Washington D C 20037 Tel 202 884 8985 Fax 202 884 8701 E-mail rbery@aed org
Leda Chelangwa	Trainer and Health Learning Materials Designer	Centre for Educational Development in Health PO Box 1162 Arusha, Tanzania Tel 255 57 8281/2217 Fax 25557 2609 E-mail Cedha@arcc Permanet org
Debbie Gachuhi	SANA Field Advisor	SANA/AED PO Box 21529 Nairobi, Kenya Tel 254 2 710674 Fax 254 2 710674 E-mail dgachuhi@users africaonline co ke
Lawrence Gikaru	SARA/CRHCS Information Dissemination Project Coordinator	PO Box 12313 Nairobi, Kenya Tel 254 2 242554 Fax 254 2 251797

Appendix B Participants List

Benedict Jeje	Director, Nutrition, Policy and Planning	Tanzania Food and Nutrition Centre, PO Box 977 Dar es Salaam, Tanzania Tel 255 51 118137/9 Fax 255 51 116713 E-mail TFNC@Costech gn apc org
Fred Kalyowa	Librarian	Child Health and Development Centre, Makerere University, PO Box 6717, Kampala, Uganda Tel 256 41 541684/530325 Fax 256 41 531677 E-mail CHDC@Uga Healthnet org / torch@imul com
William Kazembe	Documentation Officer	Ministry of Health and Population, PO Box 30377 Lilongwe, Malawi Tel 265 783044 Fax 265 783109
Magava Manoty	Principal Lecturer	Curriculum Examinations and Distance Education, PO Box 7711, Causeway, Harare, Zimbabwe Tel 263 4 741422/4
Margaret Mathai		KEMRI PO Box 54840 Nairobi, Kenya Tel 254 2 713678/722541 Fax 254 2 720030 E-mail KemriLib@Ken Healthnet Org
Thandiwe Motsomane	Senior Professional Nurse	Department of Health P/Bag x 828 Pretoria, 0001South Africa Tel 27 12 3120186 Fax 27 12 0217960

Appendix B Participants List

Edward Mujera	Outreach Librarian	University of Zimbabwe Medical Library PO Box MP 45 Mt Pleasant Harare, Zimbabwe Tel 263 4 791631 Fax 263 4 795019 E-mail EdMujera@Healthnet Org
Norah Mumba	Medical Librarian	University of Zambia Medical School Librarian PO Box 50110 Lusaka, Zambia Tel 260 1 250801 Fax 260 1 253952 E-mail NMUMBA@Library.unza.zm
Edward Muttu	Chief Press Officer	Ministry of Information PTC PO Box CY 825 Causeway, Harare, Zimbabwe Tel 263 4 703891/792957 Fax 263 4 736910
Dr Wangoi Njau	Executive Secretary	Centre for the Study of Adolescence PO Box 19329 Nairobi, Kenya Tel 254 2 562901/570254 Fax 254 2 562901
Thokozile Nkabinde	Information Manager and Documentalist	Health Systems Trust 504 General Building Durban 4001, South Africa Tel 31 307 2954 Fax 31 304 0775 E-mail thoko@healthlink.org.za
Prof Norman Nyazema		Department of Clinical Pharmacology PO Box A 178 Avondale, Harare, Zimbabwe Tel 263 4 791631 Ext 118 Fax 263 4 708015 E-mail Blair@Healthnet.zw

Appendix B Participants List

Helga Patrikios	Deputy University Librarian	University of Zimbabwe Medical Library PO Box MP 45 Mt Pleasant Harare, Zimbabwe Tel 263 4 791631 Fax 263 4 795019
Fabian Pesana	Ag Director	Ministry of Higher Education PO Box UA 275 Union Avenue Harare, Zimbabwe 263 4 796440-9
Susan Settergren	Senior Policy Analyst	PO Box 12194 Research Triangle Park NC 27709-2194 USA Tel 919 688 7837 Fax 919 541 6621 E-mail sks@rti.org
Sylvia Shao	Principal Librarian	Tanzania Food and Nutrition Centre, PO Box 977 Dar es Salaam, Tanzania Tel 255 51 118137/9 Fax 255 51 116713 E-mail TFNC@Costech.gn.apc.org
Mondli Sibanda	Assistant Librarian	University of Zimbabwe Medical Library PO Box MP 45 Mt Pleasant Harare, Zimbabwe Tel 263 4 791631 Fax 263 4 795019
Lungile Simelane	Health Planner	Ministry of Health PO Box 5, Mbabane, Swaziland Tel 268 424311/44296 Fax 268 44296/42072 E-mail Lungile@SWMOH.NSHEALTHLINK

Appendix B Participants List

Flavie Simon	Statistical Officer	Ministry of Health Mont Fleuri PO Box 52 Mahe, Seychelles Tel 278 388000 Ext 8162 Fax 278 224792
Louise Sserunjogi	Nutritionist	Child Health and Development Centre Makerere University, PO Box 6717, Kampala, Uganda Tel 256 41 541684/530325 Fax 256 41 531677 E-mail CHDC@Uga Healthnet org/ torch@imul.com

Appendix C: Workshop Timetable

TUESDAY, MARCH 18, 1997

8 30-8 45	Feedback from Steering Committee Administrative Matters	L Gikaru
8 45-10 30	Country Reports	Participants/ D Gachuhı
10 30-10 45	Tea/Coffee Break	
10 45-12 45	Country Reports	Participants/D Gachuhı
12 45-2 00	Lunch	
2 00-3 30	Synthesis of Issues	D Gachuhı
3 30-3 45	Tea/Coffee Break	
3 45-5 00	Synthesis of Issues	D Gachuhı
5 00-6 00	Steering Committee Meeting	
6 00	Depart for U of Zimbabwe—Drama	

WEDNESDAY, MARCH 19, 1997

8 30-8 45	Feedback from Steering Committee Administrative Matters	L Gikaru
8 45-9 45	Dissemination Centre Issues	
9 45-10 30	Advocacy Modules	R Bery
10 30-10 45	Tea/Coffee Break	
10 45-12 45	Advocacy	R. Bery
12 45-2 00	Lunch	
2 00-2 45	Advocacy and Post Abortion Care	S Settergren
2 45-3 30	Advocacy	R Bery
3 30-3 45	Tea/Coffee Break	
3 45-5 00	Advocacy	R Bery

Appendix C Workshop Timetable

5 00–6 00 Steering Committee Meeting

THURSDAY, MARCH 20, 1997

8 30–8 45 Feedback from Steering Committee
Administrative Matters

8 45–9 15 Malawi Country Report W Kazembe

9 15–10 30 Sustainability D Gachuhi

10 30–10 45 Tea/Coffee Break

10 45–12 45 Sustainability D Gachuhi

12 45–2 00 Lunch

2 00–3 00 Group Reports on Sustainability

3 00–3 30 Advocacy Role Plays D Gachuhi

3 30–3 45 Tea/Coffee Break

3 45–5 00 Advocacy Role Plays Participants

5 00–6 00 Steering Committee Meeting

7 00 Get Together

FRIDAY, MARCH 21, 1997

8 30–8 45 Feedback from Steering Committee
Administrative Matters L Gikaru

8 45–9 30 Advocacy Role Plays Participants

9 30–10 30 The Way Forward D Gachuhi

10 30–10 45 Tea/Coffee Break

10 45–12 30 Workshop Evaluation D Gachuhi

12 30–12 45 Workshop Closing

Workshop Evaluation

ECSA Information Dissemination Evaluation Workshop

Participants were asked to evaluate the workshop by writing their comments on cards for each of the following topics

Pre-workshop Arrangements

Workshop Administration

Workshop Objectives

Venue

Workshop Methodology

Steering Committee

Facilitation

Duration

Knowledge/Skills Acquired

Change the Next Time

Most Useful

All in All

Pre-Workshop Arrangements

Good /////

Made me comfortable

Fine

Delayed information for the workshop

There is room for improvement

Invitation letters reached some late

Fine—what was required from DC was clearly articulated

Was not too good

Did not have enough time to prepare information

Not enough time to prepare for travel

Could have been better

Not good to leave it to one person

Appendix D Workshop Evaluation

Information came in time, but travel per-diem very late
Got muddled up with long list of demands from CRHCS
Very good, we were met at the airport
Very sufficient—enough information
Very distressing as I did not have all the information about the workshop But
things became better after receiving the package from Arusha

Workshop Administration

Was very efficient
Good secretariat
Timetable could have been more user friendly
On the whole, very well organized and cheerful administration—no flaying of
tempers—understanding
Was reasonable and good, especially the conditions that were created for such
discussions
Excellent
Fine—room for improvement
Was good
No comment
Was informative
Tried their best
Very good Allowances peanuts
Fair
Reasonable
Debbie has what it takes—educator, moderator, facilitator, efficient,
encouraging without slave-driving Brilliant personality

Workshop Objectives

Initially were not very clear but as the workshop progressed, it became clear
Clear, achievable
Met //
Few and very realistic ///
Achieved ////
Brilliant because participants were actively involved in setting professional
and personal objectives well achieved
Too broad, they could have been specific—measurable
Excellent

Appendix D Workshop Evaluation

Venue

Ok
Good ///
Fine
Suitable
Very convenient and comfortable
Excellent
No comment
Ventilation terrible
Would have preferred more open space
Too much boxed in
Good room, good meals, poor conference facility
Hotel was excellent, meeting room had poor ventilation, too squeezed
Could have done with alternative
More space needed for exhibition inside the workshop room would have kept things together
Almost ideal except meeting room was like a refrigerated coffin
Floor dimensions were alright to keep the group together
Just right for this workshop
I had no problems with the venue as a whole but the conference room was a bit uncomfortable
Poor ventilation

Workshop Methodology

Very well thought out Excellent
Brilliant idea—never used it before
Very involving but the wasting
Participatory method was very good
Cards ok
Excellent ///
Sometimes it got oppressive (overdone) but yielded good results
Idealistic and relevant
Was perfect
Did indeed encourage better participation It was very useful
A brilliant idea to get everybody involved and participating
Very good and made the whole exercise participatory
Fine ///
Very good and appropriate
Took too long to get things done, did not consider participants knowledge and experience

Appendix D Workshop Evaluation

Steering Committee

Very appropriate
No comment
Very useful
Participatory
Ok I guess
A brilliant idea I shall copy Hope there is no copyright
Innovation was democratic
Fine
Very good, involved everybody ///
Brilliant idea in participation //
Facilitated participation—did not leave anyone out—very good
Performed very well
Most appropriate—good for formative evaluation
A brilliant idea to give feedback of every previous day's work
Was very useful in restructuring the programme
Professional expertise in facilitator inadequate

Facilitation

Very productive
Excellent /////
Very encouraging
Could be better, room was too small
7 out of 10
User friendly and accommodative
Not bad, but there is room for improvement
Very professional and the breaks were good
It would have been better to have an idea of the whole timetable
I liked the facilitation They were time conscious and chipped in some
amusements
Very good, I admired it
Learnt a lot
It was good

Duration

Enough for the workshop
Good considering the expense
Was skeptical at first but 5 days turned out to be optimally utilized
Long enough
Ok to enable us to finish this programme

Appendix D Workshop Evaluation

Short—7–10 days are more convenient

Inadequate

Adequate

Too short for the objectives to be met

Adequate for the work done

Just enough

Fine

Was enough

Adequate

Perfect

May be for now the duration of 1 week could be justified but in future some of the days could be used to empower us differently

Knowledge/Skills Acquired

A bit of turbulence on the first day of advocacy but later stabilized and sank in

Advocacy skills, sustaining programmes, planning for effectiveness

Advocacy and all relevant skills for dissemination

Networking

Everything

Advocacy, planning, SARA's position

Knowledge skills, workshop was an eye opener for me, shared experiences

7/10

Advocacy skills—plenty acquired

Relevant skills acquired

Improved the advocacy skills—i.e. how to deal with the media

A lot on everything

Acquired management of information

Advocacy skills

Sufficient

Advocacy//

Advocacy useful but too much time spent on it, needed more areas

The method of dealing with 1 chapter per group was good

Change the Next Time

Venue Kampala

Venue ////

Duration of 10 days

Per diem higher, cocktail in different venue—to Swaziland in March 1998

Hotel service (room) terrible

Spend more time on advocacy

Facilitators

Appendix D Workshop Evaluation

Provide a cold buffet for lunch to save time and feed all participants well
Seychelles for 10 days
Need time to think
Duration
Per diem //
End of March is a bad timing for those with end of fiscal year ending
March 31
Cheaper accommodation (but comfortable)

Most Useful

The concept of self sustenance
Advocacy /////
Sustainability of the project important to know ////
Participatory approach //
Networking ///
Planning for sustainability
Information about dissemination and advocacy skills
Getting to know what other people are doing
Self evaluation in advocacy
Advocacy to participatory approach

All in All

Benefitted a lot for the workshop and have gained and discovered a family
Good
Was beneficial to participants //
Good and informative workshop good sharing and networking
Good
Excellent
Very good
Energizers—lovely
Was info-taining
Ok
Good
Well done, congratulations!!
7/10 Hooray!!
Participatory
Very participatory and informative
Marvellous
Course directors were excellent
Include skill acquisition

*Appendix E Zimbabwe Dissemination
Center Sponsored Play DON'T*

Appendix E

Zimbabwe Dissemination Center Sponsored Play: *DON'T*

In September 1996, the Zimbabwe dissemination center, in collaboration with the Ministry of Health, organized a seminar for policy makers on the consequences of unsafe abortion. Using the policy booklet developed by CRHCS as well as other documents on maternal mortality, the seminar generated open discussion on a sensitive topic. This event was well attended by the health community in Zimbabwe and covered extensively in the mass media.

After the seminar, the dissemination center staff and task force explored various ways to keep the discussion of unsafe abortion in Zimbabwe. They decided that a drama, performed throughout the country about the consequences of unsafe abortion, might help to keep the dialogue alive as well as spread the messages to other parts of the country. Members of the dissemination center and the task force met with women's groups in Zimbabwe to discuss the idea and to develop a work plan.

Task Force Member Norman Nyazema and Dissemination Coordinator Mondli Sibanda contacted a well respected street theatre group in Bulawayo with a proposal to develop a drama based on the policy booklet. Using funds from the SARA purchase order, the theatre group developed a play called, *Don't*. The Dr. Nyazema and Mr. Sibanda reviewed the script and made changes they thought were necessary during the development phase of the project. When the play was being rehearsed, the two men traveled to Bulawayo to see a rehearsal. The play was premiered during the ECSA Dissemination Center workshop which was held in Harare in March.

The play was excellent and well received though it focused more on the reproductive health problems facing adolescents rather than on the consequences of unsafe abortion. It told a story of two adolescents in secondary school who were pressured by their peers into having sexual relations despite the fact that they were reluctant and had been taught at home to wait. Still, fearing that they would lose each other to someone else, they had sex without any contraceptive protection which resulted in the young girl getting pregnant. The boy went into denial and did not see this pregnancy as his problem, the girl told her parents and was thrown out of the house, she went to the boy's family and both children were thrown out of the house. The boyfriend fled to South Africa, leaving his pregnant girlfriend to deal with the consequences. Despairing, the girl went to see her friend's sister, a local prostitute, who recommended a back alley abortionist. The young girl's parents discovered that their daughter lay bleeding to death after a botched abortion and helped her get to a hospital. She survived but would never be able to have children.

The play was well directed and well acted. It was quite fast and upbeat using a lot of music and singing which was also performed by the actors. Although most viewers agreed that the end of the play was abrupt and needed some work, we recognized that the actors had rushed to complete the play in time for the ECSA workshop. The play is an excellent tool to stimulate discussion around a number of issues: the consequences of unsafe abortion, sexuality, adolescent

reproductive health, family planning, peer pressure, and many other issues affecting adolescents in Zimbabwe. It would be good to train the actors to facilitate these discussions as well as teachers or health workers who might sponsor the showing of the play.

The theatre group has already made a video tape of this play. The Zimbabwe dissemination center plans to disseminate this tape to groups involved in adolescent reproductive health issues. Several of the dissemination centers from other countries in the region were excited about the play and thought they could disseminate copies in their countries as well. In addition, the group hopes to be able to get the Zimbabwe television station to broadcast this program on television.

Renuka Bery of the SARA Project invited Susan Settergren of the POLICY project and Michelle Folsom of REDSO/ESA to the workshop to help them understand the dissemination centers and to assess how they might be able to work with these dissemination centers. Susan was able to attend part of the workshop and the play. She felt it was a terrific advocacy tool and immediately started discussing with the Zimbabwe dissemination center various ways in which the drama could be effectively disseminated.

Over the past four to six weeks, many different strategies have been discussed by different projects, organizations and the dissemination centers themselves. Some general ideas are listed below.

- Revise the end of the production to raise the issues surrounding PAC and the complications of unsafe abortion.
- Use the play as an advocacy tool to raise awareness about adolescent reproductive health issues, particularly postabortion care. Use the video tape that has already been produced by the theatre group or produce a higher quality tape that could be disseminated throughout the region as well as through the mass media. Develop a radio drama based on the play to reach a wider, more rural, less affluent audience.
- Build on the existing facilitation skills of theatre group members so that they will automatically lead discussions with the audience following the performance.
- Hire the theatre group to train other local theatre groups in different countries in the region. In addition to delivering the play, train the actors to facilitate discussions around the themes that are introduced in the play and invite the audience to help develop solutions.
- Use the discussions following performances to collect qualitative data about the issues and concerns of the audiences around these subjects (abortion, pregnancy protection, reproductive health, etc).
- Involve women's organizations and identify trainers to conduct focus group discussions following the play.

- Send the script writer or representatives from the theatre group to train other theatre groups throughout Zimbabwe and then expand the program to include theatre groups throughout the region
- Sponsor a theatre contest to encourage groups to develop plays around a particular theme Give them the same materials to work with and have a festival in which the winner's production will be video taped and presented on television

*Appendix F Memorandum of Understanding
between CAFS and SARA*

**Memorandum of Understanding
between
The Centre for African Family Studies (CAFS)
and
Support for Analysis and Research in Africa (SARA)**

Background

Over the past few years, the SARA Project has worked with African Institutions and partners to generate research findings and present information to decision makers in appropriate forms. Recognizing that this has not been enough to change policies and programs, SARA reviewed the process of policy change, identifying three activities that precipitate change when they converge: identifying problems, finding solutions and advocacy. While defining problems and exploring alternative solutions have long been used to promote change, the need for systematic and iterative advocacy in this process has been less well understood. As we and our colleagues in Africa recognized more fully the need for advocacy, we found few existing introductory materials to use. Thus, SARA developed a set of training modules to transfer advocacy skills. However, SARA does not have the resources to meet the demand for advocacy training.

Thus, SARA has investigated regional African institutions that would be interested and positioned to invest in an advocacy training role, thinking that skills should be located in two institutions to serve the needs of Anglophone and Francophone countries in sub-Saharan Africa. In the ECSA region, SARA identified CAFS as the most suitable institution in which to transfer advocacy skills. CAFS has just reorganized and is developing a market-driven strategy for sustainability and services in the region and sees the advantage of being a Centre of excellence for advocacy training. In West Africa, CESAG has been identified as the key collaborating organization for the Francophone countries. However, since CAFS has the added advantage of a West African office, SARA hopes that opportunities will arise for collaboration between CAFS Lome and CESAG.

A constraint in this process is the uncertainty of SARA's future. At this time, the SARA project is scheduled to finish at the end of September, 1997 unless an extension is granted. Because the SARA project cannot commit human or financial resources beyond this date, to ensure the success of this skills transfer process, SARA and CAFS can only agree to the process outlined below. It is agreed, however, that if the project is extended, CAFS and SARA will develop a more comprehensive plan to enhance this first fundamental phase of developing advocacy skills in the region.

Purpose

To stimulate advocacy for changing reproductive health policies and programs through a cadre of trained African resource persons.

Objectives

- 1 To transfer advocacy skills to CAFS staff and consultants,
 - CAFS and SARA will develop a budget jointly (March 31)*
 - CAFS will identify 5 trainers (future consultants) to attend workshop (April 15)
 - CAFS will organize logistics for skills transfer training (May 1)
 - SARA will organize and implement skills transfer training for CAFS staff and 5 consultants (staff will include all technical staff from Nairobi and Lome as well as the director, Carol, and the Lome Liaison, the consultants being trained will be part of the CAFS pool of consultants) (May 19-23)

- 2 To train a cadre of master resource persons (two persons from 10 countries) who can serve as advocacy trainers, facilitators and resource persons for their organizations in their respective countries,
 - CAFS and SARA jointly will develop criteria to identify master resource persons to be trained (March 31),
 - CAFS will identify potential master resource persons to be trained, (draft list April 15)
 - CAFS and SARA will jointly finalize the master resource persons to attend the training,(May 15)
 - CAFS will propose to SARA two possible weeks (before the end of September) for the second workshop, (May 15)
 - CAFS will draft a letter to send to prospective participants (May 15)
 - CAFS will finalize and send letter to prospective participants inviting them to the workshop,(May 31)
 - SARA will assist CAFS staff and consultants in developing and implementing an advocacy training for 20 master trainers/resource persons, (ongoing)
 - CAFS will plan, organize and implement advocacy training for master resource persons, (ongoing)
 - CAFS and SARA jointly will develop a budget for this workshop,(first draft to SARA by April 15, finalized by May 1)
 - CAFS will provide a list of contacts to SARA for potential funding, (April 15)
 - SARA will secure funding for the master resource persons training as specified in the budget, (ongoing)

- 3 CAFS will make a commitment to assist the trained master trainers in the 5 most promising countries to organize an advocacy event in that country by December 1998
 - CAFS will prepare a follow-up implementation plan to assist the trained master resource persons in the 5 most promising countries to organize an advocacy event in that country by December 1998 This plan will also explore opportunities for integrating the other 5 country resource persons into these activities

* Dates listed indicate when the activity will be completed

Follow-up and evaluation within the time constraints

Unless the SARA project is extended, the project cannot guarantee either long-term evaluation or follow-up assistance beyond September 1997. SARA is committed to working closely with CAFS to ensure the successful transfer of advocacy training skills. So, within the six month time frame, SARA will provide the technical assistance CAFS requires to design and implement the master training. Both workshops will be evaluated to determine whether the workshop objectives have been met and knowledge has been successfully transferred as well as to gauge the participants' plans to apply this new knowledge in their respective countries.

As mentioned, CAFS and SARA are interested in institutionalizing advocacy training and building an ever-growing network of advocacy trainers and resource persons in the region. Such an expanded vision cannot be implemented successfully in six months. CAFS recognizes that such an expansion will require a three to five-year commitment which will include time and funding to develop properly a proposal and focused set of activities in order to achieve results. If SARA's funding is extended, the third objective in this memo has been designed to be expanded--providing the link to future collaboration between SARA and CAFS in promoting advocacy skills and activities in the ECSA region.