

PD-ABH-503

85936

**TRIP REPORT**

**BURKINA FASO, MALI, NIGER**

**Peter Gottert**  
**May 2 - 21, 1993**

**NUTRITION COMMUNICATION PROJECT**

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

This activity was carried out through support from the United States Agency for International Development, Office of Nutrition, under contract DAN-5113-Z-00-7031-00 (Project 936-5113) with funding from the Africa Bureau through PIO/T No. 936-5113-8361130 and PIO/T No. 698-0421.95-3-031101 and USAID/Ouagadougou through PIO/T No. 686-0275-00004.

## TABLE OF CONTENTS

EXECUTIVE SUMMARY . . . . .	1
I. INTRODUCTION . . . . .	2
II. BURKINA FASO . . . . .	2
III. MALI . . . . .	9
IV. NIGER . . . . .	12

### APPENDICES

Appendix A: Minutes of Niger Project Coordinating Committee Meeting

Appendix B: List of Contacts - Burkina Faso

Appendix C: List of Contacts - Mali

Appendix D: List of Contacts - Niger

## **ABBREVIATIONS**

<b>AED</b>	<b>Academy for Educational Development</b>
<b>AID</b>	<b>Agency for International Development</b>
<b>DEP</b>	<b>Direction d'Etude et Planification</b>
<b>FAO</b>	<b>Food and Agriculture Organization</b>
<b>HKI</b>	<b>Helen Keller International</b>
<b>IEC</b>	<b>Information, Education and Communication</b>
<b>KAP</b>	<b>Knowledge, Attitudes and Practices (Survey)</b>
<b>MOH</b>	<b>Ministry of Health</b>
<b>MSP</b>	<b>Ministère de la Santé Publique</b>
<b>NCP</b>	<b>Nutrition Communication Project</b>
<b>PVO</b>	<b>Private Voluntary Organization</b>
<b>TA</b>	<b>Technical Assistance</b>
<b>TAACS</b>	<b>Technical Advisor for AIDS and Child Survival</b>
<b>TACS</b>	<b>Technical Advisor for Child Survival</b>
<b>TOT</b>	<b>Training of Trainers</b>
<b>UNICEF</b>	<b>United Nation's Children's Fund</b>
<b>USAID</b>	<b>United States Agency for International Development</b>
<b>VAT</b>	<b>Village Animation Teams</b>

## **EXECUTIVE SUMMARY**

At the request of the USAID mission in Burkina Faso, Mali and Niger, Peter Gottert, Program Officer for the Nutrition Communication Project (NCP) at the Academy for Educational Development (AED), made a technical assistance visit to these three countries from May 2 - 21, 1993.

In Burkina Faso, Gottert met daily with MOH Project Director, Douamba Parfait and his team to review the work plan and budget for activities through September 1994, the project end date. The team discussed preparations for 16 Provincial and 2 Training of Trainers workshops for 320 health workers scheduled to begin in June. The workshops will teach a 5-step counseling approach set forth in a two part guide, "Communautés en Bonnes Santé", which NCP/Burkina and Mali recently completed. Training consultant Duran-Bordier is designing the training module for the workshops. The training will coincide with the beginning of the new nutrition radio drama.

During the visit, Gottert and materials consultant, Nemat Kazemi, met with the print shop to review technical specifications for an experimental family activity card that will be printed and introduced in two provinces during the training. TAACS Officer Alrutz met with Gottert several times to reassess the overall program budget and study expenses to date. Alrutz and Gottert drew up a financial plan for the NCP program through the project end date. Alrutz and Gottert briefed the Mission Director, Tom Luche, on the status of NCP's Burkina program.

During a three day visit to Mali, Gottert, Local Coordinator, Robin Anthony and NCP consultant Dandara Kanté briefed USAID Mission Director, Charles Johnson, and members of his staff on the overall structure of NCP's program and the results of the midterm evaluation carried out in Macina in January. At the briefing, Johnson assured the NCP team that the Mission had earmarked Child Survival funds for Phase III activities and was eager for NCP's program to continue without further delay.

Gottert and Anthony met with the Centre National de l'Information, Education, et Communication pour la Santé (CNIECS) project team for a final analysis of the pretest results for counseling cards that NCP developed to assist community health workers. NCP will print the counseling cards in Washington. The CNIECS team also conferred on the radio drama broadcast due to begin in early July.

UNICEF/Bamako has agreed to participate financially with NCP on the development of a teacher's activity guide. During the initial phase of this activity, UNICEF will pay for production costs and NCP will cover consultant fees. Gottert and Anthony met briefly with UNICEF nutrition officer, Ellen Barclay, who outlined UNICEF's 5-year nutrition plan and expressed an interest in expanding collaboration with NCP in 1994 to develop materials that can be used in the northern departments of Mali.

The principal goal of Gottert's visit to Niamey was to review and finalize the Phase II strategy, brief Dr. Brah Ferdows, the new Local Coordinator, on NCP's approach to nutrition communication and assist with nutrition materials development.

With the assistance of USAID TACS Officer, Sylva Etian, Gottert met the project Coordinating Team to set up an activity calendar through August 1993. Gottert and health educator, Habou Kala, met on several occasions to review and organize the slides that had been taken in April as a first step towards developing images for counseling cards.

During Gottert's visit, the PIO/T for Phase II was sent from USAID/Niamey to the MOH to be signed by ministry officials. A delegation from the MOH Coordinating Committee and Child Survival Officer Nancy Lowenthal met with the MOH Director of Studies and Planning (DEP) to brief her about proposed Phase II activities and the results of the Mini-Project evaluation.

## **I. INTRODUCTION**

Peter Gottert, Program Officer for the Nutrition Communication Project (NCP) at the Academy for Educational Development (AED), made a technical assistance visit to Burkina Faso, Mali, and Niger from May 2 - 21, 1993.

## **II. BURKINA FASO (May 3 - 7)**

### **A. Background**

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

1. Disseminating data from the KAP Survey to provincial participants and collaborating agencies at a Technical Advisory Group (TAG) Workshop in February 1992.
2. Conducting training assessment visits in preparation for a series of sixteen provincial workshops scheduled from early June through mid-August 1992.
3. Preparing and implementing a series of 2 Training of Trainers workshops and 16 provincial workshops. These workshops trained 240 health workers, agricultural agents, and teachers in the 8 project provinces in how to use newly produced educational materials, and carry out a community nutrition education program.
4. Initiating scriptwriting and the production of a dramatic radio drama series and spots following the FAO rural radio workshop held in Ouagadougou (Nov 1992 - May 1993).

5. **Continuing production of nutrition education materials.** In April 1993, the fifth and final Village Storybook was printed. A draft Animator's Guide to accompany the five Village Storybooks was written in February 1992.

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

## **B. Activity Plan**

During this visit, the MOH project team focused on reviewing the work plan through September 1994, the project end date. An outline of principal activities is shown below. Since the project has fallen behind in opening the literacy and primary school channels of the communication strategy, the program for the remaining 17 months will be very demanding. The literacy and primary school interventions will be limited to the Oubritanga and Yatenga Provinces.

## Activity Calendar

ACTIVITY	9 3	M	J	J	A	S	O	N	D	9 4	J	F	M	A	M	J	J	A	S
Literacy Workshop								*	*										
Interpersonal Communication Training		*	*	*	*										*	*	*	*	
Follow-up Visits						*	*						*	*					
Primary school teacher's Workshop							*			*									
Final KAP/Evaluation Study											*	*							
Dissemination Workshop																			*

### 1. Interpersonal Communication Workshops

**When:** May - August 1993  
**Budget:** 12,500,000 FCFA  
**Responsibility:** Jean-Parfait Douamba

- \* The first TOT workshop is scheduled for May 24, 1993.
- \* Consultant Amelia Duran-Bordier has developed a draft workshop guide.
- \* 40 health agents (2 per center) will be trained in each Province.
- \* Part 1 and 2 of the Health Workers Guide "Communautés en Bonne Santé" has been prepared for the workshop participants.

### 2. Literacy Workshops

**When:** November and December  
**Budget:** 700,000 FCFA  
**Responsibility:** Emmanuel Ilboudo

- \* Yatenga, Oubritenga Provinces.
- \* Approximately 25 people will attend each workshop.

### 3. Supervision Visits

When: September - October 93, April - May 94  
Budget: 2,200,000 FCFA  
Responsibility: Ambroise Nanema

- \* It is proposed that the supervision visit in 1994 be carried out only in those provinces that will not be covered by the KAP survey.
- \* The costs of the supervision visits include: per diem and transport at the central level, transport at the provincial level, the cost of photocopying forms and the final report.
- \* The question of how to determine the most appropriate amount to remit to each province for local supervision must be further explored. The limitations on the overall budget do not allow much flexibility in this area.

### 4. Pilot workshops for Primary School Teachers

NCP is using Vitamin A funds to provide technical assistance to the HKI Vitamin A Deficiency Control Program active in eight provinces in Burkina. This activity is included here because the pilot workshops will be held in the Yatenga and the Oubritenga provinces where both the NCP and the HKI programs are active.

When: October 93  
Budget: 1,500,000 FCFA  
Responsibility: Emmanuel Ilboudo

- \* To be carried out in collaboration with HKI and UNICEF.
- \* 10 schools per province preferably from sites where NCP has trained health workers.
- \* The goal of the workshops is to train 2 teachers per school in the use of the 8 nutrition communication lessons and to allow them three months to test the lessons and activities.

### 5. Follow-up workshop for Primary School Teachers

When: January 94  
Budget: 700,000 FCFA  
Responsibility: Emmanuel Ilboudo

- \* This followup workshop will be carried out by the by an NCP/HKI/UNICEF team to synthesize the experiences of the teachers in the pilot schools and collect input for the final edition of the Teacher's Activity Guide.

6. **Second Wave KAP Survey**

When: February - March 1994 Note: it is presently proposed that the KAP survey be postponed until the end of 1994.

Budget: 3,400,000 FCFA

Responsibility: Jean-Parfait Douamba

\* Evaluation consultant Hugues Koné, who conducted the first wave KAP, will be asked to lead the evaluation team.

7. **Dissemination Workshop**

When: Immediately after the KAP results are available

Budget: 600,000 FCFA

Responsibility: Jean-Parfait Douamba

\* This workshop will bring together the Provincial Medical Directors and other personnel to discuss the implications of the survey results.

8. **Third Series of Provincial Workshops**

When: May - August 1994

Budget: Approx. 3,000,000 FCFA

Responsibility: Jean-Parfait Douamba

\* The scope of these workshops will be determined following the supervision visits. The budget is 25% of the 1993 budget.

**C. Budget for 1994**

The project team reviewed the budget for every activity since Phase II began in 1991. With the exception of training, activity costs have not exceeded 15% of the line items from the PIO/T budget. The 1992 Provincial workshops, however, cost 3,000,000 FCFA more than was budgeted, primarily because the length of the workshops was increased by one day. This year's workshop budget is more than double initial estimates for the following reasons:

- the number of participants was increased from 240 to 320
- the number of days was increased from 3 to 5
- the number of trainers was increased from 20 to 40

The modifications to the training in the original Delivery Order budget were discussed with TAACS Officer Alrutz. Gottert and Alrutz also developed a pipeline budget covering the final nine months of the NCP-assisted program. Funds will last into early 1994.

#### **D. Local Coordinator**

Consultant Amelia Duran-Bordier, who has served as Local Coordinator since March 1992, anticipates leaving Burkina Faso mid-July. Duran-Bordier is presently working half-time for NCP, assisting the Family Health Division of Burkina Faso to plan the upcoming Provincial workshops and develop the training module. Project Director Douamba is in favor of replacing Duran-Bordier with another part-time coordinator. Gottert will write a scope of work for the position when he returns to Washington. During his visit Gottert interviewed two potential candidates.

#### **E. Training**

The preparations for the 18 Provincial workshops on interpersonal communications scheduled to begin in June are well underway. The training will coincide with the beginning of the nutrition radio drama which encourages mothers to use the health services more frequently. The workshops will teach health workers a five step counseling approach which will enable them to identify priorities and develop an action plan with the mothers. Flipcharts 4 and 5 will also be introduced during the training and a family activity card will be tested in two Provinces. The counseling approach and basic nutrition concepts are set forth in a two-part guide "Communautés en Bonne Santé," which will be given to each trainee. Duran-Bordier facilitated a similar series of workshops in Mali last year.

#### **F. Collaboration with HKI and UNICEF**

The NCP team working on the teacher's activity guide met with Mr. Lopez, nutrition program officer at UNICEF and Dr. Logovi of HKI to plan the pilot teacher workshops scheduled for October. In November, three agents from the National Teaching Institute in Burkina reviewed and revised an initial draft of the activity guide. NCP/Washington will complete its input by June. Following the workshops, the nutrition lessons will be taught in 20 schools for three months. At the end of January a second workshop will synthesize final recommendations for the lessons.

#### **G. Mass Media**

In October, NCP radio consultants Philip Burnham and Antoine Kakou assisted the DSF in launching the production of a 20-episode radio drama. The consultants and the DSF team set up a production schedule with writer/director Professor Jean-Pierre Guingané of the University of Ouagadougou and his troupe, the "Théâtre de la Fraternité." Since then the troupe has worked closely with the NCP team developing a script. Project Director Douamba provided the technical review. During Gottert's visit, the troupe recorded the final programs in Mooré, one of the

national languages in the intervention zone. Negotiations with the national radio station are underway to identify an appropriate time slot to air the programs. The radio drama is presently being translated from Mooré into French.

#### **H. Production and Distribution of Education Materials**

- **Village Storybook #5:** The final Village Storybook, "Les Enfants de Tènè Retrouve la Santé," was printed in Ouagadougou in April. The high quality printing job of this storybook and the entire production process, from theater piece to slide show to printed material, offers important lessons in materials development that NCP is using in other African countries. Gottert and Consultant Kazemi visited the new production manager of the Grande Imprimerie du Burkina Faso to congratulate him on the quality of the material and to review the delivery schedule for outstanding materials.
- **Literacy booklets:** Two nutrition literacy booklets were delivered to the National Literacy Institute (INA) for printing in December. The production of these booklets was delayed for several months due to lack of supplies at the printer. The project team has set the end of May as the final delivery date. The order will be given to another print shop if the deadline is not met.
- **Animators Guide:** A draft Guide has been developed to provide an overview of the messages in the five flipcharts. The Guide also sets forth the guiding principles that underpin the NCP approach, and proposes extension activities to encourage animators to use the materials in effective ways. The draft guide will be revised in Ouagadougou in June and printed in September.
- **Activity Card:** Nine stickers for an experimental Family Activity Card were printed in Washington and brought out to Burkina. Gottert and Kazemi discussed the specifications for the Activity Card which will be printed in Burkina with the GIB production manager. The cards will be completed by June so they can be introduced into two Provinces during the training.
- **Counseling cards:** NCP plans to print a small edition (approx. 500) of a series of 12 - 15 counseling cards to make the messages accessible to a greater number of village-level development workers. The counseling cards will employ images taken from the five flipcharts and therefore can be produced by September.

#### **I. USAID Briefings:**

Gottert met with TAACS officer Alrutz on a daily basis during his stay. On May 5, Gottert and Alrutz met with Mission Director, Tom Luche, to brief him on the NCP program.

A debriefing was also held with Ms. Alrutz and Health Population Nutrition Officer, Jatinder Cheema. Strategies were discussed to avoid an activity slowdown in early 1994 if the final

funding allocation under the FHHF project is delayed. Cheema and Alrutz suggested Gottert review the budget in Washington and notify the Mission of the date when present funds will be exhausted.

## **J. Next Steps**

### June

- Training of Trainers workshop in Ouagadougou
- Provincial workshops in Oubritanga and Bazega
- Second draft nutrition lessons sent out from Washington
- Family Activity Card printed in Ouagadougou
- 2 Literacy books printed

### July

- Second training of trainers workshop, training in three provinces
- Radio broadcasts begin
- Consultant Duran-Bordier leaves Burkina

### August

- Douamba and two other participants attend regional Vitamin A conference in Accra.
- Workshops in final three provinces
- Technical assistance visit by Gottert

## **III. MALI (May 7 - 11)**

### **A. Background**

Since October 1988, the Nutrition Communication Project has worked closely with USAID/Mali and the Ministry of Health to plan and implement a communication program in maternal and child nutrition. The NCP approach targets changes in attitudes and behaviors on an individual and community level. Through an activity mix including interpersonal counseling, community-

based activities and the mass media, NCP seeks to create a social environment that encourages:

1. allocating a greater proportion of available foods to women and children, and,
2. allotting more parental attention to specific child care practices.

During **Phase I (1988 -1990)**, NCP worked with the National Nutrition Service and the CARE, AFRICARE and World Vision Child Survival Projects to conduct qualitative ethnographic research, and to develop and test a range of nutrition Information Education and Communication activities designed to change child feeding and maternal nutrition behaviors. Both nutritional status and indicators of Knowledge, Attitudes, and Practices (KAP) were measured in November-December 1990. Finally 60 health and associated community agents from the PVO partners were trained in village-level nutrition counseling and promotion techniques.

Funds received for the implementation of Phase II activities from USAID/Bamako in October 1991, enabled NCP to significantly build on initial investments in research, materials development and training of field staff and managers. During the past 18 months, the number of organizations collaborating with NCP has grown from four to over fifteen.

Local Coordinator, Robin Anthony began working for NCP in Bamako in October 1992. Anthony's role is to provide support to project activities and insure efficient communication between NCP partners in Mali and Washington.

The National Center for Health Information, Education and Communication (CNIECS), NCP's primary government counterpart, has organized three workshops for PVO/NGO partners on Community-based activities and has played an active role in developing mass media, literacy and primary school component.

### **Funding for Phase III**

In September 1992, NCP submitted a discussion document to USAID/Bamako for an extension of funding from April 1, 1993 to September 30, 1994 for Phase III activities.

As Mission buy-in funding for Phase II began to run low in early 1993, NCP was obliged to curtail some field activities. In March, NCP received RD/N approval to set aside \$35,000 of Core Vitamin A funds to extend Local Coordinator Robin Anthony's contract through May; to continue work on the production of radio programs and to collaborate with UNICEF on the production of a teacher's activity guide in anticipation of the Mission's commitment to fund Phase III.

In April, RD/N/Washington notified NCP that the Mission in Bamako had identified funds and confirmed its decision to extend project activities for at least 18 months — or until September 1994. RD/N authorization to begin incurring expenses for Mali was not received until after Gottert's Mali visit.

In May, following Gottert's return to Washington, NCP drew up a second interim budget using core funds to continue program activities until September 1993, at which time the increase in incremental funding will have been added to AED's contract.

### **Activities in Country**

Gottert's trip to Bamako was limited to a weekend and one working day because it took place when the first interim Vitamin A funds were nearly exhausted.

#### **B. Meeting with Mission Director**

On May 10, Gottert, Anthony and NCP Consultant Dandara Kanté met with USAID Mission Director Charles Johnson, GDO Director, George Thompson, TAACS officer, Dorothy Stevens and Child Survival Officer Fanta Macalou to brief the Director on the NCP program. Gottert explained how NCP's approach differs from traditional nutrition education programs, reported on the results of the mid-term KAP survey conducted in Macina and presented the materials that the program has produced. Following a discussion about ongoing activities, Mission officials reassured the NCP team that they had earmarked Child Survival funds for Phase III activities and were eager that the program continue without further delay.

#### **C. CНИЕCS Project Team**

On May 8, Gottert and Anthony met with the CНИЕCS project team to review ongoing activities. The major outcomes of the meeting are as follows:

##### **● Counseling Cards**

The NCP Mali team is presently pretesting a series of 10 counseling cards that illustrate the behaviors the program is promoting. The illustrations for the cards were done from a series of slides of Malian families. Washington artist, Roo Liberace, drew the illustrations that will also be used for the community health workers guide.

The NCP project team and Gottert reviewed results of the image pretest carried out in March, 1993 to determine which suggested changes were indispensable and which recommendations could be taken into account through additions to the text.

Since the cards will be produced in full color, NCP plans to print them in Washington. The cards will be introduced into program activities during the workshops scheduled for November.

##### **● Radio Drama**

The recording of the radio drama is moving ahead on schedule. The MOH expects to air the programs starting in June and is presently negotiating with the Burkinabé Radio and Television Office for a time slot. It appears that the drama will be aired on Friday mornings for ten

minutes. The team also discussed the need to produce publicity spots for the drama and spots to reinforce key behaviors.

- **Workshops in October**

The team consulted on the PVO/NGO workshops scheduled for October. This series will be individually tailored to the needs of each partner, since their programs and the experience level of the field workers are so diverse. Previous workshops have covered interpersonal communication and community based activities.

- **Collaboration with the BEEP Project and UNICEF**

UNICEF has agreed to participate financially in the development of a teacher's activity guide with NCP and the Basic Education Expansion Project (BEEP). This is a project to assist the Ministry of Education strengthen its system and work on new curricula. For the first phase of this activity, NCP will cover the cost of consultant Dandara Kanté's time, while UNICEF will be responsible for production costs. Gottert and Anthony met with UNICEF nutrition officer, Ellen Barclay, who expressed interest in further collaboration with NCP in 1994. UNICEF plans to develop a separate series of materials that are culturally adapted for use in the northern departments of Mali.

#### **IV. NIGER (May 11 - 21)**

##### **A. Background**

The 21 month Niger Mini-project, carried out by an MOH/HKI/NCP team, had its last scheduled intervention September 30, 1992. In November 1992, with the assistance of Dr. Hugues Koné, the director of CERCOM in Abidjan, NCP provided assistance to conduct a rapid evaluation of the Mini-project to assess the overall process of strategy development and implementation. In anticipation of a USAID/Niamey Mission buy-in for an expanded Vitamin A communication program in the Tahoua Department, Gottert and NCP Director Margaret Parlato visited Niger in January to review the preliminary results of the evaluation with the Project Coordinating Committee and to initiate strategic planning for Phase II. During the January visit, with the assistance of USAID TACS Officer, Sylva Etian, the Niger Project Team identified objectives, target audiences, and communication channels; discussed the overall organization of Phase II activities; and drew up a detailed activity plan through May.

Parlato and HKI Director, Else Sanogo-Glenthøj also had the opportunity to brief the Secretary General of the Ministry of Health, Dr. A. Moha, about the forthcoming PIO/T. The objectives of the Mini-project will be widened during Phase II, to address the quality and quantity of food eaten by children and pregnant and nursing women.

NCP will continue to employ a multi-channeled communication strategy. An overall goal of the strategy will be to create a communication environment that encourages the rural villager to adopt

new nutrition behaviors.

The project will intervene in four "Arrondissements" in Tahoua department, reaching a population of 250,000 people. On the national level, the Ministry of Health, Division of Nutrition and Helen Keller International will remain the principle partners. Collaboration with the National Health Education Service and the Ministry of Agriculture will be strengthened. The Ministries of Communication and Education will be associated for the implementation of selected activities, i.e. radio and school.

## **B. Activities Since January**

Since January three activities were undertaken to lay the ground work for the Phase II program. Because of delays in the Mission buy-in, RD/N approved use of core NCP project funds to maintain momentum:

- **Formative Research (February):** Consultant anthropologist Rebecca Popenoe, committee member M. Mohamed and interviewers conducted basic audience research to see if findings from Phase II villages hold true for new areas and to explore a number of very specific questions about targeted behaviors that arose in Phase I. The report was issued in March.
- **Tahoua briefing (March):** Two members of the Project Coordinating Committee, M. Mohamed and Issa Camera, traveled to Tahoua to brief local authorities on the HKI and NCP-funded Vitamin A projects. The team also presented the results of the evaluation and discussed collaboration with other projects in the Department.
- **Slides of Key Behaviors (March):** Habou Kala of the Health Education Service had slides taken of the key behaviors to be promoted during Phase II in preparation for development of a series of educational materials.

## **C. Materials Development**

Since Phase II will emphasize the consumption of indigenous plants during the dry season and increased production by established gardeners, it is imperative that the educational support materials be finished before October when the rains end and garden cultivation begins. In view of this constraint, the project team decided to produce a series of counseling cards to be used in a variety of situations by community workers. These cards will contain images that illustrate the key behaviors to be carried out within individual families. Based on the guidelines that Parlato left in January, Habou Kala had over 100 slides taken in March. Gottert and Kala met several times to review the slides and identify images that still needed to be photographed. Later in the week, Gottert and Kala met with Nigerian artist Mahadou Nadare to discuss the development stages of the materials.

#### **D. Ministry Approval of the PIO/T**

During the second week in May, the PIO/T for the Phase II buy-in which USAID/Niamey had been working on since early in the year, was sent to the MOH for approval. On Thursday May 13, Aissa Madoul, M. Mohamed, Child Survival Officer Nancy Lowenthal and Gottert met with Mrs. Gado, the Director of Studies and Planning (DEP) to brief her about proposed activities and the results of the Mini-Project evaluation. Mrs. Gado, who was not completely familiar with the Mini-Project, requested that the Director of Maternal and Infant Health, Dr. Guimba, conduct a technical review of the proposal and make recommendations accordingly. Dr. Guimba's review was carried out on Tuesday May 19. By Thursday, May 21, the administrative work had been completed by the MOH and the document was ready to be signed by MOH officials.

#### **E. Project Coordinating Committee**

The Project Coordinating Committee met on May 18, at the HKI offices to introduce the three new members on the committee for the Phase II Project. The meeting began with a review of the Mini-project accompanied by a presentation of slides showing scenes from the village-based dramas conducted during the pilot effort. The outcomes of the meeting are as follows:

**Materials development:** Habou Kala presented the slides that he and Gottert had selected as source material for the counseling cards. It was noted by committee members that a number of the images did not reflect a rural setting. Additional slides need to be taken. A further point of discussion related to the advantages of including a brief story line to provide a context for the behavior that is being promoted. Gottert feels strongly that because time constraints limit the kind of materials that can be printed, the committee is practically obliged, to produce the smallest number of images needed to cover the principal behaviors being promoted.

A sub-committee composed of Habou Kala, Ousmane Abdou and Mamadou Aissa was created to follow up on the development of the visual materials. (See Appendix A for the minutes of the meeting and an activity calendar for this activity.)

**KAP Study:** Dr. Brah Ferdows, the Local Coordinator for both the HKI Vitamin A Project and NCP Phase II activities, briefed the committee on the HKI Vitamin A team's plans to conduct a KAP survey in June. Since this is an opportunity to collect baseline data for the communication activities, the committee proposed that Gottert discuss with HKI director Sanogo-Glenthøj the possibility of including a limited number of communication (diet change) questions in the survey. Subsequently, Sanogo-Glenthøj suggested that Gottert fax a list of 10-12 questions from Washington within a week of his return to the U.S.

## **Coordination of Vitamin A Project and Phase II Activities:**

Since the activities in the HKI and NCP-funded projects are being carried out in the same districts and are completely complementary, they will be carried out jointly to the extent possible. The members of the Coordinating Committees for both projects are essentially the same. However since funding for NCP Phase II activities has not yet been made available to NCP, it is difficult to develop a common implementation plan for the time being. Major activities in the next six month for both projects include:

- The Vitamin A project will conduct a KAP survey and a series of training workshops between June and August. The activities will require extensive time commitments from MOH and HKI personnel.
- In October and November (at the end of the rainy season), following the production of educational materials, the Vitamin A Social Marketing Project will launch its first series of workshops.
- In December and January, the two projects plan to collaborate on a series of workshops for primary school teachers.

### **F. Additional Meetings**

Brah Ferdows and Mohamed Samna: Local Coordinator, Dr. Brah, will be dividing her time between the Vitamin A Social Marketing Project and the HKI Vitamin A project. Mohamed Samna is working as a trainer for HKI. Gottert, Brah and Samna met throughout the week to discuss administrative procedures and NCP's overall approach to nutrition communication.

Sanogo-Glenthøj: Gottert and HKI director Sanogo-Glenthøj discussed programmatic issues and administrative procedures between HKI and AED/NCP. A contract between the two organizations will become effective once USAID funds are available to AED.

Pritech Representative Collette Gestrin: the Pritech project, in collaboration with the Health Education Service and Habou Kala, is working on a series of materials for infant feeding. Gottert and Dr. Gestrin explored possible collaboration since a number of the images each project plans to print are similar. The advantages of a unified approach to materials development was brought to the attention of Habou Kala. Health workers who use the materials and mothers receiving messages will benefit from having the same images and behaviors promoted.

## **G. Next Steps:**

The Social Marketing project team drew up an activity calendar under the assumption project funds would become available in June. Two activities were planned for June and July:

- Participation in the HKI Vitamin A project KAP survey.
- Initiation of work with the illustrator in order to deliver the final drawings to the print shop by the end of July.

Gottert plans his next visit to Niger the week of August 19.

**APPENDIX A**

**MINUTES OF NIGER PROJECT COORDINATING COMMITTEE MEETING  
MAY 18, 1993 (FRENCH)**

Compte-rendu de réunion dans le cadre du Mini-projet de  
Communication pour la nutrition Phase II

Etaient présents à cette réunion :

- |                       |                |
|-----------------------|----------------|
| - Mr. Peter GOTTERT   | AED/Washington |
| - Mme. Aissa MAMADOUL | DSMI/MSP       |
| - Mr. Habou KALLA     | EPS            |
| - Mr. Mohamed SAMNA   | HKI/Niger      |
| - Dr. Ferdows BRAH    | HKI/Niger      |
| - Mme. Sylvie ETIAN   | DN/MSP         |
| - Mr. Ousmane ABDOU   | SAV/DA/MAG/EL  |

une réunion dans le cadre du Mini-projet de Communication pour la Nutrition Phase II, élargie au Comité Technique dudit projet, s'est tenue le 18 mai 1993 dans les locaux de HKI/Niger sous la présidence de Mme. Mamadou Aissa coordinatrice du projet.

L'ordre du jour comportait cinq (5) points centrés sur :

- Projection des diapositives sur les activités du Mini-projet Phase I;
- Rappel de la mission de Monsieur Peter GOTTERT;
- Etude KA?;
- Indicateurs d'évaluation du projet;
- Programme de Formation d'octobre et les activités des mois à venir;
- Et en divers la participation à l'atelier du Ghana;

Projection des diapositives :

Une projection d'une série de diapositives a été faite par Sylvie ETIAN sur les activités menées pendant la première phase du mini-projet. Ces diapositives font ressortir des sketches, des séances de formation-sensibilisation sur des thèmes de consommation des aliments à haute valeur nutritive et plus particulièrement ceux qui sont riches en vitamine A.

.../...

**Mission de Monsieur Peter GOTTERT :**

Elle rentre dans le cadre de la supervision de l'état d'exécution des activités programmées notamment sur la planification et l'utilisation des média comme moyens d'appui pour les campagnes de sensibilisation.

**Préparation des matériels :**

Une autre projection a été faite par Monsieur Habou KALLA des différentes diapositives réalisées et sélectionnées en vue de la confection des dessins. Ces diapositives étaient réalisées à l'aide d'un scénario préétabli de concert avec monsieur Peter GOTTERT. Les diapositives mettent en exergue tous comportements à améliorer faisant partie des objectifs du Mini-projet tels :

- la promotion de la production et la consommation des aliments riches en vitamines (Tamaka, courge, manque, carotte); la consommation du foie et (l'hyvriane) par les groupes à risque, les femmes enceintes et allaitantes et les enfants. Ce point d'ordre du jour a constitué le noeud de la réunion en suscitant beaucoup plus de discussions et d'amendement de la part des participants car il est le point de démarrage des activités. Du fait que ces diapos seront reproduites en dessins, les participants ont jugé opportun que toutes les caractéristiques d'un milieu rural type soient mises en relief sur les dessins pour améliorer le niveau de compréhension de la population visée.

**Etude KAP :**

Pour mener cette étude en même temps que l'enquête de base de HKI, Dr. BRAH a parlé des objectifs de cette enquête de base :

- le taux de couverture de distribution préventive des capsules vitamine A;
- le taux de couverture de la consommation des aliments riches en vitamine A.

Pour faire une étude fiable, la réunion a jugé utile l'élaboration d'un questionnaire d'enquête sur tous les aliments riches en vitamine A. Promouvoir aussi l'utilisation de la radio par des réalisations d'émissions au niveau de la population cible.

**Indication d'évaluation :**

.../...

Ce point n'a pu être discuté en l'absence de Sylvie ETIAN chargée d'apporter des éléments d'appréciation.

Programme de formation d'octobre et  
les activités des mois à venir

Cette rubrique est entachée d'imprévisions ont souligné les participants, par manque d'un budget définitif dudit projet pour la phase II. Mais, Monsieur Peter GOTTFERT, dans son intervention a souligné qu'il est toujours utile d'élaborer un plan d'action sur la base d'un budget provisoire, susceptible à des modifications, qu'il a présenté à la réunion. Il a ensuite ajouté, qu'on peut espérer la version définitive du budget et la disponibilité du fonds d'ici fin juin.

Pour le volet formation, le programme risque d'être hasardeux et ne peut être bien établi qu'en fonction d'un fonds réel ce qui permettra d'en déterminer les périodes, le lieu, la fréquence des différents ateliers qui révelent certaines importances quant à leur tenue.

A propos des activités des mois à venir, une ébauche d'un planning a été dressé au cours de cette réunion. Ce planning doit couvrir les périodes de juin 93 à septembre 94. Il concerne surtout la confection des dessins sur la base des diapos de référence sélectionnées au préalable.

Un sous-comité, composé de Mme. Mamadou Aissa, Mr Habou KALLA et Mr. Ousmane Abdou, a été formé pour la circonstance pour assurer le suivi et l'exécution des travaux des dessins.

Le programme institué est le suivant :

- 2ème semaine de juin : prise de contact avec le dessinateur et début des travaux;
- fin 2ème semaine juin : présentation 1er brouillon des dessins pour observations et amendements si nécessaire par le comité;
- séminaire juin et 1ère semaine juillet : présentation 2ème brouillon par le dessinateur au comité;
- 2ème semaine juillet : pré-test et sensure des dessins;
- 3ème et 4ème semaine : finission des dessins;
- 1ère semaine août : impression des dessins à l'imprimerie;
- fin septembre : livraison des matériels;

A noter que ces travaux concerneront une dizaine ou vingtaine des diapos parmi celles qui seront sélectionnées définitivement.

Pour le volet mass-média, Mme Mohamed Zainabou collaborera avec Mr. Ibrahim SOW de la voix du Sahel, membre du comité aussi; pour définir les modalités de réalisation des émissions tout en déterminant le meilleur créneau de diffusion avec une tranche horaire bien fixe.

En divers, les participants ont fait cas des moyens de déplacements qui doivent être dégagés au profit des membres du comité en vue de consolider un rythme de rencontre régulier qu'exigent les activités. Dr. BRAH est chargée de débloquer la situation avec le concours de la directrice de HKI.

Pour le dernier point de l'ordre du jour, la participation à l'atelier de Ghana n'a pas fait l'objet de discussions faute d'un financement qui demeure jusque là non acquis.

L'ordre du jour étant épuisé, la présidente de la réunion a levé la séance.

Le rapporteur

Ousmane ABDOU

## APPENDIX B

### CONTACT LIST - BURKINA FASO

#### UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

Office of the A.I.D. Representative (OAR)  
Ouagadougou  
Telephone: 226-30-68-08 or 226-30-67-23/24/25

Mr. Tom Luche	Mission Director
Ms. Neen Alrutz	TAACS Officer
Ms. Cheema Jatinder	HPN Officer

#### ACADEMY FOR EDUCATIONAL DEVELOPMENT

Ms. Amelia Duran-Bordier	NCP Consultant
Mr. Nemat Kazemi	NCP Consultant

#### DIRECTION DE LA SANTE DE LA FAMILLE (DSF)

Telephone: 30-68-64

Mr. Douamba Parfait	Project Director for NCP funded activities
Mr. Jean-Celestin Somda	Acting Nutrition Service Director
Mr. Leon Sanon/Mr. Ilboudo Emanuel	Nutrition Service

#### DIRECTION DE L'EDUCATION POUR LA SANTE ET L'ASSAINISSEMENT (DESA)

Mr. Derme Alassane	IEC Section Chief
--------------------	-------------------

#### FIDEXCO

B.P. 1513  
Ougagadougou, Burkina Faso  
Telephone: 30-20-14 or 30-25-21

Mr. Joseph Ouedraogo	Director
Mr. Dominique Ouedraogo	NCP Account Manager

**APPENDIX C**

**LIST OF CONTACTS - MALI**

**UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

USAID/Bamako  
B.P. 34  
Bamako, Mali  
(Department of State, D.C. 20521-2050)

Telephone: 22-36-02  
Fax: 22-39-33

Mr. Charles Johnson	Mission Director
Mr. George Thompson	General Development Officer
Ms. Dorothy Stevens	TAACS Officer
Mrs. Fanta Macalou	Child Survival Assistant

**ACADEMY FOR EDUCATIONAL DEVELOPMENT**

Mrs. Robin Anthony	Local Coordinator
Mrs. Dandara Toure Kante	Nutrition Consultant

**NATIONAL INFORMATION, EDUCATION AND COMMUNICATION CENTER  
(CНИЕCS)**

Telephone: 22-54-93

Mrs. Fatim Maiga	Health Technician
Mrs. Safiatou Tamboura	Health Technician
Ms. Rachel Stoler	Peace Corps

**UNICEF**

Telephone: 22-44-01

Ms. Ellen Barclay	Nutrition Program Officer
-------------------	---------------------------

**APPENDIX D**

**LIST OF CONTACTS - NIGER**

**UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

**USAID/Niamey**

Department of State  
Washington, D.C. 20520-2440  
Telephone: (227) 73-35-08

Mr. Carl Abdou Rahmann  
Ms. Sylva Etian  
Ms. Nancy Lowenthal

HPN Officer  
TACS Officer  
Child Survival Officer

Dr. Nancy Keith

Measles Initiative Program Director

**MINISTRY OF HEALTH**

Tel: 72-33-07

Mrs. A. Gado  
Mrs. Aissa Mamadoultai bou  
Mr. Habou Kala  
Mrs. Zeinabou Mohamed

Director of Studies and Planning  
Nutrition Division  
DES (Health Education Division)  
DEP

**MINISTRY OF AGRICULTURE**

Mr. Ousmane Abdou

SAV/DA/MAG/EL

**HELEN KELLER INTERNATIONAL**

**HKI/Niger**

B.P. 11728  
Niamey, Niger  
Telephone: 227-73-50-26

Ms. Else Sanogo-Glenthøj  
Mr. Issa Camara  
Dr. Brah Ferdows  
Mr. Mohamed Samna

Niger Representative  
Local Coordinator for Mini-Project 74-09-06 (h)  
Vitamin A Project Local Coordinator  
Training Coordinator

**FAO**

B.P. 11246  
Niamey, Niger  
Telephone: 227-72-29-62

Mr. Runesha Muderwa

Expert Advisor, Bouza Vitamin A Project

**PRITECH**

Collette Geslin

Niger Coordinator 73-53-80 (h)

**INDRAP**

Telephone: 72-35-54 ext. 238

Mr. Mahadou Nadare

Dessinateur

**UNICEF**

Denis Valot

Nutrition Officer 73-37-71