

PROPOSED HEALTH EDUCATION,
PROMOTION AND PUBLICITY PLAN
FOR LIBERIA'S
SECOND NATIONAL VACCINATION WEEK
November 24 - 28, 1986

**Resources for
Child Health
Project**

REACH



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PROPOSED HEALTH EDUCATION, PROMOTION AND PUBLICITY PLAN
FOR
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November 24 - 28, 1986

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Throughout the consultancy, support was provided by EPI/CCCD project staff under the capable and sensitive direction of CDC technical officer Mr. Jim Thornton. USAID Health and Population Officer Mrs. Betsy Brown and Project Manager Mr. Jenkins Cooper were equally helpful and actively participated in planning promotional activities and facilitating interviews with USAID personnel.

Dr. Bill Mackie, LRCN Project Director, provided an invaluable orientation to the use of LRCN's expanded broadcasting capabilities in promoting the immunization campaign and assisted in developing preliminary radio spots to be reviewed by the Publicity Committee.

Mr. Murray Simon, IEL Project Director, offered assistance in exploring the involvement of school teachers and students in promoting the second national vaccination week.

Mrs. Eugenia Kromah, EPI/CCCD Project Manager, Mr. Jack Berrian, EPI Assistant Director and Mrs. Beatrice Ainsworth provided guidance and enthusiastic support throughout our work together. Each is a qualified health professional. I am confident that they will be able to carry out the proposed plan.

ACRONYMS LIST

APCD	Assistant Peace Corps Director
CCCD	Combatting Childhood Communicable Diseases
CDD	Control of Diarrheal Diseases
CHAL	Christian Health Associations of Liberia
ELCM	Radio static call signs
EPI	Expanded Programme of Immunizations
IEL	Improving Efficiency Learning
KAP	Knowledge, Attitudes and Practices
LBC	Radio station call signs
LRCN	Liberian Rural Communications Network
MOHSW	Ministry of Health & Social Welfare
MPH	Masters of Public Health
UNICEF	United Nation's Childrens Fund
USAID	United States Agency for International Development
USIS	United States Information Agency

I. EXECUTIVE SUMMARY

Under the auspices of the Resources for Child Health Project and the Centers for Disease Control, technical assistance was provided to the Liberian Ministry of Health & Social Welfare as it prepared to launch its second national vaccination week campaign November 24-28, 1986. Specifically, the overall goal of the consultancy was to assist the Expanded Programme of Immunizations/Combating Communicable Childhood Diseases (EPI/CCCD) Project personnel in evaluating the health education, promotion and publicity components of last January's first national vaccination week and to work with them in developing similar plans for the second national vaccination week campaign.

During the course of the consultancy, interviews were conducted with those persons presently or potentially involved in immunization activities. To date this second campaign has focussed on central level activity in Monrovia. Concerted planning has not yet been undertaken by county level personnel. During the January, 1986 campaign county level personnel worked extensively with the county administrator and traditional leaders. Data from a KAP survey of mothers following the first campaign were reviewed, and materials and messages developed for the first campaign were reassessed.

Organizational and management barriers to effective and comprehensive program planning specifically the development and implementation of a well-defined health education and communication strategy, were previously identified and documented in evaluations of the Liberia and other African countries.

The recently completed May 1986 evaluation entitled "Fourth Annual Evaluation of Combating Childhood Communicable Diseases (CCCD) Project in Africa" puts forth key recommendations for strengthening the health education component of all CCCD projects. The report notes that:

it is now time to emphasize promotional, mass communication and social marketing approaches to health education in order to realize a greater impact from the interventions on the target audiences. More emphasis on systematic data gathering, strategy, materials development and monitoring techniques is needed to complement training activities already underway. Long-term relationships with consultants should be established to provide continuity in technical assistance.

If the EPI/CCCD project's goal is to sustain immunization activities following each annual accelerated campaign and to integrate immunization services within the primary health care system, the development of a comprehensive health education and communication strategy is critical. Such a strategy will ensure that all activities--training, mass communication, education and materials development--are in support of the goals of the project. Long-term technical assistance will be necessary. Conditions are favorable for either long-term technical assistance or a HEALTHCOM project to implement existing communication activities and to add communication components as well as health education and information

interventions. Their personnel and financial resources, and to a large degree technical resources, are present. EPI/CCCD project personnel are qualified, CDC and USAID support is evident and solid, donor agencies work together collaboratively and other factors such as the broadcast expansion of the Liberian Rural Communication Network make for exciting opportunities. There are opportunities for health education interventions in the school system and through other ministries. Health promotion in the workplace--particularly in the concessions (private corporations such as Firestone) is a fertile area for health education activities.

Until long-term technical assistance is provided in the development of a comprehensive health education and information strategy, EPI/CCCD project personnel would do well to identify a few specific activities for which there are well-defined target audiences and for which the resources are available to implement them.

The EPI/CCCD Project has established a Publicity Committee charged with developing and coordinating health education and information activities, producing materials and messages and publicizing the second national vaccination week. Members of this committee include representatives from EPI/CCCD, the Ministry of Internal Affairs, the Family Health, Health Education and In-Service Education Divisions of the Ministry of Health & Social Welfare, UNICEF, the Christian Health Association of Liberia and personnel from radio broadcast stations in Monrovia. All consulting activities were carried out through this committee which met twice within a two-week period and through a sub-committee which met once to assess and identify communication strategies.

In addition, although a counterpart was not assigned, work was coordinated with three individuals who will have key roles in finalizing and implementing the health education, promotion and publicity plan. Mrs. Eugenia Kromah, EPI/CCCD project manager, and I reviewed regularly the proposed recommendations and work plan. Mr. Jack Berrian, EPI Assistant Director, chaired Publicity Committee meetings and participated in discussions with Mrs. Janice Vani and Mr. Murray Simon regarding promotion of immunizations to parents through school children. All recommendations and activities were formulated with the collaboration of Mrs. Beatrice Ainsworth (Special Assistant, Health Education and Training, USAID), who will work closely with Mrs. Kromah and EPI/CCCD project personnel in implementing the work plan during the next two months.

With the exception of a brief summary discussion highlighted in the minutes of the EPI/CCCD County Health Officers' and Supervisors' Special Meeting to Review Results of the National Vaccination Week (held March 17 and 18, 1986, in Monrovia), there is no written assessment of the strengths and weaknesses of the health education and information component of the first national vaccination campaign.

Interviews with project personnel revealed that although an array of activities was planned, few were actually carried out. Momentum was interrupted as a result of an attempted coup on November 12, 1985, and the first national vaccination week was postponed until January. It was necessary to rely on the recall of individuals to assess the actual accomplishments. While sparse, this information was helpful in assessing the existing conditions and those resources available which will directly affect the development and implementation of this year's plan.

A recent EPI/CCCD coverage survey conducted following the first national vaccination week revealed that of 2,395 mothers who responded, over 70% had knowledge of the campaign and that primary sources of information were health workers, neighbors and radio. Visual aids such as banners and posters had little impact. As a result, this plan integrates interpersonal communication and radio and, to a much lesser extent, visual aids as the key channels of communication for campaign and general immunization information.

This year, the Ministry of Health & Social Welfare and the EPI/CCCD will be able to reach even greater segments of the Liberian population and hopefully ensure greater participation with the Liberian Rural Communications Network's (LRCN) inauguration of three regional broadcasting stations to serve the rural populations in the areas surrounding Voinjama, Lofa County; Zwedru, Grand Gedeh County and Gbarnga, Bong County. A project of the Government of Liberia and USAID, the Liberian Rural Communications Network seeks to 1) increase utilization of government services by rural people, 2) promote the expansion of these services to a greater portion of the rural population, 3) foster increased communication between villages and local, regional and national government authorities and 4) educate the rural population about development issues such as health.

LRCN's Departments of Program Production and Development Services are able to provide substantial technical assistance to the Ministry of Health & Social Welfare and the EPI/CCCD project in promoting the second national vaccination week and sustained immunization activities and will have significant role in developing and implementing the radio component of the plan as proposed. A budget for development services and a series of radio messages for publicizing the campaign have been submitted to EPI/CCCD and USAID. Developing and funding this component to the fullest should be a high priority of project personnel and donor agencies.

The interpersonal component is expanded this year to include health education and information dissemination through primary schools particularly in the USAID and GOL/Ministry of Education project "Improving Efficiency Learning" (IEL). It also seeks to increase participation of and support from Peace Corps volunteers working in other sectors. EPI/CCCD continues to foster political support for its immunization efforts although it has been difficult to achieve this at the executive level. Early efforts to secure support from First Lady Mrs. Nancy Doe will hopefully be successful.

In the absence of a comprehensive health education and information strategy, it is recommended that the development of visual aids be limited to reprinting pre-tested vaccination poster which can be used throughout the year in hospitals, health centers and clinics, and to new materials for diffusion through the IEL school project. Only after a rigorous process is established for targeting materials and information to specific groups, for identifying desired effects, and for pre-testing should visual aids be produced and distributed.

The EPI/CCCD project personnel and USAID staff provide capable and necessary support for health education and information activities. Their efforts can be reinforced by securing the leadership necessary to

facilitate and coordinate planning efforts on an ongoing basis within the MOHSW. Project personnel are qualified and willing to participate in developing a public awareness campaign for the second national vaccination week and will benefit from direction. The designation of one staff person to provide this leadership will be critical to the successful implementation of the health education and information plan proposed for the upcoming campaign.

II. PURPOSE OF VISIT

The scope of work as outlined in the request for technical assistance was "to review health education materials from the first national vaccination week so as to improve the planning for the second national vaccination." Data from the first national vaccination week surveys and messages and materials used were to be reviewed and a health education and information strategy, materials and messages were to be reviewed and a health education and information strategy, materials and messages were to be developed and proposed for the upcoming second national vaccination week.

During the course of initial meeting with Jim Thornton, EPI/CCCD Technical Officer, and Betsy Brown, USAID Health and Population Officer, it was agreed that a written plan of action would be prepared outlining recommended activities and required tasks and assigning specific responsibilities to project personnel with time lines for completion. A major component of the plan would emphasize radio as the primary channel of communication for promotion of and publicity for the second vaccination week. Assistance in developing messages was also requested.

The proposed health education, promotion and publicity plan is included in this report. It was reviewed during the consultancy debriefing with project personnel and with Mr. Mike Rugh, USAID Deputy Director.

III. BACKGROUND

The Expanded Programme of Immunization/Combating Childhood Communicable Diseases (EPI/CCCD) in Liberia is a USAID-funded child survival project. Immunizing infants and women of childbearing age is one component of a three-prong approach to reducing morbidity and mortality of African children under 5 years of age. Treating diarrheal dehydration by emphasizing oral rehydration therapy and treating fever in children presumptively as malaria are the other components of CCCD.

The project's first national vaccination week designed to accelerate EPI coverage was conducted in January, 1986, two months after it was originally scheduled but postponed because of civil unrest following an attempted coup.

A plan of action for health education, promotion and publicity was developed to support 250 clinic sites. Activities proposed included the development of audio tapes for radio broadcast, and video tapes for television, the use of billboards, newspaper advertising, street banners and cinemas, as well as the production of flyers to be distributed through churches and to health workers to be used as job aids, and vaccination posters.

The development of visual aids was accomplished with technical assistance from the Center for Disease Control. These aids were distributed through County Medical Officers and EPI Supervisors. T-shirts promoting vaccinations were silk screened by Peace Corps Volunteers and issued to health workers. While street banners were produced for the Monrovia area, there were difficulties encountered in mounting them and changes in printed dates were necessary once the campaign was delayed.

No information was available as to whether or not billboards, cinema ads and newspaper advertising were used to promote the campaign. Similarly, audio tapes used for radio broadcasts could not be located at the LBC or ELMC stations; however, LRCN did have a tape of the reggae song "Vaccine" in its files.

Comparing the actual level of activity and outcomes with those originally planned was helpful in formulating current plans for the upcoming campaign. By assessing existing conditions and available resources, an attempt has been made to develop a plan that is realistic and consists of specific activities for which designated project personnel are responsible.

IV. PROPOSED HEALTH EDUCATION, PROMOTION AND PUBLICITY PLAN FOR LIBERIA'S SECOND NATIONAL VACCINATION WEEK (NOVEMBER 24-28, 1986)

The following plan of action serves as a guide for EPI/CCCD project personnel and the Publicity Committee charged with developing and implementing the second national vaccination campaign. Based on a review of the first campaign's activities and an assessment of existing conditions and resources available, this plan is not overly ambitious. The scope of activities may appear to be less than originally proposed for the first campaign. However, the use of radio should prove to be the most cost-effective and will have the greatest impact.

Interpersonal mass media channels of communication are key components of this year's plan. Less emphasis is placed on visual aids. Their development and use should be considered only when incorporated within a specific activity where interpersonal communication is the primary channel of communication. The need for and use of visual aids will become more apparent when a long-range health education and information strategy is developed in support of sustaining immunization activities within the primary health care system.

This second campaign has focussed on central level activity in Monrovia. Concerted planning efforts have not yet been undertaken by county level personnel. During the January, 1986, campaign county level personnel worked extensively with the county administrator and traditional leaders.

o NATIONAL VACCINATION WEEK THEME

At its September 1 meeting, the sub-committee of the Publicity Committee agreed that the campaign should have as theme and recommended that the theme "Vaccinations: the Road to Health" be officially adopted. This reinforces the use of and importance of the road to health card. A significant number of radio messages will incorporate the theme enjoining all Liberians to travel the road to health by carrying their children for vaccinations. The theme message will also be printed on posters and on T-shirts and will also be the general theme for the LRCN-sponsored jingle contest.

Action required:

- Publicity Committee approves adoption of the theme (proposed by Mr. Jack Berrian or Mrs. Marion Subah at the first October meeting).

INTERPERSONAL COMMUNICATION

o SECURE FIRST LADY'S SUPPORT

Efforts to enlist Mrs. Nancy Doe's support have been initiated by the First Lady Committee. She will be asked to administer the campaign's first oral dose of polio vaccine at a Monrovia health center.

Action required:

- The First Lady Committee needs to obtain a commitment as soon as possible. If Mrs. Doe agrees to participate, the committee can meet with her to discuss how she can lend her support prior to and during the campaign week. (Mrs. Eugenia Kromah and Mrs. Joyce Sherman, second or third week in October)

o ENLIST SUPPORT OF CHURCH AND MOSQUE LEADERS

Last year, the Christian Health Association of Liberia (CHAL) took a leadership role in distributing information about the first national vaccination campaign to church leaders throughout Liberia. A total of 1,750 letters with information was distributed primarily through the headquarters of various denominations. CHAL's support is assured for the second campaign and, as suggested by Publicity Committee members, two additional measures should be taken this year: 1) Moslem leaders should be included and provided with information and 2) key church and Moslem leaders should be contacted and invited to participate in promoting the campaign by lending their influence (and voices) through radio broadcasts.

Action required:

- Prepare letters and distribute with information to church leaders (representatives Mrs. Linnie Kesselly and Ms. Karen Tompkins of CHAL by last week in October).
- prepare similar letters to Moslem leaders and distribute by the last week in October (Mrs. Eugenia Kromah and Mr. Massaquoi).
- plan follow-up contacts with key leaders inviting them to participate in radio broadcasts (Mrs. Eugenia Kromah or designee with assistance from LRCN production department by the end of the first week in November).

o DISSEMINATE VACCINATION WEEK INFORMATION AND PUBLICITY THROUGH ALL MINISTRIES

As discussed by Publicity Committee members, EPI/CCCD project personnel should draft a letter to be sent over the signature of Dr. Moses Galakpi, Director of Preventive Services of the MHSW, to all ministers informing them of the impending campaign and encouraging them to enlist participation of their workers in promoting immunizations and having their own children vaccinated.

Action required:

- Draft a letter by early November and send to all ministers by November 14 (Mr. James Goaneh).
- Request the Minister of Health & Social Welfare to announce the impending campaign on a radio broadcast.

o ENLIST PARTICIPATION OF HEALTH WORKERS

Health workers have a key role in announcing the impending vaccination week and, even more importantly, in educating parents about the need for completing a full series of immunizations.

Action required:

- In planning meetings with County Medical Officers and EPI Supervisors, EPI/CCCD personnel must address this issue and ensure that this responsibility is assumed throughout the month of November and following the campaign week. (Mr. James Goaneh and Mr. Jim Thornton)

o HEALTH EDUCATION AND INFORMATION IN THE SCHOOLS

EPI/CCCD project personnel are being offered an opportunity to work with the Ministry of Education and USAID/Liberia in promoting information about immunizations and the campaign through school teachers and students who will in turn convey information to their parents. Through the Improving Efficiency Learning Project, such a pilot project can be developed and introduced. IEL primary schools in Nimba, Grand Bassa and Bong Counties would be included.

Action required:

- Hold a second meeting between EPI/CCCD personnel (Mr. Jack Berrian and Mrs. Beatrice Ainsworth) and IEL personnel (Mrs. Janice Vani and Mr. Murray Simon) to develop a plan of action during the second week in October.
- EPI/CCCD personnel will hold an orientation and information session for IEL instructional supervisors (3-5) in Monrovia in October as scheduled by Mrs. Vani. In initial discussions, it was envisioned that Mr. Berrian and Mrs. Ainsworth would develop a one-page draft of a basic lesson plan and information sheet for school teachers to use for instruction on a designated day during the week prior to the campaign; in addition, a 5" x 8 1/2" handout depicting the vaccination poster on one side and basic information about the campaign, road to health card, ages and completion of the full series on the other side would be printed and distributed by the teachers to all students. The IEL instructional supervisor would review the materials which would then be revised and produced following this meeting.

- Draft the materials suggested above prior to the October meeting.
Berrian (Mr. and Mrs. Ainsworth with guidance from Mrs. Vani)
- Distribute materials no later than November 14. (Mrs. Vani)

o SEEK ACTIVE PARTICIPATION OF PEACE CORP VOLUNTEERS

Over one hundred Peace Corps Volunteers in Liberia could potentially be involved in promoting the second national vaccination week. Some were active in the first campaign assisting with logistics and registration. One volunteer assigned to the CCCD project worked with the Guthrie rubber plantation to promote employee awareness of and participation in the first national vaccination week. Coverage results indicate that her efforts were successful. Her experience has implications for future Peace Corps Volunteer involvement in support of the expanded program of immunization.

Action required:

- Utilize the knowledge and expertise of Peace Corps Volunteers and their counterparts assigned to CCCD in determining how and to what extent volunteers in other sectors can assist in promoting the campaign. Identify possible roles, including information about the campaign and forward to respective ministries which can choose to authorize volunteer involvement (Sarah Morrison, CCCD Peace Corps Volunteer, by the first week in November).

VISUAL AIDS

o VACCINATION POSTER

This will be reprinted slightly modified to include the theme expression "The Road to Health" under the wording "Vaccinations" as well as listings of time and place.

Action required:

- Determine quantity to be printed based on estimated number of locations. Identify methods for distribution. Seek collaboration of UNICEF in donating printing costs and with Ministry of Health & Social Welfare in supplying paper. (Mr. James Goaneh; print and distribute by November 14).

o HANDOUT FOR SCHOOL CHILDREN

See activity description under Interpersonal Communication. Determine number to be printed based on enrollment figures provided by Mrs. Vani. Distribute through IEL channels by mid-November.

o T-SHIRTS

Assess inventory in Monrovia and silk screening services. Obtain estimate of costs and time line. Assure that adequate time is allowed for printing and distribution, the latter ideally being at least 10m days prior to launching the campaign. (Mrs. Betsy Brown and Mr. E.F. Ntiomoah).

o ADAPTED VACCINATION POSTER

Consider using the original poster or enlarge the picture portion if LRCN sponsors a coloring contest, similar to that arranged for ORT. Print copies based on estimated demand for the posters in three radio broadcast locations and Monrovia. (Publicity Committee and Dr. Bill Mackie, LRCN).

MASS MEDIA

o RADIO

This channel of communication should be fully employed as its potential impact is very promising.

The Publicity Committee's health education and information activities coincide with the inauguration of three new Liberian Rural Communications Network broadcasting stations in the rural regions of Zwedru, Gbarnga and Voinjama.

It is recommended that the Publicity Committee hold one of its planning meetings at LRCN headquarters, tour the facility and be oriented to the capabilities of radio and to the services of the Programme Production and Development Services. During the orientation and tour, the committee would have the opportunity to hear samples of radio public service announcements, messages and songs such as "Vaccine." (To be arranged between EPI/CCCD technical officer Mr. Jim Thornton LRCN project director Dr. Bill Mackie in early October).

Action required:

- LRCN has begun providing production services to the EPI/CCCD project. Radio messages emphasizing the importance of immunization have been produced. The Publicity Committee needs to direct the sub-committee on radio message development to continue to work closely with LRCN in developing a series of radio broadcasts which include public service announcements, spots, jingle and coloring contests, interviews, dramas and possibly songs. With the exception of messages directed specifically at promoting information about the second national vaccination week, all broadcasts should use messages which are general and can be tagged for use during and after the campaign week.
- Submit to LRCN preceding the campaign week, messages which address topics the of:
 - o Importance of Vaccinations in General
 - o Announcement of Second National Vaccination Week
 - o The Road to Health Card
 - o Responsibility of Fathers in Ensuring that Children are Immunized
 - o Appropriate Ages for Immunizations
 - o Effectiveness of Vaccinations against Measles
 - o Tetanus Vaccinations for Pregnant Women and Those of Childbearing Age

- Produce and broadcast during and following the campaign week focussing messages on the following topics:
 - o Importance of Vaccinations in General
 - o The Road to Health Card
 - o Importance of Completing Full Immunization Services
 - o Appropriate Ages for Immunizations
 - o Treatment for Side Effects
 - fever
 - sore on arm
 - o Responsibility of Parents to Protect Children Against Childhood Diseases

- The Publicity Committee and EPI/CCCD should welcome technical assistance from LRCN and utilize fully its services. (Mrs. Ainsworth is knowledgeable about LRCN's services).
 - o Conduct a coloring contest using the vaccination poster.
 - o Conduct a jingle contest that incorporates the "Vaccinations: the Road to Health" theme.
 - o Contract with Peter Ballah's drama group "Our People: One People" to produce one drama addressing the importance of full immunization; the original to be produced in Liberian English and translated into Kpelle, Lorma, Bassa, Dan, Mandingo and Krahn dialects. LRCN can provide production services. This drama can be broadcast throughout the year.

- Arrange for the production of interviews with key EPI/CCCD personnel and other government officials and community leaders about the second national vaccination week and follow-up immunization activities. Topics could include but not be limited to:
 - o the campaign
 - o immunizations in general
 - o the EPI/CCCD project
 - o school health education project
 - o provide all other radio stations with copies of recorded messages produced by LRCN

o TELEVISION

UNICEF has accepted responsibility for producing videos which can be televised including a documentary highlighting the successful West Point Community organization project.

o NEWSPAPERS

The Press Committee of the Publicity Committee needs to play a continually active and aggressive role in promoting the goals and activities of EPI/CCCD and in publicizing the second national vaccination week.

Action required:

- Coordinate with the Ministry of Information and USIS in producing information to be provided to the press. Topics of timely interest include:
 - o Adoption of the campaign theme
 - o Announcement of national vaccination week
 - o Financial support toward immunization efforts by donor agencies
 - o Recognition of Rotary Club's support funding purchase of polio vaccine
 - o Mrs. Doe's participation
 - o Mobilization of medical personnel
 - o EPI/CCCD training activities

(Mr. Jenkins Cooper and committee members, on-going).

V. RECOMMENDED ACTIVITIES AND REQUIRED FOLLOW-UP ACTIVITIES

Accomplishing the tasks set forth in the proposed plan will lay the foundation for future efforts to strengthen the health education component.

Follow-up actions include:

1. After reviewing the proposed health education, promotion and publicity plan, USAID/Liberia, the Ministry of Health & Social Welfare, and EPI/CCCD project personnel must prioritize those activities most likely to be accomplished given personnel and technical resources available and allocate funds to support the activities;
2. The Publicity Committee needs to review the proposed health education, promotion and publicity plan for the second national vaccination week; the plan is derived from meetings it has held to date and hopefully, all or most of the components will meet with the approval of the members. Specific tasks, assignments or responsibility and time lines need to be reviewed, clarified and adopted or revised;
3. One EPI/CCCD person needs to be appointed by the Ministry of Health & Social Welfare to oversee implementation of the plan as finalized by the Publicity Committee. If MOH staff personnel cannot be identified to undertake this task, then it is recommended that Mrs. Beatrice Ainsworth, with MOH approval, be considered as a qualified health professional whose role would be to support and facilitate the work of committee members.
4. The Publicity Committee or its sub-committees need to determine the frequency with which members will have to meet during the months of October and November in order to accomplish their work. Motivating committee members and coordinating efforts will be a key responsibility of whoever is appointed to oversee the plan's implementation.
5. EPI/CCCD should arrange for the Liberian Rural Communication Network to provide an orientation for members of the Publicity Committee. It is recommended that the committee hold one of its meetings at LRCN, to tour the facility and to learn how LRCN can support promotion of and

publicity for the campaign. Members of the committee will be actively involved in developing radio messages and would benefit from an orientation and training session.

6. Following the second national vaccination week, an evaluation of the health education and information component should be conducted, and a written document summarizing the findings issued. An evaluation would present an opportunity to mobilize the Publicity Committee to continue its efforts to sustain momentum for immunization activities throughout the year and to develop a plan of action beyond the campaign. If a HEALTHCOM project is initiated or the Information, Education and Communication Division is established within the Ministry of Health, this committee could play a key advisory role in the health education planning process. In addition, a written document summarizing and evaluating accomplishments would offer an overview for future consultants providing short-term technical assistance and would ensure continuity within the project.
7. EPI/CCCD needs to establish a method for documenting and maintaining a file or library of radio broadcast messages, visual aids and other materials used. Ready access will assist in future assessments and program planning efforts.
8. Increasing full immunization coverage is a major goal of EPI/CCCD. Sustaining the public awareness momentum generated during the second national vaccination week will require that the Publicity Committee consider meeting regularly on an ongoing basis to educate the Liberian population as to the importance of completing the full immunization cycle. This would ensure that promotion of immunization activities is coordinated and that communication among Ministry and donor agencies is facilitated.

PERSONS CONTACTED

Beatrice Ainsworth
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Health Education/Training Activities
USAID

E. Ofore Akyea
Resident Programme Officer
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John Bakalu
Ministry of Internal Affairs

Peter Y. Ballah
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National Bureau of Culture and Tourism
Drama Group: Our People, One People

Jack Berrian
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Betsy Brown
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PERSONS CONTACTED (cont.)

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Dr. William Mackie
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Sarah Morrison
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