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TRIP REPORT:
PROPOSAL DEVELOPMENT AND PRELIMINARY
TRAINING FOR FAMILY PLANNING PRINT MATERIALS
IN THE SUDAN

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I. EXECUTIVE SUMMARY

Two extensive family planning IEC assessments were conducted by JHU/PCS teams in May 1983 and January 1984. Based on these and more recent discussions with AID/Khartoum staff, JHU/PCS agreed to support the development of print materials which could fit into the current sensitive family planning climate. While in Khartoum to conduct a materials' development training course for another project, PIACT/PATH staff members Joan Haffey and Scott Wittet consulted with AID Health and Population Officers as well as a number of local agencies to determine an appropriate group to implement such a project. A proposal to develop two sets of print materials for clients and fieldworkers on the contraceptive pill and family planning motivation in the Islamic context was written and submitted to JHU/PCS by the Sudan Community Based Family Health Project (SCBFHP) based in the Department of Community Medicine, Faculty of Medicine, University of Khartoum. Project staff will collaborate closely with the Population Education Project of the Ministry of Education. Project staff are currently implementing a complementary print materials' development project on ORT and child nutrition.

The willingness of the SCBFHP project director to second staff full-time to these complementary projects was critical to the decision to develop a JHU/PCS project with this group. While beginning to implement this related project, SCBFHP staff were trained in the print materials' development process, conducted a series of FGDs on the chosen family planning topics, and developed preliminary messages for the two sets of materials. Further production work will depend on formal project approval.

II. ABBREVIATIONS

EDC	Educational Development Center
FGD	Focus Group Discussion
FP	Family Planning
IEC	Information, Education, and Communication
MCH	Maternal Child Health
MOE	Ministry of Education
MOH	Ministry of Health
NPC	National Population Committee
PHC	Primary Health Care
PIACT	Program for the Introduction and Adaptation of Contraceptive Technology
RHSP	Rural Health Support Project
SCBFHP	Sudan Community Based Family Health Project
SFCA	Sudan Fertility Control Association
SFPA	Sudan Family Planning Association

III. INTRODUCTION

Two extensive needs assessments of family planning IEC possibilities were conducted by JHU/PCS teams in May 1983 and January 1984. The first of these recommended the development of IEC capabilities within the Sudan Fertility Control Association (SFCA). However, anticipated addition of IEC staff to implement project activities did not occur, prompting the second team visit. This team recommended that the National Population Committee (NPC) submit a proposal to JHU/PCS to strengthen central family planning IEC capabilities in Sudan. Again, this failed to occur, suggesting an apparent lack of interest on the part of the NPC.

After further discussion with Dr. M. A. Micka, USAID Health and Population Officer, JHU/PCS agreed to support the development of booklets on family planning to meet the need for educational and motivational materials expressed by virtually every agency actively involved in family planning in Sudan. Such a project would be appropriate in the current political climate which is increasingly sensitive to, but tolerant of, family planning issues.

The objectives of this mission were, therefore:

1. To identify an appropriate organization to implement a print materials' development project.
2. To assist staff members in the development of a proposal to be submitted to JHU/PCS.
3. If possible, to include potential project staff in a materials' development workshop to be held by PIACT/PATH staff.

Workshop plans were rescheduled for several days after our arrival so that family planning staff could attend, if identified early enough.

It should be noted that, although the team was in-country from September 27th through October 11th, activities specific to a JHU/PCS

project occupied only half of our time. A severe petrol shortage and limited official working hours posed other constraints. However, because JHU/PCS project staff participated in the materials' development workshop, a great deal was accomplished in a short time.

Detailed descriptions of Sudanese IEC capabilities, socio-economic factors affecting potential IEC activities, and the IEC activities of specific organizations are not addressed, as they are outlined in the needs assessments mentioned above. However, changes occurring since January 1984 are noted.

IV. DESCRIPTION OF ACTIVITIES

A. Choice of Implementing Organization

The Bachbaoub-Yacoob Needs Assessment conducted in May 1983 recommended the development of IEC capabilities within the SFCA. However, expected addition of IEC staff has not occurred, so the organization has limited current potential to implement a print materials' development project. The relatively few materials already developed by the SFCA are highly technical and not suited to a rural, low literate audience.

The Bachbaoub-Shaw assessment of January 1984 recommended a collaboration between the production team at the Educational Development Center (EDC) in the Faculty of Medicine and the National Population Committee (NPC). Because the NPC had not submitted a proposal to JHU/PCS as recommended, a lack of interest in such assistance was assumed. The EDC was reported by contacts within the Faculty of Medicine, and elsewhere, as currently having insufficient staff to assume the major role in implementing such a project and as being, in fact, already overextended.

After consulting with AID/Khartoum health and population staff and others active in Sudanese family planning activities, the JHU/PCS team helped develop a proposal with the SCBFHP.

Staff were eager to undertake such a project to complement another they are about to begin, to develop primary health care (PHC) print materials. The willingness of the project director, Dr. A. R. El Tom, to assign a capable staff member full-time, and others as needed, for this materials' development project, and the orientation of the entire staff to rural community-level work were particularly important in the decision.

Because the development of family planning materials can be easily incorporated into the current PHC materials project, and activities such as pretesting two different booklets carried out simultaneously, the capabilities of the staff will be strengthened, and some critical resources, such as petrol, saved. In addition, staff could participate in the current workshop and begin preliminary project activities without formal JHU/PCS approval or funding.

USAID Health and Population Officer, Dr. M. A. Micka, and Assistant Population Development Officer, Dr. Lois Bradshaw, concurred with such an arrangement and all parties agreed to emphasize cooperation and collaboration with related family planning organizations. A detailed description of the SCBFHP is contained in the project proposal submitted to JHU/PCS.

The SCBFH Project staff has extensive experience in fieldworker training, audience research, and activities encouraging community participation. They also have acquired, through various surveys, quite a bit of data on family planning KAP in their project area, as well as information on other MCH topics. Staff, and especially the project director, Dr. A. R. El Tom, made a concerted effort to

encourage collaboration on the project with other agencies involved in health and family planning educational activities. Efforts to include the EDC were unsuccessful due to prior commitments of that organization. However, the art team from the UNESCO-sponsored Population Education Project of the MOE was recruited to work on the necessary graphics after a visit to the MOE by the entire SCBFHP staff.

In addition, AID Health and Population Officer, Dr. Micka, arranged for the participation of MOH personnel from El Obeid (Western region) and Juba (Southern region) at the training workshop so that regional versions of the materials could be developed. The Mission is funding the development of the Western version and either AMREF or the Mission will fund a Southern version. Dr. Bradshaw will monitor these regional projects. Both Dr. Micka and Dr. Bradshaw were very helpful in suggesting appropriate collaborating agencies, in providing additional transport to the field during the workshop, and in their general support of project activities. Workshop participants also included staff from SFCA, UNICEF, the Population Education Project (MOE), and the MOH regional offices. Project staff hope to rely on the continued participation of these people in materials' development activities.

B. Materials' Development Workshop

A workshop on the development of health and family planning materials was held October 3rd through 11th at the Department of Community Medicine, Faculty of Medicine, University of Khartoum. A list of participants is attached (Appendix A). Project staff chose the contraceptive pill and birth spacing motivation, especially in an Islamic context, as the two topics of greatest use to all interested family planning agencies.

October 3: Introduction and Project Overview

- Welcoming Remarks - Dr. A. R. El Tom
- Introduction of participants
- Description of SCBFHP and materials' development project
- Visual perception exercises
- Discussion of perception and effective communication
- Discussion of population communication process based on JHU/PCS model
- Introduction to group dynamics

October 4: Focus Group Discussions (FGDs)

- Discussion of the why and how of FGDs
- Discussion of facilitator skills
- Development of FGD guidelines on child nutrition, the contraceptive pill, and family planning motivation
 - Small groups
 - Large group critique

October 5: Holiday

October 6: Focus Group Discussions

- Classroom Exercises - Avoiding leading questions
 - Techniques for eliciting group discussion
- Four FGDs in El Fateem village (20 miles north of Khartoum) on child nutrition; three female, one male
- “ Informal group discussion of FGDs held--problems, successes, and findings

October 7: FGDs at El Hag Yousif FP/MCH Clinic (SFCA)

- Four FGDs - Two on contraceptive pill
 - Two on general attitudes toward family planning
 - All women
- Presentation of FGD findings by each team
- Informal group discussion of results
- Small group elaboration of messages based on FGD results

October 8: FGD Analysis and Development of Messages for Nutrition Booklet

- Group discussion of nutrition messages
- Finalization of suggestions for graphics
- Slide show on adaptation of materials from one country to another

October 9: Pretesting Methodology

- Pretesting - How and why
 - Kinds of questions to ask
 - Potential problems
- Roleplay - pretesting, interviewing, and recording
- Collating responses
- Review of ORT graphics to be pretested

October 10: Pretesting - El Fateem Village

- Pretesting of ORT graphics.

October 11: Compilation of Results

- Plans for future activities
- Evaluation of workshop
- Closing Remarks - Dr. A. R. El Tom

Workshop participants had all done quite a bit of fieldwork, and were obviously interested and experienced in target audience participation. We therefore relied heavily on group discussion, and sharing experiences. Participants were vocal and dynamic and everyone involved agreed that it was a productive and useful experience.

V. CONCLUSIONS AND RECOMMENDATIONS

The obvious orientation of SCBFHP staff to fieldwork which promotes community participation explains the ease with which they acquired the skills necessary to undertake a print materials' development project relying heavily on input of the target audience. If present levels of enthusiasm and commitment to the project can be sustained, it will surely be successful. The active support of the AID Mission will also guarantee that project impact will be felt in at least three distinct regions. In addition, the obvious need for relevant educational materials voiced by virtually every person contacted will help to ensure that any materials developed will be widely used.

Assuming that the SCBFHP proposal is funded as submitted, future JHU/PCS monitoring visits should:

- Be short but more frequent (rather than the opposite) to sustain staff commitment to a complicated work plan.
- Emphasize networking and cooperation with other interested organizations.

VI. CONTACT LIST

USAID

Dr. Mary Ann Micka, Health and Population Officer
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Rural Health Support Program (USAID)

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Dr. Amal Dardiry, Kordofan Region, MCH Coordinator
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Sudan Fertility Control Association

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Dr. Hadi Zein Nahas, Past President
President, Federation of Arab Fertility Control Associations
Past President, IPPF, MENA Region
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El Hag Yousif Clinic

Dr. Osman Mahmoud Hassareim, Project Director
Sister Taiba
Ms. Salha Salih, Educator

Ministry of Health

Ms. Matilda Nyoka, AMREF, MCH/FP Advisor, Juba
Ms. Mary Rose Juwa, MCH Department, Directorate of Health and Social
Welfare, Equatorial Region, Juba

UNICEF

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Mr. Joseph Kariuka, PSC Officer
Ms. Judi Aabel, Planning Officer (has not yet started)
Mr. Yoshi Uramoto, Nutrition Officer
Ms. Ihsan Mustafa, Program Assistant for Nutrition

SCBFHP

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Dr. Abdul Rahman El Tom, Project Director
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Dr. Mohammed El Fatih, Immunization Coordinator
Dr. Priscilla Joseph, Department of Community Medicine - ORS home mixtures
Dr. Mohammed Idris, Department of Community Medicine
Dr. Ibrahim Sheik Idris, Department of Community Medicine - Nutrition
Dr. Kamal Kheiralla, Department of Community Medicine
Dr. Khwad Omer, Project Field Supervisor
(Other staff listed under workshop participants)

OXFAM

Mr. Nicolas Winer, Country Representative

Participants of Print Materials' Development Workshop

October 3 - 11, 1984

Department of Community Medicine
Faculty of Medicine
University of Khartoum

Facilitators

Scott Wittet, PIACT/PATH
Joan Haffey, PIACT/PATH

SCBFHP

Dr. Abdel Rahman El Tom, Project Director
Ms. Ilham Abdalla Bashir, Print Materials Project Coordinator
Dr. Abdul Aziz Farah, SCBFHP Resident Advisor, Columbia University
Ms. Willa Pressman, Columbia University Intern
Dr. Naila Mubarak, Deputy Director
Ms. Suzan Wesley, Assistant Director for Training
Ms. Nadia Bushra A/Rahman, Social Worker
Ms. Nadia Ali El Tom, Social Worker
Ms. Neimat Abdalla Rajab, Social Worker
Ms. Asia Abdalla, Social Worker
Ms. Maha Ismat Maami, Social Worker

Dr. Priscilla Joseph, Former Head of MCH, MOH, Juba (Current Masters Student
in Department of Community Medicine)
Ms. Afaf Osman Musa, Artist

MOH: Juba (Southern region)

Ms. Mary Rose Juwa, MCH Trainer
Ms. Matilda Nyoka, MCH/FP Advisor - AMREF

El Obeid (Western region)

Dr. Amal Dardiry, MCH Coordinator, Kordofan

UNESCO

Ms. Fathia Abdel Rahiam, Department of Social Welfare

El Hag Yousif Clinic (SFCA)

Ms. Salha Salih, Family Planning Educator

UNICEF (2nd part of workshop only)

Mr. Joseph Kariuka, PSC Officer

Ms. Ihsan Mustafa, Project Assistant for Nutrition

Ms. Judi Aabel, Planning Officer (has not yet started)

SUMMARY OF FGD RESULTS

Contraceptive Pills - El Hag Yousif Family Planning Clinic

1. Women mentioned pills, IUD, Depo Provera, condoms, jelly and foam, breastfeeding, natural methods, and tubal ligation as methods about which they had heard.
2. Mother gets health benefits from spacing; pills are effective.
3. Pill side effects: fast heart beat, shaking, vomiting, dizziness, and gaining weight (viewed as positive).
4. Dangers of pill use: cancer, divorce from angry husband.
5. If side effects persist, women should switch type of pill.
6. If two pills are forgotten in a row--period will begin (the only consequence mentioned).
7. One woman: if she forgets pill once, will only take one next morning, but not another later in the day.
8. Pill, IUD failure mentioned. IUD is viewed by some as dangerous, punctures or adheres to uterus.
9. Women who take pill without food feel nauseated.
10. If pills are taken during pregnancy, child will be deformed.
11. If several pills are missed, women do not come to the clinic.
12. People were aware of sources.
13. They learned about methods from neighbors, TV, newspapers, and clinic motivators.
14. Some women bought pills in pharmacy, where they did not get information on use or screening.
15. Women were not aware of purpose of iron tablets; thought brown pills were unappealing, detrimental.
16. Pills are convenient.

Birth Spacing Motivational Booklet - El Hag Yousif Family Planning Clinic

1. Short birth intervals are a problem: mother always tired; "looks like grandmother when still young"; too many children to care for, provide for.
2. Problems during pregnancy: mother in bed due to fatigue, weakness; increased health problems.
3. Eight children is absolute maximum (in one group).
4. Husbands not supportive of pill use, often domestic problems are related to women's desire to space.
5. Term "contraceptive" is disliked. "Spacing" is an acceptable concept.
6. Older women (mother-in-law) also not supportive of spacing.
7. Women thought breastfeeding was a reliable method of contraception, but then they got pregnant. Shameful to get pregnant while still breastfeeding.
8. No specific point to begin spacing (i.e. after child 1, 2, 3, etc.).
9. Minimum birth interval should be 3 - 5 years.
10. Some women said 2 - 3 children would be ideal. Some said many more (8 girls, 10 boys).
11. High child mortality is the factor that hinders acceptance of family planning.
12. Women don't consider short birth intervals as a factor contributing to high child mortality, only to fatigue/aging of mother.
13. Large number of children "is God's will"--only one woman disagreed with this attitude.

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