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TRIP REPORT

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TABLE OF CONTENTS

Page

List of Abbreviations i

EXECUTIVE SUMMARYii

I. INTRODUCTION1

II. BACKGROUND1

III. REPORT OF MISSION4

 A. Task #14

 Assist USAID/Nairobi and the NCPD in the preparation of IEC budgetary and technical documents for inclusion in GOK Budget for FY 86/87.

 B. Task #26

 Consult with URTNA concerning recruitment of consultant services under the JHU/PCS Family Health Project.

 C. Task #37

 Review progress of Stellagraphics Film Project and RETCO Pretest and Evaluation Project.

List of Contacts10

Attachment A: Memorandum from NCPD IEC Chief to Director, NCPD

Attachment B: Social Drama Pretest Program Plan

Attachment C: Memorandum prepared by Ms. Rachel Oguto

ABBREVIATIONS

AED	Academy for Educational Development
CAFS	Center for African Family Studies
GOK	Government of Kenya
IEC	Information, Education, Communication
JHU/PCS	Johns Hopkins University/Population Communication Services
MOH	Ministry of Health
MOIB	Ministry of Information and Broadcasting
NCPD	National Council for Population and Development
PCMA	Protestant Churches Medical Association
RETCO	Research Evaluation and Training Consultancy
UNESCO	United Nations Education, Scientific, and Cultural Organization
UNFPA	United Nations Fund for Population Activities
URTNA/PEC	Union des Radiodiffusions et Televisions Nationales d'Afrique/Program Exchange Centre
USAID	U.S. Agency for International Development
USAID/PH	U.S. Agency for International Development/Population and Health
VOK	Voice of Kenya

EXECUTIVE SUMMARY

The primary purpose of the mission was to assist USAID/Nairobi and the Kenyan National Council for Population and Development (NCPD) in the preparation and submission of IEC budgetary and technical documents for inclusion in the annual budget for fiscal year 1986-87. USAID proposes to support three main components: 1) production and evaluation of radio and television social dramas; 2) IEC family planning activities of four NGO's; and 3) print and promotional materials. Total proposed budget support is approximately \$1.1 million dollars through the bilateral Family Planning Services Support Project.

A second major activity was to consult with URTNA/PEC concerning the recruitment of African consultant services under the JHU/PCS Family Health project. Candidates and funding levels and mechanisms were discussed and agreed to, as was a general work program for the next quarter.

The other major activity - though unanticipated - was to review the Stellagraphics video project, and the accompanying RETCO Pretest and Evaluation Project. Plans were developed for the presentation of the video and field evaluation findings to the NCPD and other institutions to assist in making decisions regarding eventual broadcast and distribution. The RETCO project was revised to include an amendment in response to current program needs.

The follow-up to this mission will be a visit in July or August to a) assist in launching the social drama activity, b) develop an evaluation mechanism for the social dramas, and c) refine the USAID-supported plans and strategies in light of the approved GOK budget.

I. INTRODUCTION

This is a report on the consultant's fourth JHU/PCS technical assistance mission for the IEC component of USAID/Nairobi's Family Planning Project. In addition to describing activities undertaken during this mission, the report will discuss the background of certain activities in the interest of enriching the written record. It will also offer certain observations about the approach to family planning demand creation currently being undertaken in Kenya. In the two years since the consultant began providing technical assistance to the program there has been considerable rotation of personnel in participating donor agencies, as well as in the GOK and NGOs involved in family planning. It is hoped that an effort to report both facts and opinions will be a useful contribution to the dialogue and program directions of those individuals and institutions concerned with increasing public acceptance of family planning in Kenya.

II. BACKGROUND

The national leaders seminar held in Nairobi in June of 1984 was viewed by many as a turning point in the history of family planning in Kenya. Chaired by the Vice President of Kenya and attended by leaders from many government, non-government and donor agencies, the meeting was addressed by the president of the World Bank who used the occasion to present salient points of the Bank's 1984 World Development Report on Population. After nearly twenty years of population programming, many Kenyan observers at the meeting expressed the sentiment that the moment had come when the population crisis would receive the priority attention it deserved. Yet within a week of the widely-covered event, the GOK budget for the 1984-85 fiscal year was published, revealing that funding for population activities had **decreased** by more than 20% from the previous year. The Voice of Kenya, for example, the country's only broadcast network, was to remain silent for the year on population matters. The National Council on Population and Development (NCPD), convenor of the leaders' seminar, was to receive only very limited funds, this despite literally tens of millions of dollars in committed donor funds. Donor and Kenyan exhortation to amend the budget notwithstanding, the fiscal year ended without a supplementary budget allocation. Staff strength of the NCPD remained essentially the same; key ministries' participation was deferred for another year, and interested NGOs reported being constrained by funding and administrative difficulties from implementing their family planning programs.

FY 85/86 is now in its final quarter. Unlike the situation of the previous fiscal year, the GOK treasury allocation for population programming rose to 1.8 million Kenyan pounds, an increase of almost 50% over the previous year. A visit by the Pope early in the year temporarily dominated the press, and reinforced the opposition of Kenyan Catholics to modern ('artificial') methods of contraception. Recently, considerable press space was devoted to a family-planning related controversy that even attracted the attention of the international press, including *The Washington Post*. Intensive rumors were circulating to the effect that schools in some Kenyan districts were adding contraceptives to childrens' milk.

Although implementation levels and impacts for population programs in FY 85/86 cannot yet be determined, some elements are known. The Voice of Kenya will not broadcast its own TV or radio programs on family planning this year. The Family Planning Association of Kenya has experienced several internal management and financial difficulties that have handicapped its program efforts; other NGOs were reporting insufficient finances to conduct their family planning programs; and the NCPD still has several vacant posts to fill before it can reach the approved staff strength required to fulfill its mandate to play the lead role in Kenya's population program.

This review of selected highlights of the past two years is not offered as an indictment of Kenyan intentions or capability vis-a-vis the population program; rather it is to sketch the backdrop against which the need for current and future demand-creation activities must be viewed. Sensitivities toward family planning remain major obstacles. They range from suspicions of foreign motives to fears of intrigues to achieve or redress ethnic domination through selective birth control efforts, to practical concerns about side effects of contraception. Senior Kenyan leadership has been bold in its attempts to contradict the most destructive rumors. The Vice President of Kenya regularly seizes opportunities to promote family planning and to allay public fears. The President recently spoke out strongly to counter and condemn the contaminated milk rumors. Nevertheless, the atmosphere for family planning promotion is often highly charged with controversy and suspicion.

It is possible that authorities and decision makers are more conservative than the ultimate "target audiences" or "beneficiaries" of family planning programs. There is at least anecdotal evidence to suggest that women -- especially rural women -- are ready and willing to learn about and adopt family planning if only services were made more available and reliable. There is also reason to believe that institutional gatekeepers, including service providers, can obstruct access to services and supplies. Men are

frequently cited as major inhibitors of women's efforts to space births, and youth, the runaway majority in the Kenyan population, are alleged (by many gatekeepers) to be an improper target of family planning programs. **Despite the fact that over 30% of school girls are reported to drop out because of unplanned pregnancies, constant controversy swirls around the question of providing "family life education" (let alone contraceptives) to this demographically explosive cohort of the Kenyan population.** Recently, the NCPD elected not to initiate a large scale CSM program. It is reported that concerns over youth access to contraceptives was one important factor.

The puzzles and paradoxes surrounding the Kenyan population program are everything but unique. With the exception of Zimbabwe and Botswana, whose prevalence of modern contraceptive use has reached double digits, most of Kenya's sub-Saharan neighbors find themselves in similar straits. Perhaps the only uniqueness in the Kenyan situation is the stunning incongruity between public policy and program performance, and the raw demographic data: a population growth rate estimated to be in excess of 4% per annum.

This view of the context and recent program history is presented as a preface to a report of specific actions taken by USAID in cooperation with the NCPD and other donors in support of family planning IEC. While the obstacles discussed may appear overwhelming, they neither preclude programmatic action nor negate certain positive signs of public interest in adopting family planning. There are some clear indications that family planning enjoys wide acceptance in parts of Kenya. One district in Central Province reports a 50% prevalence rate (of modern methods). Family planning field educators in some areas work long hours and are still unable to meet demands for information and service. Though national KAP statistics are a cause for concern, some district and provincial statistics may foreshadow a breakthrough. One question for donors and Kenyan officials regarding IEC is how best to proceed in such a delicate environment. Another question is whether it is wise to pursue vigorous demand creation programs when services are so uneven. The answers to these questions may not be clear for another two or three years. The remainder of this report details specific plans to program USAID resources in IEC in the next Kenyan fiscal year in light of the issues and constraints discussed above.

III. REPORT OF MISSION

- A. Task #1: Assist USAID/Nairobi and the NCPD in the preparation of IEC budgetary and technical documents for inclusion in GOK Budget for FY 86/87.

Accomplishment: A document for Treasury was prepared with the IEC Director of NCPD (see Attachment A).

Discussion: March 21st was the deadline for the NCPD to submit its proposed budgets for inclusion in the 1986/87 GOK Treasury allocations (known as the Development "Estimates"). With a fiscal year running from approximately 1st July to 30 June, the March submission begins an internal process of discussion and negotiation which culminates in the publication of a Treasury "vote" against which government agencies may incur expenditures. Whereas UNFPA is currently able to spend money which is not reflected in the Treasury estimates, World Bank and USAID funds must appear in the estimates. Hence, the timing of the consultant's mission was coordinated by USAID to help assure that proposed USAID funding was identified in time. Rotation of NCPD personnel has constrained the Council's capacity to master these administrative procedures. The record suggests that it is not a failure of will, so much as a shortage of bureaucratic and administrative experience which explains NCPD budget difficulties. Furthermore, Council personnel suffer from insufficient training and exposure to the experiences of comparable institutions in other countries. A study tour such as that arranged last year by USAID/Nairobi for key NCPD figures could well benefit the new personnel in key positions. It is encouraging to note that the Population Council is preparing study tours and training activities in the near future.

The key activities to be financed under the USAID bilateral program are 1) radio and television social dramas, 2) continued support to IEC activities of NGO, 3) print and promotional materials.

Item 1 - Radio and Social Drama

Discussion: In late 1983, four (4) Kenyans were invited along with a group of Egyptians to visit the TELEVISA company in Mexico City to receive orientation and training in the techniques used by the Mexicans in researching and producing the family planning social drama, "Acompaname". During 1984 and 1985, there were several discussions and exchanges of documents between the Voice of Kenya, the National Council on

Population Development, and USAID regarding possible approaches to applications of the Mexican lesson. The final outcome of these considerations, is a plan to produce -- on a pilot basis -- ten (10) radio and six (6) television family planning social dramas. (The concept paper for this pilot effort is included as Attachment B.) The pilot effort will be financed with USAID funds that are being administered by the NCPD. It is expected that the pilot programs will be ready by the end of June. These pilot programs will be reviewed by the NCPD/IEC Division, and by USAID. Anticipating that the programs will be effective, the director of the NCPD proposed that the AID support to IEC for the next fiscal year include sufficient funds to be able to produce programs on an expanded basis next year. Further technical assistance is anticipated to launch the social dramas in fiscal year 1986-87. This assistance will include the development of a baseline for evaluating the social dramas and possible assistance in developing principal messages and themes for the dramas.

The second area to be supported by USAID is the IEC activities of the NGOs. As mentioned in the attached memorandum, NGOs to be supported by USAID are the Family Planning Association of Kenya (FPAK), the Protestant Churches Medical Association (PCMA), the Salvation Army, and the YMCA.

Since 1982, six (6) NGOs have been supported by the jointly financed World Bank/ USAID project. In the next fiscal year, USAID will support the four mentioned above, and the World Bank is expected to support from two to four additional NGOs. The proposed level of funding for the next fiscal year is the same as 1985-86. The activities to be supported are described in the 1985-86 workplan of the NCPD. The NCPD has decided that in the event that print materials are required for the NGOs, the planning and production of those materials will be undertaken centrally by the IEC Division of the NCPD to assure uniformity and to avoid duplication.

The third area to receive support in the next fiscal year will be print and promotional materials. The NCPD's list of proposed needs is given in the attached memorandum. As most of the anticipated materials are of a promotional nature, it was agreed that prior to producing such materials the NCPD would analyze the availability of appropriate print materials on contraceptive methods available through the Ministry of Health (MOH) and other service outlets. Given the variety of donors and institutions involved in production of print materials, it was agreed that an inventory of existing materials would be undertaken before producing additional materials.

One element conspicuously lacking in the NCPD approach to IEC is an overall strategy. Principal messages have yet to be clearly defined. A contest conducted nationwide to identify slogans in Swahili and English for the NCPD yielded over 4,000 responses. These responses constitute a useful inventory of slogans. However, slogans are not messages. The Council is expected to develop an overall IEC message strategy by the start of the next fiscal year. As of the end of this consultant's mission, discussions were underway concerning the placement of a UNESCO IEC advisor under the UNFPA project. It is anticipated that a UNESCO advisor would assist in the development of a detailed IEC strategy. In the event that this does not occur, the consultant recommends that JHU/PCS provide technical assistance as needed to help articulate a comprehensive strategy. Broad guidelines are in place; the mandate for overall communications planning is clearly with the Council. However, the work of detailing such a strategy to guide mass media production as well as the interpersonal messages of field workers is a crucial prerequisite to mounting the demand creation campaign anticipated for next year.

B. Task #2: Consult with URTNA/PEC concerning recruitment of consultant services under the JHU/PCS Family Health Project.

Accomplishment: Mr. Nicholas Dondi has been recruited by URTNA on a four month contract.

Discussion: Attachment C is a memorandum prepared by Ms. Rachel Oguto who has been in the employ of URTNA/PEC for the past nine months. Prior to going on maternity leave, Ms. Oguto prepared the attached memorandum to describe activities to be undertaken by a replacement for her. I met with Mr. Kassaye Demena on several occasions to discuss potential candidates and an expanded scope of work for such candidates to facilitate a dissemination of population broadcast material through the URTNA/PEC Program Exchange Center. Mr. Demena ultimately recruited Mr. Nicholas Dondi (who had consulted in Uganda for JHU/PCS) to undertake the activities in the attached job description. Mr. Dondi has recently undertaken his duties. JHU/PCS is very pleased that Mr. Dondi, who has considerable experience in family planning communication, will be working with URTNA/PEC.

C. Task #3: Review progress of Stellagraphics Film Project and RETCO Pretest and Evaluation Project.

Accomplishment: Prepared revision/amendment to RETCO project to include central level decision makers as an additional target audience for pretesting and evaluation of the film.

Discussion: In July 1984, the consultant was asked to facilitate the development of video and/or film materials for the Kenyan population program. At that time, the Voice of Kenya was broadcasting no population/family planning related material and there were no Kenyan-produced Swahili language films or video tapes available for family planning. Several discussions were held with Ministry of Information and Broadcasting (MOIB) officials, the Director of the NCPD Secretariat, the acting IEC chief, and others. The Deputy Permanent Secretary of Broadcasting made a request for assistance in researching what type of mass media materials would be suitable for the population program. Although he was interested in a pure research activity, further discussion with the consultant, NCPD, and Voice of Kenya officials led to a consensus that a very valuable source of information would be the careful pretesting and evaluation of experimental materials produced on video. Video materials could be transferred to film for wide distribution through a mobile van system, and -- if found appropriate -- could be broadcast on the Voice of Kenya as well. With the full endorsement of the NCPD, the Ministry of Information and Broadcasting, and the Voice of Kenya, JHU/PCS developed two (2) projects; the Stellagraphics Film Project and a companion project to undertake careful pretesting and evaluation. It is important to note that the two projects were requested, conceived, and designed to provide the NCPD and Ministry of Information and Broadcasting an opportunity to collect information about what approaches and messages could be effective with a variety of target audiences. During the March consultancy, both these projects were nearing completion.

The Stellagraphics Film¹, "Don't Rush Me", focuses on youth as the target audience. It is a powerful story of the dangers associated with teenage pregnancy.

¹ In addition to a full-length drama, there were four (4) short comedies prepared. The evaluation project showed that the drama was far more powerful in its ability to communicate. This was a useful finding in that it was suggested that vivid, realistic drama could better carry the message than short comedies. This section of the report will discuss the drama only.

Given the controversy surrounding how best to reach teenagers with information (and whether to reach teenagers with services), the film is expected to be subjected to careful scrutiny prior to distribution. While the film makes no reference to contraception per se, it certainly captures the conflict and tragedy surrounding teenage pregnancy. The pretest and evaluation project was conceived as a way to determine the target audiences' reactions to the piece. The audiences approached by the RETCO Pretest and Evaluation Project were almost unanimous in their appreciation of the film and their strong feeling that the film was a must for all school age children. (See "Evaluation of Family Planning Film Project; The Pretest Report by Eshiwani and Standa.) Although the film had not yet been formally presented to the NCPD, strong reaction to an informal screening of the film led the consultant to realize that one additional step was required in the pretesting and evaluation project's design: the consideration of decision makers at NCPD and concerned NGOs as an important target audience. Therefore, in collaboration with USAID and JHU/PCS, an amendment was proposed to the RETCO project which would allow for a sample of teachers and leaders in concerned NGOs and the NCPD to be shown the film in order to provide additional evaluative feedback.

By adding teachers and selected NGO/NCPD decision makers as target audiences JHU/PCS can then formally present the film to the NCPD with a complete investigation of how the film had been received by many of the institutions and people concerned, ranging from the ultimate target audience to those intermediaries such as teachers and field workers. Professor Eshiwani will then conduct a seminar for key decision makers to discuss the evaluation findings and to permit key decision makers to make any final recommendations to the NCPD for the use of the film. JHU/PCS is hopeful that the elaborate care taken to assess the suitability and impact of the material will not only make the Stellagraphics film as useful as possible but will also provide the NCPD with crucial information that might enable future production work to proceed from a sound base. The groups interviewed by Professional Eshiwani's evaluation project around the country may well serve as a panel for evaluation of future media products. The UNFPA will be supporting several film and radio productions; the Ministry of Health (MOH) has contracted with Stellagraphics to produce weekly video and radio materials; the Voice of Kenya and the NCPD have planned for increased production of family planning radio social dramas. The thorough pretesting and evaluation of the Stellagraphics film should help to refine message development and monitoring and evaluation methodologies for mass media products.

The follow-up to this mission is a visit requested by USAID early in the next fiscal year (July/August). The next mission will focus on the radio and television social dramas -- both production and evaluation.

LIST OF CONTACTS

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Ms. G. Kirika, Director IEC Division
Mr. O. Odallo, Officer, IEC Division
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Mr. G. Adambo, Senior Producer (TV)
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URTNA/PEC

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Mr. Hilary Ng'weno, Managing Director
Ms. P. Kabae, Producer

University of Nairobi (RETCO)

Professor George Eshiwani

African Development and Economic Consultants, Ltd.

Dr. T. N. Kibua

Attachment A

MEMORANDUM FROM NCPD IEC CHIEF
TO DIRECTOR, NCPD

USAID/IEC SUPPORT FOR POPULATION FAMILY
LIFE EDUCATION PROGRAMME 1986/1987

INTRODUCTION:

In reference to the meeting held on 18th March, 1986 between the NCPD Director/IEC staff, USAID staff and USAID/IEC Consultant, it was agreed that a comprehensive budget for the IEC activities should be formulated.

The USAID is funding the IEC programmes/activities whose major objectives are to inform, educate and communicate to the Kenyan public about Population/Family Life Education. It is expected that such activities will contribute to changing people's attitudes positively toward small families.

THE MAJOR USAID-SUPPORTED ACTIVITIES
IN 1986/87 WILL BE:

1. Radio/TV - Social Dramas; whose major themes will be supportive of population and family planning issues;
2. IEC Activities of NGOs; especially interpersonal communication;
3. Promotional/Print Materials for Selected Target Audiences;

SUMMARY BUDGET 1986/1987

	<u>US \$</u>
1. Radio/TV Social Dramas: (plus Evaluation)	266,880
2. NGOs	722,684
3. Print/Promotional Materials	<u>130,909</u>
TOTAL	<u>1,120,473</u>

(Details follow in Kshs.)

The following describes in detail costs and considerations for each of the major activities.

RADIO AND TELEVISION "SOAP OPERAS":

1. At present VOK is in the process of preparing a pilot programme of six Television and 16 Radio Social Dramas. These will be provided and field tested by the end of June.
2. In anticipation of a successful application of these dramas, we are planning budgetary support to permit extensive production in 1986/87.
3. The basis for the budget is an eight month period of airing three television and four radio programmes weekly. This is in accord with recent discussions with the VOK producers, in charge of the pilot phase.
4. While we are hopeful that VOK will be able to produce quality programmes on such a schedule, it may become necessary to support the VOK effort through contracts with outside producers, as discussed at the meeting of 18 March. In that event, there may be modifications in the budget.
5. Of particular importance in this activity is the lead role the Council must have in reviewing and approving the overall concept and individual scripts prior to production and broadcast. In the case of the Mexican social dramas in which the VOK producers were trained, all scripts were formally approved by leading Government, Non-Government and Religious authorities. The VOK producers understand this and expect to devote the first quarter of the year to writing and seeking approval for the scripts through the Council.

6. Following the pilot phase, the VOK and NCPD will review the work and establish a detailed workplan.
7. In view of the considerable cost and expected high profile of the dramas, an evaluation will be undertaken to assess the relative reach and impact of the programmes.
8. Budget Breakdown:

✓ (A) TV SOAP OPERAS:

Based on costs planned for the pilot soap operas, the projected cost per episode is KSHS. 28,150/-

BREAKDOWN:

1. <u>Programmes Fees:</u>	<u>KSHS.</u>
(a) Script	2,500
(b) Artists Fees	10,000
2. Hire of Rehearsal Rooms: (per Episode)	900
3. Transport for Artists and Crew	2,500
4. Subsistence for Cast and Crew	4,500
(at approximately 50% of Pilot Phase Budget)	
5. Sets and Props	4,000
6. Stationery/Secretarial	2,000
7. Film/Graphics	1,750
	<hr/>
	28,150 per Episode

(12 Episodes per month over 8 months = 96 Episodes
= KSHS. 2,702,400/- = US \$ 163,780)

B.ii. RADIO SOAP OPERAS:

Based on the costs of the pilot programme, the cost per episode is Kshs.8,650.

BREAKDOWN :

1.	<u>Programme fees</u>	<u>Kshs.</u>
	a) Script	1,500
	b) Artists fees	4,000
2.	Hire of rehearsal rooms	250
3.	Transport for Artists and crew	300
4.	Per diem for cast and crew (at 50% of pilot rate)	1,600
5/	Stationery/Secretarial	<u>1,000</u>
		8,650

= (US \$ 525

(At 4 episodes per week, times 8 months, there will be 128 episodes @ Kshs.8,650 = 1,107,200/= =US \$ 67,100).

~~III.~~ 6. FORMATIVE/SUMMATIVE EVALUATION: Kshs.594,000
(US \$ 36,000)

~~IV.~~ c. SUPPORT TO NGO'S

1. The support for IEC activities of NGO's to be provided by USAID will follow the pattern and funding levels of the 1985/86 Work Plan.

2. The special ^{fic} NGO's to be supported by

USAID funding are:

	<u>Amount</u>	<u>Jan.1986: workplan p:</u>
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a) FPAK	(K£ 398,965)	(p.109)
b) PCMA	(K£ 151,000)	(p.62)
c) SALVATION	(K£ 29,050)	(p.68)

ARMY

d) YMCA	(K£ 17,200)	(p.135)
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(PARTICULARS APPEAR IN THE JAN.1986 WORKPLAN)

3. Any additional NGO's to be financed through

4. The activities of the KCS, while ^{not} ~~not~~ mentioned in this memorandum, will be supported through the "Ovulation Awareness" component of the USAID FPSS PROJECT,
5. Where print materials are required by NGO's, the planning and production will be undertaken, centrally by the IEC Division in order to assure uniformity and to avoid duplication.

PRINT/PROMOTIONAL MATERIALS

The main goals and objectives of the print materials is to increase knowledge on population/family life education issues, and to create positive attitudes about Family Planning and Population & Development matters.

The survey which was undertaken by NCPD IEC staff indicate that there is very little material produced locally on Family Life Education. And in the light of the above, the print materials will be produced centrally with collaboration of the NGO's and relevant Ministries.

NCPD anticipate that necessary pamphlets and brochures on methods will be produced by the MOH in support of service delivery. The IEC Division will coordinate such production and distribution to assure service delivery points are properly supported with such materials. In addition to materials on methods, the IEC Division proposes to produce the following promotional materials. Messages will be supportive of the overall Mass Media effort. In

the event that print materials on methods are not available through MOH, the IXC Division will either revise the following list or seek additional funds for method - specific information.

1. Functional Literacy Materials

Kshs.

Kshs. 50 x 4,000 = Kshs.200,000/-

2. Flip Charts

Kshs. 100/- x 2,000 = Kshs. 200,000/-

3. Anatomical models

Kshs.400/- x 250 = Kshs.100,000/-

4. Posters

Kshs.3 x ¹³³~~13~~,333 = Kshs. ^{400,000}~~39,999~~/-

5. Calendars

Kshs. 40 x 15,000 = Kshs.600,000

6. T shirts/kangas

Kshs. 50/- x 12,000 = Kshs.600,000

7. Stationery

= Kshs. 60,000

TOTAL Kshs. 2,160,000.

= (K£ 108,000)

(\$ vs. \$1 = 16.5 KSh)

MINISTRY OF INFORMATION AND BROADCASTING

VOICE OF KENYA'S FAMILY LIFE
EDUCATION/POPULATION AND DEVELOPMENT
MASS MEDIA CAMPAIGN.

WORKPLAN FOR PRETEST PROGRAMMES

1. INTRODUCTION
2. SYNOPSIS RADIO
3. SYNOPSIS TELEVISION
4. PRODUCTION SCHEDULE AND BUDGET
5. EQUIPMENT/TECHNICAL PERSONNEL-RADIO
6. EQUIPMENT/TECHNICAL PERSONNEL-TV
7. ARTISTS
8. CONCLUSION.

1. INTRODUCTION:

In November 1983 three Voice of Kenya producers and one from the Family Planning Association of Kenya visited Mexico to familiarize with Mexico's use of television dramas to convey social messages.

The Mexican main Broadcasting Station had launched two Media campaigns which had been instrumental to increasing by large enrollment percentages in adult literacy classes and enrollment in family planning programmes.

The latter had also been instrumental to Mexico's dramatic achievement in reduction of fertility and annual growth rates.

The broadcasting organization adopted the multimedia approach whereby all available media channels were deployed for the same purpose and at the same time with broadcasting taking the lead. The key media format was the soap opera or serialized drama into which the organization in conjunction with relevant authorities injected social messages to suit the campaign. This injection was carefully done using some dramatic and social theories. We found this approach quite convenient for our kind of Kenyan life and we forwarded proposals to adopt it. We divided our approach in three stages:

- (a) Pretest
- (b) Experimental
- (c) Main phase

We then appealed for funds and these are now definitely available for the Pretest stage and perhaps for the experimental phase as well.

The experimental stage comprises of production of 10 radio and 5 television soap operas and the testing of these pilot programmes among potential viewers and listeners before proceeding with other stages.

2. SYNOPSIS: RADIO

PURPOSE:

THIS IS A SERIES OF TEN PROGRAMMES FOR PRETEST PURPOSES:
IT IS INTENDED TO DEMONSTRATE THAT SMALL FAMILIES ENHANCE
HARMONY IN THE FAMILY AS OPPOSED TO A LARGE FAMILY.

OBJECTIVE:

THE MAIN OBJECTIVE OF THE SERIES IS TO MAKE THE AUDIENCE
AWARE OF THE PROBLEM OF LARGE FAMILIES AND TO START
STIMULATING DISCUSSION ON THE ISSUE OF LARGE FAMILIES AND
THEIR EFFECTS ON FAMILY HARMONY.

PROGRAMME 1:

Introduces Kinga, A Clerk with a manufacturing firm. As Kinga marries Maua Customarily, he is advised to get as many children as possible and fill the world. He swears to be devoted to his family and to honour the advice from the elders; relatives and neighbours. Maua is likewise advised.

- A treat to marriage ceremony.

A few months later: In an urban setting:

Kinga's relationship with Maua Sour. Maua accuses Kinga of not caring for her and the baby in her. She accuses him of valuing his relatives and sending too much money home. Kinga asserts that this is a moral responsibility.

Maua asserts that her father-in-law has three wives and a hoard of children, Kinga's brother has two wives, All look to Kinga for support.

Kinga counters that the larger the family, the more secure the homestead etc.

PROGRAMME 2:

Mwerevu is introduced. Also a clerk with a local company in town Newly married to Lulu. She is eight months expectant. Their mother has joined them in town to await the baby. We get Mwerevu's background. Parents had planned families and the trend has continued even Mwerevu's brothers and sisters. Hence their children have better education, Health etc Generally, they do well in life.

In the Office: Everybody's concerned about Lulu.

Mwerevu is sympathetic to those who work under him and this has made him a centre of position discussion among his work-mates.

Behind the scenes people organise presents for the baby to come.

PROGRAMME 3

Maua Gives birth. No harmony at home, Maua was taken to hospital not by the Husband but by neighbours, Kinga staggers back home in the small hours of the morning only to find that there are people in his house.

His excuse: He didn't know the date of delivery was her!! etc.

W

Lulu gives birth. The husband, mother-in-law and friends are there awaiting the new baby. They march home happily amidst songs etc.

Maua comes to congratulate her and discussion ensues on the failings of Kinga as a Husband. Lulu promises to talk with Mwerevu and in the process look for ways of assisting them .

PROGRAMME 4:

A meeting has at last materialised between Kinga and Mwerevu in a social place, Kinga has a lot of respect for Mwerevu given that Mwerevu has been quite popular at home and at work.

The main discussion centres on Economic constraints, social demands and the dilemma of too many children to cater for.

Mwerevu's emphasis is on Organization at all levels. Need to organise and plan the family is paramount.

Kinga counters that human beings can't be equated with scientifically manufactured things.. He has emotions and attachments. Man generally loves children and that this is the essence of marriage, Planning and organization can only be theoretical.

Mwerevu argues on the need to plan every part of our existence. We plan on how to spend our salaries etc so too the need to plan families.

Kinga counters that Mwerevu has fallen victim of those frustrated men and women who have been Westernised.

The African has never seen children as a bother.
No Resolution.

PROGRAMME 5

Mwerevu in office. Introduced to his activities outside the office. He is chairman of the entertainment committee. He briefs others modestly on the seasons activities.. He is in control of so many things.

Kinga in office: Very irritable. Attempts to get an overdraft from his bank but he is 'A bad customer' he needs money for fees. He has so many children to pay fees for.

Kinga receives letter from home that his cousins wife has just received her seventh baby. They hope he'll go to 'greet' the small one.

PROGRAMME 6

Five years Later.

Kinga has five children. Maua is a centre of ridicule from the women in the neighbourhood. As they draw water in a common tap, she is laughed at, her children dress badly, have pimples big stomachs, and 'Ochred Hair' she retorts.

- The 'Ochred' Hair is in fashion
- The Big stomachs too are in fashion. This is the Trend.

Deep inside she is seething with pain. She is weakened by frequent births and poor health. Is she bewitched?

Her friend advised her to privately plan her family if Kinga is opposed to it. Her sentiments are reinforced by Mwerevu and Lulu who drop in to see her. However, Maua is scared of discussing the issue with her husband etc etc.

Kinga arrives drunk, he says he has discovered 'IT' (which he never disclosed). He says he has lost faith in Mwerevu and Lulu as they are bent on spoiling his house.

PROGRAMME 7

BAR SCENE;

Kinga as rowdy as ever, he does not ^{pay} most of the bill, he is involved in a brawl. He resolves that his financial problems are as a result of having the whole family in the city. Maua must go 'Home' and take care of the hens he bought recently.

On arriving home he finds a christian group singing and praying. They have come to exorcise ^{the} evil spirit that has befallen Maua's family. He also have a Representative from the muslim religion in order to show the unity between religions in this aspect.

The usual preachings, there is need for repentance and salvation.

Kinga staggers in. Confusion as he enquires what is happening. He is told to repent his sins and follow the Holy Path. He is undaunted and kicks them out of his house.

PROGRAMME 8

Kinga explains to Maua why she must go to their rural home, the need to cultivate that small piece of land and reduce expenses. Milk is cheaper up country etc etc. There are also the chicken that he bought recently.

Maua is uncooperative but when Kinga threatens to marry a second wife she agrees. Kinga argues that the second wife would take care of their 'Property' up - Country.

Mwerevu is rewarded by his company for his devotion to duty. As they talk about this with Lulu, their discussion leads to the Kinga family and how they could be assisted. Mwerevu establishes link between the disharmony and the many children in the extended family and out of wedlock. Kinga has therefore degenerated to self-pity and Heavy-drinking.

PROGRAMME 9

Maua at home, she gets no assistance from Kinga, the children are in pathetic situation. Elders have met to resolve what to do with Kinga, resolution. That Emissaries be sent to the city with Traditional medicine in order to change the thinking of Kinga.

Let us see Maua in poor health advised by rural women on traditional ways. She could also be visited by the area Health Officer and advised on diet and the various ways of planning her family.

In a soliloquy she laments that her five children are already a burden to her and yet she is only twenty-three. What will happen when she is thirty? etc etc .

Why has Kinga kept away from them. Is it possible that he has another wife in the city? Surely he can't be that inconsiderate.

PROGRAMME 10

Kinga and a lady friend at home. Relaxed. The lady is concerned that her children aren't getting the attention that they deserve. Her attachment to him has meant losing her regular men-friends etc etc she suspects that he is married and that he sends all money to the other woman.

The emissaries arrive. They accuse Kinga of forgetting his people. He doesn't seem to realize that children are a blessing. Other than his children, he no longer cares for his relatives. His step sister got four babies in a period of four years and he never went to congratulate her. He is given some medicine to put under his pillow. This will ensure he doesn't forget his people and their children.

Almost immediately, a christian group arrives and ask for Maua This is the group that had been kicked off. They preach on the need for harmony in homes. They leaves a bible behind. Kinga in a soliloquy raises many questions etc etc.

26

3. SYNOPSIS (TELEVISION):

The underlying theme of the campaign is family harmony. Our objective is to emphasize the fact that a small and well planned family ensures better living. The dramas will therefore depict better life and stable atmosphere in small and well planned families but conflicts and disorder in large and unplanned families. During the early part of the serial we are introduced to the problems facing the youth.

The section advocates youth family life education as means of preparing them for family planning in future. The opening chapters therefore dwell on the following subjects;

- (a) Harmony in a Small family
- (b) Absence of harmony in a large and unplanned family. ———
- (c) Conflict over land due to large family structures.
- (d) Youth pregnancy due to lack of family life education.

THE STORYLINE:

The six television pretest soap operas will encompass the following story.

Two families from the same parents are in dispute over land. This dispute is enhanced through jealousies bred in one of the families against the other. ———

The latter happens to be progressive and forward looking; the former miserable, careless and reckless.

The latter is small and well planned; the former large and unplanned.

The misfortunes that befall the first family are blamed upon the machinations of the second.

The first family believes that the second is using bad tactics such as witchcraft to undermine it. One of the misfortunes that cause great conflict is when a young lady from the first family fails her fourth form examinations.

Although her performance has not been stable and encouraging all along her parents are annoyed with her performance. She moves to the city to seek employment but falls into bad company. A She gets pregnant. Tries to abort but this ends in tragedy.

EPISODE ONE

A son from the smaller and younger family weds. The wedding is attractive. One of the bridesmaids is young and innocent looking lady from the large family. She enjoys every moment of the occasion. Indeed she is a favourite in the second family. During the event the owner of the home advises his newly weds to put the care of their children in the forefront; as he had done. He had only three children; two girls and one boy. All along this occasion the owner of the older and larger family is displeased.

EPISODE TWO:

The newly weds leave for town where they work. They want to take the young lady with them. Her parents refuse and surprises them since along they had agreed that when he marries she could always pay them a visit. The owner of the first home (her father) summons all his sons. He informs them that the land he has will not be sufficient for them. He further informs them that their uncle has most of the land and played tricks to obtain it through inheritance. He says that land is theirs and he will make sure they have it back.

EPISODE THREE:

It is the beginning of another year, For those who sat for examinations this is their period of anxiety. The young lady from the first family is also anxious but is worried. She has not always done well in class. At times she had to stay out of school because of school fees and it was only her newly wed step brother who always came to her rescue. When the results come out she has failed. Her parents are terribly annoyed.

She wants to see if she can repeat but her father says "no". She wants to get help from her step brother. Again her father says "no". A solution comes to her father. He will marry her away. Some well to do old man is interested. This idea shocks her. She says "no". Her father disowns her.

EPISODE FOUR

A friend of her father is informed about the land case and other misfortunes that befall his family. He suggests this might be witchcraft. The friend has a good witchdoctor. They visit the witchdoctor who informs them that the younger brother is using witchcraft (the younger brother is a good christian). The witchdoctor gives him totems etc. and assures him that he will have his land back

Meanwhile the young lady is very miserable. A lady of urban behaviour she had heard of comes her way. Both converse and the urban lady learns about her young companion's misfortune... The urban lady convinces the young lady to abduct along with her to the city.

EPISODE FIVE:

The village elders are informed by the head of the first family about the land problem. The head of the second family is called upon to testify. But he is surprised that something so obvious is beginning to seem complicated.

The young lady in the city begins to learn that her friend has not got an office although she wonders where she gets money to take care of herself. The urban lady introduces the young lady to men and urban lifestyle like smoking and drinking with men. The young lady has her first affair. After some time she begins to feel bad. The man is nowhere to be seen.

EPISODE SIX:

Elders seem to be getting convinced that the way the two brothers own land might not be how their father had willed. They seem also to be convinced by the fact that the second son with only one son could have got as much land as the first with four wives and so many sons.

Back in the city the young lady finds herself in a family way. Only one person knows; her urban lady friend with whom she is staying. She cannot inform anybody from her family nor her step brother. She cannot take care of the child. She is helped into ^{but} abortion ^{ends}. up in the hospital; in the intensive care Unit. Her lady friend seeing the danger decides to run away. Only one person can be contacted; her step brother.

4. PRODUCTION SCHEDULE AND BUDGET:

A. FIELD WORK -----16 DAYS
AREAS OF HIGH FERTILITY RATES -----NYANZA/WESTERN
AREAS OF DECREASING FERTILITY RATES -CENTRAL
PROBLEM AREAS ON MOTIVATION -- COAST
DIFFICULT AREAS ON CONDITION OF LIVING-- KITUI

Accommodation allowance for 3 producers and 2 writers for 16 days
@ 200/= each per day.

*2 producers
1. Officer from NCDD.*

$$= 5 \times 16 \times 200$$
$$= \underline{16,000/=}$$

Transport allowance for the 3 producers and 2 writers for 16 days
@ 500/= each

$$= 500 \times 5$$
$$= \underline{2,500}$$

Total for field work

$$= \underline{\underline{18,500/=}}$$

B. FIELD REPORT AND PRODUCTION MEETING

7 days.

C. SCRIPTING AND SECRETARIAL SERVICES

14 days

Expenditure on secretarial services etc;

$$= \underline{\underline{20,000/=}}$$

D. CASTING; SHOOTING OF FIELD INSERTS
AND READ THROUGH S

14 days

Accommodation allowance for 2 television producers and 1 film cameraman and 1 sound operator and 1 driver while shooting inserts for 10 days @ 200/= each per day.

$$= 10 \times 5 \times 200$$

$$= \underline{\underline{10,000/=}}$$

Accommodation allowance for 1 radio producer while recording inserts for 7 days @ 200/= per day.

$$= 7 \times 200$$

$$= \underline{\underline{1,400/=}}$$

Petrol while shooting and recording inserts

$$= \underline{\underline{5,000/=}}$$

Film and tape materials for shooting inserts

$$= \underline{\underline{30,000/=}}$$

$$\text{Total} = \underline{\underline{46,400/=}}$$

E. PROCESSING AND EDITING FIELD INSERTS

7 days.

F. RECORDING 10 RADIO AND 6 TELEVISION DRAMA.

32

1. RADIO

(1) PROGRAMME FEES,

10 scripts @ 1,500/= each
= 10x 1500
= 15,000/=

Artists fees @ 4,000/= per programme
= 10x4000
= 40,000/=

(ii) HIRE OF REHEARSAL ROOMS:

250/= per day for 10 working days
= 250x10
= 2500/=

(iii) TRANSPORT FOR ARTISTS, CREW AND DRIVERS

= 3,000/=

Total radio programme fees = 50,500

2. TELEVISION

(i) PROGRAMME FEES:

5 scripts for 5 episodes @ 2,500/= per episode
= 2500x5
= 12,500/=

Artists fees for 5 episodes @ 2,500/= per episode
= 5x10,000
= 50,000/=

(ii) HIRE OF REHEARSAL ROOMS

2 weeks @ 2,500/= per week
= 2,500x2
= 5,000/=

(iii) TRANSPORT FOR ARTISTS AND CREW

2 weeks @ 3,250/= per week

= 2x3,250

= 6,500/=

(iv) ACCOMMODATION FOR CAST AND CREW PLUS 1 COMMUNICOLOGIST
8 cast members for 2 rehearsals days and 1 recording day
per episode @ 200/= each for 5 episodes.

= 200x8x3x5

= 24,000/=

2 producers for 15 days @ 200/= each per day.

= 2x15x200

= 6,000/=

14 technical crew including designer for each recording
day @ 200/= each for 5 days.

= 200x14x5

= 14,000/=

1 communicologist @ 300/= per day for 5 days

= 300x5

= 1,500/=

Total

= 119,500/=

(v) SETS AND PROPS = 20,000/=

(vi) PRETEST OF PROGRAMMES - 14 days

Accommodation allowance for 3 producers,

technician, 1 driver, 1 commucologist @ 200/=
each per day for 4 days.

= 4x200x6

= 4,800/=

Transport = 2,800/=

Total = 6,800/=

Miscellaneous = 300/=

(vii) TOTAL EXPENDITURE = 271,000/=

5. EQUIPMENT AND TECHNICAL PERSONNEL - RADIO

For the production of pretest programmes Voice of Kenya will be able to manage comfortably by utilizing the existing field and studio recording facilities. These facilities are available through normal booking procedure. We will also make use of library services mainly for background and effects accompaniment. The technical personnel within those areas is adequate for the exercise.

6. EQUIPMENT AND TECHNICAL PERSONNEL - TELEVISION.

It is our intention that the five soap operas for the pretest phase be recorded in colour. Film is most appropriate for shooting of field inserts for dramas. We will therefore liaise with the Film Department for field recording, processing and editing services.

The film Department is well equipped for this exercise. There is also adequate personnel.

The rest of production will mainly be studio work. Studio facilities, are available at Broadcasting House, Sauti House (Mombasa) and at the Kenya Institute of Communication,

The size of studios at both Broadcasting House and Sauti House is adequate for drama production of this magnitude. However, that studio at KIMC is small and will be utilized mainly for recordings of prologues and epilogues.

In the original planning we had banked on Sauti House Studio for recording and if the air condition there improves we will utilize the studio there for the soap operas.

The studio there will be combined with the OB van which is a colour recording equipment.

Recordings of good quality dramas require ample studio time. Broadcasting House Studio though very adequate for our purpose is less available for work of this magnitude. However for the purposes of recording pretest programmes we will utilize Broadcasting House studios if the air condition in Mombasa Studio does not improve.

All the Voice of Kenya Studios and those of KIMC are well manned and are available with prior arrangements.

7.

ARTISTS:

Artists to participate in the soap operas will be recruited from all parts of the country. The Casting will be open. We have also planned to pay them well. These payment proposals are included in the estimates.

8.

CONCLUSION:

This workplan has been finalised after constant consultations with the Information Division of the National Council for Population and Development. The last consultations were held on Thursday 23rd January 1986. Because the deadline for the project was to be 31st January, 1986 we would like to ask for an extension.

Tom Kazungu.

Greg Adambo

INTERNAL MEMO

TO : MR. KASAYE DEMENA - DIRECTOR
URTNA/PEC

FROM : MRS. RACHEL OGUTU - PROGRAMME EXCHANGE OFFICER,
URTNA FAMILY HEALTH PROJECT

DATE : 28/2/86

SUBJECT : HANDING OVER OF PROJECT WORK BEFORE PROCEEDING
FOR MATERNITY LEAVE.

ACTIVITIES CARRIED OUT AND WHAT REMAINS TO BE DONE
DURING THE MONTHS OF MARCH, APRIL AND MAY

Here is a summary report of the activities already carried out and what should be done during the next three months to enhance the activities of the URTNA Family Health Project.

1. INTERVIEWS WITH AFRICAN EXPERTS ON FAMILY PLANNING, POPULATION, DEMOGRAPHIC AND FAMILY HEALTH ISSUES

The Interviews have already been arranged in Kenya and Ghana.

Kenya:

Mr. Raphael Tuju, a Kenyan journalist has interviewed three Kenyan experts and national leaders, Hon (Dr) Robert Ouko, Hon (Mrs) Phoebe Asiyo and Hon. Kimani Wa Nyoike.

The tape carrying Dr. Ouko's interview has already been submitted to the Programme Exchange Centre.

Ghana:

According to Mrs. Hannah Dankwa Smith's telex of 18/2/86 (journalist) the interview with Dr. Benjamin Garbrah is in progress and will be sent to PEC soon.

Interviews received by PEC

- (a) Dr. Fred Saus' interview (Washington)
- (b) Hon (Dr.) Robert Ouko's interview (Kenya)

Nigeria:

Letters of requests were sent out as per Mrs. Margaret Parlato's request to write to family planning experts in Nigeria and organize an interview with them,

The following suggested interviewees were contacted (through letter) and asked if they could be interviewed

- (i) Mr. Abayomi Fayobi (14th February 1986)
- (ii) Mr. Benson Mofah (17th February 1986)
- (iii) Mrs. Grace Ibun Delano. (17th February 1986)
- (iv) Prof. Ekwempu (17th February 1986)
- (v) Prof. Ranti Adepoju (17th February 1986)

Work to be done

- (i) The two journalists that were proposed by Mr. Marc Okunnu to carry out the interviews in Nigeria have not been contacted. (Refer to Mrs. Parlato's letter of 7th February 1986). This is because arrangements have to be made for their fees outside Lagos (^{for dem} ~~dem~~, air-fare etc). Mr. Demena to make inquiries about the payment.
- (ii) Follow up on interviews already arranged:
 - (a) Letter or telex to Mrs. Dankwa Smith to submit interview tape to PEC by 20th March 1986.
 - (b) Telephone Mr. Raphael Tuju to submit the other two interviews (with Hon. (Mrs.) Asiyo and Hon. Kimani Wa Nyoike by 25th March 1986).
 - (c) Liaise with Mr. Marc Okunnu of Planned Parenthood Federation of Nigeria to organize interviews with suggested interviewees (experts).
- (iii) Register in-coming interviews into URTNA Family Health Log Book.
- (iv) Assessment of in-coming interviews (Preparation of synopsis).

- (v) Classification of interviews ^{according} ~~according~~ to topics and issues.
- (vi) Payments of journalists according to work produced (conditions or criteria for payment is set in draft letter to journalist).
- (vii) A thank you letter to Mr. Marc Okunnu for accepting to be a liaison officer between PEC and Nigerian journalists and experts to be interviewed. (Please refer to Mrs. ^BParlato's letter of 7th February 1986. He should also be informed about the out-coming of the request letters sent to family planning experts in Nigeria so that he could arrange for ^{the} interviews.

II. DEMONSTRATION TAPES

The demonstration tapes together with scripts were sent to JHU/PCS and URTNA Dakar for assessment and approval ^{on} ~~at~~ 12th February 1986.

+ Work to be done

If approved for distribution to member organizations, arrangements should be made to make enough copies for despatch to (Anglophone) countries.

+ Master tapes are available in the library.

III. PRINTING OF URTNA FAMILY HEALTH BULLETIN

The following printers were contacted and quotation for the printing of the bulletin obtained:

- (a) Majestic Printers)
- (b) Classic Printers)
- (c) Executive Printers) all in Kijabe Street
- (d) Beeline Printers) (quotation in file)
- (e) Consumer digest -- Koinange Street

+ Work to be done

- (i) Proof reading of the bulletin before it is sent to Printers (Freelance to do this??)
- (ii) Proof reading after printing
- (iii) Despatch to Member Organization (Anglophone)
- (iv) Distribute some copies to relevant International and Local Organizations dealing with family planning, population issues and family health - e.g. NCPC, FPAK, ^{FORD} UNFPA, IPPF, FPAK etc.

IV. PREPARATION OF QUARTERLY ACTIVITIES AND FINANCIAL REPORTS

The reports for November, December 1985 and January 1986 were sent to JHU/PCS and URTNA Dakar on 10th February 1986.

+ Work to be done

Another activities and financial report covering the months of February, March and April 1986 should be prepared and sent to JHU/PCS and URTNA, Dakar before 15th May 1986.

V. PROGRAMME INPUT

The following programmes are available in the library:

(i) Television

- a) Keynote speech by the Vice President Hon. Mwai Kibaki during URTNA Family Health Workshop.
- b) Difuse the Population Bomb - ZBC
- c) Alive and Healthy - ZBC
- d) Today's Woman (Follow up on URTNA Nairobi ~~Workshop~~ ^{Workshop}) - LBC
- e) Women and Health - VOK
- f) Bottle Babies - VOK
- g) Anti-Diarrhoea campaign in Zambia - ZBS
- h) Price of Change (Egypt) - ERTV
- i) Jamaica Spots (film) - AED
- j) Le Bonheur dans la Famille (film) - JHU (Tulane University USA)
- k) People: A matter of Balance"
- l) "Ven Comigo" or "Come with me" - Televisa Mexico
- m) "A Compananame".

+ Work to be done:

ghana
Nigeria
Liberia
Kenya
Zimbabwe
Zambia
Mauritius

Enough copies are being made of the programme - "Today's Woman" from Liberia Broadcasting Corporation for distribution to Anglophone member organizations.

NOTE: I have already given Mr. Biteye Amadou the programme and enough video cassettes for this work.

(ii) Radio

- a) Woman's World - Family Planning Week in Ghana (GBC)

47

- b) Woman's Work (Family Planning romours, family planning and the youth and traditional birth attendants).
- c) URTNA Family Health Demonstration tapes (3 Masters).
- d) Family Planning in Kenya (by Walter Jahava)

* All incoming radio/television programmes must be registered in the project log book.

(iii) Other relevant broadcast materials

a) Interview tapes (Actualities)

- Breastfeeding (BIG GROUP)
- IPPF and Pumwani Clinic
- Breastfeeding (Edited)
- Breastfeeding (Song)
- IPPF (inserts)
- Songs by Family Planning Association of Kenya (rural groups)
- Dr. (Hon) Robert Ouko
- Hon Phoebe Asiyo
- Mrs. Avabai Wadia
- Speech by Hon. Mwai Kibaki during the official opening of URTNA Family Health Workshop
- Folktales from Mauritius
- Nabutandu folktale (original)
- Play (drama) by Kangemi group
- Dr. Fred Sait's interview

b) Training audio cassettes sent by JHU/PCS
(Prepared by Betty Rogers)

- TA - USA - 10 (PIP Training Tape)
- TA - USA - 11 (PIP Training Tape)
- TA - USA - 12 (PIP Training Tape)

Family Planning in Kenya - By Betty Rogers (National Public Radio).

47

Materials Brought by Mr. Mark Lediard 28/2/86

1. Audio Cassettes (World Bank Radio)
 - a) FOCUS ON AFRICA (Raising food Production)
 - b) FOCUS ON AFRICA (The Population Explosion)
 - c) FOOD FOR THE FUTURE
 - d) Le development a la Une Part 1, 2.
 - e) African Environment (Interview - Laso Boya)
 - f) Le Development a la Une part 3
 - g) ELEPHANTS & DEVELOPMENT
THE AFGHAN REFUGEES
 - h) WOMEN: THE INVISIBLE FORCE
 - i) Women and Development)
 - ii) Women and Agriculture) with scripts
 - iii) Women and Education)

NOTE:

These programmes should be previewed. They have been registered in the project log book.

+ Work to be done

- Circular letter to member organizations requesting for relevant programmes into the project has been prepared and ready for despatch.
- Circular letter to family planning associations requesting for programmes was drafted on 26th February 1986 - It should be sent out (Mailing List is attached to the draft
- + These letters should be followed up (telex, 2 reminders by mail).
- Continue Liaising with relevant international and local organizations dealing with family planning so that relevant programmes can be identified .

- Kenya Institute of Mass Communication has granted us permission to preview, select and make copies of relevant folktales available in their Library. Already PEC has (18 folktales) from KIMC which should be previewed.
- Letters were sent to Director URTNA Cierro, requesting for relevant family health programmes, and to Director of Everlasting Love Winning Africa, Monrovia Liberia (for more details refer to Mrs. Parlato's letters of 13th February)
- Mrs. Wilma Lynn of JHU/PCS requested that copies of demonstration tapes be sent to Mrs. Gathoni L. Kirika of NCPD P.O. Box 30478, Nairobi, Telephone 28411 - (after approval from Dakar and JHU/PCS - U.S.A. Similarly these tapes should be sent to Ms. Barbara Kennedy and Mrs. Rosalinda Waithaka of USAID, Nairobi.

VI. MINI GRANTS

- Two telex messages and a letter have been sent to the Secretary General of URTNA Mr. Itona requesting him to provide PEC with up-to-date information on Mini-grants. However, no feedback has come from Mr. Itona. Therefore PEC cannot do any follow up until we are informed that circular letters have been sent out to member organizations.
- Similarly, he was also requested to provide up-to-date or results of application for mini-grant by Ghana Broadcasting Corporation.
- As per Ms. Wilma Lynn's request, a letter regarding the URTNA family health mini-grant was sent to

Mr. Bonani E. Ncuke of Zimbabwe Broadcasting Corporation. However, he was advised to wait for a detailed letter (circular) from Mr. Itoua before he could submit his proposal.

+ Work to be done

Nothing can be done on Mini-grant until Mr. Itoua, the Secretary General has sent out circular letters to member organizations.

VII. LIAISON WITH INTERNATIONAL AND LOCAL ORGANIZATIONS DEALING WITH FAMILY PLANNING AND FAMILY HEALTH ISSUES

- Follow up on Family Planning International Assistance (FPIA's) offer to provide assistance to the URTNA Family Health Project. (Refer to copies of letters from Mr. Reuben Johnson, Director FPIA and Mrs. Margaret Parlato's received on 27th February 1986.
- Mr. Guy Moutia, Senior Programme Officer IPPF (CAFS) expressed a wish to meet Mr. Kasaye Demena, Director of PEC on 21st March 1986 regarding a training Workshop to be organized by CAFS and JHU/PCS.
- Contact Librarian KIMC for folktales on family health.

VIII. PRINT MATERIALS

- (1) 29 Family Planning Practice in Africa (books)
- (2) 19 Family Planning: Its Impact on the health of Women and children.

- (3) 16 African Population
- (4) 29 A.I.D. Policy Paper, Population Assistance
- (5) 7 The Planning Process for Development
Communication.
- (6) 14 Planning and Administration
- (7) 3 Adolescent Fertility (Liberia, Nigeria,
Sierra Leone)
- (8) 1 Youth: Information and Education Towards
responsible adulthood.
- (9) 14 The use of Radio in Social Development
- (10) 5 Mtu ni Afya
- (11) 6 Growing up and responsible living
- (12) 1 Adolescent Pregnancy
- (13) 3 Panga Uzazi
- (14) 1 Population problems and prospects in the
Arab World.
- (15) 1 Population Activities: The role of Women
leaders.
- (16) 1 Family Planning Assistance in Kenya
- (17) 1 Reproductive Health in Africa
- (18) 2 Contraceptive - A guide to birth planning
methods.
- (19) 1 World Watch paper (41) Men and Family Planning
- (20) 1 Audience Research for improving family
planning communication programs.
- (21) 1 Development dialogue
- (22) 1 Communications pretesting
- (23) 1 Child Survival - Mosley/Chen
- (24) 3 Land, Food and People
- (25) 1 The use of Radio in Family Planning
- (26) 1 Family Planning Library Manual
- (27) 1 New Voice in the village
- (28) 1 Making PSAS Work - A hand book for Health
Communication.

- (29) 1 Grassroot Radio (Family Planning)
- (30) 1 Mass Media (The image, role, and social conditions of women).
- (31) 1 Population/family life Ed. Trainers manuals.
- (32) 1 PRACT Papers (Family planning)
- (33) 1 Femmes, developpement Communication
- (34) 6 Watoto Wa Africa (UNICEF)
- (35) 2 UNICEF Film Catalogues
- (36) 1 America Sociological Review
- (37) 1 The planning process for Development Communication
- (38) 1 Services for the young child
- (39) 3 Family Planning Asso of Kenya (1980)
- (40) 2 Pathfinder Fund brochure
- (41) 1 Audio Visual Resources in Kenya
- (42) 1 A guide to selecting a classification scheme for population information centre.
- (43) 1 Project Profile (AED)
- (44) 1 Towards sustained Development in Sub-Saharan Africa.
- (45) 1 The role of girls and women in developing physical Education.
- (46) 1 Family life Education - Curriculum Guide
- (47) 1 Radio and Community Development

Other Family Planning Related Documents

- (a) Newspaper cuttings
- (b) Breastfeeding posters
- (c) Countries papers presented at the URTNA Family Health Workshop in Nairobi.
- (d) IPPF Open File
- (e) Population Reports
- (f) Review of Radio Training material
- (g) A Study of Traditional And Modern Media for Communication - Family Planning in Ghana.
- (h) Breastfeeding and Child spacing.

STATIONERY

- 5 rims of photocopy papers
- 1 rim of fulscap
- 1 box file
- 5 spring files

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- 1 UCA 60 MINUTES VIDEO CASSETTES)
- 10 UCA 30 " " ") 40 - 9
- 20 UCA 30 " " ") = 31
- 58 AUDIO TAPES (REALISTIC SUPER TAPE)
- 38 AUDIO TAPES (REALISTIC SUPER TAPE) 96 - 26
- = 70

- (i) Health Education Radio Campaign for Liberia
- (j) The use of Radio in Family Planning Education
- (k) Proverbs, parables and metaphors in Family Planning.
- (l) Copies of briefing materials by Dr. Fred Sai
- (m) Subagreement between JHU/PCS and the Planned Parenthood Federation of Nigeria.
- (n) URTNA Family Health Questionnaires,
- (o) Bibliography of African Oral Narratives
- (p) Blank Proposal Format (FPIA)

IX. BOOKS RECEIVED FROM MR. DEMENA, DIRECTOR URTNA/PEC

- (a) Radio Broadcasting
- (b) Communication and Rural Change
- (c) Local Radio - Community Education for Development
- (d) Rural Communication
- (e) Mass Media Manual (1)
- (f) Mass Media Manual (Low-Cost Film and TV Production)

X. CHILD SURVIVAL/FAMILY HEALTH DOCUMENTS FROM INTERNATIONAL CHILDREN'S CENTRE

- 1) Prevention and Management of high risk pregnancy (2)
- 2) Dental - caries (3)
- 3) High risk pregnancy
- 4) Acute Infectious diarrhoea in children (2)
- 5) Malaria (3)
- 6) Child Malnutrition - early diagnosis (2)
- 7) Screening and Social Integration of Handicapped Children (3).

- 8) Infant Nurseries and Day Care (3)
- 9) Child Abuse and Neglect (3)
- 10) Immunization
- 11) Immunization Strategy
- 12) Immunization: Its immunological basis (5)
- 13) Prevention of Children's accidents in the home
- 14) Prevention of accidents in children between the ages of 3 and 8.
- 15) Prevention of Accidents in Childhood.
- 16) Stimulation of language and Intelligence in young children.
- 17) Infant stimulation
- 18) Stimulation in early childhood
- 19) Breastfeeding (2)
- 20) Breastfeeding - biological value.

Other documents received on 26/2/86

- 1) Communique; World Federation of Health Agencies for the the Advancement of voluntary surgical contraception.
- 2) "Soap operas carry Family Planning Messages.
- 3) Family Planning Methods, POPLINE Previews October 1985.
- 4) Family Planning Methods, POPLINE Previews November 1985.
- 5) Wulf, Dierdre, "The Future of Family Planning in Sub-Saharan Africa".
- 6) IPPF Open File, August 1985 - September 1985
- 7) Santé Afreque, L'Office National du Film du Canada pour l'Agence Canadienne de développement -----
- 8) Fleury; Jean - Marck; "Famille et Developpment.
- 9) "Development Communication Report"
- 10) Quarterly Status Report on Activities of Population Communication Services October 1, 1985.

ANNEX TO EMPLOYMENT CONTRACT

JOB DESCRIPTION OF THE PROJECT OFFICER

MRS RACHEL SAMBURU OGUTU

The Project Officer shall be responsible to the Director of the URINA Programme Exchange Centre. She shall undertake the following duties:

1. Assist countries in the continuous process of identifying family health problems and developing integrated health broadcast programmes for dissemination to URINA member countries
2. Analyse project proposals and proposal outlines, developed at the Nairobi Workshop with a view to suggesting areas of improvement, jointly with the designated officer from JHU/PCS and other donor agencies and in consultation with the Director of URINA/PEC
3. Undertake research with a view to preparing a series of papers outlining programme ideas, and various format options that family planning radio programmes should take in order to achieve maximum effect.
4. Assist in the establishment of a data centre for combined health and broadcast projects and programmes intended to create family planning awareness in Africa.
5. Continue contact with Radio experts who attended the Nairobi workshop with a view to encouraging them to develop mini-radio programmes on health and population topics in consultation with their respective ministries of health or family planning associations.
6. Solicit family planning radio programme excerpts from African countries for compilation, editing and eventual distribution to URINA members.
7. Make a follow-up on the utilization and feedback on the family planning radio programmes to be sent to URINA members. Prepare a trimestrial activities reports for URINA and JHU-PCS.
8. Prepare and issue an annotated listing of materials available at the Programme Exchange Centre for insertion in the URINA Radio Bulletin. The availability of the PEC materials should be publicized through the URINA Radio Bulletin at least three times per year.

9. Arrange for the replacement of audio tapes and video cassettes submitted to URINA with recorded programmes.
10. Assist in the planning, organization and coordination of possible JHU/URINA meetings, seminars and workshops on family health issues sponsored.
11. Carry out follow-up and obtain feedback from URINA members who attended the Nairobi Workshop to secure proposals, determine project progress and evaluate effectiveness of various format options.
12. Undertake any other related duties assigned by the Director of URINA Programme Exchange Centre.

63