



## **EGYPT**

### **DAIRY DIRECTIVE PROGRAM (DDP) COOPERATIVE AGREEMENT NO. PCE-G-00-01-00008-00**

**A PROJECT FUNDED BY THE U.S. AGENCY FOR INTERNATIONAL  
DEVELOPMENT**

### **SEMI-ANNUAL PERFORMANCE REPORT DECEMBER 2001 – MAY 2002**

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## **Project Highlights**

The Dairy Directive Project (DDP) continues to make significant contributions to decreasing the rate of malnutrition, miscarriage and infant/child mortality, and to increasing the availability of safe, hygienic processed dairy products in Egypt. The preliminary impact of these activities includes:

- 675 smallholder families (34% of DDP's overall 3-year target) have adopted improved milk hygiene practices (based on survey conducted during one-on-one follow-up visits by Health Extension Agents)
- Three dairy plants (out of eight targeted) have adopted the hygienic and sanitation techniques that comply with HACCP requirements.

During the past six months, the following specific activities took place:

- 12 training activities (100% of the target) were provided for 129 Health Education Agents (HEAs) (97% of the annual target) of the Ministry of Health (MOH) in DDP's six Upper Egypt governorates.
- Seven seminars (175% of the target) were conducted for 270 gynecologists and pediatricians.
- 59 village meetings were conducted with a total of 3,540 mothers and pregnant women attendees (236% of the target). Project staff conducted follow-up visits with attendees of 38 of these meetings.
- Approximately 4,800 families (104% of the annual target) received one-on-one visits from HEAs during the past six months based on one-on-one visits.
- Six TV spots (150% of the target) were produced and broadcast on all Egyptian television channels.
- 3,000 copies of an educational calendar for the year 2002 promoting the consumption of safe dairy products were produced and distributed to the target groups. Dairy processors that receive technical assistance from DDP, contributed 90% of the printing costs.
- 2,000 copies of a brochure on importance of milk for pregnant women were produced and disseminated to target population. (100% of the target)

- 28 newspaper articles on the importance of dairy nutrition and hygiene have been produced and published as a result of an ongoing DDP media campaign encouraging daily and weekly newspapers to publish articles on milk importance to the various consumer groups.
- Six radio and TV interviews with DDP staff on milk's importance and hygiene were recorded and broadcast on stations throughout Egypt.
- A five-episode radio drama, with crucial parts of the plot promoting safe, sanitary dairy products, was produced for broadcast during June 2002.
- 1,406 minutes of television advertising time was donated by 8 Egyptian Television stations, amounting to a contribution of \$3,585,590 value.
- Four promotional posters were produced. (100% of the target)
- Through two volunteer assignments (100% of the target), technical assistance was provided to eight dairy processing plants (100% of the target) to promote HACCP techniques for safer dairy products.

## **I. Introduction:**

One objective of the Dairy Directive Project (DDP) is the creation of a base of Ministry of Health (MOH) extension agents who, after the completion of DDP, will continue efforts to teach smallholder livestock farmers how to produce and handle clean, hygienic milk and dairy products and to promote the role of dairy products in nutrition. The smallholder families are located in six target governorates of Upper Egypt – Giza, Fayoum, Bani Suef, Minya, Sohag and Assuit. Another objective is to target women in a nationwide public awareness campaign on the benefits of dairy nutrition for children, pregnant women and nursing mothers. Finally DDP targets 50% of the entire Egyptian population (about 30 million men, women and children) with its dairy hygiene and nutrition messages.

Through DDP's comprehensive ongoing media campaign – including television, radio, video and print media -- DDP provides information to the public on the nutritive value of consuming safely processed dairy products compared to "fresh" unprocessed products.

DDP also provides technical assistance to dairy processors to enhance their production capabilities and the quality of dairy products for the domestic market.

## **II. Project Vision:**

As a result of the Dairy Directive Project, rural smallholders will have a more plentiful supply of safe, healthy milk for their families. Livestock smallholders will learn how to milk their animals hygienically and handle dairy products properly. This will be reflected by a decline in infant/child mortality, miscarriage, and malnutrition rates. Clean and safe dairy products will be more known, preferred and consumed in suburban and rural areas as a result of the awareness campaign.

Availability of safe milk and hygienically-produced dairy products in the market will be increased, matched by an increase in consumer demand for these products. Increased trade with the U.S. will be generated through the purchase of processing equipment and supplies. An ongoing dialogue between associations of processors and producers will be encouraged and supported by DDP in order to promote the dairy industry as a whole.

### **III. Project Components (Activities to Reduce Incidence of Mortality, Morbidity and Malnutrition)**

#### ***A. Training Activities***

##### ***Approach***

DDP, in cooperation with the Ministry of Health, implements Training-of-Trainers (TOT) activities to provide MOH staff -- doctors, Health Extension Agents (HEAs)<sup>1</sup> and Food Safety Extension Agents, as well as private doctors that own/work in private clinics -- with complete information on hygienic and safe milk production, handling and consumption. HEAs are the key information disseminators, as they represent the prime institutional source of health and nutrition information for the public in the rural areas. Their role is vital to DDP's success and impacts on all its activities.

DDP staff arranges to provide TOT activities for HEAs. These activities focus on:

- Dairy hygiene practices that prevent milk-borne diseases,
- Adoption of non-traditional methods and practices for milking and production of milk products, and
- Role of dairy products in neo-natal, infant and child nutrition.

Training activities focus on reaching smallholders in the target rural areas. DDP staff also conducts follow-up visits to ensure that the trained MOH extension staff has delivered the messages to smallholders and that improved practices are being adopted and implemented.

##### ***Targets:***

Two thousand livestock smallholder families will adopt improved livestock handling practices after attending village meetings, being contacted through one-on-one home visits and by being exposed to the various DDP activities, such as radio and TV spots, posters, and brochures. DDP will ensure that the messages are communicated to as many in the target vulnerable groups as possible within its available means.

Annually, DDP selects eight villages in each of the six target governorates to train HEAs. Twenty-two HEAs are selected from each governorate, for a total of 132 HEAs each year. Each HEA is expected to deliver the messages and technical

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<sup>1</sup> HEAs are also referred to as MOH Health Educators.

information to an average of 35 smallholders. The HEAs spread the messages through village meetings, direct contacts with the smallholder families and during regular family visits to the health clinic units in the selected villages using a variety of communication tools.

### ***Achievements***

The project's training activities in the past six months can be summarized as follows:

#### **Health Educator Agents (HEAs)<sup>2</sup> Training Activities:**

Governorate	Number of activities	No. of trainees <sup>3</sup>
Giza	2	23
Fayoum	2	24
Bani Suif	2	20
Minya	2	19
Assiut	2	25
Sohag	2	18
Total number of trainees		129

#### **Doctor Training Activities:**

Governorate	Number of activities	No. of trainees
Giza	1	120
Fayoum	1	51
Bani Suif	2 <sup>4</sup>	48
Minya	1	50
Assiut	1	48
Sohag	1	33
Total number of trainees		270

#### **Village Meetings Conducted:**

Governorate	Number of meetings	Number of attendees	No. of follow-up meetings with DDP staff
Giza	4	155	2
Fayoum	9	785	3

<sup>2</sup> Includes 12 Food Safety Extension Agents from Minya and Bani Suif

<sup>3</sup> Average number is 22 Health Extension Agents per governorate

<sup>4</sup> One of the programs was a visit to a modern dairy plant

Bani Suif	14	890	11
Minya	16	1,170	9
Assiut	9	225	7
Sohag	7	315	7
<b>Total</b>	<b>59</b>	<b>3,540</b>	<b>38</b>

HEAs conduct one-on-one visits to the families' houses. Each HEA visits three to five families a day. In addition, the HEAs meet regularly with mothers and pregnant women through village meetings, rural women clubs, and home visits. The total number of women farmers met to date is 4,793 with an average of 37 attendees at each meeting.

### ***Lessons Learned***

In the course of implementing the above activities, DDP staff learned important lessons that will strengthen future implementation:

- Attitudes and beliefs of doctors, as well as the public and rural health personnel, on the nutritional value of packaged milk need to be changed because even many doctors do not possess correct knowledge about these products. Common misconceptions are that there are additives in packaged milk – and that fresh milk is better than packaged milk.
- Feedback of village-level Health Educators is a rich source of new ideas for DDP. In addition, asking for advice makes MOH staff feel that they are an essential element in the project. Hence, the project has been designed to allow a representative sample of HEAs the opportunity to participate along with senior governorate officials in planning meetings and strategic retreats.
- It has been beneficial to enhance social relationships between Health Educators and DDP staff. A clear example of this was found at the first Annual Planning Retreat that DDP organized on May 8-11, 2002 for MOH national, governorate and village level staff. This not only facilitated project work but it enhanced the enthusiasm of all participants. This has already started to reflect positively on performance and this is helping to achieve DDP objectives.

## ***B. Public Awareness Campaign***

### ***Approach***

The media is one of the strongest means of communication to effect dramatic changes in human behavior. The recognized strength of mass media tools is based on a simply stated message and its easy absorption by the target audiences. Mass media can reach the recipients where they live and work. The language of the message can make an indelible impact if suitably addressed to the specific characteristics of the target audience. Thus, DDP bases its campaign in various types of media to achieve three phases of success:

- First – Increased awareness to trigger consumer interest.
- Second – Consumer assess and test the advertised product.
- Third – Consumer is convinced and adopts the product.

The DDP *Public Awareness Program* relies on TV and radio broadcasts, newspaper and magazine articles supported and reinforced by printed material such as posters and brochures which are designed for smallholder target groups and produced by DDP and distributed through extension agents, physicians and community leaders. Most of the broadcast time is contributed free by TV and radio stations with strong pressure from and support of MOH.

*Posters:* An attractive and often humorous picture and a brief text message that is easy to grasp is one of the important communication tools that can raise the awareness of people on a specific subject.

*Brochures:* After raising consumer awareness through the mass media, more detailed information on the message of the campaign is needed. The majority of the public needs a lot of information and convincing before making the decision to change its habits and practices. This information can be obtained through a variety of educational information tools, one of which is a simple brochure that contains basic technical information needed to convince the reader to adopt a new practice.

Another method used by DDP to reach the target beneficiaries is to inform HEAs, during their TOT activities, of the scheduled public awareness broadcasts and spots. This increases listenership and allows HEAs to follow-up on the scheduled broadcasts and spots to promote the concepts with rural women in village meetings, health centers and home visits.

## ***Achievements***

### ***1. TV***

- "Serr El Ard" (Secrets of the Land) is an entertaining and highly popular dramatic series, shown on weekly prime time TV. For eight years it was produced by ACDI/VOCA working with Ministry of Agriculture and Land Reclamation (MOALR), and is still being produced by the MOALR. The methodology is to broadcast technology messages that are part of the plot of each rural village-based episode. DDP coordinated with the MOALR to re-broadcast a past episode that addressed smallholders on improved hygienic milking procedures and practices. This episode was broadcast *at no cost to DDP* throughout North Upper Egypt TV (Channel 7) and South Upper Egypt on the Valley channel (Channel 8). Both channels cover the Upper Egypt region. Video tapes of this episode are also used during the village meetings.
- DDP produced and arranged for the airing of five different TV broadcast spots addressed to different groups i.e. pregnant women, nursing mothers, children, youth, etc. concentrating on the importance of hygienic and safely prepared milk.
- DDP staff actively lobbied the Upper Egypt local TV channels (Channel 7 and 8) in addition to the two main national TV channels (Channel 1 and 2) which are accessible all over Egypt, to encourage and persuade women's special interest programs to include dairy hygiene messages in their programs *at no cost to DDP*. The total value of time contributed to DDP by these stations amounted to LE 9,172,500 (\$1,993,490) for 1223 minutes on 6 local stations and LE 7,320,000 (\$1,592,100) for 183 minutes on National Channels 1 and 2, for a total in-kind contribution of \$3,585,590.

### ***2. Radio:***

- DDP persuaded radio stations to broadcast messages (*at no cost to DDP*) at appropriate peak times on different aspects of hygienic milk importance to the different categories of the target groups.
- DDP organized a radio contest, with prizes, on the theme of hygienic milk on the Youth and Sports station. Prizes in the form of a box of assorted dairy products (cheeses, flavored milk and yogurts) (*contributed by the dairy processors at no cost to DDP*) are

distributed to winners who are asked to collect them at DDP's Cairo office.

### **3. Printed Materials.**

#### **a. Posters:**

During the past six months, DDP produced four posters focused on the importance of milk to children and pregnant women. These posters were well-received by the target groups at the village level. Posters are used to attract people's attention to the goal of the campaign, in conjunction with other communication tools, to:

- heighten awareness of target groups of the importance of milk and other dairy products and
- encourage them to adopt the habit of consumption of dairy products.

#### ***Lessons Learned:***

Conducting pre-printing surveys with rural women in the DDP target area for printed extension materials, such as posters and brochures, will increase assurance that the message is appropriate in design and content for rural people. Feedback of rural women on their reactions to the first DDP poster assisted staff to reject some designs that were being considered in favor of other designs that were subsequently found more successful.

#### **b. Calendar:**

DDP designed and introduced an attractive promotional calendar for the year 2002 as another communication tool to promote the importance of milk among target groups. Each month of the calendar features a delicious recipe for a dish made with milk as a central ingredient. Each month also includes an advertisement for the sponsor of that page -- a commercial dairy processor. Three thousand copies of this calendar were printed and distributed to the target women and mothers and places frequented by these vulnerable groups, such as doctors' offices and health clinics.

Most urban residents are used to receiving and/or seeing yearly calendars while most rural smallholders never receive such calendars. Smallholders appreciated the DDP calendar and

HEAs reported an extremely favorable reaction from the target women groups, as well as from the HEAs themselves, who use the recipes to prepare dairy-rich meals for their families on a regular basis.

***c. Brochures:***

DDP produced 2,000 copies of a brochure on *The Importance of Milk for Pregnant Women and Their Babies*. Over 1,500 copies were distributed through the training courses and the village meetings. The rest were distributed at health centers and doctors' offices. The message is simple and understandable to target groups and aids in stimulating increased interest to test the new practice – increased consumption of dairy products by vulnerable groups.

***C. Technical Assistance to Dairy Processors:***

DDP also provided eight dairy processors (out of eight targeted for this period) with technical assistance in the areas of quality control and HACCP techniques through two volunteers' assignments during April and May 2002. The assignments were conducted by Dr. Nana Farkye, a dairy science professor, and Dr. Ata Baroudi, a food safety specialist. Directly after the visits, three of these processors began adopting techniques that comply with HACCP requirements. The other five are in the process of applying the advanced hygiene practices recommended.

***V. Impact:***

During the past six months, the project reached 4,800 families.

DDP, in coordination with the MOH, was also able to reach the smallholders and convince them to implement the hygienic milking procedures in order to get safe and hygienic milk and dairy products. According to follow-up questioning conducted by HEAs during one-on-one follow-up visits, 34% of the project target group has already applied these procedures.

<b><i>Families Contacted/ Year</i></b>	<b><i>Target/ Year</i></b>	<b><i>%</i></b>
<b>4,800</b>	<b>4,620</b>	<b>104</b>

<i>Families Adopted/Year</i>	<i>Three-Year-Target</i>	<i>%</i>
<b>675</b>	<b>2,000</b>	<b>34</b>

Dairy Processors Receiving Short Term Technical Assistance (STTA) From  
ACDI/VOCA Volunteer Specialists:

<i>STTA To Dairy Processors/Year</i>	<i>Target/Year</i>	<i>%</i>
<b>8</b>	<b>8</b>	<b>100</b>

**Dairy Processors Adopting Techniques Complying With  
HACCP Requirements/Year:**

Completed Implementation:	3	(38%)
Begun Implementation:	5	(63%)
<b>Total:</b>	<b>8</b>	<b>(100%)</b>

**V. Dairy Directive Project's Planned Activities For the Next Period (June-  
November 2002)**

During the next period, 48 new villages will be selected in the six DDP governorates and 132 new HEAs and 150 Food Safety Extension Agents from these governorates will be selected and trained. The new hygienic practices for milking and the preparation of dairy products will be adopted by 800 farmers and eight more dairy processors. In addition, the following training and media activities will take place:

***Training Activities:***

- Six nutrition activities for children
- Six educational kitchen activities on home-made dairy products
- Three activities on milk hygiene and dairy products to new groups of MOH Health Educators
- Four seminars for MOH Food Safety Extension Agents

***Media Activities:***

**A. Printed Materials (1,000 copies of each of these materials will be printed and distributed).**

- One bulletin: milk: food, remedy, and prevention
- One brochure: importance of milk for infant/child nutrition
- One brochure: nutrition for lactating mothers
- One brochure: proper milk boiling
- Two posters: the importance of milk for all family members

**B. Radio Coverage**

- Five-episode radio series will be broadcast
- Radio contests (at least one per week)

**C. TV Coverage**

- Three TV spots will be produced and aired
- Serr El Ard: proper milking procedures episode (12 repetitions)

**D. Video Production**

- Milk story video will be produced and distributed

**E. Newspaper Coverage**

- Articles in daily and weekly papers (a minimum of 25 articles)

## **ANNEX: DDP Success Stories**

### ***1. Poster Contest***

A drawing contest organized by DDP was held in Nazlet El Shorafaa village primary school in Minya. The children were asked to draw a poster which could be used by the project to show the importance of clean milk for children and mothers. The winner of the contest was a second-grade pupil.

### ***2. One-on-One Visits:***

At one of the visits held regularly by Health Extension Educators, the educator met with a pregnant woman in Dashtout village, Bani Suif governorate. This woman was against drinking milk under any circumstances, and had some bone aches due to her pregnancy. The MOH Health Educator recommended that she try drinking heat-treated milk to see if there was a difference. The pregnant woman started drinking milk little by little, until she became used to it. In 10 days time the woman was free of bone-aches.

### ***3. Recipe for Success***

One of the non-traditional tools that DDP uses to convey its message is an educational monthly calendar. Close contact between DDP staff and both rural women and Health Educators in the target area showed that the women are very interested in preparing delicious new recipes for their families. Since promoting milk and its products is among the selected activities to reach program objectives, DDP decided to publish an educational 12-month calendar for the year 2002 that includes a monthly recipe in which milk is a main ingredient. In addition, in order to involve another of DDP's target groups, the commercial dairy processors, in the calendar activity, DDP invited the processors to finance the calendar by making a reasonable contribution to cover costs. Their participation would also enable them to promote their products through the calendar.

The idea achieved a positive impact on all levels and categories of target groups:

- **Rural Women:** They liked the idea of DDP's providing them with a calendar that includes milk recipes which enable them to prepare delicious, nutritional and creative meals for their families. Women also consider the gift of a

calendar very special because they usually see such calendars hanging on the walls in managers' and clerks' offices, which to them reflects the importance of these people. So they felt DDP recognized them in a special way by giving them a calendar. This recognition enhanced their loyalty to the message of the program. DDP intends to distribute the calendar to all women participating in village meetings in the target area. Three thousand calendars have already been distributed. In the meantime, many women who haven't yet received a calendar copy the recipes by hand or photocopy them at their own expense.

- **Health Educators:** Since the great majority of Health Educators that work in rural clinics are women, they also liked getting milk recipes and started to prepare them for their own families. They also were happy that DDP is supporting their work with such a creative tool to promote the importance of milk and its products. Since the demand for this calendar was so great, it has been impossible to immediately print an adequate number of copies, but the project staff noticed that the Health Educators photocopy it and sometimes hand-copy recipes because they really want to try them.

DDP has tried to meet the great demand by both of Health Educators and rural women for the calendar through some other methods. The project has arranged for TV and radio programs to broadcast milk recipes on a regular basis and for newspapers to print the recipes. In addition, DDP has already finished the script and the recording of a radio series that includes milk recipes to be broadcast starting from June 25, 2002.

- **Commercial Dairy Processors:** DDP's calendar helped them to promote their milk products and open new markets with a very reasonable financial contribution from each company (which covered 90% of the calendar costs). It was a good opportunity for all processors to share because the costs were unaffordable for any single company to provide. In addition, the idea enhanced and strengthened cooperation among the dairy processing companies.

#### ***4. Linkages for Maximum Impact***

Coordination with other development projects and institutes is an interest of DDP staff in order to maximize impact. Efforts to establish links between DDP and other projects and institutes resulted in several close contacts and cooperation. Two of these linkages include:

1. **The National Research Institute (NRI):** It is the only specialized institute within the Ministry of Health (MOH) for nutrition research in Egypt. NRI

has the largest nutrition clinic in the country and the region. DDP started to coordinate with NRI just before its first training activity for Health Educators in October 2001. Now, NRI researchers participate as lecturers in many DDP Training-of-Trainer (TOT) activities for Health Educators and seminars for doctors. In April 2002, DDP conducted a seminar entitled “Toward a Healthy Clean Glass of Milk” for doctors and NRI (and other) nutrition specialists which was covered by the main daily Egyptian newspaper and a famous TV program on Channel 3. In June 2002, as a result of raising participants’ awareness of the importance of clean milk and its role in human health, DDP arranged an excursion for doctors and nutrition specialists to visit one of the commercial dairy processors. This excursion played an important role in reinforcing doctors’ positive attitudes toward clean milk and its products. As a result of exchanging ideas and expertise between the staff of DDP and NRI, DDP decided to introduce the first bulletin in Egypt on “Milk: Food-Prevention-Remedy” targeted at the average person as well as Health Educators and doctors. Ongoing linkage between DDP and NRI will create unlimited future mutual cooperation for the benefit of the Egyptian people in the DDP target area and the entire country.

2. **CARE:** Since CARE is one of the international organizations that focus on strengthening NGOs in local communities, DDP has recently established a new link with two CARE projects that also work in the DDP target area:
  - A. **Community Action in Support of Education (CASE):** This project focuses on establishing NGOs in local communities of Fayoum and Sohag Governorates, where DDP has an active presence. CASE staff are pleased that DDP contacted them because their joint cooperation will support future sustainability in the CASE target area. Potential collaboration between CASE and DDP includes organizing visits for DDP to NGO kindergartens (CASE has 28 in the two governorates) and providing training to women’s groups.
  - B. **Capability Enhancement through Citizen Action (CETCA):** This project works in Fayoum mainly with NGOs. It established four associations and six women’s classes which are supervised by volunteer Health Educators. DDP can give these Health Educators the opportunity to participate in TOT programs and also provide training and printed materials to women participating in these classes.

DDP will continue to use all opportunities to establish new linkages and strengthen existing ones to maximize program impact.