



CF Item Barcode Sign

Page

4

Date

11/14/2007

Time

4:08:19 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2007-000108

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000108**

External ID

Title

PSC. Haiti. Preliminary proposals and recommendations for a social communications programme as an approach of integrated basic services for mothers and children in Haiti, mission report by Jose Carlos Manduley, PSC Officer, UNICEF, New York

Date Created / From Date

1/1/1982

Date Registered

8/10/2007 at 1:21 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-10673 (In Container)**

FI2: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **Upasana Young since 8/19/2007 at 10:42 AM (last 11/13/2007 at 2:44 PM)**

Date Published

FI3: Record Copy? **No**

Record Type **A01 PD-GEN ITEM**

Source Document

Contained Records

Container **CF/RA/BX/PD/CM/1985/T009: Programme Support Communications**

Fd3: Doc Type - Format

Da1: Date First Published

Priority

Low

Document Details **In TRIM Store, Microsoft Office Doc D:\AutoStore\Failure\htr37200.TIF**

Notes

21 pp

Surveys situation in Haiti with regard to social development, especially priorities for mothers and children. Reviews UNICEF assistance projects at the time, and identifies further needs for national, human and technical resources to carry out requisite communications strategies.

Print Name of Person Submit Image

Saroja Douglas

Signature of Person Submit

Saroja Douglas

Number of images without cover

21

PRELIMINARY PROPOSAL AND RECOMMENDATIONS
FOR A SOCIAL COMMUNICATIONS PROGRAMME AS AN APPROACH
OF INTEGRATED BASIC SERVICES FOR MOTHERS AND CHILDREN IN HAITI

By

Jose Carlos Manduley

Programme Support Communications Officer
UNICEF-New York

1982

INTRODUCTION

This report is the outcome of a mission to Port-au-Prince, Republic of Haiti which took place in the summer of 1982. The mission's objectives were to:

- (a) assess the current situation of Haiti's problems in social development, especially the needs and priorities being faced by mothers and children;
- (b) review the projects being assisted by UNICEF and develop a communication strategy through which these projects would be promoted, training activities would be designed and community participation would be encouraged;
- (c) identify appropriate national, human and technical resources in order that the communication strategy be carried out effectively.

It is very much hoped by this author that the report will provide useful insight and guidelines in the development of a communication support programme to assist the UNICEF activities in Haiti.

(PROBLEMS)

Overview of Problems Facing the Child Population in Haiti

Infant Mortality. Haiti's infant mortality rate is among the highest in the world and the highest in the Americas. It is estimated that 15 per cent of children die before the age of one, and 30 per cent do not survive through to puberty. Infectious diseases account for 44.3 per cent of child deaths.

Nutrition. According to the 1978 National Nutrition Survey, only 25.7 per cent of Haiti's children had sufficient nutrition. It is estimated that 73 per cent of pre-school children are under nourished.

Lack of pre-and post-natal care services. The national coverage for these services is a low 28 per cent mostly restricted to urban areas.

Safe Water and Sanitation. Only 10 per cent of the population has access to safe water and systems for sewage disposal exist in only 20 per cent of households in Haiti. Environmental sanitation services are almost non-existent in the rural areas.

Pre-School Children. (0 - 6 year age group) The majority of these children in rural areas and urban marginal zones face impediments to psychological growth, potential, and intellectual and social development.

The inability of the educational system to cater, in qualitative and quantitative terms, to the needs of all children of school age:

Primary school attendance, for children aged 6 to 12, is a mere 30 per cent and only a third of available educational facilities are centered in rural areas as where 80 per cent of the country's child population resides. Furthermore children are educated in the French language medium, with which they are unfamiliar, and by unqualified teachers.

Child Labour. According to recent estimates, the percentage of children in the 5 - 10 age group constituting a part of the country's active working population is 20 per cent in the urban areas and 70 per cent in the rural areas.

Child Abandonment and Poverty have resulted in social maladjustment, vagrancy, mendicity and early prostitution.

National Policy for Children

Within the context of the goals defined in the Third Development Plan (Oct. 1981 - Sept. 1986), a set of policies have been formulated. The latter also include a national policy benefiting children. This policy covers the needs of the child, ranging from maternal and Child Health and nutrition, education, stimulation and socialization, recreation and social protection. In sum, the general goals of the policy are:

- (i) to reduce substantially the infant mortality rate to a level of 115 per thousand by 1986;
- (ii) to improve the daily diet of infants, young children and mothers;
- (iii) to augment the ratio of primary school attendance;
- (iv) to protect the children of the poor through complementary interventions;
- (v) to improve the situation of working children in urban and rural areas through the strengthening of community development activities.

National Policy for Children

- (vi) to provide adequate therapeutic facilities for an increasing number of handicapped children, with the simultaneous promotion of preventative measures.

Objectives Framework and Strategy of the Haiti - Country Programme

The main goal of the UNICEF Country programme for 1981 - 1986 is to assist the Government in the areas of child welfare within the family, community and social environment. The National Policy for Children referred previously represents the framework within which the present UNICEF programme was formulated. The specific objectives of the Government - UNICEF co-operation is the provision of co-ordinated basis services to children and mothers, particularly within least developed rural and urban areas. The current programme is designed to address, within a complementary and co-ordinated framework, problems in the field of health, education, nutrition and social welfare.

Specifically, the strategy of the country programme is designed as follows:

- (i) The goal of converging basic services for children and families within the same community is a strategy that will be vigorously pursued by the programme. However, it is understood that each project activity will be complemented and administered by the responsible sectoral ministry. The objective for this strategy is to increase cross-sectoral co-operation and co-ordination of activities in order to maximize the programme impact.

- (ii) The concept of mutual self-help for child and community welfare will continue to be encouraged and promoted through community participation and involvement. Existing faculties within the community will be drawn upon to the extent possible. Also, the programme will also develop and implement low-cost appropriate technology aids in various community-based activities.

- (iii) The programme activities will be aimed at national and local levels in selected communities. Priority will be given to those activities benefiting mothers, children of 0 - 6 years of age and women from the disadvantaged groups of the population.

- (iv) It is proposed to the continuation of UNICEF support to some project activities in the rural areas. For instance, two innovative components of non-formal pre-school education and family education. Also, a new urban component was proposed in order to ameliorate the living standards of mothers and children in marginal areas.

- (v) Efforts will be made by UNICEF to involve NGO'S in the organisation of project activities of mutual interest.

- (vi) A monitoring technique and an evaluation system will be established as an integral part of the programme.

- (vii) The programme will promote the establishment of crèches at family education centres for children 0 - 3 years of age to encourage mothers' attendance.

Training of Human Resources, Community Promotion and Popular Participation

HEALTH SERVICES

Training of Personnel, including in-service training.

a) Maternal and Child Health (MCH)

Training of auxiliary nurses and primary health agents will be carried out with USAID support. It is the objective of the Department of Health and Population to upgrade the obstetric and pediatric wards of 15 distressed health centres, hospitals and dispensaries by increasing the staffing, improving their qualifications and providing the necessary equipment for their proper functioning.

b) Immunisation

The objective of this project is to make immunisation available to a large number of children in the communities. This involves the training of personnel working in this area. The programme is undertaken in conjunction with other agencies.

c) Diarrheal Disease Control (DDC)

The Ministry of Health has planned to promote and develop the programme of oral re-hydration therapy in all health institutions and in all families.

The objectives are to:

- . train medical and paramedical personnel working in DDC
- . promote breast-feeding and proper weaning practices in all obstetric and pediatric wards, clinics, health centres, schools, family education centres, with mass media support.
- . the medical personnel to be trained in priority consists of 412 auxiliary nurses working in the rural dispensaries. An

undetermined number of doctors and nurses working in referral health institutions are to be trained as well. Furthermore, 1,500 health agents will receive training.

The type of training activities will be varied. However, they range from motivation seminars for regional medical directors, district administrators and medical and para-medical personnel to demonstration seminars on ORT for medical personnel from the regional capitals and from the Port-Au-Prince metropolitan area.

d) Health Education

The objective of this program is to intensify health education activities addressed to all segments of the population. It is planned to establish a Division of Health Education at the Department of Public Health and Population. When this happens, measures will then be taken to supply the Division with required equipment and trained personnel. A short-term consultant has been requested from PAHO to assist in the organization of the Division and the development of its plan and programmes. "UNICEF will provide, upon request, a communication specialist on short term assignment on health education to help to design a suitable strategy and specific action on health education through the mass media."

Development of health education materials to support preventative health activities will be an important feature of the division's program.

UNICEF it is expected to assist also in the process of Audio Visual aids and training activities.

Nutrition

The government's objective is the improvement of the population's nutritional status, particularly the nutritional status of children.

Specific Objectives

- . To strengthen nutritional awareness of the population, especially that of women and lactating mothers through the intensification of food and nutrition education.
- . to promote, encourage, and support breast-feeding and supplementary feeding practices.

1. Nutrition Education

Nutrition education as part of the general health education, will be conducted through the Primary Health System and aimed at front-line health workers. The targets of the programme will be the family and the community. Thus, an appropriate communication strategy will be designed.

- There exists a lack of knowledge on the part of the population with regard to a simple and balanced diet based on available local foods.
- Certain beliefs and taboos discourage appropriate food consumption thus contributing to the deterioration of nutritional status.

Food and Nutrition Education will aim at motivating women in taking the following steps:

- a) realize the importance of adequate child nutrition
- b) identify causes and signs of malnutrition
- c) to be aware of and adopt measures of maintaining good nutritional of children.

An appropriate communication strategy will be designed.

National campaign on breastfeeding and proper weaning practices.

A communication strategy for young child feeding needs to be developed.

Main thrusts will be:

1. to provide technical information on young child feeding to enable the health professionals and auxiliaries to analyze their current practices and requirements for the strategy. This information will held to form the basis for the training of field workers.
2. to direct approach to communities and individuals through available media using simple messages and slogans.

Vitamin A deficiency control.

Food consumption rich in vitamin A will be promoted through nutrition education and the food production activity at the family and community levels. These activities are carried out by the Bureau of Nutrition of the Department of Public Health and Population in health institutions, schools and family education centres.

Water Supply

In the development of this project, every effort will be made to emphasize self-help spirit. Communities will be encouraged to play an active role in the construction and resource mobilization and maintenance of water supply systems. Training of community leaders and other community members responsible for pump maintenance will be undertaken. In those communities where water systems are being installed, it is envisaged to provide water supply in the schools and clinics as well.

Waste Disposal

Promotional aspects of the activities are undertaken by the community development agents; advantage being taken of the existence of Family Education centres which receive UNICEF support.

The construction of latrines is based upon strong community involvement where promotion will be increased. Community development agents will undergo a short one-week training course on latrine construction and they in turn will teach community leaders in each locality. With these leaders thus trained, the localities will be able to organize on a self-help basis the construction of as many latrines the local population may require.

Education

The government has given high priority to education in its National Development Plan 1981-1986, together with other essential developmental sectors in the country.

The Educational Plan (1981-1986) has stated some of the following objectives:

- . to progressively eradicate illiteracy;
- . to make education accessible to the largest possible number of children
- . to create cadres of different levels in professional, technical and vocational areas;
- . to set up a system capable of administrative and technical coordination and supervision at all levels of educational activities;
- . to revise the objectives, the orientation and the contents of educational programmes and plans in relation to the defined goals and purposes of the new system;
- . to renew pedagogical methods, adapting to the Haitian context; and to prepare texts and school manual adequate to the country environment;
- . to proceed with intensive retraining of present personnel involved in the teaching process at all levels of the system;
- . to improve and increase the physical infrastructure as well as teaching materials.

a) Non-formal Pre-School Education Project

This project is a major concern of the education authorities. It is important as an approach of providing effective pre-school education at low-cost. The general objective is to prepare children 0 to 6 years of age from rural and low income urban areas to enter the primary school through a gradual training programme.

A specific experimental curriculum for the NF pre-school education activities will be prepared. The following methodological guidelines for use of promoters will be prepared:

- Production and use of teaching materials
- Orientation for the programming of NF pre-school education activities.

For use of parents engaged in child development activities and to support the action of promoters the following materials will be produced:

- Booklet on early stimulation
- Audio-visual aids on child development areas
- Set of visual teaching aids

Training of Education Personnel

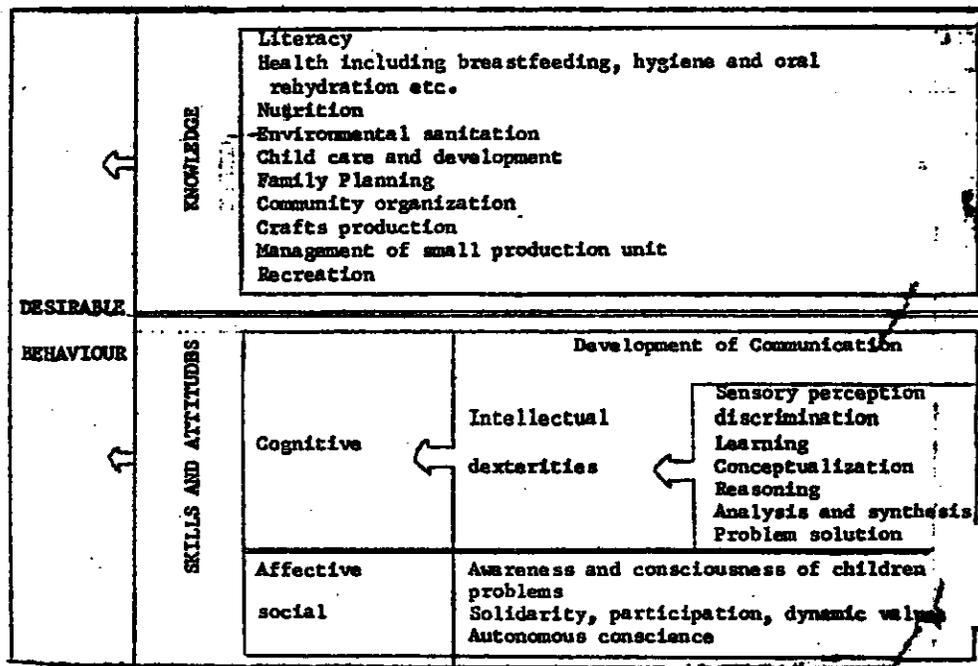
1. Training of central level personnel and field supervisors. (Intensive training courses, yearly refresher training courses, two-day long workshops monthly. These activities will be held in rural areas.
2. The promoters' training course will be held in a rural community. The course will comprise-- introduction to real community work, and organisation and motivation for the programme. They'll work with parents and they'll be taught how to plan activities with community council leaders. Through activities they will adopt and equip the learning environment for children, emphasizing sanitary conditions, latrines potable water, nutrition, etc.
3. Forty promoters of the early stimulation and special education programme for mentally retarded children will be trained in theoretical and practical skills.
4. The teacher training programme will be revised to adapt it to the objectives of the new educational system. Thus, training and in-service training activities will be undertaken.

Training of Parents

Organize educational activities for parents and community to promote their involvement in child development. The aim is to achieve, through training of parents, satisfactory levels of health, nutrition and sanitation for children. Responsibilities are: pre-school community promoters, family education health promoters and other agents.

Family Welfare

The Office National d'Alphabetisation et d'Action Communautaire (ONAAC) created in 1978 the Family Education Service. At present there are 119 agents, 23 supervisors assisted by moniteurs, animateurs, and co-ordinators. The service strives to gradually cover the entire country by opening family education centres at regional and local levels. These centres are to educate and train women mostly in rural communities with the aim of elevating their standard of living and improving their level of participation in the community. Another objective of the family education centre is to provide intensive retraining of staff of the service at all levels. Specifically, the educational activities and curriculum of the family education programme as illustrated as follows:



Urban Rehabilitation Programme

A recent study undertaken by the Ministry of Social Affairs, with the technical assistance of UNICEF, reveals that the situation in the marginal zones of Port-au-Prince is deteriorating. As a result the Government has taken measures to improve the condition in those areas. The strategy behind this programme aims to contribute to the solution of the problems in marginal urban zones by taking complementary actions directed towards children to improve their social and environmental situation through the participation of the community. Basically there will be three stages. The first stage will initially provide services geared to children and mothers to include immunisation, diarrhoea control, nutrition and health education. In a second services will be provided in early stimulation, pre-school education and safe drinking water. Lastly, the final stage will aim at households through the development of community participation and training. Training will be available through the services of the Ministry of Social Affairs mainly in the the areas of basic general education and housekeeping. It is considered that community participation will play an important part in the promotion of the urban programme. As a result the programme has been developed to promote and in time, incorporate the active participation of the communities.

Social Communications, Mass Media and Educational Materials for Promotion
in Selected UNICEF-Related Programmes

Health Services

1. Diarrhoeal Disease Control

With support of the mass media, breastfeeding and proper weaning practices will be promoted in all obstetric and paediatric wards, clinics, health centres, schools and family education centres.

2. Health Education

Development of health education materials to support preventive health activities will be an important feature of the programme of a new Division of Health Education at the MOH and populations. UNICEF, it is expected, to assist also in the provision of audio-visual aids and training activities. When the new Division of Health Education is created UNICEF will provide upon request a short-term communication specialist to design a suitable strategy and specific actions on health education through the mass media.

3. Education

According to the Haiti Plan of Operations, social communications media will be strongly used to disseminate motivational support in the various programmes. Some examples are audio-visual productions, posters, and booklets. Posters are to be employed to convey messages, while booklets will be developed to inform leaders, influential persons and other organisations. Also, a mobile communications unit will visit the communities on a permanent basis to support project activities through films and slide presentations. There will be also an attempt to organise traditional media such as theater groups, dances and song festivals as they are regarded as potential local resources. The early stimulation programme for mentally retarded children is to provide teaching materials to assist parents and children dealing with the problem or retardation.

4. Family Welfare

The family education programme has as one of its objectives to provide didactic materials and equipment adapted to the needs of the activities.

Communication Support Programme

Objectives

1. The main objective of the envisaged programme is to: "establish an integrated communication system to support the various project components... through promotion, education and motivation of community members thus enabling them to actively participate in the development of the project activities that will help satisfy their felt needs."

Specifically, the communication programme attempts to:

1. Provide training to personnel at all levels (field workers, technicians, leaders) in communication skills and techniques;
2. Develop a communication strategy for all the various components;
3. Design, pre-test, and evaluate educational messages and materials pertaining to the various projects;
4. Assist in the production of mass media programmes;
5. Undertake surveys of communication facilities and the audience;
6. Promote and motivate community participation in the development of project activities.

The Haiti Plan of Operations indicates that the training of different levels of personnel should be indeed a crucial feature of the proposed communications programme. As a result it has been suggested that several types of workshops and seminars be conducted for this purpose. It is also envisaged that a monitoring system should be designed in order to ascertain the effectiveness of the communication component.

Findings and Recommendations

1. Use of Mass Communications

The most important message carriers in Haiti are radio, cinema and lately TV. Printed material can also be employed but its widespread use is hampered by transportation and distribution difficulties and by the low literacy level of the population. An important factor on the possible use of radio and TV is the availability of receivers by the population. There appears to be no clear data about the number of receivers nation-wide. However, it is reported by reliable sources that the transistorized type of radio sets abound throughout the country. With respect to TV use, a limited number of sets are reported to be available especially in Port-au-Prince and in the larger urban centres of Haiti. Radio education has been occasionally utilized in Haiti to train teachers in the rural areas. It has been especially employed to adapt education to the needs of the rural environment, with an emphasis on community development.

For that reason, the use of radio should continue to be utilized for the purpose of disseminating appropriate information and educational messages which could be of importance to the underserved populations. The UNICEF office in Port-au-Prince should open contacts with the staff of Radio Educative, (UNESCO/Ministry of Education) as they appeared quite willing and receptive to any joint work aimed at the integration of rural development. The World Bank has provided funding in the Radio Educative project and should also be contacted.

2. Training of Human Resources

Training is certainly a crucial component in all the UNICEF-assisted projects in Haiti. However, motivating workers and staff and enhancing their job satisfaction are essential elements of good management. Thus, aspects of this training should include: better policy formulation concerning the re-

cruitment, employment and use of personnel; the monitoring and evaluation of requirements for various needed skills; the appropriate distribution of the labor force, taking into account the priorities and needs of the underserved populations and the skills required to serve these needs; the supervision of workers and the provision of a continuing education programme to help improve their performance; the provision of career-development opportunities; the evaluation of the performance of workers; and the provision of the necessary logistic support.

3. Training of Teachers and Trainers

The critical shortage of well-qualified teachers and trainers is a problem faced in Haiti. Plans for the development of such personnel should include an estimate of requirements, general strategies, and plans for linking the teaching of training techniques to suitable field experience in PHC, nutrition, water and sanitation, primary and non-formal education, and community development activities.

It is strongly recommended that these training programmes, whether held at university or site level; must be well administered if they are to be effective. Some other questions requiring consideration are: selection criteria requirements of candidates; content of training programme, location of training and availability of printed and other supplementary audio-visual materials.

4. Teaching and Learning Materials

In Haiti the scarcity of appropriate teaching, training and learning materials is a common factor in all development activities. It was found by this author that some limited teaching materials (e.g. posters about nutrition) have in fact been developed by agencies such as CARE/Haiti but the extent to which they have been used and the reactions received is not known.

Serious efforts will be required to prepare and disseminate materials that

are linguistically (Creole) and culturally suitable, are cheap to produce, transport and use and which, from the standpoint of content, are relevant to the various audiences being served by the UNICEF-assisted projects. It is also strongly suggested that local adaptation and pre-testing of existing and newly-developed materials be indeed undertaken before they are produced and distributed in large scale.

5. Strengthening of Community Participation

What does participation really means in terms of the community?

Firstly, it is necessary that the community be consulted first about the proposed development activities.

Secondly, it implies that the community should have a choice in the overall design of family welfare programmes.

Thirdly, the community should have a choice whether they want to create their rules and procedures within a specific programme.

The willingness of the local people to participate in these programmes might depend on: (1) existing community awareness and motivation to participate as well as the degree of community integration; (2) knowledge on the part of potential participants about the envisaged project; and (3) an expected increased socio-economic status of the community as a whole.

It is suggested that UNICEF/Port-au-Prince continue to work closely with the Office National d'Alphabétisation et d'Action Communautaire (ONAAC). The availability of moniteurs, animateurs and co-ordinateurs from the latter organization certainly can be of great help to UNICEF projects especially at the family education centers at regional and local levels. However, it is recommended that more directed short training courses be designed for these personnel in order for them to be more effective and receptive to the work of UNICEF in the community.

6. Development of a PSC Unit in UNICEF/Port-au-Prince

As a result of the aforementioned findings and recommendations, it is hereby strongly recommended that a PSC Unit in Port-au-Prince be established in order to develop a communication linkage with all the UNICEF-assisted projects in the areas of advocacy; education and training, use of mass communications for promotion and information, community involvement and participation, monitoring, pre-testing and evaluation of the various projects.

It is also suggested that an international PSC Officer be recruited and must have a good academic background-- for instance, a degree in sociology, journalism, communications, health education or a similar background. This person must have at least 5 years' experience in communications/media work (preferably development project work), print, film TV and radio. This officer's major tasks would be to:

1. Prepare specifications for all the UNICEF-assisted projects in the areas of communications/media planning.
2. Co-ordinate the work between subject specialists and the communicators.
3. Co-ordinate pre-test work and see to it that findings are incorporated in the final production.
4. Handle contract of media personnel used for the different projects. For examples, advertising agencies, radio stations, printing presses.
5. Control/maintain available equipment and programme its use.
6. Provide all collaborators in-house and outside with appropriate work information and guidance.
7. Serve as the adviser to the UNICEF Representative in all communication matters.