

ケニア国人口教育促進プロジェクト(II)事前調査団報告書

ケニア国

人口教育促進プロジェクト (II)

事前調査団報告書

平成5年11月

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国際協力事業団
医療協力部

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ケニア国

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国際協力事業団

26699

序 文

ケニア国政府は、1986年に日本政府に対して人口家族計画分野における協力を要請越し、当事業団は1988年12月16日より3年間に渡りIEC (Information, Education, Communication) 活動に重点を置いた協力を行った。

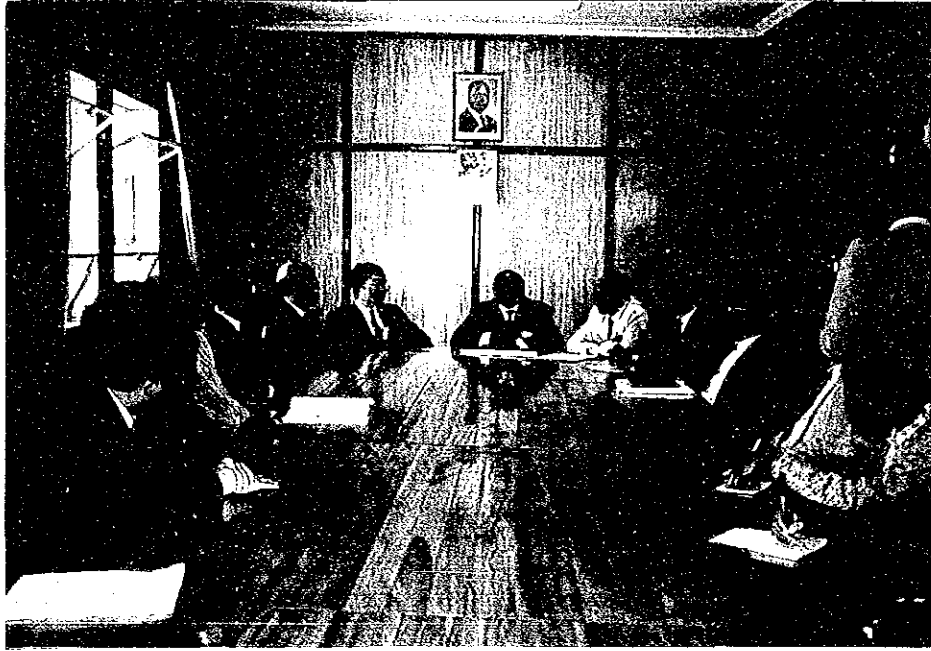
その後、1991年8月に行われた終了時評価調査での提言により、更に2年間の延長を行い本年12月15日をもって計5年間の協力期間が終了することになるが、今般ケニア国政府は、本協力事業の発展的継続を主眼とするフェーズ(II)の実施を再度要請越した。

右要請に基づき、当事業団は延長後の2年間に關する活動内容評価、及びフェーズ(II)における協力内容打ち合わせの為、国立公衆衛生院の林謙治保健統計人口学部長を団長とする事前調査団を1993年8月12日から9月8日まで同国に派遣した。本報告書は右調査団が実施した調査及びその協議内容とその結果につき取り纏めたものである。

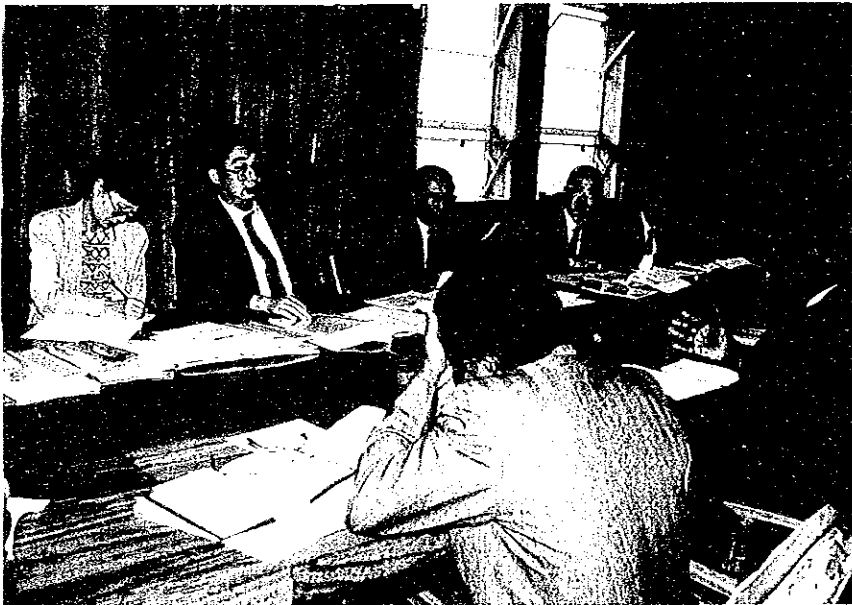
ここに本調査にあたりご協力を賜った関係各位に対し、深甚なる謝意を表するとともに、今後とも本協力事業の為に更なるご支援をお願いする次第である。

平成5年11月

国際協力事業団
理事 小澤大二



NCPD, KIMC 協議



NCPD, KIMC 協議



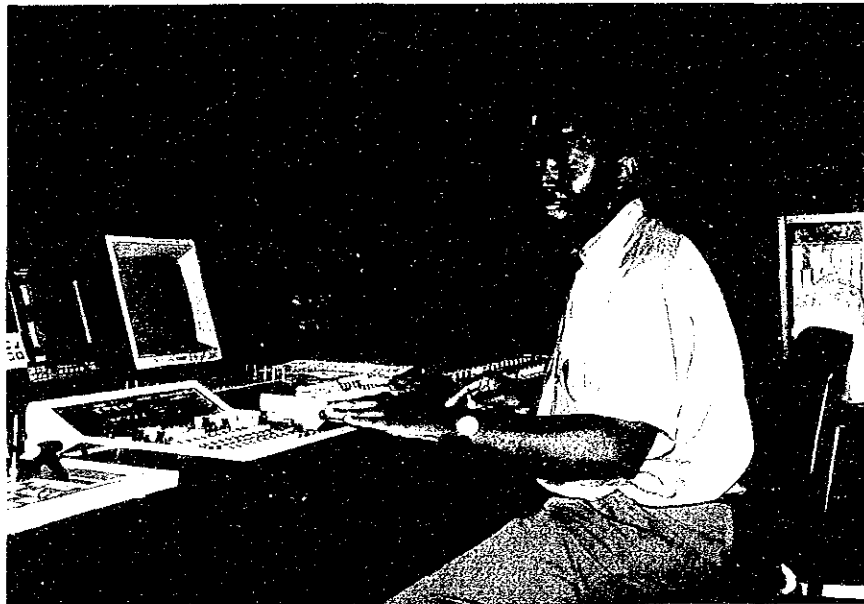
議事録署名



視聴覚スタジオ



編集スタジオ



編集スタジオ

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I. 事前調査団派遣の経緯と目的

ケニア国では急激な人口増加(1980~1989年の人口増加率:3.8%)が経済の持続的発展を妨げるとともに社会・環境問題を引き起こしており、ケニア政府は第6次経済社会開発5カ年計画(1989~1993年)で人口抑制を最重点課題に取り上げ積極的に取り組む姿勢を見せている。

1989年12月より開始されたフェーズ(I)では啓蒙ビデオを主とした視聴覚教材の開発に力点を置いたIEC(Information, Education, Communication)活動を展開したが、93年12月をもって5年間の協力期間が終了するため今般本協力事業の発展的継続を要請越した。

これに基づき、フェーズ(I)での活動内容を検証・評価し、そこでの問題点を踏まえた上でフェーズ(II)を開始すべく先方との協議を行い、①技術協力の具体的内容、②期間、③相手方カウンターパート機関を確認するため事前調査団を派遣した。

II. 調査団の構成

| | 氏名 | 担当業務 | 所属先 |
|----|-------|-------|---------------------|
| 団長 | 林 謙治 | 総 括 | 国立公衆衛生院保健統計人口学部長 |
| 団員 | 水越 敏行 | 教育工学 | 大阪大学人間科学部教授 |
| 〃 | 吉田 昌生 | 視聴覚教育 | 国際協力事業団国際協力専門員 |
| 〃 | 川端 岳郎 | 協力企画 | 国際協力事業団医療協力部医療協力第二課 |

III. 調査日程

平成5年8月21日から平成5年9月8日まで(19日間)

| No. | 月 日 | 曜日 | 行 程 | 調 査 内 容 |
|-----|------|----|-----------------------|--------------------|
| 1 | 8/21 | 土 | 東京 - 仰 (AF-275) | |
| 2 | 8/22 | 日 | 仰 - (AF-456) | |
| 3 | 8/23 | 月 | - ナロビ | 日本大使館・NCPD・KIMC表敬 |
| 4 | 8/24 | 火 | | プロジェクト協議 |
| 5 | 8/25 | 水 | | NCPD・KIMC協議 |
| 6 | 8/26 | 木 | | NCPD・KIMC協議 |
| 7 | 8/27 | 金 | | NCPD・KIMC協議 |
| 8 | 8/28 | 土 | | プロジェクト協議 |
| 9 | 8/29 | 日 | ①ナロビ - (KQ-104) | ②資料整理 |
| 10 | 8/30 | 月 | ① - ロンドン | ②NCPD・KIMC協議 |
| 11 | 8/31 | 火 | ①ロンドン - (BA-017) | ②NCPD・KIMC協議 |
| 12 | 9/1 | 水 | ① - 東京 | ②NCPD・KIMC協議、議事録署名 |
| 13 | 9/2 | 木 | ②ナロビ - (OS-532) | |
| 14 | 9/3 | 金 | ② - ウィーン | ③モルミア見学 |
| 15 | 9/4 | 土 | ②ウィーン - (LH-3441/710) | ③モルミア見学 |
| 16 | 9/5 | 日 | ② - 東京 | ③モルミア見学 |
| 17 | 9/6 | 月 | ③ナロビ - | ③専門家業務打合せ |
| 18 | 9/7 | 火 | ③仰 - | |
| 19 | 9/8 | 水 | ③ - 東京 | |

8/29日以降下記の3班に別れた。

①水越団員

②林団長、吉田団員

③川端団員

IV. 主要面談者

| NAME | POSITION |
|-------------------------------|---|
| 1. Mr. David Andre | PS, Min. of Information & Broadcasting |
| 2. Amb. S. B. A. Bullut | Director, NCPD |
| 3. Mr. J. Osiako | Principal, KIMC |
| 4. Mr. Kanyiri | Min. of Home Affiras & Ntional Heritage |
| 5. Mr. P. G. Ngugi | NCPD |
| 6. Mr. M. Muindi | NCPD |
| 7. Mr. W. Nyambati | DPO Meru |
| 8. Mr. G. Kichamu | DPO kakamega |
| 9. Mr. S. Magomere | KIMC |
| 10. Mr. D. R. Ongalo | Director, External Res. Dept. The Tresury |
| 11. Mr. G. N. Miingi | Deputy Secretary, Min. of Healyh |
| 12. Mr. Mohan | Easten Afrika Dept. World Bank |
| 13. Mr. Paul Meja Matogo | National Programme Officer, UNFPA |
| 14. Mr. C. K. Olenja | Programme Officer, UNFPA |
| 15. Mr. Hilary B. Ng'weno | Executive Director, ACCD |
| 16. Mr. H. W. O. Okoth-Ogenda | Director, CAFS |
| 17. Mr. Alan Ferugson | Division of Family Health, GTZ |
| 18. 佐藤 ギン子 | 日本大使館全権大使 |
| 19. 堀江 正彦 | 日本大使館公使参事官 |
| 20. 坂井 清志 | 日本大使館一等書記官 |
| 21. 長嶋 俊一 | JICAケニア事務所長 |
| 22. 牧野 耕司 | JICAケニア事務所員 |
| 23. 高木 美早 | JICAケニア事務所員 |

V. 調査結果

V-1. 総括報告

国立公衆衛生院 保健統計人口学部 林 謙治

ケニア人口家族計画プロジェクトは人口教育促進を目的としており、本年（1993年）12月終了予定であるので、本ミッションの任務はプロジェクトの評価をすると共にフェーズ(II)開始のフィジビリティについて調査することであった。筆者はプロジェクトの事前調査および延長時の協議にも参加したので、本論に入る前にプロジェクト立上りの経緯、延長時の事情を若干説明することが本プロジェクトの意義について理解が容易になると考える。

事前調査の時点ではケニアは人口増加率（年4%）が世界第一位であることから協力対象国として重要であるという認識がJICA人口家族計画委員会の一致した意見であった。しかしながら、わが国の本分野に関するアフリカ大陸での経験は皆無であり、母子保健を中心とする地域への関与が必要となる内容よりもIECを中心とする協力が適当であるという判断があった。実際国際機関によるIEC分野での協力はすでにケニアにおいて多数存在していたものの、ケニア本国によるメディア制作は印刷による以外全くなく、ビデオフィルムにいたっては中国で使用されているものを借用する状態であった。

実行ペースの問題としてカウンターパート機関の選定が難行した。当初、内容的には保健省が最も適当であると考えられたが、情報収集の結果、腐敗問題が表面化していたために調整機関としてむしろNCPD、実施機関としてKIMCの組合せが妥当であると判断され、プロジェクトはこうした組合せで3年の予定で開始された。

プロジェクト開始後、ケニア側の事情と共に派遣専門家の努力にかかわらず不慣れのこともあってメディア制作は思うに任せず、プロジェクト3年目にしてようやく若干の印刷教材と数本のビデオフィルムを完成したに過ぎなかった。

2年前、プロジェクト延長の可否について筆者はミッション団長として再び同国を訪れ、それまでの問題点を検討した結果、第一にNCPDとKIMCおよびJICA現地チームとの意志疎通に問題があることが判明し、マネージメントの改善を指摘した。そこで、プロジェクト運営を担当するAdministration Committeeおよび技術的な問題を担当するTechnical Committeeの設立を提案し、両者の役割分担を明確にした。それと同時に有能な調整員の派遣を要請し、かつJICAケニア事務所の強力な支援を仰いだ。こうした体制を構築した上で、実のある成果を産み出すべくプロジェクトの2年延長の必要性を報告した。

V-1-1. プロジェクトの評価

以上の経過を踏まえて、今回ミッションは同国を訪れ評価を行ったわけだが、詳細については別途述べられるので、全体的な印象及び問題のポイントに触れるのみで止める。

まず第一に上に述べた各 Committee が予想以上に機能しており、また、調整員の力量が良く発揮され、チームリーダー始め専門家グループのまとまりが良いとの印象を受けた。ケニア側メディア制作スタッフの多くもすでに日本での研修を終えて、かなり実力をつけているようであった。

その証拠として、過去2年間メディア制作の面では量的にも飛躍的な伸びが見られたばかりでなく、質的にも著しい向上が認められた。パイロット地域における中堅技術養成もかなり活発に行われ、人口情報の dissemination system も構築されつつあるようであった。

以上の成果もあって、最近では国連援助機関を始め、ケニア国内の諸団体から共同制作の申込があり、すでに一部との連携がなされ、具体的な成果品も完成している。

総じて言えば、プロジェクト延長後の活動については高い評価が与えられよう。

V-1-2. フェーズ (II) プロジェクトのフィジビリティ調査結果

(1) 実施体制に関する問題と改善の方向

フェーズ (I) においては紆余曲折があったものの後半2年間の活動では目を見張るものがあり、結論を先取りして言えばこのままプロジェクトを終了するより、さらに大きな成果が期待できるプロジェクトであることを勘案すれば、フェーズ (II) につなげることが意義深いものと思われる。

しかしながら、フェーズ (II) を実施する際に積極的な観点に立てば、フェーズ (I) の成果、経験を踏まえながらも従来の実施方針・体制をそのまま引き継ぐ形ではなく、若干の修正を必要とするであろう。実施体制について言えば、現在カウンターパートが両機関にまたがっているために両者の責任区分が曖昧な部分があり、また、PEPP の位置付けが必ずしも明確でないので、プロジェクト終了時の帰属を明らかにすることが肝要であると考えられた。従って、本ミッションでは以下の2点についてケニア政府と協議を行った。

- ・ NCPD と KIMC の役割分担の明確化
- ・ PEPP スタジオの KIMC における位置付けと協力期間終了時の帰属

専門家との協議、他援助機関との面談から NCPD は実施機関というより、調整機関であることが明白であり、さらにもう一方のカウンターパート機関である KIMC は本プロジェクトの場合まさに実施機関であることから、PEPP メディアセンターを現行の KIMC 組織の一部として組み入れることが望ましいと判断した。従って、JICA の提供し

た施設・教材は KIMC の所有ということであれば、KIMC による人員要求が可能になるであろうし、プロジェクト中においてはランニングコストの予算要求は理論上可能になる上に、プロジェクト終了後においても施設・機材の維持管理が円滑になると判断された。

しかしながら、言葉の上ではともかく調整機関の「調整」のもつ具体的な意味は必ずしも明確でなく、施設・機材の所有権にからんで上記の考えに至ったのはむしろ JICA 現地チームが過去の実務経験から NCPD の事務能力の非効率性、協力の緊密性に問題があるとの印象を持ったことと関連している。

実際ケニア側と協議に臨んだ際に、NCPD は当初施設・機材の所有権はプロジェクト期間中は NCPD にあり、終了後 KIMC に委譲すると発言した。確かに KIMC はメディア作品を disseminate するチャンネルを持たず、また、プロジェクト終了後 KIMC は人口に関連するメディアを制作する保障が得られないことは難点であるが、NCPD は施設・機材を実際運用維持する要員を持たないことが最大の問題であるといえよう。

こうした議論を踏まえて、再度協議に臨んだ際に、NCPD は施設・機材の所有は今後恒久的に所有し、人口分野に特定した制作に専念すると主張し、代わりにメディア制作コストはじめ必要諸経費の一部負担する用意があり、また、フルタイムのプロジェクト担当者を指名すると明言した。

このことは NCPD の積極性を示すものであるが、逆に KIMC の士気に関わる問題であると思われる面があるので、ミニッツには責任分担を明確にしたが所有権については触れないことが当面最も得策であると判断した。今後の課題としてさらに議論が必要であろう。一方 KIMC 側は現時点で所有権に拘泥するよりはプロジェクトの新規立上りを重視し、PEPP センターを KIMC の組織の一部に組み込むことを了承した(ミニッツ付図)。

(2) フェーズ(II)における活動方針

- ① マルチメディアの有効活用及び普及に関する戦略を強化する
- ② グラスルーツレベルに適用できる低コストの IEC 技術を開発する
- ③ MCH/FP の分野を越えた人口に関するメディアを製作する
- ④ 基盤整備により完成した保健所をベースに IEC 活動とサービスデリバリーを結合して新たな IEC 戦略を開発する
- ⑤ サービスエリアの拡大(必要とする地域には費用を負担させて配布する)

V-1-3. フェーズ(II)プロジェクトコンセプトの再構築と活動内容の関連に関する提案
上記に述べたように、フェーズ(II)プロジェクトを開始するにあたって、いくつか解決し

なければならない問題が残されているが、解決の鍵となるのは実施方針・体制と活動内容の関連を明確にすることである。このことはわが国の「技術移転」の本来の主旨に立ち戻れば、必ずしも解決が困難ではないと思われる。言うまでもなく、「技術移転」は相手国のしかるべき人材に技術を移転し、将来にわたってその技術が定着することを目指す性質のものである。

本プロジェクトでは実施カウンターパートはトレーニング機関としてのKIMCであり、ここに集る人材に技術を移転し、地域の活動と連携しつつ、地域の人々に人口に関するメディアを提供し、人口問題に関する啓蒙活動が将来においても継続されることを目指すものである。我々が目指すのは決してケニア政府に代ってグラスルーツレベルの啓蒙を全国的に展開することではなく、また、そのような活動は可能であるはずがない。

従って、我々は現在までに提供した機材を利用して、高いレベルの技術を提供すると共に、KIMCに集る一般学生にも今後適切な機材の提供とトレーニングプログラムを用意する必要がある。また、フィールドで活躍する中堅技術者ばかりでなく、一般学生にもある程度フィールド学習の場を提供する用意があつてしかるべきであろう。

こうすることによって、PEPPセンターがKIMCの組織の一部として位置付けられる理由が明確になり、一方、NCPDの主張する製作中心であるべきセンター、全国に対するメディア配布の根拠地である発想に歯止めをかけることができよう。

すなわち、日本側がトレーニングを明確に意識してこそ、施設・機材の帰属が明らかになるのであり、パイロット地区は学習の場である位置付けこそ、技術移転の意味が明らかになるろう。

V-2. フェーズ (I) における活動成果について—特に IEC 部門を中心に—

大阪大学教授 (教育工学) 水越敏行

V-2-1. 当初2年間は事前準備に

出発当初の約束の一つに、KIMC の構内に建設中の新校舎に、PEPP の日本人専門家も、映像等の制作に必要な機材も、全て収容できることになっていた。ところがいつまでたっても新校舎は完成せず (平成5年8月現在、やっと外観ができたくらいで、電気も水道も入っていない有様である)、急速プロジェクトにより、プレハブを建造し (平成2年8月完成)、機材がやっと収納できた。

プロジェクトリーダーも未着任で、IEC の専門家と調整員だけでスタートしたため、取材、撮影、編集などのごく基本をカウンターパートに教える程度で、成果として上げられるものはなかった。

V-2-2. IEC 教材の制作開始と展開

本プロジェクトは出発の当初からビデオを中核教材としながらも、その他に、ラジオ、サウンドスライド、印刷物、などによるマルチメディア戦略 (実質は media mix) で臨んだ。

(1) ビデオ

メインプログラムとして「よりよい生活のために小家族を」という一般向け番組1本、その対に地域社会のヘルスワーカーのためとか、男性向け、若者向けなどのサブプログラム4本、合計5本の制作予定で出発した。この時点ではリーダーもその他の専門家もそろっていたが、平成3年8月の評価時点で、メインプログラムを含めて3本しか作れなかった。しかも取材は一度に数カ所まとめてやってきて、そこから数本の番組に分けて作っていくという雑な方法がとられていた。

その後 IEC 専門家も交代し、平成4年度は5本制作を目標に立てたが、現在は「下痢症」「若者を対象にした家族計画ミュージカルキャンペーン」など3本が完成している。その一方で、平成5年度としては、「エイズ」、「ストリートチルドレン」、「栄養物」などの3本の新番組を計画し進行中である。

全体的にみて、平均して3~4本程度 (20分程度の番組) という進度である。できれば年間5~6本、そして1~3分のスポット番組にも力を入れてほしい。

(2) 印刷教材

平成3年度はビデオと平行して印刷教材の作成が進行し、「子どもの健康保持」「母親の健康のための家族計画」がビデオ完成後に出版された。また平成4年度のカレンダー

を壁掛け用、机上用として制作分配した。

平成4年度には「よりよい生活のための小家族を」「家族計画に関するうわさ話」「下痢症」などのビデオと離れた読物教材も制作した。カレンダーはやはり平成5年度分を配布できたし、更にニュースレターも出版し、対象地区や関係者に配布している。

全体として印刷物の部数や種類は限られているが、現在のように一人の専門家では、これが上限とも思われる。今後パソコンで映像を取り込んでの印刷教材作成という方向をとるべきで、その時にはコンピュータの専門家との共同制作が必要であろう。

(3) サウンドスライド

平成4年度に「母親の健康のための家族計画」をサウンドスライドとして完成させている。スライド制作そのものは、ビデオの収録、編集等と平行してカウンターパートを育てつつある。モニターテレビと接続して静止画で、ランダムアクセスのできるビデオフロッピーなどは、安くて易しい教材であり、大いに採り入れてほしい。

(4) ラジオ

時間帯がとれなくて、試験的にスポットプログラムを平成3年度2本、4年度も2本出している程度。その他のNGOとか保健省などと連携をはかり、ブロードキャスティングできる番組づくりを今後にのぞみたい。一方スポット番組はいわゆるコマーシャルの形で1分から30秒、視聴率の高い時間に割り込みたい。男性がラジオを専有する傾向が強いので男性を対象にしていくのも一案。

V-2-3. IEC 部門の人材養成

日本人専門家の任務は、IECの制作技術などを現地カウンターパートに移植し、独り立ちで制作ができるようにすることにある。この点では、本プロジェクトの日本人専門家は、前任者も、後任者も徹底してこの線を守っており、成果をあげつつある。教材制作については、ビデオ3名、ラジオとスライド1名、印刷物2名、ビデオ編集2名、機材の保守管理5名、合わせて13名のカウンターパートを育てた。

V-2-4. 問題点

(1) ただ全体としていえることは、KIMCの校長が、あくまでもここは技術者の養成訓練機関だと考え、その訓練用にPEPPの教材も使わせてほしいと考えている点が問題である。訓練養成機関としてのKIMCと、高度なマルチメディア戦略をとっていくための技術者養成機関としてのPEPPとは、並列して組織上に位置づくべきで、連携は保ち相互に交流援助はすべきだが、混同してはならない。

(2) 第一段階では、ビデオ、スライド、ラジオ、印刷物などが、それぞれ平行して制作さ

れるか、同内容のものをメディアを違えて開発するかにとどまっておき、今後の大改善が望まれる。メディアの種類だけでなく内容をも離れたものを対象に応じて組み合わせることで、単品のメディアでは出せない効果を発揮し、特に態度変容をねらうというのがマルチメディア戦略 (media mix approach) であり、今後ここを特徴としていきたい。

V-2-5. 普及活動

第一段階は IEC 教材の制作に集中し、その普及活動にまで及ぶ力がなかったというのが大体の結論である。ただしその中でも IEC のための事前調査として、対象地方の大人や子どもに対する食事状態を調査したり、試作番組を病院等でみせる前または後で、紙調査や聞き取り調査を実施してはきている。しかしこれらの調査が、番組制作や改作にどう利用されていたかというフィードバックは少ない。今後の課題であろう。

2つの AV バン対象地区で、ビデオやスライド等の上映機会が少なかったのは、移動用の車はあっても、ガソリンがない、運転手が雇えないという、日本では考えられない理由——そして現地では当然おこりうる理由——のためである。今後は、ガソリン代、運転手はある程度 PEPP 側でも負担はするとして、その他に

- (1) 地方の病院、学校、図書館等にモニターテレビ、ビデオ、ビデオフロッピー、8ミリビデオカメラ等を常設し、いつでも使える状態にしておくこと
- (2) 青年海外協力隊の現地駐在員ともよく連絡をとりつつ DPO に現地の利用状況の促進と結果の報告を願うこと

すでにメルー、カガメガでこれらは実施されており、今後の維持発展が望まれる。

V-2-6. その他

- (1) PEPP チームの人間関係が実に良好であり、安心した。佐藤リーダーの指導性もあるが、調整員との二人三脚が実にうまくかみ合っているし、専門家も各自の特色を生かし、補い合っている。PEPP のカウンターパートの質も以前とは目に見えて向上している。
- (2) もっと日本から最新のハード、ソフトのカタログ、月刊専門誌を送って、次の機材の注文、IEC 戦略の立て直しに役立ててほしい。大きくて高価なものと小さくて便利で安くて、ヒューマンインタフェースのよいもの、これら両端が戦略の勝敗を決める。具体的にこんな用途にというコメントをつけて、JICA 東京医療協力経由で、少なくとも松下、ソニー、NEC、富士通、キャノン、大沢らのカタログや NHK エンタープライズを含むソフト等が、年間 2～3 回、現地の専門員に入手できるようにすること。

V-3. フェーズ(II)における活動の基本計画

V-3-1. ケニヤ側の実施体制

(1) 問題点の整理

フェーズ(I)で直面した問題を整理し、解決することがフェーズ(II)実施の前提であるとの認識から、日本側は派遣専門家と問題点を整理し、次の3点に集約した。

1) 調整機関である NCPD と実施機関である KIMC の役割が不明確であるために起きると思われる問題点

- (I) PEPP 運営に当たるカウンターパートの不在
- (II) NCPD の事務処理の遅滞 (A 1, A 2, A 3, A 4 フォーム)
- (III) 供与機材の所在の曖昧さ
- (IV) 経費負担の責任所在
 - * 制作費
 - * 機材の維持管理費
 - * 普及費 (AV バンの運用経費)
 - * 事務所運営費 (電気・水道料)

2) 制作に関する問題

- (I) 経験のあるカウンターパートの不足
- (II) 制作に際しての企画・リサーチ不足
- (III) 利用者からのフィードバックの不足
- (IV) IEC 制作に関するトレーニング不足

3) 普及に関する問題

- (I) 予算不足による印刷教材の部数不足
- (II) 普及現場における教材評価活動の不足
- (III) 地域レベルでの普及活動の不足
- (IV) 人口教育の普及に関する戦略立案での訓練不足
- (V) NCPD の PEPP と人口教育サービス提供者との調整不足
- (VI) NCPD による AV バン運転手の未配備

(2) ケニヤ側との協議

1) 背景

上述の問題点の多くは、カウンターパートが調整機関である NCPD と実施機関である KIMC との両機関にまたがり、両者の責任区分が曖昧であること、PEPP の KIMC

での組織上の位置づけが明確でないことに起因するものと考えられる。

今回、調査団は、調整機関である NCPD の役割を明確にするため、他のドナーの最近の動向にも注意を払い、UNFPA、GTZ・ワールドバンクのプロジェクト現場、NCPD の審議会会長を訪ね、責任者と面談した。

その結果、ドナーの最近の動向は、「NCPD は調整機関に徹すべきであり、実施は行うべきでない」との意向が強く、調整機関が実施に関わると、むしろ、混乱するという意見が強いことが判明した。

調査団は、また、派遣専門家とともに、フェーズ(II)終了後のプロジェクトの自立継続性を考慮して、供与機材のプロジェクト終了後、所有権が KIMC に移行すれば、経費と要員の確保が容易になり、プロジェクト運営の継続性がより確実になると考えた。

2) ケニア側協議団の構成メンバー

ケニア側協議団の構成は、NCPD の所属する内務省次官代理、KIMC が所属する情報省次官を筆頭に、NCPD 委員長ブルート氏、KIMC 校長のオシアコ氏を主要メンバーとして協議は進行した。ブルート氏は職業外交官であり、新任の NCPD 委員長である。一説によると、主要なドナーである UNFPA、ワールドバンクなどが人口プロジェクトを60件以上援助しているが、最近、これらのドナーが援助の態度を変化させてきているために、それに対応する目的で外交官出身者が必要であるため、委員長が交代したとも言われている。

3回にわたる協議を通して観察したところによると、実施機関の長であるオシアコ氏の発言力はケニア協議団の中できわめて弱く、内務省 (NCPD) が全てを決定し、情報省 (KIMC) に伝えるだけで、KIMC が NCPD と協議をするという力関係にはないという様に思えた。調整機関である NCPD の力が圧倒的に強く、KIMC の意向を協議に反映することは困難なようである。今後、プロジェクトが両機関と同時に協議を行う際にも同じ様な力関係が持続されるものと予想される。

3) 協議の内容

協議は、ケニア側は NCPD 主導の下に進められたが、PEPP の KIMC の組織上の位置づけについては、とくに問題はなかった。しかし、機材の所有権と経費の負担については、協議開始直後はスムーズに進むと思われたが、ケニア側は二転三転した。

第1回協議 所有権 (KIMC) 経費負担 (KIMC)

第2回協議 所有権 (NCPD・終了後 KIMC) 経費負担 (KIMC)

第3回協議 所有権 (NCPD) 経費負担 (KIMC)

日本側は、第2回協議の結果が妥当であると判断したが、KIMC が制作費・機材の

維持管理費が負担できないと言う理由で、第3回協議に持ち越された。第3回協議では、NCPDは「機材の所有権は、プロジェクト終了後もNCPDにあり、経費（制作・普及・機材の維持管理費）もNCPDが負担し、制作する教材は人口教育に限定する」と説明した。しかし、一方で、KIMCはプロジェクト終了後の機材の所有権の移行を望みつつ、経費はKIMCが負担すると表明したが、タイムリミットと力関係でその希望はNCPDに受け入れられず、NCPDの主張通り協議は終了した。

4) 日本側の判断

協議の背景の項で述べたように、プロジェクト終了後も機材を所有し、経費を負担するのは、

- (I) 「NCPDは調整機関に徹すべきで、プロジェクトの実施をすべきではない」とする他のドナーの最近の動向に反する
- (II) フェーズ(II)の運営とプロジェクト終了後の自立継続性を考慮するとき、実効上さまざまな不都合が生じる危険性が予想される

以上の2点から、所有権の帰属については議事録からこれを削除して、翌日のプルード氏との議事録読み合わせを行った。その際、この削除については双方言及すること無く、議事録の署名を終了した。

5) 協議の結果

協議の結果、両カウンターパートの責任分担区分がかなり明確になった。

(I) PEPPのKIMCに於ける組織上の位置づけ

日本側が提案したセンターは、人口教育メディアセンターとし、チームリーダーはNCPDの委員長と同時に校長をカウンターパートとする。センター長は、KIMCの副校長と同格とする。センターは、校長の下にあるが、KIMCの他の部署とは独立して、PEPPの機材は、KIMCの学生の訓練用には使用しない。

メディアセンターの設立については、今後ともNCPD、KIMC、JICAの三者で協議する。

(II) 両カウンターパートの責任分担

NCPDの責任

- (ア) 普及に関するフルタイムのカウンターパートを配置する(但し、NCPDに常駐)
- (イ) 国・県・地域レベルで、PEPPのIEC活動を調整する
- (ウ) IEC作業グループの設置と、他の政府機関とNGOと協力してPEPPの普及活動を調整する
- (エ) メディア教材の内容・利用・普及ルートについて助言を行う
- (オ) AVバンの運用要員を提供する

- (カ) スタジオ施設・設備・車両の必要経費を段階的に負担する
- (キ) 制作費・普及費について段階的に負担する
- (ク) A4フォーム関税手続き・国内税・運搬・機材据え付け等の経費を負担する
- (ケ) プロジェクトへのNCPD職員の出張旅費・日当の負担をする

KIMCの責任

- (ア) 人口教育メディアセンターの行政・制作・技術他必要な要員を確保する
- (イ) マルチメディア制作とその利用についての戦略を開発する
- (ウ) 教材開発の研究を行う
- (エ) センターの用地・施設を提供する
- (オ) スタジオ施設・機材・車両の運用と維持管理を行う
- (カ) センターの運用費（水道・電気）を負担する
- (キ) NCPDの許可を得て、A1-A4フォームの事務処理を行う
- (ク) プロジェクトへのKIMC職員の出張旅費・日当を負担する

協議の結果、フェーズ(I)での問題点は概ね解決の糸口が掴め、フェーズ(II)の実施に当たって体制上の基礎固めはできたと考えられる。

V-3-2. フェーズ(II)の目的

- (1) マルチメディアの有効活用及び普及に関する戦略を構築する
- (2) グラスルーツレベルでの普及を促進するメディアの開発（手作り教材、低コストのメディア、フォークメディアの開発）
- (3) 制作のテーマはMCH/FPを越えて、人口問題も扱う
- (4) 新ヘルスセンターをベースにIEC活動とサービスデリバリーを結合して新たなIEC戦略を開発する
- (5) 新ヘルスセンターをベースに教材開発と普及についての研究を行う
- (6) 普及ルート・モニター組織のある団体と協同して、パイロット地区を越えてサービスエリアに有料で教材の配布をしたり、共同制作を行う

V-3-3. パイロット地区

フェーズ(II)のパイロット地区はフェーズ(I)と同様であり、ビデオ・スライドの撮影、普及活動を試み、教材開発の研究を行う。マルチメディアを利用した効果的な普及戦略とグラスルーツレベルへの普及メディアの開発が完成すれば、ケニヤ政府による他の優先地域への応用が望まれる。

V-3-4. 日本側の投入

(1) 専門家の派遣

(I) 長期派遣専門家

リーダー

調整員

ビデオ/ラジオ制作

印刷/コンピュータのメディア制作

地域開発 (普及)

(II) 短期派遣専門家

必要に応じて

(III) 機材供与

マルチメディア機器

印刷用機材

車両 (現有5台の順次取り替え)

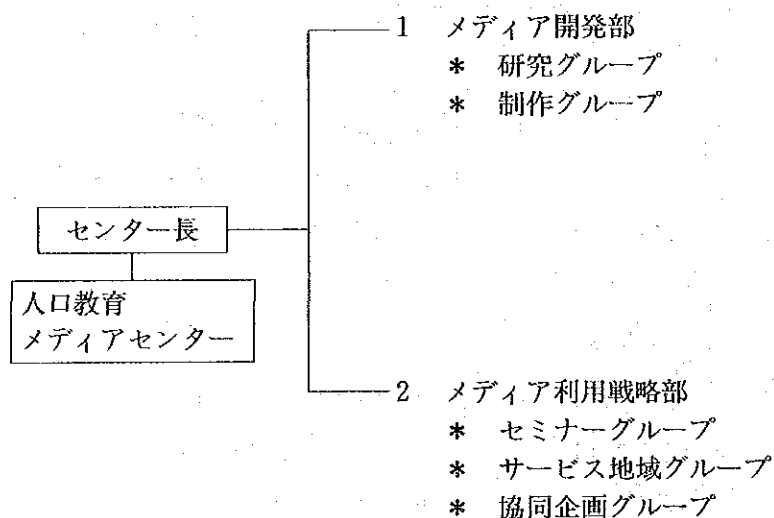
ヘルスセンター内の機器

(IV) ケニアでの技術スタッフの訓練

(V) カウンターパートの日本での研修

V-3-5. 活動計画

人口教育メディアセンターのKIMCでの組織上の位置づけをにらみながら、センターの組織と活動を要約すると、下記のようなになる。



(1) メディア開発部

(I) 研究グループ

パイロット地区でのベースライン調査・効果測定・ニーズの発掘・各種メディアの開発研究・反応調査などを行い、制作グループに提供する。

AVバンは、将来の全国展開を考慮すれば、パイロット地区で普及に使用するより、移動できる利点を最大限に利用して、各種研究に使用の方が賢明であろう。

(II) 制作グループ

各種の調査を受けて、利用者のニーズ、反応調査を教材に反映するよう、主題・対象・利用法を一層明確にして、各種メディア制作に努める。

最終ステージであるので、量産体制を目指すべきではなかろうか。例えば、保健省の看護学校などと協同企画・制作を行えば、配布先にエネルギーを使うことなく、量産が可能となるのではないか。問題は、むしろ日常制作する教材の企画をどこが責任を持って提案・決定を行うかであろう。

(2) メディア利用戦略部

(I) セミナーグループ

NGOのIEC組織の強化を行う。従来、パイロット地区でのNGOを参加者としてセミナーを開催し、教材のプリテストの場として利用してきたが、更に積極的に、NGOのIEC普及の組織強化につなげるようセミナーの性格付けを強化する。

そのためには、パイロット地区のNGOだけではなく、パイロット地区でセミナーに参加した人たちが、その知識と技術を所属するNGO内に広めるために、自ら講師となりセミナー(エコーセミナー)を開催していくよう、PEPPがそれぞれの本部に働きかけていく。

(II) サービス地域グループ

制作した教材は、パイロット地区を中心に配布・利用されているが、他の地域からの要望も多い。しかし、予算の不足から、これらの地域からの要望には応えられないのが現状である。

従って、予算を増やすか、それらの地域に費用を負担させながら、印刷物の増刷・ビデオ教材のコピーと配布を行う。将来の全国展開の布石ともなるし、パイロット地区以外の利用者の反応を入手するのに有益である。

(III) 協同企画グループ

人口教育に関係する外部機関と協同してメディアの企画を行う

プロジェクト終了後のセンターの自立発展性を考慮すれば、何らかの運転資金を外部から調達しなければならない。現在でも、外部機関と協同制作を行い、その支

払を現金ではなく、機材の交換部品で納めるという方法をとっている。

今後とも、制作費の負担ができる外部機関と協同で企画を立て、センターで制作する方式を強化する必要があるだろう。とくに、教材の配布組織が確立している組織と協同で企画・制作すれば、センターで制作された教材が広く利用される。企画・制作は協同で、配布は相手先機関が行う。

例えば、保健省の看護学校は、全国に23カ所あり、それぞれの学校にはビデオ再生装置があるという。教材の内容は教授陣が提供して、保健省の視聴覚センターと協同で企画を行い、PEPPが制作する。配布は、看護学校のネットワークで充分である。保健省には、配布組織があり、教材の必要度は高く、制作費も負担できるが、制作部門が現在手薄であるという。

こうした条件の外部の人口教育機関と協同すれば、センターの機能を十分に活かし、新たに配分先を開拓するエネルギーを最小限にしながら、人口教育に寄与できるだろう。

V-4. 協力実施にあたっての留意すべき事項

- (1) フェーズ(II)の実施は、5年後のセンターの自立発展継続性と人口教育の全国的展開を充分考慮すべきであろう。
- (2) 機材の所有権については、今後の議論に委ねることになったが、人口教育メディアセンターのKIMCでの組織上の位置づけとも深く関わりがあるし、センター職員のリクルート・処遇とも関連するので、早急に、最終的な結論をだす必要があるだろう。
- (3) KIMCでセンターを安定的に運用するには、KIMCの本来の任務であるディプロマレベルの人材養成に協力して「実習を伴わないカリキュラムの作成・教授陣の養成・卒業生に対しての高度な実習」などを行うべきであるという考え方もある。その際には、訓練用機材などの提供が必要となってくるだろう。

- (4) 将来の全国展開を考慮して、フェーズ(II)では、終了時にケニア政府にどんなデータを提供すべきかを検討して、これらを活動計画に反映する必要があるだろう。

例えば、フェーズ(II)でパイロット地区の性格を如何に規定するか。従来通りでよいか。検討しなければならない。現在のパイロット地区が人口教育のモデル地区であれば、全国展開に際して、これまでにパイロット地区に投入した機器・機材・施設・AVバンが必要条件であることになりかねない。非現実的な条件になってしまうだろう。従って、現在のパイロット地区は、メディア開発の学習の場であると規定すれば、プロジェクト終了後もその機能を保持し、ケニア政府に対しては、全国展開について適切なデータを提出できるだろう。

- (5) マルチメディアの制作・利用については、センターの制作・利用促進活動の両面におたって人的・予算的な拡大を意味する。あるいは、現行のビデオ制作要員を他のメディア制作に振り向けると、現存の機材を利用してのビデオの制作量が減少する。高価なビデオ機材の効率的運用から考えると、得策ではない。

マルチメディアの制作に携わる日本人専門家のリクルートは可能だろうか。カウンターパートの確保は可能だろうか。メディアの多様化については、慎重に計画をたてるべきであろう。

- (6) メディアの利用戦略については、主たる視聴者・利用者は誰なのかを明確にしなければならない。視聴者は人口教育関係の中堅技術者とするのか、草の根レベルの村人たちなのか。中堅技術者・草の根レベルでのそれぞれの利用環境（電気・再生器など）は整っているのか。センターでの制作能力との関係も含めて、今後の全国展開を見通し、技術移転というJICAの原則に照らしながら、どのレベルまで踏み込めるのかを検討する必要があるだろう。

(7) メディアの企画は、どの機関が責任を負うのか。この点に関しては、未だに明確ではない。フェーズ(Ⅰ)では NCPD の IEC 部の責任で、それぞれのメディアで年間の制作本数・内容・主な利用者を決定する筈であったが、実際には機能しなかった。では、PEPP で企画立案が可能なのか。全国的なニーズ・配布組織・責任体制を考慮に入れながら検討を要する問題であろう。

以上

付 属 資 料

1. 新聞掲載記事抜粋



The Permanent Secretary in the Ministry of Information and Broadcasting, Mr David Andere (right), signing an agreement to conclude Phase One of the Japanese-funded Population Education Promotion Project. Prof Kenji Hayashi signed on behalf of Japan.

— Picture by Jackson Ngugi.

DAILY NATION, THURSDAY, SEPTEMBER 2, 1993

Population growth 'tackled'

By LILIAN NOUTA

Kenya is currently making deliberate attempts to curb the high population growth which has strained available resources, the Permanent Secretary for Information and Broadcasting, Mr D. Andere, said yesterday.

Mr Andere was speaking during the signing of an agreement between Kenya and Japan after the completion of phase one of the Population Education Promotion Programme which cost Japan about Sh250 million. It was initiated in 1988.

The programme is currently under evaluation and the Japanese would sponsor phase two depending on the outcome of the assessment.

The Japanese team leader, Prof Kenji Hayashi, said his country was dedicated to sponsoring population programmes in developing countries.

Prof Hayashi said his team was satisfied with the performance of the programme and thanked the Kenya Institute for Mass Communication for their participation.

He said a studio for production of education material had been set up and equipped to carry out population education.

2. 協議議事録

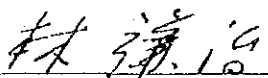
THE JOINT EVALUATION REPORT
BY
THE PRELIMINARY SURVEY TEAM
OF
JAPAN INTERNATIONAL COOPERATION AGENCY
AND
THE AUTHORITIES CONCERNED OF THE GOVERNMENT
OF THE REPUBLIC OF KENYA

The Japanese Preliminary Survey Team for the Population Education Promotion Project (Phase II), organized by Japan International Cooperation Agency (hereinafter referred to as "JICA"), and headed by Dr. Kenji Hayashi, Director of Department of Public Health Demography, The Institute of Public Health, has been dispatched to the Republic of Kenya from August 23 to September 2, 1993 to evaluate jointly the five year Population Education Promotion Project in Kenya (hereinafter referred to as "the Project") which will terminate December 15, 1993 and to make a preliminary survey for the further cooperation on the Project.

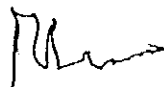
The Preliminary Survey Team had a series of discussions with Kenyan authorities concerned along the above-mentioned purposes.

The result of the discussion is attached hereto.

Nairobi, September 1, 1993



Dr. Kenji HAYASHI
Leader
Japanese Preliminary
Survey Team
Japan International
Cooperation Agency



Mr. S. THUO
For Permanent Secretary
Ministry of Home Affairs
and National Heritage



Mr. David ANDERE
Permanent Secretary
Ministry of Information
and Broadcasting

List of Participants

I. Kenyan Side

Ministry of Home Affairs and National Heritage

- (1) Mr. S. Thuo (Deputy Secretary)
- (2) Mr. Simon B. A. Bullut (Director, NCPD)
- (3) Mr. N. E. Kanyiri (Under Secretary)
- (4) Mr. Kimeli Chepsiror (Assistant Director, NCPD)
- (5) Mr. Patrick H. G. Ngugi (Head, IEC Division, NCPD)
- (6) Mr. Michael Muindi (IEC Division, NCPD)
- (7) Mr. Willie Nyambati (District Population Officer, Meru)
- (8) Mr. George Kichamu (District Population Officer, Kakamega)

Ministry of Information and Broadcasting

- (1) Mr. David Andere (Permanent Secretary)
- (2) Mr. Job M. Osiako (Principal, KIMC)
- (3) Mr. Samuel Magomere (Head, Maintenance Unit, KIMC/PEPP)
- (4) Ms. Jedi Solitei (Video Production Unit, KIMC/PEPP)

2. Japanese Side

- (1) Dr. Kenji Hayashi (Director, Department of Public Health Demography, Institute of Public Health)
- (2) Prof. Toshiyuki Mizukoshi (Professor, Faculty of Human Sciences, Osaka University)
- (3) Mr. Masao Yoshida (Institute of International Cooperation, JICA)
- (4) Mr. Takero Kawabata (Medical Cooperation Department, JICA)
- (5) Mr. Koji Makino (Assistant Resident Representative, JICA Kenya Office)
- (6) Miss Misa Takagi (Assistant Resident Representative, JICA Kenya Office)
- (7) Dr. Tokiko Sato (Team Leader, PEPP)
- (8) Mr. Yoshio Kanamoto (Coordinator, PEPP)
- (9) Mr. Kei Matsuda (Video Producer, PEPP)
- (10) Mr. Kiyofumi Tanaka (Community Development Expert, PEPP)

Evaluation of the Project (Phase I)

I. Background of the Project

Kenya's population increased dramatically after the World War II. The first census in 1948 revealed a population of 5.4 million. By 1962 it had grown to 8 million. In 1967, the National Family Planning Programme was established by the Government of Kenya which acknowledged the negative impact of rapid population growth on development. Kenya was the first country in the Sub-Sahara Africa to adopt a family planning programme.

The goal of the National Family Planning Programme is to reduce the population growth rate and to have balanced population composition by the end of this century. In spite of the effort, the population growth rate has accelerated. The population growth rate was 3.8% in 1979, which was considered one of the highest in the world.

Under such circumstances, in 1986 the Government of Kenya requested the Government of Japan to assist in slowing down the population growth rate. Through discussions between the two Governments, the Government of Japan agreed to cooperate in the field of Information, Education and Communication. And in December, 1988, Population Education Promotion Project, abbreviated as PEPP, (hereinafter referred as "Phase I") was started.

The terms of cooperation of the Project date from 16th December, 1988 to 15th December, 1993. This includes the extension by two years after initial three-year cooperation period in December 1991.

II. Objectives of the Project

The overall goal of the Project is to reinforce family planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) under the Ministry of Home Affairs and National Heritage and the Ministry of Information and Broadcasting.

The specific objectives are:

- (1) Research on IEC;
- (2) Upgrading IEC capacity with provision of equipment ;
- (3) Production of video programmes and other multi-media materials;
- (4) Exploring a dissemination/distribution system of materials produced in pilot districts;
- (5) In-country training of trainers on how to utilize the multi-media materials.

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The original pilot districts were Meru and Kakamega, which were later administratively divided into Meru/Tharaka-Nithi/Nyambene and Kakamega/Vihiga respectively. It is in these districts that the shooting of video and slide programmes and dissemination/distribution of the materials produced, has been taking place.

III. Project Activities

As the first two and a half years (December 1988 to July 1991) of the Project Phase I was evaluated at the time of extension of the Project, the Project activities in the second part (August 1991 to July 1993) are our concern this time.

(1) Research on IEC

A model area was set up in order to collect basic information to assist in production of multi-media material and also to measure how effectively the produced materials are utilized. Two neighboring villages were selected as a model area in Kakamega/Vihiga where there is a high population density.

In 1991, the following two researches were conducted:

| <u>Research Topic</u> | <u>Research Purpose</u> |
|--|--|
| 1) diet of local residents | -to collect basic information on dietary habits and nutritional status of local residents for material production on nutrition of mothers and children |
| 2) baseline survey of KAP of family planning among local residents | -to collect baseline data to measure education effectiveness of the produced materials |

In 1992, the following research was conducted:

| <u>Research Topic</u> | <u>Research Purpose</u> |
|--------------------------|---|
| diet of infants/children | -to collect basic information on dietary habits and nutritional status of infants/children for material production on nutrition of infants/children |

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In 1993, the following research is scheduled to be conducted:

| <u>Research Topic</u> | <u>Research Purpose</u> |
|---------------------------|--|
| survey on street children | -to collect basic information on street children for material production on street children |

(2) Upgrading IEC Capacity with Provision of Equipment

Equipment for upgrading IEC capacity has been received in parts since 1990. So far the following equipment has arrived and been installed:

1. Out door shooting equipment
2. Betacam AB roll editing
3. Sound editing system
4. Dissemination equipment
5. VHS video system

(3) Production of Video Programmes and Other Multi-Media Materials.

(i) Video Programmes

In 1991, five programmes were completed (two of which were started in the previous year). The team of Japanese Consultants, who visited the Project in December 1989, selected the following topics and main target audiences:

| | |
|-------------------|--|
| Main Programme | Small Family for Better Living (general audience) |
| Sub-Programme (1) | Child Care (community health workers) |
| Sub-Programme (2) | Family Planning for Mother's Health (community health workers) |
| Sub-Programme (3) | Male Participation in Family Planning (males) |
| Sub-Programme (4) | Family Life Education for the Youth (youth) |

At the time of the first evaluation (August 1991), only three programmes had been completed. So, for evaluation purposes this time, sub-programmes (3) and (4) are considered as part of activities for the second part.

In the fiscal year 1992 (April 1992 to March 1993), six programmes were scheduled for production. The topics were selected through discussion at the Joint Meeting (meeting for KIMC/NCPD/PEPP on the ground level). The data used were from the results of pre-testing/post-testing of the materials and research conducted by the Project.

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| <u>Topics (Main Target Population)</u> | <u>Progress</u> |
|---|-----------------------|
| 1. Diarrhoea Disease (community health workers) | completed |
| 2. Immunization (community health workers) | in progress |
| 3. Family Planning Education (males) | not initiated in 1992 |
| 4. Family Life Education Musical (youth) | completed |
| 5. Youth Counselling (counsellors) | completed |

In the fiscal year 1993 (April to December 1993), three programmes are scheduled for production. The topics selected are:

| | |
|--------------------|-------------|
| 1. Nutrition | in progress |
| 2. AIDS | in progress |
| 3. Street children | in progress |

The following topics were co-produced with other organizations:

| <u>Topics</u> | <u>Collaborating Organizations</u> |
|-------------------|--|
| Diarrhoea Disease | Kenya Medical Research Institute (KEMRI) |
| Immunization | Ministry of Health (KEPI) |

Nutrition is a co-production of PEPP and DANIDA. AIDS programme is a co-production of PEPP and Kenya National AIDS Control Programme (KNACP).

(ii) Printed Materials

Although the video programmes are very effective, they have limitations in that much information provided tends to be fugitive: that is, after watching the programme, it is difficult to retain all the detailed information given. To alleviate this limitation, the Project adopted the method of multi-media packaging. The multi-media packaging is a method of conveying essential information to the greatest extent possible through the use of different media according to the circumstances and the types of audiences.

In 1991, two booklets which contained the same messages as the video programmes were produced for Child Care and Family Planning for Mother's Health. The production of booklet was done after the completion of video programmes.

In 1992, two booklets on Small Family for Better Living and Rumours on Family Planning have been completed. The booklets on Male Motivation for Family Planning and Family Life Education for the Youth are not going to be produced since these topics cover a wide range of audiences. Flipchart on diarrhoea is completed.

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The wall and desk calendars for 1992 and 1993 were also produced for the promotion of the project.

(iii) Radio Programmes

Although emphasis has been on video production, the project started production of Radio programmes on trial basis awaiting allocation of air time to NCPD for completed programmes. However, a number of radio spots carrying population messages have been produced already. These are expected to be inserted for transmission on national radio as radio spots.

(iv) Sound-Slide Programmes

As part of the multi-media package, the Project produced a sound-slide programme on Mother's Health with the assistance of a JICA short-term expert.

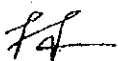
In the fiscal year 1993 (April to December 1993). Two sound-slide programmes are scheduled for production. The topics are:

1. Nutrition in progress
2. AIDS to be initiated

(4) Exploring a Dissemination/Distribution System of Produced Materials in Pilot Districts

In 1991, two seminars were held two in Meru/Tharaka-Nithi/Nyambene and two in Kakamega/Vihiga. The purpose was to explore the efficient dissemination/distribution systems of the produced materials as well as the pretesting of the materials produced. The distribution of print materials, calendars, and video programmes was also done. A mobile van was dispatched to Meru/Tharaka-Nithi to show the produced video programmes.

In 1992, four seminars were held in Meru/Tharaka-Nithi/Nyambene and Kakamega/Vihiga, respectively. The distribution of print materials including calendars and video programmes has been made. Two mobile vans were dispatched to Meru/Tharaka-Nithi/Nyambene and Kakamega/Vihiga to show the produced video programmes.



(5) In-Country Training for Trainers on How to Utilize the Multi-Media Materials

The in-country training for trainers was not done in 1991 and 1992. The Project plans to offer this workshop in November 1993.

(6) Project Personnel and Counterpart Training in Japan

The following is a list of project personnel whose number has increased over the period of Phase I. Some of the personnel have undergone counterpart training in Japan

(i) Project Personnel

| | <u>SECONDED</u> | <u>ATTACHED</u> |
|-------|--|--|
| KIMC: | Wangira (Video Producer) (1989) Simani (Video Producer) (1989-) Solitci (Video Producer) (1992-) Magomere (Maintenance) (1989-) Kaberi (Maintenance) (1990-) Mbaka (Editing/Camera) (1991-) Wanyama (Editing/Camera) (1992-) | Okoto (Video Producer) (1991-) Mukolwe (Radio Producer) (1991-) Mwaura (Radio Producer) (1991-1992) Ochichi (Journalism) (1992-) Arunga (Journalism) (1992-) Njoroge (Maintenance) (1991-) Ascyo (Maintenance) (1991-) Muraguri (Maintenance) (1992-) |
| NCPD: | | Kaleli (IEC) (1991-) Ndambuki (IEC) (1991-1992) Muindi (IEC) (1990-) |

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(ii) Counterpart Training in Japan

The following are those who have attended courses in Japan

| NAME | INSTITUTION | YEAR | REMARKS |
|----------------|--------------|-------------------|----------------------|
| Mr. Wangira | KIMC | April 1989 | Course not completed |
| Ms. Chemengich | NCPD | Aug. 1989 | Completed Course |
| Mr. Kahuthia | NCPD | April - June 1989 | Completed Course |
| Mr. Simani | KIMC | Feb. - July 1990 | Completed Course |
| Mr. Muindi | NCPD | March - June 1990 | Completed Course |
| Ms. Kungu | NCPD | April - June 1990 | Completed Course |
| Mr. Magomere | KIMC | Oct. - Dec. 1990 | Completed Course |
| Ms. Obunga | NCPD | Oct. - Dec. 1990 | Completed Course |
| Mr. Nyambati | DPO/Meru | August 1991 | Completed Course |
| Mr. Kaberi | KIMC | Oct. - Dec. 1991 | Completed Course |
| Mr. Mbaka | KIMC | Sept. - Feb. 1992 | Completed Course |
| Mr. Kichamu | DPO/Kakamega | August 1992 | Completed Course |
| Mr. Magomere | KIMC | Feb. - April 1993 | Completed Course |
| Mr. Wanyama | KIMC | Feb. - April 1993 | Completed Course |
| Mr. Arunga | KIMC | May - Sept. 1993 | In progress |

(7) Other Activities: Community-Based Intervention

A request was made from the model area to assist in the construction of a clinic in Enzaro, Vihiga District since there is no modern health service around the area. The Project requested the Embassy of Japan for financial assistance, and received Ksh. 5,000,000 from the 1990 Non-Project (Counterpart) Fund. It was also envisaged that a clinic would serve not only as a place for treatment but also as a place for health and family planning education where the project's materials could be effectively utilized.

In the model area, mobile free medical checkups were conducted twice in April and September, 1992. The April one was for the residents and the September one was for children under six years old. Using this occasion, we offered health/family planning education by giving pamphlets produced in a local language. A medical kit was also provided to each household and other specific medicines according to the diagnoses performed in each individual. A mobile AV van was also taken to the model area to show video programmes at the time of free medical checkups.

IV. Summary of Activities (August 1991 to July 1993) and Evaluation:

JOINT EVALUATION ON THE PROJECT BY NCPD, KIMC, AND JICA

| ACTIVITIES | RATING |
|--|--------|
| (1) Research on IEC | B |
| a. Baseline KAP Survey | A |
| b. Diet of Local Residents (Adults) | C |
| c. Diet of Local Residents (Infants and Children) | B |
| d. Survey on Effectiveness of Materials Distribution and Utilization | B |
| (2) Upgrading IEC Capacity with Provision of Equipment | A |
| a. Use and Maintenance of Facilities and Equipment | A |
| b. Training of Maintenance Staff | A |
| (3) Production of Video Programmes and Other Multi-Media Materials | B |
| a. Production: Quality and Quantity of Multi-Media Materials: | |
| i) Video Programmes | B |
| ii) Print Materials | B |
| iii) Radio Programmes | A |
| iv) Sound-Slide Programmes | A |
| b. Co-Production with Other Organizations | A |
| c. Training of Production Staff | B |
| (4) Exploring a Dissemination/Distribution System of Produced Materials in Pilot Districts | B |
| a. Dissemination Seminars | B |
| b. Distribution of Produced Materials | B |
| c. Use of Audio-Visual Vans | C |
| d. Use of Equipment Distributed to and through DPOs | B |
| (5) In-Country Training for Trainers on How to Utilize the Multi-Media Materials | A |
| a. National Workshop | NC |
| b. Workshops/Training on Audio-Visual and Computer Techniques: Production and Utilization | A |
| (6) Counterpart Training for the Kenyan Staff in Japan | B |
| a. Administration/Management Personnel | B |
| b. Technical Personnel | B |
| (7) Other Activities | A |
| a. Community-Based Intervention | A |
| b. Exchange of Information, Materials, and Personnel with Other Countries and International Organizations. | A |

Rating: A: excellent, B: good, C: fair, D: poor, NC: not yet conducted

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Proposed Future Project Activities

I. Name of the Project

Population Education Promotion Project (Phase II) in the Republic of Kenya.

II. Duration of Cooperation

The duration of the technical cooperation will be five years from the date determined in the Record of Discussions (R/D) which will be concluded by December 1993.

III. Executing Agencies

1. Coordinating Agency: National Council for Population and Development (NCPD),
Ministry of Home Affairs and National Heritage
2. Implementing Agency: Kenya Institute of Mass Communication (KIMC),
Ministry of Information and Broadcasting

IV. Philosophy of Japanese Project-type Technical Cooperation

The philosophy of Japanese project-type technical cooperation is as follows:

- (1) to place emphasis not on provision of facilities, equipment, and materials which will be worn out in the long run, but on manpower development which will become the basis for further national development in Kenya;
- (2) to transfer Japanese technical and managerial expertise to Kenyan counterpart personnel through on-the-job training and training in Japan;
- (3) to institutionalize the Project within the Kenyan government so work can continue after the project finishes;
- (4) to experiment and develop appropriate models or systems in model areas which later can be replicated in other areas by Kenyan government; and
- (5) to place emphasis not on direct intervention to grassroots, but on training of intermediary personnel who will use their trained skills in their grassroots-level work.

V. Overall Goal of the Project

The overall goal of the Project is to reinforce various population-oriented activities in the Republic of Kenya by developing and disseminating appropriate multi-media strategies and grassroots IEC (Information, Education and Communication) techniques in collaboration with NCPD and KIMC.

VI. Specific Objectives of the Project

The specific objectives of the Project will include:

- (1) to strengthen multi-media strategy for utilization and dissemination;
- (2) to develop and disseminate grassroots IEC techniques which emphasize the use of hand-made, low-cost audio-visual aids and folk media (in other words, to diversify multi-media strategy by including hand-made, low-cost audio-visual aids and folk media);
- (3) to expand the Project's scope beyond MCH/FP (in other words, to diversify the subjects of multi-media materials by including population and development issues);
- (4) to experiment and disseminate an integrated model of the Project's IEC activities and service delivery by utilizing new community health centers;
- (5) to conduct research for material development based on new community health centers and utilizing audio-visual vans; and
- (6) to expand service areas beyond the pilot districts by collaborating with other organizations which have their own dissemination and monitoring channels and can share production and dissemination costs.

VII. Pilot Districts

The pilot districts for Phase II will be the same as for Phase I, that is, Meru and Kakamega which are now administratively divided into Meru/Tharaka-Nithi/Nyambene and Kakamega/Vihiga respectively. The pilot districts will be used as the site for shooting of video and sound-slide programmes and the experimental site for dissemination activities and research for new material development. After the Project develops effective multi-media strategies and grassroots IEC techniques in the pilot districts, it is hoped that they will be replicated by the Kenyan government in other high-priority districts.

VIII. Administration of the Project

Three Committees will facilitate the Project's proper coordination with NCPD, KIMC, and JICA as well as smooth implementation. These are Advisory, Administrative, and Technical Committees. Their respective roles are explained briefly below, but details on terms of reference by the respective committees will be worked out later jointly among NCPD, KIMC, and JICA.

The Advisory Committee, co-chaired by Permanent Secretaries of Ministry of Home Affairs and National Heritage and Ministry of Information and Broadcasting, will meet once a year and whenever the need arises. It will work on reviewing and advising the Project's annual progress and annual work plan and ensuring necessary financial and personnel commitment by the Kenyan government.

The Administrative Committee, chaired by Director, NCPD, will meet quarterly and whenever the need arises. It will work on reviewing the Project's quarterly progress and quarterly work plan and taking necessary administrative actions, such as document processing, to facilitate the Project's smooth implementation.

The Technical Committee, chaired by Principal, KIMC, will meet once a month and whenever the needs arises. It will play the role of planning multi-media packages and their utilization and dissemination strategies as well as monitoring the quality of produced materials and dissemination activities.

IX. Scope of Japanese Project-type Technical Cooperation

Japanese project-type technical cooperation is composed of the following four components:

- (1) to dispatch Japanese experts;
 - i) Long-term experts:
 - Chief Advisor
 - Coordinator
 - Video/Radio Producer
 - Print Media/Computer Expert
 - Community Development Expert
 - Other experts as the need arises
 - ii) Short-term experts as the need arises
- (2) to provide equipment and materials for national and regional purposes;
- (3) to train Kenyan counterpart personnel in Japan; and
- (4) to train technical staff in Kenya.



X. Necessary Improvements for Starting Phase II

I. Establishment of a new Population Media Center within KIMC

To implement the Project and achieve the objectives of the Project, it is proposed to establish a new Population Media Center within KIMC. Proposed organization chart and function chart for Population Media Center are attached, which are subject to further discussion between NCPD, KIMC, and JICA. Population Media Center will have the following sections and functions:

(1) Media Development Section

- i) to conduct research for material development;
- ii) to experiment an integrated model of IEC activities and service delivery by utilizing new community health centers and produce multi-media materials introducing its experiences; and
- iii) to produce multi-media packages on various population issues by strengthening advance planning of utilization and dissemination.

(2) Media Utilization Strategy Section

- i) to develop grassroots IEC techniques by experimenting in model villages;
- ii) to train community workers of selected NGOs in the pilot districts on these grassroots IEC techniques in close collaboration with NGO's headquarters to institutionalize the effective dissemination and monitoring systems such as "echo seminars" within NGOs; and
- iii) to expand service areas beyond the pilot districts by collaborating with other governmental organizations and NGOs which have their own dissemination and monitoring channels and can share production and dissemination costs.

2. Responsibilities of the Government of Kenya

In Phase II, it is necessary for NCPD and KIMC to undertake the following responsibilities respectively:

(1) Responsibilities of NCPD:

- i) to assign full-time counterpart personnel for dissemination activities;
- ii) to coordinate, monitor and report the Project's population IEC activities at the national, district and community levels;
- iii) to coordinate the Project's collaboration with other government organizations and NGOs which have their own dissemination and monitoring channels and can share production and/or dissemination costs, by organizing the IEC Working Group Meetings;
- iv) to advise on appropriate content, target audience, and dissemination channels for proposed multi-media materials;
- v) to provide personnel for audio-visual van operations;



- vi) to gradually bear necessary maintenance costs for studio facilities, equipment, and vehicles for proposed Population Media Center;
- vii) to gradually bear production and dissemination costs;
- viii) to bear necessary costs for handling A4 forms, such as customs duties, internal taxes, transportation and installation cost of the equipment within Kenya, and any other charges to be imposed on the equipment in Kenya; and
- ix) to provide transportation facilities (or bear travel expenses) and travel allowances for the official travel of Kenyan counterpart personnel from NCPD in Kenya.

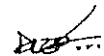
(2) Responsibilities of KIMC:

- i) to recruit and/or provide necessary administrative and technical counterpart personnel and other supporting staff for proposed Population Media Center;
- ii) to produce multi-media materials on various population issues and develop multi-media utilization strategy;
- iii) to conduct research for material development;
- iv) to provide land and other facilities (especially studio and office space) for proposed Population Media Center;
- v) to maintain studio facilities, equipment, and vehicles technically for proposed Population Media Center;
- vi) to bear necessary administrative costs (such as costs for electricity and water) for proposed Population Media Center;
- vii) to handle and process necessary documentation such as A1, A2, A3, A4 forms, etc. as authorized by NCPD; and
- viii) to provide transportation facilities (or bear travel expenses) and travel allowances for the official travel of Kenyan counterpart personnel from KIMC in Kenya.

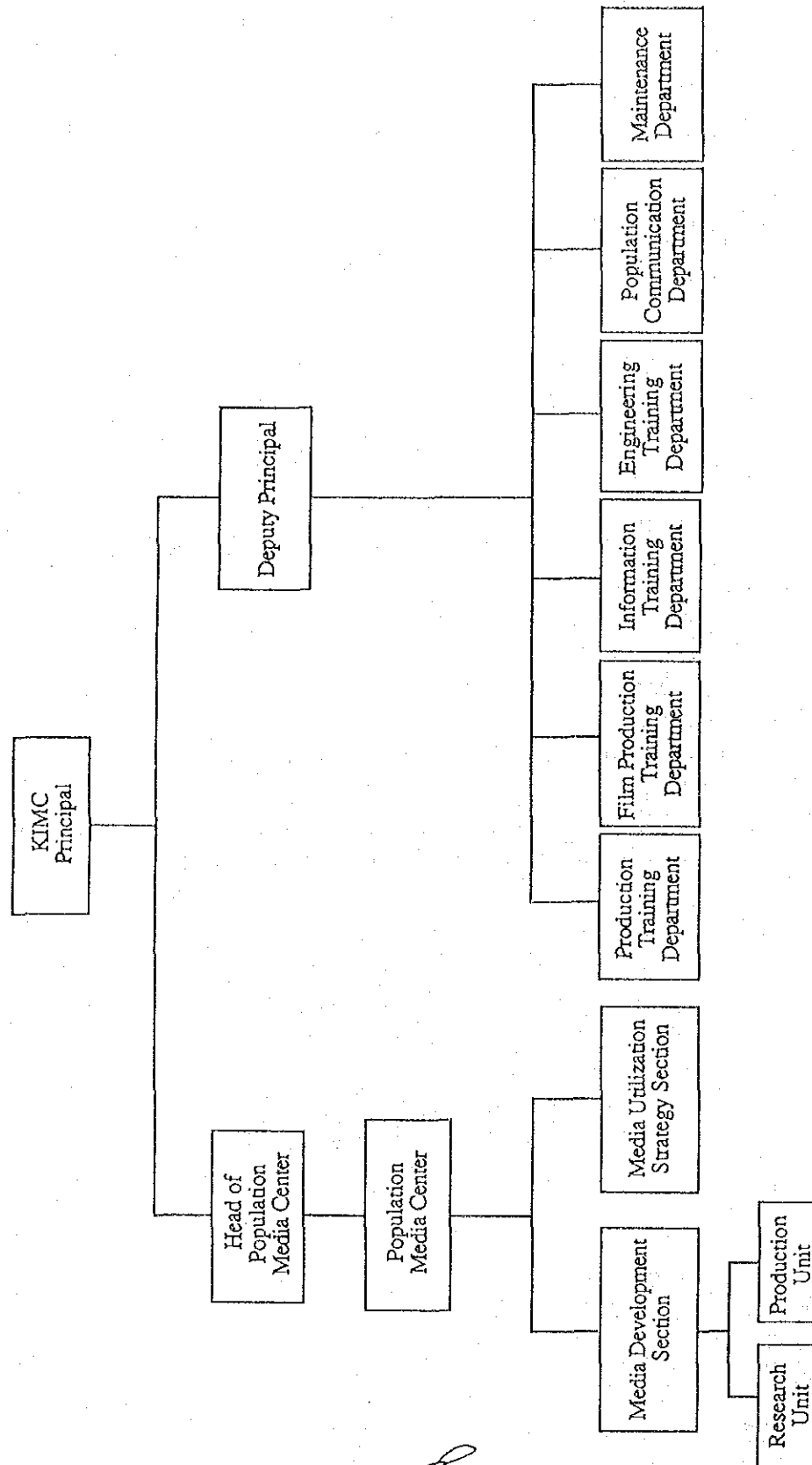
3. Other Issues Which Need Special Attention

It is noted that since existing studio and office space is too small for the proposed Phase II activities, it is necessary to expand the existing facilities in order to implement the Project smoothly and successfully at the beginning of Phase II.

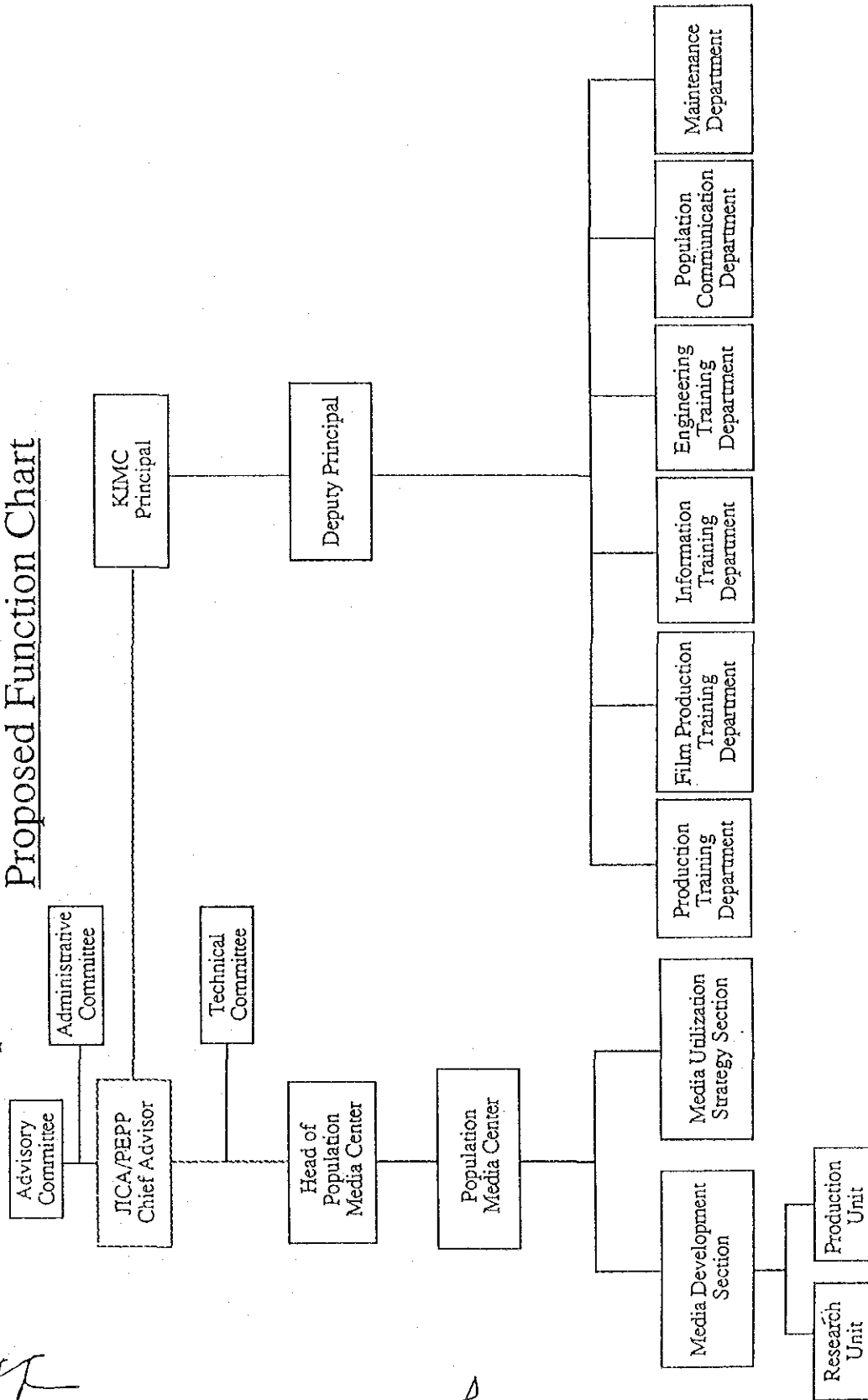
It is also noted that since emphasis of the Project (Phase II) is dissemination activities, the Project plans to conduct training of intermediary personnel of government organizations and NGOs from the first year.



Kenya Institute of Mass Communication (KIMC)
 Population Education Promotion Project (PEPP)
 Proposed Organization Chart



Kenya Institute of Mass Communication (KIMC) Population Education Promotion Project (PEPP) Proposed Function Chart



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3. 技術協力要請書

REPUBLIC OF KENYA
OFFICE OF THE VICE-PRESIDENT AND MINISTRY OF FINANCE

Telegraphic Address: 22921
FINANCE NAIROBI
FAX No. 330426
Telephone: Nairobi 338111
When replying please quote

Ref. to. EA FA 79/78/04
and date



THE TREASURY
P.O. Box 30007
NAIROBI
KENYA

7th April, 1993

H. E. The Ambassador
Embassy of Japan
P. O. Box 60202
NAIROBI

Your Excellency,

REQUEST FOR ASSISTANCE FOR PHASE II OF POPULATION EDUCATION
PROMOTION PROJECT

As your Excellency may be aware your esteemed Government is supporting Phase I of the Population Education Promotion Project. The project was started in December, 1988 under Japanese Technical Assistance which is ending in December, 1993.


The overall goal of the project is to reinforce Family Planning and Maternal and Child Health activities through Information, Education and Communication (IEC) strategies. There are however, some areas that still need further strengthening. These areas include enhancement of population and development education at the Community level, strengthening of production capacity using multi media strategies and establishment of an effective and efficient ICE and dissemination system for multi media materials at the community and district levels. It is proposed that these areas comprise phase II of the project.

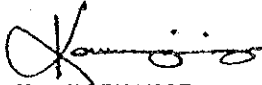
The purpose of this letter is to request your esteemed Government to support phase II of the project. The project proposal with details on the request is herewith enclosed

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I avail myself of this opportunity to renew to your Excellency
the assurances of my highest consideration.

Yours 



W. KOINANGE

PERMANENT SECRETARY/TREASURY

cc: Mr. T. Nagashima
Resident Representative
JICA
P. O. Box 50572
NAIROBI

A PROJECT PROPOSAL:
PLANNING AND IMPLEMENTATION
OF
PHASE II
OF
POPULATION EDUCATION PROMOTION PROJECT

BY

MINISTRY OF HOME AFFAIRS
AND NATIONAL HERITAGE
AND

MINISTRY OF INFORMATION
AND BROADCASTING

February 23, 1993

prepared by

National Council for Population and Development

and

Kenya Institute of Mass Communication

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Abbreviation List

| | | |
|--------|---|---|
| AV | - | Audio-Visual |
| CHW | - | Community Health Worker |
| DPO | - | District Population Officer |
| GOK | - | Government of Kenya |
| IEC | - | Information, Education and Communication |
| JICA | - | Japan International Co-operation Agency |
| KAP | - | Knowledge, Attitude and Practice |
| KEMRI | - | Kenya Medical Research Institute |
| KEPI | - | Kenya Expanded Programme on Immunization |
| KIMC | - | Kenya Institute of Mass Communication |
| Ksh. | - | Kenya Shillings |
| MCH/FP | - | Maternal Child Health/Family Planning |
| NCPD | - | National Council for Population and Development |
| PEPP | - | Population Education Promotion Project |
| R/D | - | Record of Discussion |
| UNICEF | - | United Nations Children's Fund |

Executive Summary

In this proposal, the Government of Kenya is seeking support under Project Type Technical Cooperation Scheme to fund Phase II of Population Education Promotion Project.

Population Education Promotion Project (hereinafter referred as "Phase I") started in December, 1988 for a five year cooperation period including two years of extension. The overall goal of Phase I is to reinforce family planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) under the Ministry of Home Affairs and National Heritage and the Ministry of Information and Broadcasting.

The specific objectives of Phase I include:

- (1) Research on IEC,
- (2) Upgrading IEC capacity with provision of equipment;
- (3) Production of video programmes and other multi-media materials;
- (4) Exploring a dissemination/distribution system of materials produced in pilot districts; and
- (5) In-country training of trainers on how to utilise the multi-media materials.

In spite of excellent record of achievements by Phase I, there still exist areas which need to be looked into critically. These include:

- (1) Strengthening the production capability, using multi-media strategies,
- (2) Enhancement of population and development education at the community level; and
- (3) Establishment of an effective and efficient IEC strategy and dissemination system for multi-media materials at the community level as well as the district level.

These issues form the specific objectives of Phase II of the project.

Specific objectives:-

- (1) To strengthen production capability by utilizing a multi-media strategy, with special emphasis on production of low-cost educational materials;
- (2) To develop an effective and efficient IEC strategy and dissemination system for multi-media materials at the community level as well as at the district

level in accordance with the guidelines of the National IEC Strategy Document;

- (3) To develop a cost-effective and self-sustaining community education methodology which can tackle problems hindering the practice of family planning ;
- (4) To conduct research on IEC ; e.g. audience research on IEC to help in audience segmentation; and .
- (5) To diversify IEC activities by integrating into service delivery to communities and make the Project an integrated one..

The original pilot districts were Meru and Kakamega which were later administratively divided into Meru/Tharaka-Nithi and Kakamega/Vihiga respectively. It is in these districts that the shooting of video and slide programmes and dissemination/distribution of the materials produced, has been taking place. After an effective and efficient dissemination/distribution system is established in these districts, it will be replicated to other priority districts.

It is proposed that Phase II be implemented for a further five year term after the expiry of Phase I.

1. Background of Phase I

Kenya's population increased dramatically after the World War II. The first census in 1948 revealed a population of 5.4 million. By 1962 it had grown to 8 million. In 1967, the National Family Planning Programme was established by the Government of Kenya which acknowledged the negative impact of rapid population growth on development. Kenya was the first country in the Sub-Sahara Africa to adopt a family planning programme.

The goal of the National Family Planning Programme is to reduce the population growth rate and to have balanced population composition by the end of this century. In spite of the effort, the population growth rate has accelerated. The population growth rate was 3.8% in 1984, which was considered one of the highest in the world.

Under such circumstances, in 1986 the Government of Kenya requested the Government of Japan to assist in slowing down the population growth rate. Through discussions between the two Governments, the Government of Japan agreed to cooperate in the field of Information, Education and Communication. And in December, 1988, Population Education Promotion Project, abbreviated as PEPP, (hereinafter referred as "Phase I") was started.

2. Objectives and Achievements of Phase I

The terms of cooperation of the Project date from 16th December, 1988 to 15th December 1993. This includes the extension by two years after initial three-year cooperation period in December 1991.

2.1 Objectives of Phase I

The overall goal of the Project is to reinforce family planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) under the Ministry of Home Affairs and National Heritage and the Ministry of Information and Broadcasting.

The specific objectives are:

- (1) Research on IEC;
- (2) Upgrading IEC capacity with provision of equipment ;
- (3) Production of video programmes and other multi-media materials;
- (4) Exploring a dissemination/distribution system of materials produced in pilot districts;

- (5) In-country training of trainers on how to utilise the multi-media materials.

The original pilot districts were Meru and Kakamega which were later administratively divided into Meru/Tharaka-Nithi and Kakamega/Vihiga respectively. It is in these districts that the shooting of video and slide programmes and dissemination/distribution of the materials produced, has been taking place.

2.2 Achievements of Phase I

ACHIEVEMENTS (1989 - 1990)

ACTIVITIES

Two Japanese experts, a coordinator and a producer, were dispatched to the Project in March 1989 and in April 1989, respectively. However, production started in August 1990 due to problems which were not anticipated at the time of signing the Record of Discussion (R/D). Meanwhile, the ground-level framework was worked out between March 1989 and July 1990. The first two years were used as a preparation period, (pre-project phase).

Constraints:

1. Office Accommodation

- (a) Initially there was no space to install audio-visual equipment, provided by the Government of Japan, as a new building under construction in KIMC, which was expected to be completed by the time of signing R/D, was not ready.
- (b) This problem was, however, solved after JICA agreed to put a building for the installation of equipment in December 1989. This building houses PEPP Radio/TV studios.
- (c) Full operation of the AV equipment started in August 1990 after the equipment was installed in the PEPP studios.

2. Delay of the Project Leader's Arrival

The Project Leader who was expected to be dispatched at the time of the Project initiation was not available for the first two years. She finally arrived in November, 1990. The expert on community development who was to be involved in the dissemination/distribution of the IEC materials also arrived at the same time.

The Project's major activities started at the third quarter of 1990 when the above-mentioned constraints were solved.

COUNTERPART TRAINING

Kenyan counterparts who were seconded/attached to the Project from 1989 to 1990 are listed below:

| | <u>SECONDED</u> | <u>ATTACHED</u> |
|-------|---|--------------------------------|
| KIMC: | Wangira (producer) Simani (producer) Magomere (Maintenance) Kaberi (Maintenance) | |
| NCPD: | | Kahuthia (IEC) Muindi (IEC) |

Messrs Wangira, Simani, Magomere, Kahuthia, Muindi and Ms. Obunga were sent to Japan for training in 1989 and 1990, respectively. Out of the six, five completed the training except Mr. Wangira who was recalled.

The first consignment of equipment arrived during this period.

ACHIEVEMENTS (1991)

ACTIVITIES

1. Research on IEC

A model area was set up in order to collect basic information to assist in production and also to measure how effectively the produced materials are utilized. Two neighbouring villages were selected as a model area in Kakamega/Vihiga where there is a high population density.

In 1991 the following researches were conducted:

| <u>Research Topic</u> | <u>Research Purpose</u> |
|---|--|
| diet of local residents | -to collect basic information on dietary habits and nutritional status of local residents for material production on nutrition of mothers and children |
| baseline survey of KAP of family planning among local residents | -to collect baseline data to measure education effectiveness of the produced materials |

*NOTE:

The Project undertakes intensive dissemination/distribution activities in the model area so as to measure the change in KAP (Knowledge, Attitude and Practice) of family planning among the local residents before and after the intervention.

PAST<----->FUTURE
(baseline survey of KAP of family planning) (area intervention) (survey in the change of KAP of family planning)

2. Upgrading IEC Capacity with Provision of Equipment

In 1991 more equipment arrived to upgrade IEC capacity.

3. Production of Video Programmes and Other Multi-Media Materials.

(i) Video Production

Video production is the core of the project activities. Therefore the quality of the programme as well as the quantity has been an important issue since the initiation of the Project. In 1991, five programmes were completed (Two of which were started in the previous year).

The team of Japanese Consultants, which visited the Project in December 1989, selected the following topics and main target audiences:

- Main Programme -----Small Family for Better Living (for general audience)
- Sub Programme (1) Child Care (Community Health Workers)
- Sub Programme (2) Family Planning for Mothers' Health (Community Health Workers)
- Sub Programme (3) Male Participation in Family Planning (for males)
- Sub Programme (4) Family Life Education for the Youth (for youth)

(ii) Production of Print Materials

Although the video programmes are very effective, they have limitations in that much information provided tends to be fugitive: that is, after watching the programme, it is difficult to retain the detailed information given. To alleviate this limitation, the Project adopted the method of multi-media packaging. The multi-media packaging is a method of conveying essential information to the greatest extent possible through the use of different media according to the circumstances and the types of audiences.

In 1991, booklets which contained the same messages as the video programmes were produced for Child Care and Family Planning for Mothers' Health. The production of booklets is done after the completion of video programmes.

The wall and desk calendars for 1992 were also produced to the promotion of the project.

(iii) Production of Radio Programmes

The air time for radio programmes has not been allocated to the Project. Therefore some radio spots were produced on a trial basis.

4. Exploring a Dissemination/Distribution System of Material Produced in Pilot Districts

Seminars were held once in Meru/Tharaka-Nithi and Kakamega/Vihiga, respectively. The purpose was to explore the efficient dissemination/distribution systems of the produced materials as well as the pretesting of the materials produced. Detailed information on the seminar programmes and the results are given in Appendix 1. The distribution of print materials including calendars and video programmes was also done, which is described in Appendix 2.

A mobile van was taken to the model area once to show the produced video programmes.

5. In-Country Training for Trainers on How to Utilise the Multi-Media Materials

The in-country training for trainers was not done in 1991. The Project plans to offer the seminar when the sufficient materials have been produced.

COUNTERPART TRAINING

The counterparts seconded/attached in 1991 are as follows:

| | <u>SECONDED</u> | <u>ATTACHED</u> |
|------|---|--|
| KIMC | Wangira (Producer) Simani (Producer) Magomere (Maintenance) Kaberi (Maintenance) Mbaka (Editing/Camera) | Njoroge (Maintenance) Aseyo (Maintenance) Muraguri (Maintenance) Okodo (Producer) Mukolwe (Radio) Mwaura (Radio) Ochichi (Journalism) Arunga (Journalism) |
| NCPD | | Kaleli (IEC) Ndambuki (IEC) |

In 1991, Mr. Kaberi from KIMC and Mr. Nyambati (Meru/Tharaka-Nithi DPO) from NCPD went to Japan for training and all completed the course.

ACHIEVEMENTS (1992)

ACTIVITIES

1. Research on IEC

Further study was conducted in the model area on local residents' dietary habits from 1st September to 21st September, 1992. This time weaning food for infants and dietary patterns of children under 12 years were examined.

2. Upgrading IEC Capacity with Provision of Equipment

Equipment for 1991 was received.

3. Production of Video Programmes and other Multi-Media Materials

(i) Video Programmes

In 1992 six programmes were scheduled for production. The topics were selected through discussion at the Joint Meeting (meeting for KIMC/NCPD/PEPP on the ground level). The data used were from the results of pre-tests/post-tests of the materials and research conducted by the Project.

| <u>Topics (Main Target Population)</u> | <u>Progress</u> |
|---|-----------------|
| 1. Diarrhoea Disease (CHWs) | in progress |
| 2. Immunization (CHWs) | in progress |
| 3. Family Planning Education (Males) | not initiated |
| 4. Nutrition (Mothers) | not initiated |
| 5. Family Life Education (Youth) | in progress |
| 6. Counselling Skills on Population Education for Youth (Counsellors) | completed |

In 1992 the following topics were scheduled to be co-produced with other organizations.

| <u>Topics</u> | <u>Collaborating Organizations</u> |
|-------------------|------------------------------------|
| Diarrhoea Disease | Kenya Medical Research Institute |
| Immunization | Ministry of Health (KEPI) |
| Nutrition | UNICEF |

(ii) Production of Print Materials

The booklets on Small Family for Better Living and Rumours on Family Planning have been completed. The booklets on Male Motivation for Family Planning and Family Life Education for the Youth are not going to be produced since these topics cover a wide range of audiences. Currently the flipchart on diarrhoea is in progress.

The wall and desk calendars for 1993 were also produced.

(iii) Production of Other Media Materials

As part of the multi-media package, the Project produced additional materials using other media. Some radio spots and programmes were completed. The production of a slide programme on Mothers' Health was completed with the assistance of a JICA short-term expert.

4. **Exploring a Dissemination/Distribution System of Multi-Media Materials in Pilot Districts**

In 1992 two seminars were held in Meru/Tharaka-Nithi and Kakamega/Vihiga, respectively (see Appendix 1). The distribution of print materials including calendars and video programmes has been made (see Appendix 2).

5. **In-Country Training for Trainers on How to Utilise the Multi-Media Materials**

Multi-media materials have to be yet prepared in full due to various skills required. Training will be scheduled when there are sufficient materials for use.

6. **Other Activities: Community-Based Intervention**

A request from the model area to assist in the construction of a clinic in Enzaro, Vihiga District since there is no modern health service around the area. The Project requested the Embassy of Japan for financial assistance, and received Ksh.5,000,000 from the 1990 Non-Project (Counterpart) Fund. It was also envisaged that a clinic would serve not only as a place for treatment but also as a place for health and family planning education where the project's materials could be effectively utilized.

In the model area, mobile free medical checkups were conducted twice in April and September, 1992. The April one was for the residents and the September one was

for children under six years old. Using this occasion, we offered health/family planning education by giving pamphlets produced in a local language. A medical kit was also provided to each household and other specific medicines according to the diagnoses performed in each individual.

A mobile AV van was also taken to the model area to show video programmes at the time of free medical checkups.

COUNTERPART TRAINING

The counterparts seconded/attached in 1992 were more or less the same as in 1991. Some changes were that Mr. Wangira left the project after his resignation from KIMC and that Ms. Solitei, a producer, and Mr. Wanyama, an editor/cameraman, joined the Project.

Mr. Mbaka from KIMC and Mr. Kichamu (Kakamega/Vihiga DPO) from NCPD went to Japan for training in 1992. Mr. Magomere and Mr. Wanyama are currently undergoing a two-month training in Japan.

3. PROPOSAL FOR PHASE II

In spite of the excellent record of achievements by the project mentioned earlier in the report, there still exist areas that need strengthening. On these premises, it is proposed that the new Phase of the Project (Phase II) be started after the first five-year cooperation is terminated on 15th December 1993. The rationale, terms of cooperation, objectives and expected outcome for extension are described below:-

3.1 RATIONALE

The need for the Second Phase of the Project should be considered in light of the following factors.

- (a) Need to strengthen the production capability by utilizing multi-media strategy;
By the end of the first five years, the Project would be able to produce materials such as videos, booklets and slides. However, it is mandatory to improve production skills of such materials and to explore into other media materials according to the needs.
- (b) Need to expand education activities at the community level;
It is learned that nine out of ten married women in Kenya know of at least one modern contraceptive method. However, only 27 out of 100 use some method of contraception. The above fact indicates the importance of community-level education, which includes the understanding of the problems hindering the practice of family planning among local residents.
- (c) Need for the Project to expand beyond MCH/FP activities;
Population Education does not address only MCH/FP. The Project should integrate population education with health education, nutrition, sanitation, environment, agriculture and income generation by encouraging communities to participate in self-help development efforts.
- (d) Need to integrate the Project's activities into service delivery;
This is important because population education and service delivery are integral part of population and family planning programmes. The project should also collaborate with other agencies offering service delivery.
- (e) Need for the Project to expand to other districts other than the pilot districts;
It is important to replicate experiences acquired from the pilot districts to other priority districts.
- (f) Need to give the GOK more time to absorb the recurrent costs of the Project gradually without straining itself;
The GOK is not ready yet to assume fully the running of the Project in terms of the recurrent cost.

3.2 Terms of Cooperation

The proposed duration would be from 16th December, 1993 to 15th December 1998 in order to achieve the objectives specified in the following section.

3.3. Objectives

The overall goal of the Project is to reinforce family planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) and also by enhancing community development, in collaboration of NCPD and KIMC.

IEC activities include not only producing population-related information materials but also supporting education and communication activities at the community level in order to encourage change in attitude and practice of family planning among Kenyan people.

The specific objectives will address the needs identified from the experiences of Phase I. These needs are:

- (a) To enhance population and development education at the community level;
- (b) To develop an effective and efficient IEC strategy and dissemination system for multi-media materials at the community level as well as the district level, in accordance with the guidelines of the National IEC Strategy Document; and
- (c) To strengthen the activities undertaken during Phase I, particularly production capability;

The specific objectives include:

- (1) To develop a cost-effective and self-sustaining community education methodology which can tackle problems hindering the practice of family planning:
It is important that educational activities at the community level should be enhanced so that problems hindering the practice of family planning, which is the greatest concern in the field of population in Kenya, are tackled at the grass-root level. Emphasis should be placed on development of a cost-effective and self-sustaining community education methodology which must integrate population education and development education in order to make implementation successful. Development education includes education for health, nutrition, sanitation, environment, agriculture, and income generation.
- (2) To diversify IEC activities by integrating into service delivery to communities and make the Project an integrated one:
This is implemented in a model area on an experimental basis. A health center which is going to be constructed in a model area will be equipped with the capacity of IEC activities as well as service delivery. Therefore the

model area offers the best experimental field to attempt the incorporation of IEC activities with service delivery, which is gaining attention in Kenya. Once this approach has proved to be successful, the experiences will be replicated in other health centers in the pilot districts.

- (3) To develop an effective and efficient IEC strategy and dissemination system for multi-media materials at the community level as well as at the district level :
In Phase I, seminars were held at the district level for health volunteers in pilot districts to disseminate the produced materials. During Phase II, it will be important to develop an effective and efficient IEC strategy and dissemination system for the pilot districts and communities in order to achieve the maximum educational impact from the produced materials. After evaluating the effectiveness of this approach, it is hoped that it will be replicated in other districts. An in-depth evaluation should be conducted after the second year of Phase II so as to decide on the replicability to other priority districts.
- (4) To strengthen production capability by utilizing multi-media package and emphasizing production of low-cost educational materials:
In Kenya where the accessibility/availability of electricity and equipment such as televisions and video monitors are scarce, it is particularly important to utilize various media to reach different target audiences. It is also important to acquire skills in producing low-cost materials in order to make the activities self-sustainable after the Project's cooperation period is over.
- (5) To research on IEC:
There is a continued need for research on IEC in light of material development, message design, audience segmentation, monitoring and evaluation, to elevate the educational impact of produced material on target populations .

It is noted that the Project's pilot districts remain the same, i.e. Meru/Tharaka-Nithi and Kakamega/Vihiga so as to enhance the shooting of video and slide programmes and developing a community education methodology and dissemination systems for multi-media materials at the district and community levels.

3.4 Expected Outcomes

The short-term expected outcomes will be an increase in the practice of contraceptive methods in the districts where our activities have taken place. The long-term outcomes will be a reduction in fertility rates among Kenyan women of reproductive age.

The expected outcomes from specific objectives are:

- (1) Objective- To develop a cost-effective and self-sustaining community education methodology which can tackle problems hindering the practice of family planning.

- Outcome - Problems hindering the practice of family planning will be identified through community development workshops with local people at the grass-root level. Population education and development education such as education for health, nutrition, sanitation, environment, agriculture and income generation will be integrated with family planning to facilitate increased acceptance of family planning among the local people.
- (2) Objective- To diversify IEC activities by incorporating service delivery to make the Project an integrated one.
- Outcome - Incorporation of IEC activities with service delivery will be tested using a health center to be constructed in the model area by the Project. This approach will be replicated to other health centers in the pilot districts if it proves to be successful.
- (3) Objective- To develop an effective and efficient IEC strategy and dissemination system for multi-media materials at the community and district levels.
- Outcome - DPOs in pilot districts will be able to identify an effective and efficient IEC strategy and dissemination system for multi-media materials. Therefore they will be able to advise on the appropriate messages, media, distribution channels, and ways of utilization for the respective materials. This approach will be replicated to other priority districts.
- (4) Objective - To strengthen production capability by utilizing multi-media package, emphasizing production of low- cost educational materials.
- Outcome - KIMC will be able to provide multi-media materials of high quality according to needs and requests from NCPD.
- 5) Objective- To research on IEC.
- Outcome - The materials produced will provide timely information to segmented audiences.

3.5 Host Country Commitment

The GOK has shown increased commitment to the project in the last four years. In terms of secondment of counterparts and support staff, KIMC has been seconding senior counterparts in the area of video production and equipment maintenance, but has not assigned a counterpart to the Project Coordinator and a senior counterpart to the print media production. This has occurred because it was

not clear between KIMC and NCPD who should provide these counterparts. Similarly, NCPD did not provide the project with the full-time counterpart in dissemination. Therefore for Phase II, GOK will ensure that these areas are given the necessary attention.

It is also not clear which institution, between KIMC and NCPD, owns which equipment. For this matter, financial commitment by the GOK has stayed minimal. Learning from this experience, therefore, before Phase II starts, the problem need to be addressed and roles and responsibilities of NCPD and KIMC clarified, according to the Project's objectives. Budgetary allocation for the recurrent and equipment maintenance costs by the GOK, then, should be determined on the basis of roles played by each institution. However, it is noted that absorbing of the recurrent and equipment maintenance costs by the GOK should be undertaken on a gradual basis, especially items 4 and 5 below, to avoid too much strain.

On the whole, the GOK will make the following commitment:

- (1) Provision of office and storage space
- (2) Secondment of Japanese experts' counterparts to the project
- (3) Secondment of support staff to the project
- (4) Coverage of recurrent cost including production cost
- (5) Coverage of equipment maintenance cost

3.6 Technical Cooperation from the Government of Japan

The contribution from the Government of Japan will be:

- (a) Dispatch of Japanese Experts
 - i) Long-term experts:

| | |
|----------------------------------|----------|
| Team Leader | 1 person |
| Coordinator | 1 person |
| Video/Radio Producer | 1 person |
| Slide/Folk-media Producer | 1 person |
| Communication/Print Media Expert | 1 person |
| Community Development Expert | 1 person |
| Other experts as the need arises | |
 - ii) Short-term experts as the need arises

- (b) Provision of equipment
Necessary equipment and spare parts will be provided to facilitate technical assistance.
- (c) Training of Counterparts in Japan
Several selected counterparts will be dispatched to Japan on a yearly basis to be enrolled in the courses in respective fields or to attend the on-the-job training.
- (d) Other Contributions
Other contributions will be made as the need arises.

3.7 Institutional Framework

The Project will be operated under the umbrella of NCPD, Ministry of Home Affairs and National Heritage, and KIMC, Ministry of Information and Broadcasting.

KIMC's role is to produce video programmes and other multi-media materials. NCPD's role is to advise on the message of video programmes and other multi-media materials, to be responsible for planning and scheduling the dissemination/distribution of the materials produced and to plan and execute population education both at the community and at the district level.

Three Committees will facilitate the Project's smooth implementation. These are Administrative, Technical and Advisory Committees. Their roles are explained briefly below (for details, see Appendices 3 - 5).

The Administrative Committee will play a coordinating role among NCPD/KIMC/PEPP. It will ensure the smooth operation of the Project and decide the future direction. The meeting will be held quarterly and whenever the need arises.

The Technical Committee will play the role of monitoring the quality of materials produced. The meeting will be held once a month and whenever the need arises.

The Advisory Committee will meet once a year and whenever the need arises. It will work on reviewing and advising the Project's activities and future direction.

APPENDIX 1: SEMINAR PROGRAMMES HELD AT PILOT DISTRICTS FROM 1991 TO 1992 AND THEIR OUTCOMES

Seminars held in the Pilot Districts 91-92

| DATE | DISTRICT | THEME/ MATERIALS | CONTENTS OF SEMINAR | PARTICIPANT NO | ORGANIZATIONS | COUNTERPARTS |
|-----------------|----------|--|--|----------------|--|--|
| 19.06.27 -28 | MERU | CHILD CARE/ VIDEO & BOOKLET | Lecture on the relationship between FP and MCH. The use of the materials. Questionnaire for the participants. Action Plan. | 72 | FPK, Chogoria Hosp. Maua Hosp. Min. of Health YMCA Maendeleo etc. | NCPD M. Muindi DPO W. Nyambati Observer Sato |
| 91.10.17 -18 | KAKAMEGA | CHILD CARE/ VIDEO & BOOKLET | Discussion on the relationship between FP and MCH. The use of the materials. Questionnaire for the participants. Action Plan. | 50 | FPAK, Maendeleo, Min. of Health, CHAK, NCCCK, Marie Stopes CBS etc. | NCPD M. Muindi DPO G. Kichamu KIMC J. Mwaura |
| 92.03.26 -28 | MERU | MOTHER'S HEALTH - FAMILY PLANNING & RUMOURS/ (VIDEO & BOOKLET) | Follow-up on the previous activities. Mother's Health - Identification of problems and its solutions by the participants. Rumours and counteraction. The use of the materials. Action Plan. | 61 | FPAK Min. of Health, Chogoria Hospital Youth Polytec. Min. of Agriculture Social Service S. Forestry Marie Stopes Maendeleo etc. | NCPD Ndambuki Churchill DPO W. Nyambati KIMC P. Ochichi M. Arunga E. Mukolwe |
| 92.05.27 -28 | KAKAMEGA | MOTHER'S HEALTH - FAMILY PLANNING & RUMOURS/ (VIDEO & BOOKLET) | Follow-up on the previous activities. Mother's Health - Identification of problems and its solutions by the participants. Rumours and counteraction. The use of the materials. Action Plan. | 55 | FPAK Min. of Health NCCCK Catholic Ch. Marie Stopes CBS etc. | NCPD Ndambuki DPO G. Kichamu KIMC P. Ochichi E. Mukolwe JOCV Kawauchi |
| 92.09.28 -30 | MERU | SMALL FAMILY FOR BETTER LIVING/VIDEO & BOOKLET) | Follow-up on the previous activities. Understanding the population problems, and responsibilities of individuals. Folk-media by the participants. The use of the materials. Action plan. | 82 | FPAK Min. of Health Chogoria Hospital Maua Hospital Marie Stopes Deaf Society Social Service Youth Polytec etc. | DPO W. Nyambati KIMC P. Ochichi J. Solitei JOCV Ochiai Observer Tanaka |
| 92.11.04 -06 | KAKAMEGA | SMALL FAMILY FOR BETTER LIVING/VIDEO & BOOKLET) | Follow-up on the previous activities. Understanding the population problems, and responsibilities of individuals. Folk-media by the participants. The use of the materials. Action Plan. | 62 | FPAK Min. of Health NCCCK CHAK Marie Stopes CBS Maendeleo etc. | NCPD M. Muindi DPO G. Kichamu KIMC E. Okodo JOCV Kawauchi Observer Tanaka |

APPENDIX 2: DISTRIBUTION OF MATERIALS PRODUCED

DISTRIBUTION OF PRINTING MATERIAL

Wall calendar 1991

| DATE | ORGANIZATION | NO | ADDITIONAL INFORMATION |
|------------|----------------------|--------|--|
| 91/Jan | NCPD MERU | 3,200 | to local implementation agencies to local implementation agencies |
| | NCPD KAKAMEGA | 3,200 | |
| | NCPD Headquarter | 800 | |
| | Min. of Health | 460 | |
| | KIMC | 40 | |
| | Min. of Home Affairs | 10 | |
| | P. Commissioner | 16 | |
| | D. Commissioner | 84 | |
| | AMREF | 460 | |
| | FPAK Headquarter | 460 | |
| | FPPS | 460 | |
| | JICA | 10 | |
| Othes | 300 | | |
| PEPP Stock | 500 | | |
| | TOTAL | 10,000 | |

Desk Calendar 1991

| DATE | ORGANIZATION | NO. | ADDITIONAL INFORMATION |
|---------|------------------|-------|------------------------|
| 91/Jan. | NCPD MERU | 200 | |
| | NCPD KAKAMEGA | 200 | |
| | NCPD Headquarter | 500 | |
| | KIMC | 30 | |
| | JICA | 20 | |
| | PEPP Stock | 50 | |
| | TOTAL | 1,000 | |

Booklet - BETTER FUTURE FOR CHILD CARE

| DATE | ORGANIZATION | NO | ADDITIONAL INFORMATION | |
|-----------|---------------------|-------|------------------------|--|
| 91/May 29 | NCPD MERU | 1,100 | | |
| | NCPD KAKAMEGA | 1,100 | | |
| Jun. 20 | NCPD Headquarter | 1,000 | | |
| | Min. of Health | 100 | | |
| Aug. 16 | Other Agencies | 100 | | |
| | JICA | 200 | | |
| 92/Jul.16 | CRESEND MED. CARE | 20 | | |
| | POP. & HEALTH SERV. | 10 | | |
| Sept. 11 | KEMRI | 5 | | |
| | PEPP Stock | 475 | | |
| | TOTAL | 4,000 | | |

*Some of them have already been distributed to the Japanese Mission and the other visitors

Wall Calendar 1992

| DATE | ORGANISATION | NO | ADDITIONAL INFORMATION |
|----------|------------------------|--------|------------------------------------|
| 92/Jan. | NCPD MERU | 2,500 | to local implementation agencies |
| | NCPD KAKAMEGA | 2,500 | |
| | NCPD Headquarter | 3,000 | Request from Div. of Family Health |
| | Ministry of Health | 200 | |
| | KIMC | 75 | |
| Feb. 02 | Ministry of Health GTZ | 200 | Request from GTZ |
| | YMCA | 50 | Request |
| Jul. 16 | POP. & Health Service | 20 | Request |
| Aug. 06 | Salvation Army | 100 | Request |
| Aug. 25 | DPO Mombasa | 300 | Agricultural show |
| Sept. 02 | DPO Machakos | 230 | Agricultural Show |
| Sept. 16 | Chandria Health Center | 100 | Request |
| | PEPP Stock | 725 | |
| | TOTAL | 10,000 | |

Desk Calendar 1992

| DATE | ORGANIZATION | NO. | ADDITIONAL INFORMATION |
|---------|--------------------|-------|------------------------|
| 92/Jan. | NCPD - MERU | 200 | |
| | NCPD - KAKAMEGA | 20 | |
| | NCPD - Headquarter | 500 | |
| | KIMC | 30 | |
| | JICA | 20 | |
| | PEPP Stock | 50 | |
| | TOTAL | 1,000 | |

Booklet - FAMILY PLANNING FOR MOTHERS' HEALTH

| DATE | ORGANIZATION | NO. | ADDITIONAL INFORMATION |
|-----------|------------------------|-------|------------------------------------|
| 92/May 14 | NCPD - MERU | 1,200 | to local implementation agencies |
| | NCPD - KAKAMEGA | 1,200 | |
| | NCPD - Headquarter | 2,500 | |
| | | | to FPAK H.Q. 300 |
| | | | MAENDELO 300 |
| | | | CHAK 300 |
| | | | KABIRO HEALTH SERV. 300 |
| | | | CRESCENT MED. CARE 300 |
| | | | NCPD H.Q. (Stock) 1,000 |
| | JICA | 20 | |
| Jun. 12 | KIMC | 100 | |
| Jun. 27 | Min. of Health | 100 | Request from Div. of Family Health |
| Jul. 16 | POP. & Health Serv. | 10 | Request |
| Aug. 06 | Salvation Army | 100 | Request |
| Aug. 25 | DPO Mombasa | 50 | Agricultural show |
| Sept. 02 | DPO Machakos | 50 | Agricultural show |
| Sept. 11 | KEMRI | 10 | Request |
| Sept. 16 | Chandria Health Center | 100 | Request |
| | PEPP Stock | 1,060 | |
| | TOTAL | 6,500 | |

| DATE | ORGANIZATION | NO. | ADDITIONAL INFORMATION |
|-----------|------------------------|--------------|------------------------------------|
| 92/May 14 | NCPD - MERU | 1,200 | to local implementation agencies |
| | NCPD - KAKAMEGA | 1,200 | to local implementation agencies |
| | NCPD - Headquarter | 2,500 | to JPAK H.Q. 300 |
| | | | MAENDELO 300 |
| | | | CHAK 300 |
| | | | KABE'O HEALTH SERV. 300 |
| | | | CRESCENT MED. CARE 300 |
| | | | NCPD H.Q. (Stock) 1,000 |
| | JICA | 20 | |
| Jun. 12 | KIMC | 100 | |
| Jun. 27 | Min. of Health | 100 | Request from Div. of Family Health |
| Jul. 16 | POP. & Health Serv. | 10 | Request |
| Aug. 06 | Salvation Army | 100 | Request |
| Aug. 25 | DPO Mombasa | 50 | Agricultural show |
| Sept. 02 | DPO Machakos | 50 | Agricultural show |
| Sept. 11 | KEMRI | 10 | Request |
| Sept. 16 | Chandria Health Center | 100 | Request |
| | PEPP Stock | 1,060 | |
| | TOTAL | 6,500 | |

Booklet - SMALL FAMILY FOR BETTER LIVING

| DATE | ORGANIZATION | NO. | ADDITIONAL INFORMATION |
|------------|-----------------|---------------|---------------------------------|
| 92/Jun. 19 | KIMC | 50 | |
| Sept. 25 | NCPD H.Q. | 900 | Nairobi Agricultural Show |
| Sept. 28 | NCPD - MERU | 1,000 | Distributed during the Seminar. |
| Oct. 05 | NCPD - KAKAMEGA | 1,000 | Distributed during the Seminar. |
| | PEPP STOCK | 7,050 | |
| | TOTAL | 10,000 | |

DISTRIBUTION OF VIDEO PROGRAMMES (UP TO NOV. 92)

Distribution of the Video Programmes in the Pilot Districts

| DISTRICT | TITLE (1) | DESTINATION | ADDITIONAL INFORMATION |
|----------|--|---|---|
| MERU | Child Care Mothers' Health Small Family Family Life Motivation | Chogoria Hospital FPAK DPO Office | Showing at the waiting room VCR out of order Rent to NGO upon request |
| KAKAMEGA | Child Care Mothers' Health Small Family Family Life Motivation | FPAK DPO Office | Showing at the waiting room Rent to NGO upon request |

- (1)
- Child Care - Better Future for Child Care
 - Mothers' Health - Family Planning for Mothers' Health
 - Small Family - Small Family for Better Living
 - Family Life - Family Life Education for Youth
 - Motivation - Male Motivation for Family Planning

Distribution of the Video Programmes outside the Pilot Districts. (1)

| DATE | ORGANIZATION | TITLE | ADDITIONAL INFORMATION |
|------------|---|---|--|
| 91/Aug. 16 | Crescent Med. Care (e. Mokaya) | Child Care Mothers' Health Small Family | NGO managing FP clinics and CBD Use videos for training showing them in waiting rooms Church-based |
| Sept. 21 | SDA Rural Health Services (P. Mokaya) | Child Care Mothers' Health | NGO. Use videos for educational activities. |
| Oct. 9 | Min. of Health - Div. of Family Health (L. Ouda) | Child Care Mothers' Health Small Family | FP section of Min. of Health. Use videos for training |
| Oct. 28 | FAO (J.S. Armad) | Child Care Mothers' Health Small Family | Use videos for training personnel |
| Nov. 14 | Min. of Health - Div. of Education (T. Odera) | Child Care Mothers' Health Small Family | Ed. Div. of MOH>Use videos for training of F. Educator. |
| Nov. 18 | F.P. Private Sector - FPPS (D. Nturibi) | Child Care Mothers' Health Small Family | US funded NGO. Use videos for Training. |
| 92/Jul. 16 | Pop. and Health Services (R. Gathec) | Child Care Mothers' Health Small Family | Managing Marie Stopes Clinic. Use video for training and showing them in waiting room. |
| Aug. 18 | Presbyterian Church of E.A. (B. Wanjiku) | Family Life Child Care Mothers' Health Small Family | Receive TV monitor from NCPD. Use videos for youth education through churches. |
| Sept. 16 | Chandaria Health Centre (D. Mannahan) | Family Life Child Care Mothers' Health Small Family Family Life | U.S. based volunteer Org. Has a clinic in suburban Nairobi. Use video for training and show them in waiting room |

- (1) This list only contains the names of organizations which have requested the copies and does not include the institutions which have received free copies such as JICA and the other Donor Agencies.
- (2) The name of the person in charge.

Appendix 3: Terms of Reference and Composition of An Administrative Committee

A) Terms of Reference

The Administrative Committee will meet quarterly and whenever need arises, to:

- 1) Advise on the supervision, management and coordination of the activities of the project.
- 2) Ensure that the annual workplans and progress reports of the project are prepared and tabled before the committee in time.
- 3) Review and advise on training proposals for community workers (CBD Agents, TBAs, CHWs etc.)
- 4) Assess the need for short/long term experts with the advice of the technical committee
- 5) Ensure that print and audio-visual materials conform to the Government's population policy before final production and dissemination.
- 6) Ensure that copyrights of the approved materials both print and audio-visual are deposited with NCPD for reference purposes. In addition, any other copies of materials that come through the project should also be deposited with NCPD.
- 7) Advise the Project Coordinating Committee on all issues involving the Project.

B) Composition:

- 1) Chairman: Director, NCPD
- 2) Members: Kenyan Side
 - a) Principal, KIMC
 - b) Divisional Head, IEC (NCPD)
 - c) Department Head, Video Production (KIMC)

Japanese Side

 - a) Assistant Representative, JICA Kenya Office
 - b) Team Leader
 - c) Coordinator
 - d) Other Experts

Appendix 4: Terms of Reference and Composition of A Technical Committee

A) Terms of Reference:

The Technical Committee will meet once a month. However, during production of programmes, the meetings would be called before shooting is done to examine a script and after completion of the production to carry out a programme appraisal.

- 1) Scheduling and determining the use of project equipment and effective utility of programmes produced. This objective would be achieved by the committee addressing itself to the following details:
 - a) That programmes produced should be educational and be able to motivate behavioural change.
 - b) That all audio-visual material prepared at PEPP should conform to broadcasting standards and regulations.
 - c) That all print and audio-visual programmes produced by PEPP should be in line with NCPD's IEC/MCH/FP strategy on Population and Development.
 - d) That the Committee would plan and evaluate the progress of all print and audio-visual materials produced by the project.
- 2) *Diversification of production: That the project to engage in mass media package involving video, radio productions and print media in the field of Population and Development.*
- 3) Ensuring quality production of materials.
- 4) Conducting need assessment; for defining, analysing and determining of the desired materials. To enable accurate assessment and monitoring of desired effects from the produced materials on general and specific responses from the target audiences.
- 5) Script writing from professional aspects.
- 6) Evaluation of the training needs of the project personnel.
- 7) Coordinate in conjunction with NCPD in the dissemination of the materials and be able to assess and evaluate the response.
- 8) Research on relevant IEC areas from time to time.

B) Composition:

- 1) Chairman: Principal, KIMC
- 2) Members: Kenyan Side
 - a) Project Counterparts:
Senior Producer, KIMC
Senior Maintenance officer/KIMC
IEC Officer, NCPD

Japanese Side

- a) Team Leader
- b) Producers
- c) Other Experts

Whenever necessary, consultants are invited to speak on issues.

Appendix 5: Terms of Reference and Composition of An Advisory Committee.

A) Terms of Reference:

The Advisory committee will meet once a year and whenever the need arises to:

- 1) Approve the Project proposal
- 2) Approve the annual work plan of the project in line with the Tentative Schedule of implementation formulated under the framework of the Record of Discussion.
- 3) Review the overall progress of the technical cooperation program as well as the achievements of the above mentioned annual workplan.
- 4) Review and exchange views on major issues arising from or in connection with the technical cooperation program
- 5) Advise on the administrative and technical issues that could enhance the smooth and efficient execution and/or implementation of the project.

B) Composition:

- 1) Chairman: Permanent Secretary Ministry of Home Affairs and National Heritage.
- 2) Co-Chairman: Permanent Secretary Ministry of Information and Broadcasting
- 3) Members: Kenyan Side:
 - a) Director, NCPD
 - b) Principal, KIMC
 - c) Divisional Head, IEC (NCPD)
 - d) Representative, DPO Unit (NCPD)
 - e) Department Head, Video Production (KIMC)

Japanese Side:

- a) Resident Representative, JICA Kenya Office
- b) Team Leader
- c) Coordinator
- d) Other Experts
- e) Members of the Team to be dispatched from the JICA Headquarters as necessary

Note: Officials of the Japanese Embassy (Kenya) may attend as observers.

The Overall Goal of Phase II

To reinforce Family Planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) and also by enhancing community development, in collaboration of NCPD and KIMC

The Specific Objectives of Phase II:

1. To strengthen production capability by utilizing multi-media package and emphasizing production of low-cost educational materials;
2. To develop an effective and efficient IEC strategy and dissemination system for multi-media materials at the community level as well as at the district level;
3. To develop a cost-effective and self-sustaining community education methodology which can tackle problems hindering the practice of family planning;
4. To conduct research on IEC e.g. audience research on IEC to help in audience segmentation; and
5. To diversify IEC activities by integrating into service delivery to communities and make the Project an integrated one;

The Overall Goal of Phase I:

To reinforce family planning and maternal and child health activities in the Republic of Kenya by promoting the activities of Information, Education and Communication (IEC) under the Ministry of Home Affairs and National Heritage and the Ministry of Information and Broadcasting.

The Specific Objectives of Phase I:

1. Research on IEC
2. Upgrading IEC capacity with provision of equipment;
3. Production of video programmes and other multi-media materials;
4. Exploring a dissemination/distribution system of materials produced in pilot districts; and
5. In-country training of trainers on how to utilise the multi-media materials.

Rationale:

1. Need to strengthen the production capability by utilizing multi-media strategy;
2. Need to expand education activities at the community level;
3. Need for the Project to expand beyond MCH/FP activities;
4. Need to integrate the Project's activities into service delivery;
5. Need for the Project to expand to other districts other than the pilot districts; and
6. Need to give the GOK more time to absorb the recurrent costs of the Project gradually without straining itself.