

204.3 95MA

Islamic Republic of Pakistan
Government of Balochistan
Local Government and
Rural Development Department
Water Supply and Sanitation Section

Government of the Netherlands
Ministry of Foreign Affairs
Directorate General for International Cooperation

**WATER AND
SANITATION SECTION**



**MASS MEDIA CAMPAIGN
FOR
SANITATION AND HYGIENE**

LGRDD BALOCHISTAN

Local Government and
Rural Development Department

Office:

11-A Chaman Housing Scheme
P.O. Box 119
Quetta - Pakistan

In cooperation with:

- IWACO Rotterdam - The Netherlands
- UNICEF Quetta - Pakistan
- Agri-Bi-Con International (pvt) Ltd.,
Islamabad - Pakistan



Client :

Islamic Republic of Pakistan
Government of Balochistan
Local Government and
Rural Development Department
Water Supply and Sanitation Cell

Government of the Netherlands
Ministry of Foreign Affairs
Directorate General for International
Cooperation

**MASS MEDIA CAMPAIGN FOR
SANITATION AND HYGIENE**

Water and Sanitation Section

80.00049

March 1995

**IWACO B.V.
Head Office:
P.O. box 8520
3009 AM Rotterdam
The Netherlands**

LIBRARY, INTERNATIONAL REFERENCE
CENTRE FOR COMMUNITY WATER SUPPLY
AND SANITATION (IRC)
P.O. Box 93190, 2509 AD The Hague
Tel. (070) 814911 ext. 141/142

ISBN 12629

LO: 204.3 95MA

COLOFON:

IWACO B.V.
Head Office
P.O. Box 8520, 3009 AM Rotterdam
Hoofdweg 490, 3067 GK Rotterdam
Telephone (+31-10-2865432)
Telefax (+31-10-2201005)

March 1995

538

Project number: 80.00049
Project title: Mass Media Campaign for Sanitation and
Hygiene
Report title: Water and Sanitation Section
Client: Islamic Republic of Pakistan, Government
of Balochistan
Government of the Netherlands (DGIS)

All rights reserved. No part of this publication may be stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the Client.

CONTENTS

PREFACE	ii
PART I: OPTIONS FOR MASS MEDIA USE	
1. INTRODUCTION	1
2. PROJECT AREA AND PROJECT	2
3. OPTIONS FOR MASS MEDIA COMMUNICATION IN THE PROJECT	5
3.1 Audience characteristics	5
3.2 Experiences with mass media in Balochistan	9
4. PLANNING FOR MASS MEDIA	15
PART II: COMMUNICATION PLAN	
1. INTRODUCTION	20
2. ADVOCACY	23
2.1 Problems	23
2.2 Objectives, target groups and communication channels	23
2.3 Activities and planning	24
3. SOCIAL MARKETING	26
3.1 Problems	26
3.2 Objectives, target groups and communication channels	26
3.3 Activities and planning	27
4. PUBLIC AWARENESS/COMMUNICATION PROGRAMME	30
4.1 Problems	30
4.2 Objectives, target groups and communication channels	30
4.3 Activities and planning	32
5. BUDGET AND PLANNING	38
5.1 Indicative 1995 budget	38
5.2 Indicative planning	40



LIST OF TABLES

3.1	Rural population figures per district for 1995	6
3.2	Characteristics of some major newspapers available in Balochistan	9
3.3	Mass media coverage in Balochistan	10
3.4	Mass media options indicating expected effects	13/14
4.1	Main characteristics of the mass media campaign of the Water and Sanitation Section of LGRDD for 1995	18

LIST OF FIGURES

4.1	Media mix for latrine promotion during 1995	16
4.2	Media mix differentiated to audience characteristics: illiterate, semi-literate, literate	16
4.3	Media mix differentiated to sustainability of media: permanent use, semi-permanent and temporarily use	17
4.4	Media mix differentiated to expected effects: awareness, knowledge and attitude	17

LIST OF PHOTOGRAPHS

LGRDD's female community organizer is assessing rural women's needs for water and sanitation	8
Massive production of silk screen posters for hygiene education programmes	8
The Water and Sanitation Section of LGRDD is enjoying the media game while formulating a media programme	29
HERC's video production centre	29

LIST OF APPENDICES

1.	Terms of Reference
2.	Itinerary
3A.	Mass Media Debriefing by W&S Section
3B.	Programme of Meeting
4.	Mass Media Training
5.	Mass Media Game
6.	Indicative Messages for Latrine Promotion
7.	Theory
8.	Literature
9.	Profile for Media Expert
10.	Hal Ahsan



ABBREVIATIONS

AURAT	Aurat Publication and Information Service Foundation
BBC	British Broadcasting Corporation
BMIAD	Balochistan Minor Irrigation and Agricultural Development Programme
BRSP	Balochistan Rural Support Programme
CTA	Chief Technical Advisor
EPI	Expanded Programme on Immunization
FAO	Food and Agricultural Organization
IEC	Information, Education and Communication
IRC	International Reference Centre for Water and Sanitation
IWACO	Consultants for Water and Environment
LGRDD	Local Government and Rural Development Department
PAPER	Pakistan Academy for the Promotion of Education & Research
UNICEF	United Nations
W&S	Water and Sanitation



PREFACE

This report presents the findings of a mission carried out between the 16th of January and 12th of February 1995 by IWACO's Communication Expert, Mrs. Linda Reijkerk, together with Mrs. Lydia Braakman and Mrs. Tasleem Paracha of the Water and Sanitation Section of Local Government and Rural Development Department of Balochistan.

The Terms of Reference of the mission were four-fold:

- the assessment of the feasibility of a mass media campaign for the water, sanitation and hygiene project;
- assistance to the project's monitoring section with regard to gender issues;
- provide professional assistance to the Bilateral Associate Expert who is presently working in the project;
- assistance to the project's hygiene education programme.

On request of the CTA, the consultant furthermore contributed to:

- the Sector Policy Paper which is presently being formulated by the Water & Sanitation Section of LGRDD;
- amendments and adjustments to the so called 'modified project approach'.

This report will limit itself to the mission results regarding the mass media feasibility study. Information and results regarding the consultant's other contributions can be found at the project's office in Quetta.

The report is divided into two parts: part I gives an overview of the experiences regarding mass media in Balochistan. It furthermore presents different options for mass media use by the W&S Section of LGRDD taking into account the section's objectives, the characteristics of the target groups to be reached and the specific socio-cultural and logistic circumstances of the Province. Part I finally comes to a deliberate and justified choice for a mass media campaign to be used in the water supply, sanitation and hygiene education project of the Section.

Part II is elaborating on the reasoned media choices made in the first part of the report presenting the Section with an indicative communication strategy. This communication strategy is taking into account future media activities which are planned by UNICEF¹⁾, an important collaborating agency of LGRDD.

This communication strategy encompasses more than the mass media choices presented in part I. It addresses communication activities to:

- create the necessary **political commitment**;
- **prepare the delivery system** to satisfy the expected increase in demand of water supply, sanitation and hygiene education services;
- **create the demand** for these services among the rural population of Balochistan, the so called public communication campaign.

¹⁾ Refer to: National Communication and Social Marketing Strategy for sanitation and hygiene (draft), UNICEF, October 1994.



The reasoning behind this approach will be clear: if the delivery system, whether private sector, LGRDD or other agencies, is not ready to deliver the required services according to expected criteria, the campaign will be useless or even harmful (loss of credibility). Political and donor support as well as a supportive 'public opinion' will lead to better formulated and better received messages. In short, these are evenly important factors for success. Therefore, a communication strategy can not limit itself to just addressing the 'general' public, but should present a coherent plan for communication.

Part II of this report addresses these issues, presenting an interlinked approach for the above mentioned three elements.



PART I : OPTIONS FOR MASS MEDIA USE

2



1. INTRODUCTION

The formulation of an effective communication strategy requires information and research on the objectives which have to be achieved, the target group characteristics, the messages to be transmitted, the available communication sources and their cost-effectiveness as well as the manpower and time limitations.

To this end the mission undertook several activities, which can be categorized as research, agenda setting and lobbying, transfer of knowledge and programme planning. Research activities had to throw light on target group characteristics (including gender differences with respect to media use), experiences and effects of media in the Province, and preliminary message development. Results are based on the following activities:

- field visit to Chagai District;
- interviews with representatives of development programmes and agencies in Balochistan, North West Frontier Province and Islamabad;
- experiences from earlier field visits made by the consultant (Loralai, Zhob, Barghan and Qila Saifullah Districts);²⁾
- interviews with individual team members of the Water and Sanitation Section.

The itinerary in Appendix 2 gives a more detailed overview of the activities undertaken.

Agenda setting, lobbying and knowledge transfer were meant to acquaint LGRDD with mass media possibilities and involve counterpart staff in programme development. Furthermore, these activities intended to initiate the Section's coordinative role in the sector, to harmonize message formulation and to create commitment for latrine promotion in the Province. Activities included:

- meeting with representatives of development projects in Balochistan such as FAO, Unicef, BMIAD and with several NGO's such as BRSP, Paper and Aurat (see Appendix 3 for agenda of meeting);
- group session with LGRDD staff: training on options for media use + media game (refer to Appendix 4 and 5 for an outline of the programme and the game).

Results of these activities are presented in the following chapters, starting with chapter 2 which briefly describes the project area, the project itself and the executing agency the Water and Sanitation Section of LGRDD. The third chapter gives an overview of the present experiences regarding mass media in Balochistan. The limiting and determining factors for successful mass media are highlighted, including the characteristics of different target groups in Balochistan, the present and past experiences with mass media in Balochistan and elsewhere and the effects of media use in the Province.

On the basis of this research a deliberate and justified choice for a mass media campaign is made, which has to support the water supply, sanitation and hygiene education project of the Section. Chapter 4 sketches the main lines of the choices made with regard to a public communication programme.

²⁾ Communication issues were addressed in the following reports: WID (1992), Hygiene education programme (1993).



It furthermore presents different options for mass media use by the W&S Section of LGRDD taking into account the Section's objectives, the characteristics of the target groups to be reached and the specific socio-cultural and logistic circumstances in the Province. Chapter 5 presents the main conclusions of Part I which will form the basis of the more detailed programme planning as given in Part II.

2. PROJECT AREA AND PROJECT

Balochistan is the largest province of Pakistan, bordering Iran and Afghanistan in the west. The harsh climate with its hot summer days, cold winters and very little rain has produced a barren, desert like landscape. In 1991 the Province had a population of 6 million people which spread over a vast area of 347,200 km². As a consequence population density is very low (17 persons/km²) and a good infrastructure is hard to achieve. The absence of an adequate network of roads, telephone lines and electricity hampers the development of communication throughout the province.

Due to multivarious problems Balochistan is the most underdeveloped part of the country. The acute shortage of drinking and irrigation water in the Province, the lack of infrastructural facilities, the absence of an adequate network of roads and other means of communication is another major handicap. The social and traditional pattern of life has resulted in stagnation of the bulk of the population. It has also kept the majority of the people of Balochistan deprived of social amenities like education and health.

Balochistan is an agricultural based society, with + 84% of the population living in rural areas. The province depends on small scale irrigation, rainfed farming or extensive raising of livestock. In the rural areas, a complex system of tribal land tenure as well as tenancy exists. The people live in relatively small settlements of related families.

Due to multivarious problems Balochistan is the most underdeveloped part of the country. The acute shortage of drinking and irrigation water in the Province is a grate hurdle in the way of agricultural development. The absence of an adequate network of roads and other means of communication is another major handicap. Coupled with deficiency in the sphere of electric power for homes, factories and tube wells, these factors hold the key to speedy development of the part of the country.

Various ethnic groups, all with their own languages live in different parts of the province. Pashtu, Baloch and Brahui tribes form the majority of the population. 97 % of the population is Muslim and the character of the province is strongly marked by Islam. It is a male dominated society with its own strictly defined moral codes, where relationships between clans and tribes are dedicated by ancient disputes over land, water or women. Most of the women have to observe purdah, which means their segregation and seclusion. The domestic circle dominates the lives of women, while men conduct all activities outside the home. Decision making power lays mainly with men and women have very little say even with regard to domestic facilities.

The Local Government and Rural Development Department (LGRDD) is responsible for developing several aspects of the infrastructure in the rural areas of Balochistan. Since 1991, a Water and Sanitation Section has been established within the LGRDD, with the specific assignment for all water and sanitation-related activities. Activities of the W&S Section range



from the construction of hand pumps and latrines³⁾, through community based approaches involving both male and female beneficiaries in the planning, implementation and evaluation phases of the project to hygiene education activities. Hygiene education is an essential element of these approach if investments in water and sanitation have to contribute to improved health.

It is estimated that at present only 2 % of the rural population of Balochistan has access to reliable sanitation facilities. Compared to the coverage of safe water supply which is estimated to be 30 %, the figure of sanitation coverage is considerably lower.

The experience gained during the past two years indicates that this divergence between water supply and sanitation coverage will only grow. Hand pumps are a popular item for most of the villagers, because hand pumps are considered more convenient and people are aware of the necessity of safe drinking water. The demand for hand pumps exists throughout the province which is in strong contrast to the demand for latrines. One factor which contributes to this rather restrained and limited demand is the **low status** which is related to latrines. Both LGRDD staff and village men are easier motivated to put effort into the construction of handpumps than of latrines. However, there exists a remarkable difference between the sexes regarding the motivation for the latrine programme. In general men are very reluctant to invest effort and money in latrines and they do not value the advantages of having a latrine. Most of the time men are working in the fields, where it is easy to relieve oneself (space and privacy). Moreover, men feel not at ease when women can watch them going to the latrine. (**socio-cultural acceptability**).

For women on the other hand, the situation is totally opposite⁴⁾. A woman spends most of her lifetime within the four walls of her compound. In many areas, she is not allowed to go outside to relieve herself during the day. Either she has to wait until it is dark, or she has to use a corner in the compound. It goes without saying that both options are very uncomfortable and unhealthy. No wonder that women are extremely motivated to have latrines. Nevertheless, they lack the decision making power and the money to get one.

The slow growth of demand can partially be attributed to the lack of knowledge about the link between adequate sanitation and health. In a KAP (knowledge, attitude and practice) survey conducted in the North Western Frontier Province, out of 250 persons interviewed, only 5 persons were aware of the fact that diarrhoea could be spread through unsafe disposal of human excreta. Unfortunately, there is no reason to presume that the situation in Balochistan regarding this point would be more positive. Experiences from other sanitation projects throughout the world show, however, that knowledge about the link between sanitation and diseases is rarely a determinant factor to increase peoples' motivation for latrines.

Another factor involved is that a significant majority of the rural population lacks information about the affordability and availability of the low cost sanitation options currently being promoted by the W&S Section.

³⁾ In future LGRDD will also look into possibilities for other types of community managed w&s facilities like gravity systems, drainage systems, etc.

⁴⁾ See also BRUWAS, WID-report, 1992.



In short, the following conclusions and 'lessons learned' can be summarized:

- the project has to cover a large, vast area;
- which can be characterized by a dispersed population of different language groups and with different socio-cultural behaviour;
- and which has limited infrastructure, no electricity and other limited resources.

The project:

- is facing a reasonable demand for (community based) handpumps;
- is confronted with a low demand for household latrines, especially among rural men;
- low demand for latrines among the public is caused by several reasons, such as socio-cultural reasons, lack of knowledge about availability and affordability of latrines, etc
- is facing low hygiene awareness and high hygiene risk behaviour among target groups;
- has limited resources (staff and transportation);
- and there exists a weakly developed private sector with respect to the commercialisation of handpumps and latrines;
- facing low hygiene awareness and high hygiene risk behaviour among target groups;

latrines.

These lessons learned from the past working experience of the W&S Section in Balochistan, created the idea to launch a mass media campaign to promote the construction and safe use of latrines. The demand thus created, coupled with the UNICEF's national sanitation and hygiene campaign, could boost significantly the present levels of demand for sanitation facilities. This mass media programme, as part of an overall communication strategy, will be outlined in the following chapters.



3. OPTIONS FOR MASS MEDIA COMMUNICATION IN THE PROJECT

The formulation of a communication strategy for health education requires information on:

- target group or audience characteristics (3.1.);
- sources of information used by target groups to get information (3.2.);
- availability of communication channels and their reach in order to ensure cost-effectiveness of hygiene education messages; (PHES, p. 135).

◦ possibilities to cater for the demand created
(gov't, private sector)

3.1 AUDIENCE CHARACTERISTICS

Balochistan is a multilingual province with Balochi, Brahvi and Pushtu as the main languages as table 3.1 indicates. However, the indigenous languages prevailing in Balochistan are an eastern and western dialect of Balochi, Brahvi, Pushtu, Jalki or Siraiki, Jadgali or Sindhi, Khetnari and Lassi. The Dehwars of Khalat and Mastung speak Dehwari.

Population figures for the above mentioned language groups are -politically seen- a delicate issue. For planning of effective mass media combinations it is, however, necessary to have population estimates for particular language groups. Also information is needed on media coverage in each area or group in order to assess the cost-effectiveness of hygiene message communication.

Compared to other developing countries or even other provinces literacy rates are extremely low in rural Balochistan: of men only 15.2% is literate. For rural women, the figure barely reaches 2%.⁵⁾ These figures show, that rural Balochistan is mainly an oral society/ tradition, where halawal, songs and story telling are important sources of information and where written information plays a minor role.

It is important to know how information flows are organized in this society in order to estimate the effectiveness of communication strategies. Also, one has to assess how innovations, such as latrines or new hygiene behaviour, are adopted. In these rural areas the people live in relatively small settlements of related families between which there is exchange of news and information according to the principle of halawal. (see appendix 10)

⁵⁾ Reference World Bank, 1991.



Table 3.1: Rural Population figures per District for 1995 (extrapolation of 1981 census figures) indicating major language groups.

No.	District	Total rural population	Major language groups
1.	Chagai	153.862	Balochi/Brahvi
2.	Kharan	165.721	Balochi/Brahvi
3.	Qila Saifullah	172.736	Pashtu
4.	Zhob	268.775	Pashtu
5.	Loralai	417.049	Pashtu
6.	Pishin	263.789	Pashtu
7.	Khazdar	343.931	Balochi/Brahvi
8.	Panjgur	209.373	Balochi
9.	Turbat	473.554	Balochi
10.	Quetta	150.385	different language groups
11.	Ziarat	32.939	Pashtu
12.	Sibi	94.996	Pashtu/Brahvi/Balochi/Seraiki
13.	Bolan	296.590	Pashtu/Brahvi/Balochi/Sindhi ??
14.	Nasirabad	214.416	Sindhi/Brahvi ???
15.	Jaffarabad	440.696	Sindhi/Brahvi ???
16.	Bugti	140.823	Balochi
17.	Kalat	274.526	Balochi/Brahvi/Dewari ????
18.	Las Bela	265.331	Lassi/Punjabi/Sindhi
19.	Gwadar	91.685	Balochi
20.	Mastung	160.180	Balochi/Brahvi/Dewari
21.	Jhal Magsi	94.254	Balochi/Brahvi
22.	Musa Khel	180.957	Pashtu
23.	Killa Abdullah	206.130	Pashtu
24.	Awaran	154.558	Balochi/Brahvi/Khetrar ??
25.	Barkan	107.163	Pashtu ???
	Total	5.445.071	

Seen from a gender perspective, women's access to information is much more limited than men's: because of the restrictions on women's mobility and their (total) segregation and seclusion women often totally rely on the willingness of men to share information with them. Information, e.g. social and family news, may flow from male to other male members, to (male) children and then, finally, through the children to the women. Also, elder women in the compound may be a source of information to younger ones. In Baloch areas the situation is different. Here, men and women may communicate directly with each other depending on the subject. Until now, however, very little is known about these communication processes in rural Balochistan and the communication differences between various ethnic groups. More study on communication and information flows is required.

The social organization of small groups, the principle of halwalal and the traditional rules of purdah define the flow of information in rural Balochistan. Notwithstanding, these socio-cultural patterns are subject to change: the changing socio-economic conditions, the urbanization process and improving infrastructure (electricity, etc.) have in certain areas led to increased segregation of women. On the other hand, women are getting more access to resources though still at a limited scale (information, education, health services, job



opportunities). The introduction of t.v. and video offer new information sources to rural men and women.

Studies on (health) communication, such as the 1991-1992 PHES study, also made clear, that apart from radio (44.5%) important sources of **health** information in Balochistan are the doctor (43.0), peers and family members (6%), and traditional birth attendants (17%). The study recommends therefore an increasing use of these sources of health information in Balochistan. The study also gives way to the conclusion that women's access and control over the available radio and t.v. equipment in the household is limited.

Apart from the above mentioned key persons for communication others have to be identified. Depending on the themes or subjects for communication imams and school teachers can be used as communication channels, because the public regards them as important information sources. They can play a role as valuable communication channels for the project, e.g. for themes such as cleanliness.

Though the pace of change is slow in Balochistan, analysis of the adoption of innovations⁶⁾ indicate the existence of early adopters and laggards as can be found in other societies. Early adopters of innovations in Balochistan are mainly the urban elite and urban high income groups and some of the higher income groups in the rural areas (zardar, maliks which have disk antenna's, video cassette recorders, tube wells or other 'innovations'.). However, no systematic research has been done which clearly identifies these categories in the process of adoption of innovations in the Province. Such information could help to define target groups more precisely and to plan more cost-effective communication programmes (trickling down of information). ??

In short, the following conclusions and recommendations can be drawn from the above:

- at least three major language groups (Brahvi, Pashtu, Baloch) can be found in Balochistan,
- living in a vast area, dispersed population which is difficult to reach;
- with low and for women extremely low literacy rates;
- where there is still limited coverage of mass media: television, radio (estim. 68% in rural areas, newspapers 16% for whole of Balochistan (and probably mainly coverage in urban areas);
- in short, a culture with mainly an oral tradition (interpersonal communication);
- where peers and key-informants play a major role in information flows;
- with strict socio-cultural behaviour resulting in gender differences regarding access and control over information resources.
- and where the population in general is of conservative nature, but where even so categories of early adopters and laggards can be found which could play a useful role in development projects;
- and finally, it can be recommended that, especially, the involvement and training of doctors, tba's, use of educated opinion leaders, peers, family members in interpersonal communication techniques could be useful to health education projects.

The following paragraph will describe the availability and use of different mass media in Balochistan.

⁶⁾ Refer to Annex @ for a short description on the adoption process theory.



LGRDD's female community organizer is assessing rural womens' needs for water and sanitation



Massive production of silk screen posters for hygiene education programmes



3.2 EXPERIENCES WITH MASS MEDIA IN BALOCHISTAN

Interpersonal communication plays a central role with respect to communication with target groups in development projects in Balochistan. Notwithstanding, the experiences with other mass communication are extensive, but neither their use was systematically analyzed, nor was their effectiveness evaluated.

This paragraph first presents the sources and options for media use. Subsequently, some characteristics of each of these media are given, taking into account the experiences of users (projects, e.d.) in the specific context in Balochistan. Briefly, some special attention is paid to results of audience research regarding media such as radio, television and newspapers.

Most people often think only about radio, television and newspapers when referring to mass media. Media, however, includes both visual, audio and graphic media and ranges from video to audio-cassettes, banners and leaflets to radio spots, songs, newspapers, etc. Table 3.4 gives an overview of different mass communication means. Which possibilities for mass media use exist in Balochistan? And what can be the use of such 'common' mass media like radio, television and newspapers?

Newspapers, radio and television

There are several Urdu, Brahvi and Pashtu newspapers in Balochistan, of which the Urdu newspapers have the largest circulation. Newspapers are mainly read in urban areas and their circulation outside Quetta is limited. The following table presents some characteristics of Jang, Mashriq and Zamana, three of the major newspapers.

Table 3.2: Characteristics of some major newspapers available in Balochistan

CHARACTERISTICS	JANG (national)	MASHRIQ (national)	ZAMANA (Balochistan)
Contact	Majeed Asghar, Editor Ph: 70515/72998	Maqbool Rana, Editor Ph. 821639	Baseer Hussain Manager Advertisers Ph- 65336
Number of circulation	± 20,000	± 3000 (estimation)	Quetta based
Area of circulation	All Balochistan	All Balochistan	Mostly Baloch area
Price per newspaper	4/- 5/-	4/- 5/-	4/- 5/-
Cost of Advertisement (a) Inner half page (b) Inner full page	a) 43,200/- b) 86,400/-	a) 21,000/- b) 42,000/-	a) 51,840/- b) 103,680/-
Special characteristics	Major newspaper, larger access/coverage	News coverage	News coverage

Sources for radio and television are radio Pakistan (signal is said to cover 95% of Balochistan) and Pakistan Television. The BBC educative radio programme for Afghans can also be received in Balochistan. People with satellite disk antenna's may receive other programmes as well, such as CNN.

Radio Pakistan in Balochistan is a government controlled broadcasting corporation which has stations in Quetta, Turbat, Guzdar and Sibi and plans for stations in Loralai and Zhob. Broadcasting is done daily in three different languages. Programme themes include health, rural development, family planning or women's issues. Clients' have been Unicef, Banking Council, Ministry of Health (EPI/FP) and others. Formats can be songs, drama or spots.



Tapes are provided by Quetta station, but at decentralized level music and songs are recorded and broadcasted. Quetta station is headed by the Head of Station Director. Staffing sections include the Programme Section, the Engineering Section, the News Section the Administrative Section and the Audience Research Section. The Programme Section is divided into language production groups: a Brahvi, Urdu, Pashtu and Hazarki sub-section. Total staffing is around 100, with female staff being merely absent: in 1994 5 female staff members could be found and in 1995 the organization has no permanent female staff members employed.

The BBC Afghan Education Drama Project has a dramatized educational programme directed towards Afghans and Afghan refugees in Afghanistan and Pakistan. The programme, which is transmitted in Pashtu and Dewhari, is also listened to by the people of Balochistan (audience coverage, however, is unknown). The BBC has an agreement with Radio Quetta to transmit the programme from Balochistan. The drama is supported by a short reinforcement programme and a cartoon/ comic strip. This reinforcement programme appears to have less listenership, but the reasons for this are not yet known. Key messages are provided by different development projects in NWFP and Afghanistan and woven into the storylines of the drama. Qualitative research (1994) of the programme showed a high audience appreciation of the drama.

Unfortunately, very little audience research has been done in Balochistan: the existing audience research reports are often limited to qualitative data (appreciation of particular programmes), restricted to urban (Quetta) areas and lack a scientific approach⁷⁾. Radio Pakistan has carried out some (qualitative) audience research, which appears to be done at every station⁸⁾. Audience research is based on analysis of letters of listeners, telephone responses on programmes and some limited questionnaires.

In 1991-1992 in health education survey was conducted by the Ministry of Health in all Provinces of Pakistan⁹⁾. The results of the survey for Balochistan showed that mass media coverage is still low in the province, especially in the rural areas. Though the coverage of radio is almost equal for the rural and urban households, the figures for television and newspapers show a different picture: television can still mainly be found in the urban areas and among the educated and richer class (at least twice as much as in the rural areas). Not surprisingly, newspapers are mainly found in the urban areas like Quetta and the district towns where literacy rates are higher.

Table 3.3: Mass media coverage in Balochistan

Medium	Total	Urban	Rural
Radio	68.6% (439)	70.1%	62.5%
T.V.	30.3% (194)	67.9%	31.7%
Newspaper	15.9% (102)	30.1%	12.0%

Source: Pakistan Health Education Survey 1991-1992, MOH.

⁷⁾ For instance: the NIH-CIDA study (1990), the BBC audience evaluation (1994), the Pakistan Health Education Survey (1991-1992), the Radio Quetta audience evaluations (date unknown).

⁸⁾ Audience research reports were not (yet) available at the time of the mission.

⁹⁾ Sample size of this survey for Balochistan was 373 rural respondents and 267 urban respondents. This total of 640 persons were mothers who had children equal to 2 years or less of age.



Taking into account the particularities of Balochistan the survey recommended:

- the use of different channels of communication in different areas, like extensive use of elder family members, TBA's and friends.
- use of media mix to reach maximum number of audience, Message should reach families form their neighbours, health care providers, leaders as well as radio, television, press, written materials.
- training staff in interpersonal communication;
- successfully segment target audience and reach hard to change groups.

A rather limited survey on media usage carried out in 1989 among 300 mothers in 5 out of 29¹⁰⁾ (semi-)urban localities in Balochistan gives some information on television, radio and newspaper usage. The survey gives no indications for rural areas in Balochistan. As LGRDD plans to direct the latrine promotion also to semi-urban areas, these survey results can provide some, though limited information on possible media usage among the semi-urban target groups.

The survey indicated that television is viewed by approximately 50% of the urban, predominantly high income population (slight differences between men and women). Audience preference lies with (urdu) dramas. Radio is a source of minor importance to these urban groups in comparison with t.v. Most popular radio programmes are music and songs. The majority of this urban audience is listening between 10.00 and 14.00 hours (onduidelijke categorieen/ percentages kloppen niet). Urdu newspapers were read by approximately 13% of these urban women. Regarding health information, the main source of information for these urban mothers is the doctor (interpersonal communication). Figures on t.v., radio and newspaper coverage have slightly increased over the years. However, coverage is still limited and other media play often a more important communication role.

Characteristics of media

As the following table shows, at least fifteen different types of mass media use can be distinguished for Balochistan, each having its own characteristics. Characteristics of media can be described in terms of the expected effects, their coverage, the costs involved and other factors which contribute to their effective use.

The number of people which receives the messages, the **coverage** of media, depends on the type of media used and the characteristics of the target audience. Coverage can be larger or smaller as table 3.4 shows. The media can be accessible to men only or to both sexes. Sometimes, it may be more appropriate to reach households or people at public areas such as bazaars or mosques.

Effects of media can be described in terms of knowledge transfer, changes in attitude and behaviour¹¹⁾. In general, mass media **mainly** contributes to sensitization of the audience and to knowledge transfer. However, as the Balochistan EPI-experience shows¹²⁾, radio was effectively used in mobilizing target group mothers for vaccination. While mass media often results at its best in an attitudinal change, interpersonal communication can go beyond this point

¹⁰⁾ NIH-CIDA Media Usage Survey, 1990: Of the 29 urban localities in Balochistan 22 had between 500-25000 inhabitants (1989).

¹¹⁾ Appendix @@ gives a short description of the theory on knowledge, attitude and practice.

¹²⁾ NIH-CIDA, 1990.



like motivating people to change their behaviour and to adopt innovations. The possible effects of different media is presented in the same table.

Other factors, such as the **format** of media also define to a large extent the advantages or disadvantages of media use. A poster for instance, may be cheap to reproduce, but deteriorates rather quickly. A theatre performance has to cope with purdah restrictions and requires heavy logistical inputs of an agency (transport, staff, stage properties). The information in the table below on the advantages and disadvantages of media does not pretend to be exclusive, but is indicative for project experiences with certain media.

The prices of media as given in the table are indicative and based on experiences and proposals of projects and price lists of producers. Price differences between media are considerable. Distinction should be made between investment costs (including production costs) and running costs. Where possible these are indicated.

Most development projects, such as BMIAD, BRSP, Aurat Foundation, UNICEF and others use interpersonal communication techniques as their main means to inform, educate and convince target groups. Interpersonal communication is often used in combination with other media, such as posters, slides and leaflets. Until now, the experience with use of radio (or television) is rather limited to very few projects such as the UNICEF supported EPI campaign.

In summary, the following conclusions can be drawn:

- traditional communication systems such as halawal are still important sources of information for the people in Balochistan;
- interpersonal communication is the most important communication activity used by development projects. Interpersonal communication is supported by different simple visual aids such as flip overs, posters, etc.
- further use of mass media is still limited in the Province;
- mass media used in isolation is much less effective than when linked with interpersonal communication, as for instance the EPI experience showed;
- audio media like cassette recorders have been used at limited range. Though effective it addresses only a limited number of people and requires important staff inputs and logistics;
- audio-visual aids, like video (and slide shows) are used, but their use is often limited to urban areas. Schools (NGO-Paper) and organizations like Aurat or the PATA-project use these media. However, the logistics and costs involved with these communication means impede for their wider use in rural areas;
- radio has been very successful in mobilization of public for vaccination/ immunization programmes;
- audience research is very limited to a few surveys which are - from a scientific point of view - weakly developed;
- project staff appreciates (visual and audio-visual) aids as it: makes work easier, gives them some status, and sometimes it helps to guarantee some quality standard (of message transmission);
- audience appreciates visual aids such as posters, drawings, etc.;
- radio audience likes mainly (BBC) news, songs and drama.



Table 3.4: Mass media options indicating expected effects (1994), prices, audience coverage and advantages and disadvantages

Option	Price (indicative) (1994 prices)	Audience	Expected effects				Advantages	Disadvantages
			awareness	knowledge	attitude	behaviour		
posters	45 Rs each	people visiting public places	XXX				inexpensive, easy to make Requires limited time to prepare and use. Easy to transport.	Deteriorate rapidly. Can confuse audience with too much or too little information. Less accessible for women. Dependence on capacity distribution network.
banner	400 Rs	people visiting public places	XX				inexpensive, easy to make, easy to transport	deteriorate rapidly, coverage unknown
bill boards	11 700 each	travellers on connecting roads	XXX				accessible for all by-passers attracts attention because of big size	Expensive to produce, not too many possible. Less accessible for women.
slides	40.000 Rs (?) 30.000 Rs for 1 set equipment	up to 100 people	X	X	X(X)		Dramatised, less expensive than film or video, excellent way to bring distant things to audience and to show time sequence. Battery-operated projectors available. Local photos easily made.	Easy to damage, easy to get out of sequence and project upside down. Requires projection equipment, electrical outlets or batteries, darkened projection area and trained staff. Quality standard is unknown
video	400.000 Rs for the video 50.000 for equipment	up to 30 people, group can be bigger if more t.v. sets are used		X	X(X)		Dramatic and gets the audience's attention. Shows motion and therefore helps explain step-by-step, and time sequence very well.	Very expensive, requires expensive equipment. Difficult to transport and operate (electricity). Only smaller groups possible.
theatre drama puppet show	10.000 Rs (?) for the play, training actors 10.000 Rs for one performance	up to 100 people	X	X	XXX		Dramatic, can be adopted to area and audience. Does not require electricity or expensive equipment.	Low coverage, requires much time to produce and train, restrictions for female audience.
mobile van	1 500 000 Rs for the car and equipment, video and slide show	up to 100 people 2 shows a day 3 days a week	XX	XX	XX		All the advantages of slide and video, own power supply Mobility.	Low coverage, very high operational and running costs.
T.V	400.000 Rs. (?) free airtime ?	people who have access to television (about 15 % in rural Balochistan)	XXX	XXX			Dramatised and gets the audience's attention. Shows motion and therefore helps explain step-by-step.	Expensive in production and broadcasting Not all languages possible Only general information. Restrictions for women to watch.
Radio: spots (song, interview) drama	Rs 8000 for spot Rs 1000 for once broadcasting Rs 15.000 for drama Rs 2500 for once broadcasting	people who have access to radio (about 60 % in rural Balochistan)	XXX	XX			Less expensive than t.v More specific/local information possible. More languages possible	Not visual. Depending on the radio-broadcasting time and programmes.



Table 3.4: Mass media options indicating expected effects (1994), prices, audience coverage and advantages and disadvantages (continued)

Option	Price (indicative) (1994 prices)	Audience	Expected effects				Advantages	Disadvantages
			awareness	knowledge	attitude	behaviour		
Audio cassette (with radio) <i>(with radio)</i>	Rs 1000 for cassette player production costs?	listener groups		X	XX	X	Can have high impact	Easy to damage. No quality control. Need of trained group promoters. Low coverage.
loudspeaker announcement	depends on equipment	in bazaars, from mosques, on a car	XX				Effective in mobilizing people. Low cost	Little control on quality of message. Less accessible for women.
leaflet (black white)	5 Rs	literate people: ♀ 2 %, ♂ 15 % in rural Baloch.	X	X			Low cost, easy to produce, easy to transport	Uncontrolled distribution. Need of distribution network. Only literate people.
brochure (colour)	16 Rs		X	XX				
cartoon	60 Rs		X	X				
Newspaper	40.000 for half a page in Jang	people who can read and afford to buy (about 5 % in rural Balochistan)	X	XXX			Relatively cheap, can be done in different newspapers. Very useful to give more detailed information.	Not popular in rural areas.



4. PLANNING FOR MASS MEDIA

A mass media campaign has to indicate objectives, target groups, communication channels and messages as well as the logistics (organization) of such a campaign¹³⁾. This chapter will outline these elements for an indicative mass media campaign to be started by the Water and Sanitation Section of LGRDD in Balochistan.

In view of the low demand of latrines which the Section presently faces, the need for a communication campaign which increases the demand for this facility is apparent. As the previous chapters also indicated, the decision making on the adoption of latrines lies with men in the Balochistan society. However, unlike most women, men do not consider latrines a priority. Therefore, in order to establish an increased demand for latrines a communication programme should primarily target rural men, providing them with information which changes their attitude and behaviour to latrine facilities.

The previous chapter also made clear, that interpersonal communication is the backbone for effective hygiene changes in Balochistan: firstly, because interpersonal communication in general has a strong(er) impact on attitudinal and behavioural changes. Secondly, because interpersonal communication is strongly embedded within Balochistan culture. Notwithstanding, interpersonal communication activities can and should be supported by mass media, especially in a geographical and socio-cultural setting as Balochistan, where it is difficult to reach all target groups through interpersonal communication.

The **objective** of the campaign will be, therefore, to:

- create an increase in the demand for latrines (of 2% per year minimum);

The direct **target group** will be rural men. Indirectly, women are also targeted, but as the decision making power lies with men and because their motivation for latrines is still weak, the campaign will primarily focus on men.

The choice for particular **communication channels** has to take into account the high literacy rates in Balochistan, the effects of different media on knowledge transfer, forming peoples attitudes and behaviour and the sustainability of each media. In view of the target group characteristics indicated in chapter 3, interpersonal communication through LGRDD District staff will be the main source of message transfer. This will be supported by other media as the following figures shows:

¹³⁾ Refer to annex @@.



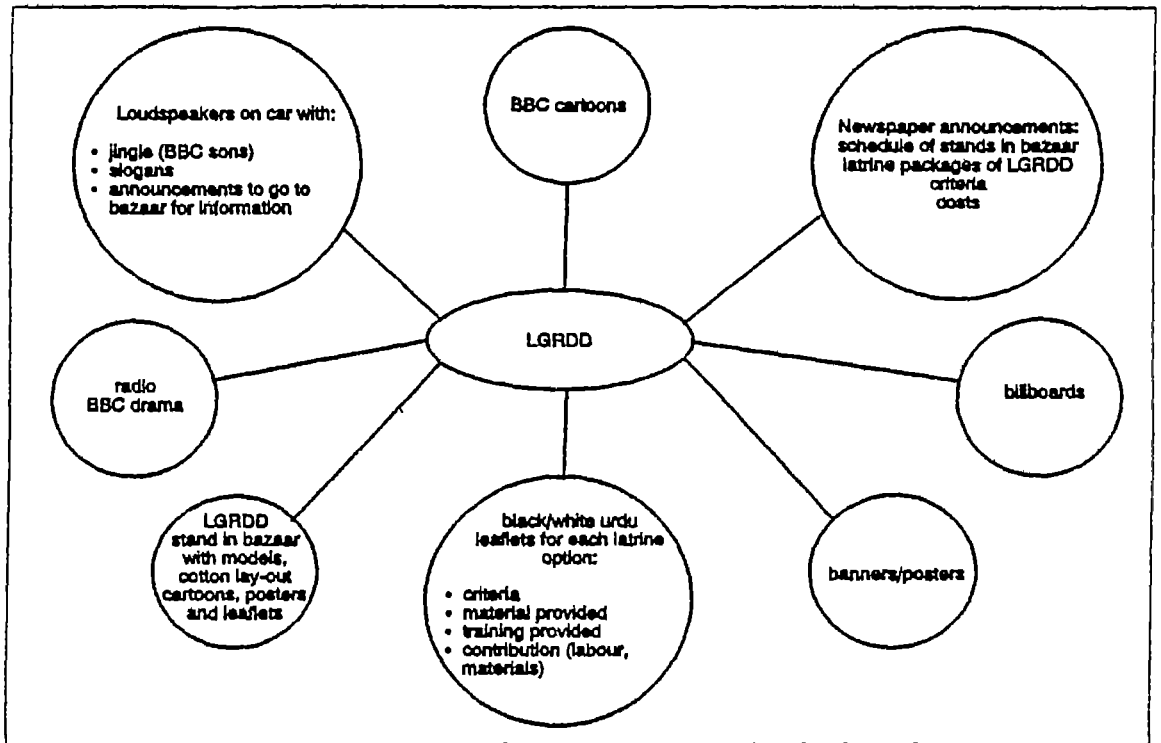


Figure 4.1: media mix for latrine promotion during 1995

This media mix is based on the information given in the following figures:

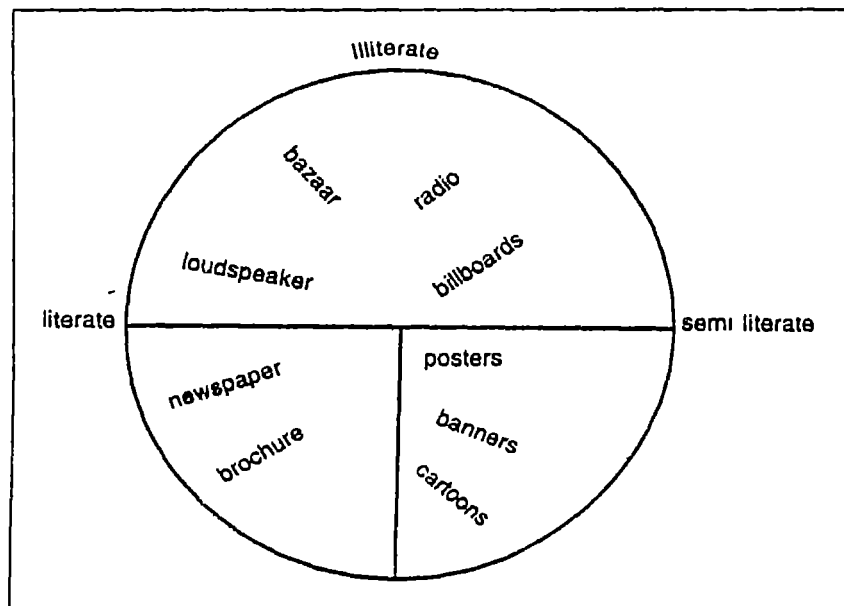


Figure 4.2: Media mix differentiated to audience characteristics: illiterate, semi-literate, literate



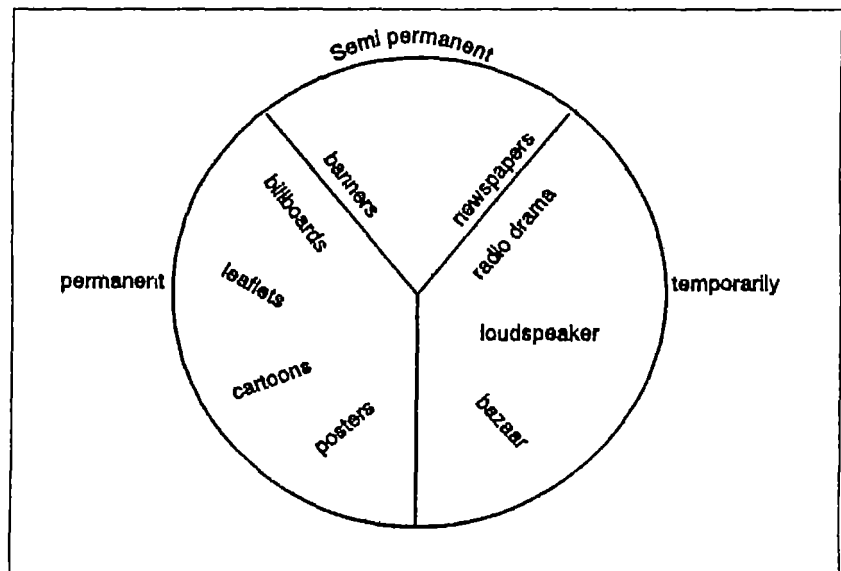


Figure 4.3: Media mix differentiated to sustainability of media: permanent use, semi-permanent and temporarily use

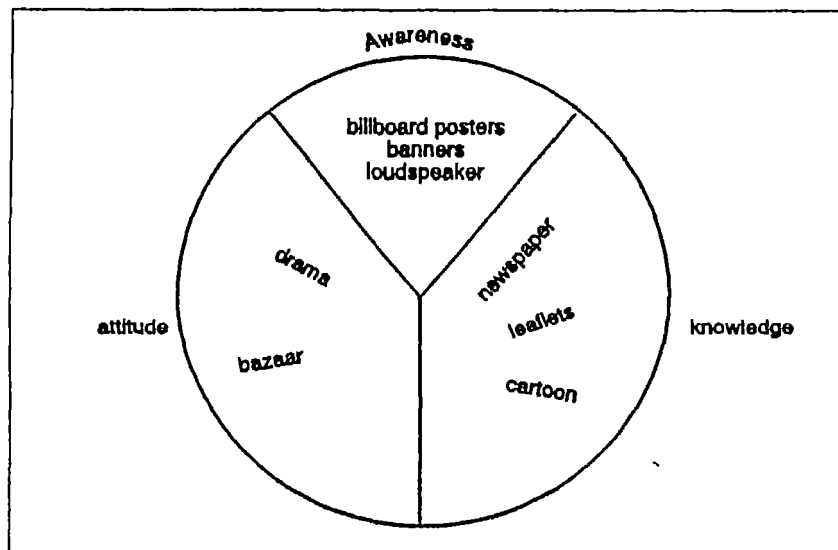


Figure 4.4: Media mix differentiated to expected effects: awareness, knowledge and attitude

Messages for the latrine promotion campaign have to be developed and tested during the coming months. Suggestions for messages are given in Appendix 6.

The organization for the above sketched media campaign requires proper preparation, follow up and monitoring. Activities, tasks and time-frame are given in chapter 4 of Part number II.



Table 4.1: Main characteristics of the mass media campaign of the Water and Sanitation Section of LGRDD for 1995

<p><u>Overall objective:</u></p> <ul style="list-style-type: none"> • Promotion of the latrine programme; <p><u>Programme objective:</u></p> <ul style="list-style-type: none"> • increase in demand of latrine by 2% each year • target groups use and maintain latrines effectively; <p><u>Target group:</u></p> <ul style="list-style-type: none"> • rural men is the main target group; <p><u>Strategies:</u></p> <ul style="list-style-type: none"> • putting emphasis on interpersonal communication, supported with a mix of different massmedia; <p><u>Expected results:</u></p> <ol style="list-style-type: none"> 1. to create awareness about the need of a latrine for each family 2. to inform about the feasibility of constructing a latrine 3. to promote actual use of latrine, also by children and men 4. to promote hand washing and the use of soap <p><u>Costs:</u></p> <ul style="list-style-type: none"> • <p><u>Time frame:</u></p> <ul style="list-style-type: none"> • start mid-1995 with audio media. Continuation of distribution of written materials (posters, etc). • intensive campaign to start mid-1996 in collaboration with UNICEF; 	<p><i>what was the effect?</i></p> <p><i>qualitative</i></p> <p><i>reformulation!</i></p>
---	---

A starter campaign for latrine promotion will be launched during mid-1995. Preliminary activities to be carried out by the Water and Sanitation Section will be the following:

- research activities;
- networking;
- message development;
- communication material development;
- training and mobilization.

These activities as well as the manpower and costs involved will be further detailed in Part II, chapter 4.

During 1996 a fullfledged campaign will start in close coordination with UNICEF.



PART II: COMMUNICATION STRATEGY/ PLAN



1. INTRODUCTION

The infant and child mortality rates are high in Balochistan: 115 per 1000 live births. Of these more than half can be ascribed to diarrhoeal diseases, which are caused by poor hygiene, lack of safe drinking water and sanitation. Poor hygiene and lack of sufficient and clean water are also responsible for other diseases, such as worm infections and skin diseases.

As the table below indicates proper sanitation and personal hygiene are some of the major causes of water related diseases. Therefore, without safe excreta disposal in combination with hygiene education water supply projects will only have a small impact on the health situation. Efforts to deliver complementary services providing both water and sanitation facilities together with proper hygiene education are mandatory.

Table 1.1: Prevention of transmission of water and sanitation related diseases

Disease	Safe drinking water	Safe excreta disposal	Personal and domestic hygiene ^{**}	Food hygiene	Waste water disposal drainage
Diarrhoeas	••	•••	•••	•••	-
Poliomyelitis and hepatitis A	•	••	•••	••	-
Worm infections:					
ascaris, trichuris	•	•••	•••	••	•
hookworm	-	•••	•	-	-
pinworm, dwarf tapeworm	-	••	•••	•	-
other tapeworms	-	•••	•	•••	-
schistosomiasis	-	•••	•••	-	•
guinea worm	•••	-	-	-	-
Skin infections	-	-	•••	-	-
Eye infections	-	•	•••	-	•
Insect-transmitted diseases:					
malaria	-	-	-	-	•
urban-yellow fever, dengue	-	-	• ^{**}	-	•
bancroftian filariasis	-	•••	-	-	•••

Based on: WHO (1983), Esrey et al (1990) and Cairncross and Ouano (1991) (IRC; 1991, p.3).

^{**}: Vectors breed in water storage containers

Presently only 5% of the rural population has access to safe sanitation which is a very low coverage even compared to other developing countries. The low sanitation coverage is due to a weak demand among the public, a lack of political commitment among policy makers and planners and thirdly a weak supply and delivery system.

In Balochistan the demand for safe water supply is apparent among the rural population and coverage figures show a steady increase. The provision of safe water supply to rural areas is also a clear issue for policy and decision makers in the Province. Contrary to water the demand for latrines among the rural (male) population is extremely weak as Part I of this report has already pointed out.



Some of the reasons why the public in rural Balochistan may disapprove of latrines are for instance: traditions and customs, ignorance of affordability and availability of latrines, reasons of inconvenience (smell), religious reasons, lack of hygiene awareness, etc. (Appendix 6 presents an overview of reasons why people approve or disapprove of latrines).

Another reason for low latrine coverage lays with the **lack of political commitment**. Politicians and development planners still give little attention to safe sanitation. This is reflected by the lack of a clear policy on latrine promotion ('unified policy') and by the low national and provincial budgets for latrine promotion and health education (25% for latrines and drainage, 75% for water supply according to UNICEF, 1994).

A third barrier lies with the **supply side**. The delivery system of latrine hardware and sanitary education activities is still weakly developed in the rural areas. Actors in this field are LGRDD, the private sector, NGO's and development projects. Linkages between manufacturer, retailer and beneficiaries are often non-existent. A real attempt to make latrines commercially attractive to the private sector is still to be undertaken.

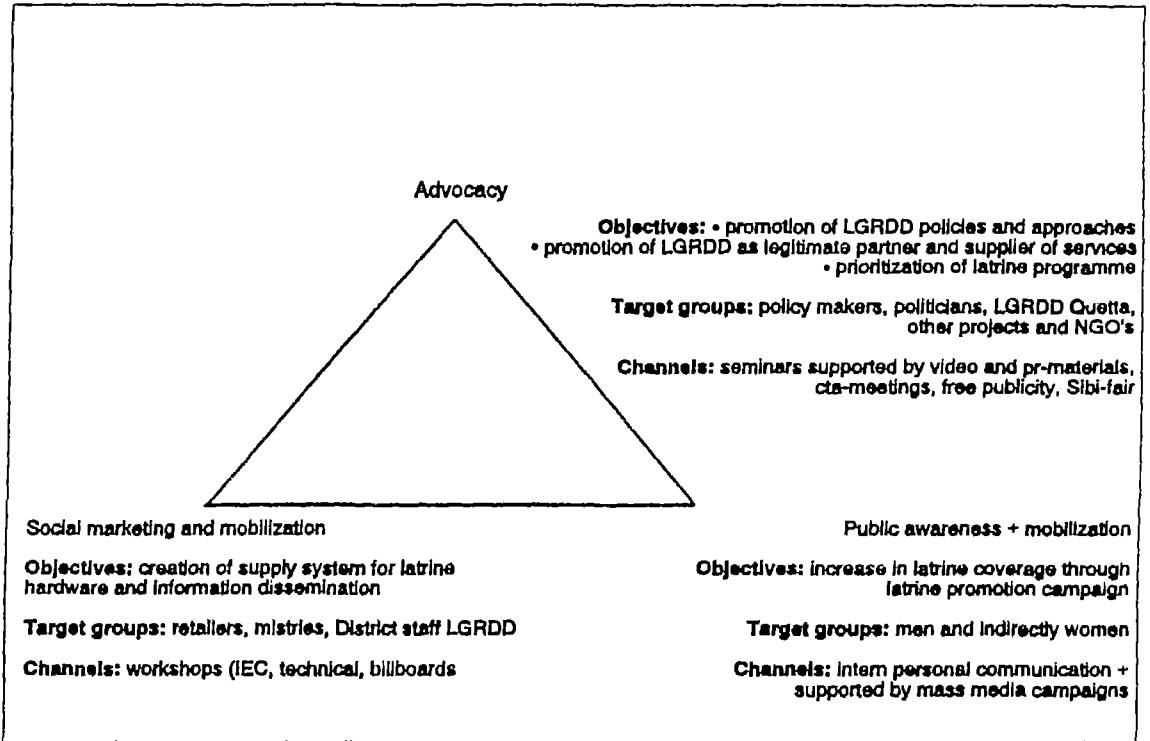
Conclusively, the demand for latrines has to increase over the next 15 years, supported by the necessary political will while at the same time suppliers like LGRDD and the private sector have to be ready to supply hardware, training and hygiene education.

In order to support this process a communication strategy is herewith proposed, tackling both the supply and the demand side and increasing political advocacy.

In order to facilitate future integration of the two programmes the proposed communication strategy follows the broad programme outlines as presented by UNICEF-Islamabad in their **'National Communication and Social Marketing Strategy for Sanitation and Hygiene'**. This national programme will start mid-1995 with a pilot programme in the Provinces of Punjab and Sindh. In 1996 the project will probably expand to the other provinces. The programme and the possibilities for (mass) communication in Balochistan have been discussed with UNICEF's communication officer and the representative in Quetta.

In the following chapters this three pronged approach will be described, starting with the advocacy programme (chapter 2). In chapter three the strategies and activities for mobilization of LGRDD and the private sector are indicated. The public communication strategy and activities will be presented in a fourth chapter. Manpower and material requirements as well as the planning of the three components is given in chapter 5.







2. ADVOCACY

2.1 PROBLEMS

An important reason for low latrine coverage in Balochistan lays with the **lack of political commitment**. Politicians and development planners pay still little attention to safe sanitation. This is reflected by the lack of a clear policy on latrine promotion ('uniform policy') and by the low national and provincial budgets for latrine promotion and health education (25 % for latrines and drainage, 75 % for water supply according to UNICEF, 1994).

The following problems and barriers at provincial and district level can be identified:

- latrine promotion is not an issue among politicians and decision makers; there is limited government support for low cost sanitation;
- lack of uniform latrine policy;
- the role of LGRDD-Water & Sanitation Section in agenda setting is still weak;
- poor external image of LGRDD among the general public (e.g. politicians, projects and beneficiaries);
- lack of coordination with development projects in the w&s sector;
- lack of involvement of NGO's in coordination and policy making in the sector;
- lack of sufficient funds for latrine promotion;
- little interest with health department for hygiene/ latrine promotion;
- sectoral borders between departments (LGRDD/ health) impede effective coordination.

2.2 OBJECTIVES, TARGET GROUPS AND COMMUNICATION CHANNELS

The objective of the advocacy programme has been formulated as follows.

- policy makers acknowledge the need to support low cost approaches for sanitation and hygiene education, reflected in sufficient financial and staff allocation and public advocacy of latrine promotion programmes.

Target groups: with respect to the advocacy programme the proposed communication strategy will concentrate itself to the provincial and district level. Identified target groups are: Secretaries of key departments (LGRDD/PHED/SAP/P&D), development projects and NGO's active in the Province in the field of sanitation and hygiene education, MPA's, District Commissioners, LGRDD-Assistant Directors, opinion leaders and/or religious leaders.¹⁴⁾

These target groups have as common characteristics, that they are decision-makers, which have relatively easy access to written and verbal information. They are often influential people which can influence public opinion about certain issues. They can, however, be highly politized which may also be a barrier to programme promotion.

¹⁴⁾ The UNICEF National Communication Programme will address national, provincial and district levels.

Apart from increased budget and staff allocation the results of the advocacy programme will be the following:

- a. Government institutions, development projects and NGO's agree on a uniform policy on latrine promotion (e.g. no subsidy);
- b. Regular coordination on latrine promotion activities established preferably undertaken by LGRDD/Water and Sanitation Section;
- c. MPA's, District Commissioners and other politically influential persons stress the need for proper sanitation/hygiene education and support the programme,
- d. AD's direct and motivate their district staff to boost the latrine programme

As a side result, the external image of LGRDD can be improved.

A mix of communication means will be needed to address each category of target groups and to achieve the expected results. Key means for communication will be a video combined with target group meetings. The video has to point out the need for sanitation as an integral component of w&s projects. It has also to show why and how a participatory approach for latrine promotion is undertaken. The meetings with particular target groups can have different objectives, such as informing and convincing policy makers about the need for latrine promotion and a participatory approach, the advantages and disadvantages of different sanitary options, the prices of different options and the need for cost-recovery. In a later stage meetings should also result in the allocation of resources for latrine promotion and hygiene education, the coordination of field efforts between government institutions, development projects and NGO's and acceptance of a uniform latrine policy, etc. Religious leaders, like mullahs are invited to discuss hygiene and to formulate their supportive actions.

Field visits will support the initial communication steps: politicians are invited to view field activities, District Commissioners and AD's are encouraged to visit other districts where latrine promotion is successfully undertaken, etc. Opinion leaders and journalists can be attracted to visit field sites and to report in newspapers or radio (and television?) programmes (free publicity)

Brochures will be disseminated to identified target groups, giving more detailed or technical information to support the message.

Opinion leaders have to be identified and they should be motivated to pass the messages of the latrine promotion programme. The W&S Section will submit articles on the need for latrine promotion to local newspapers or magazines or can arrange for radio interviews (free publicity).

2.3 ACTIVITIES AND PLANNING

In order to achieve the first result (uniform approach) the following activities have to be undertaken:

- a.1. Identification and selection of key institutions, development projects and NGO's which are active in the field of sanitation and hygiene education;
- a.2. prepare draft policy for latrine promotion and organize meeting with identified key-actors,
- a.3. Uniform latrine policy accepted and disseminated to field workers and public (see also public communication programme).



The second result (regular coordination) requires the following activities:

- b.1. the Water & Sanitation Section prepares a seminar on experiences and barriers on latrine promotion ('lessons learned and action to be taken');
- b.2. identified actors (projects, NGO's, etc.) are invited to participate during the seminar: issues which require coordination are identified (planning of hygiene and 'latrine' messages, planning of areas of intervention (districts, semi-urban areas, etc.), exchange of promotion materials, etc.
- b.3. planning scheme for concrete coordination meetings is defined and followed.

Creation of political commitment and involvement of influential persons in latrine promotion as pointed out in the third result can be achieved through:

- c.1. identification and selection of MPA's, District Commissioners for involvement in latrine promotion;
- c.2. identification of influential others (public figures) and of religious leaders who are willing to support the programme;
- c.3. planning and execution of communication activities with these identified groups: meetings, field trips, video-show and discussion, arranging for radio interviews, etc.;
- c.4. planning and execution of a meeting with local religious leaders to plan supportive activities to the hygiene/ latrine programme.

The strengthening of the role of the AD's in staff motivation will be reached through:

- d.1. planning and execution of AD-meetings, where approaches are presented and exchange of experiences takes place (exchange of the Khalat success story);
- d.2. field visits to successful sites are organized for AD's of different districts;
- d.3. AD's are invited to formulate promotional activities and to give suggestions for latrine promotion in their area (of course within the framework given by the Section (uniform policy));
- d.4. execution of successful promotional activities in each district.

Currently the Section is already carrying out some of the above mentioned activities, but in a rather haphazard way. The present proposal tries to interlink activities in such a way that they reinforce each other mutually.

The planning of these activities is given in the planning chart presented in chapter 5.



3. SOCIAL MARKETING

3.1 PROBLEMS

The increasing demand for latrines as a result of the public communication campaign requires an effective and efficient supply system. However, the delivery system of latrine hardware and sanitary education activities is still weakly developed in the rural areas. The following problems can be identified:

- LGRDD in the districts has limited skills to construct safe latrines;
- LGRDD sees no incentives in promoting latrines (lacks motivation);
- LGRDD lacks communication skills for effective latrine promotion;
- LGRDD feels uncomfortable in communicating the need for latrines (taboo/ customs);
- latrines have low-status among LGRDD district staff;
- the private sector is hardly involved in latrine supply;
- unclear or adverse latrine policies (subsidies) impede the private sector to enter the market;
- links between manufacturer, retailer and consumer are weak or non-existent;
- distribution system of latrine hardware and education/ information materials is still weak and needs strengthening (limited outreach of services);
- coordination between LGRDD, NGO's and other projects at field level is, in general, missing;
- local mistries need training in latrine construction.

3.2 OBJECTIVES, TARGET GROUPS AND COMMUNICATION CHANNELS

The objective of the social marketing programme is:

- to establish an effective and efficient supply system for latrine hardware and information/education (software).

Actors in the field are the district teams of LGRDD, the private sector, NGO's and development projects. Linkages between (latrine) manufacturer, retailer and beneficiaries are often non-existent, but need to be established. A real attempt to make latrines commercially attractive to the private sector is still to be undertaken.

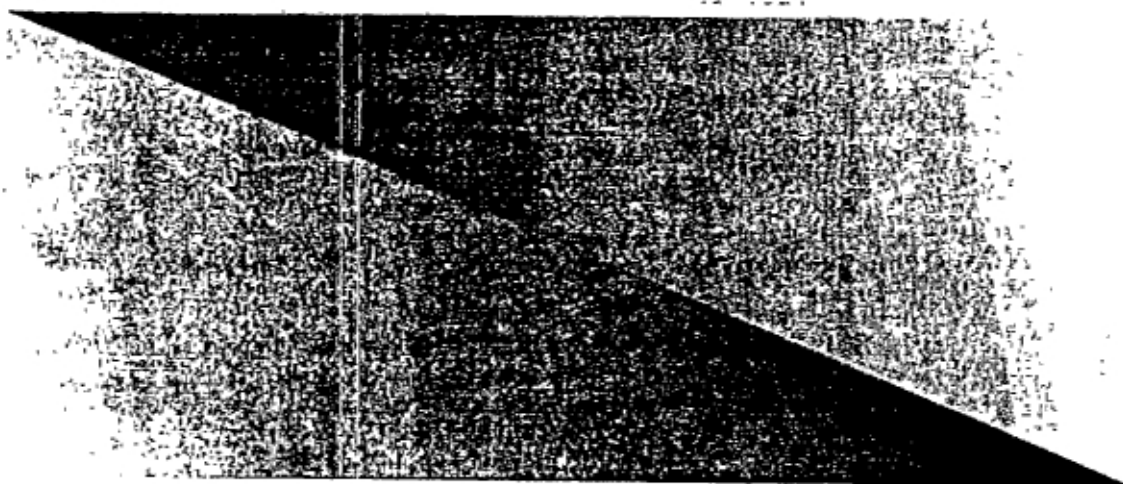
The following results have to be achieved in order to meet the above mentioned objective:

- a. establish linkages between latrine manufacturer, retailer and consumers;
- b. establish distribution system for hardware and information transfer (LGRDD & private sector) in order to be able to satisfy the growing latrine demand;
- c. establish the active involvement of suppliers in stimulating the demand for latrines by use of social marketing techniques.



The Water and Sanitation Section of LGRDD has already undertaken some activities to achieve these results and objectives. Nonetheless, some intensification of these efforts is needed, especially with respect to involvement of the private sector. In the years to come, the role of the Section will shift to that of facilitator as the Policy Paper¹⁵⁾ (1995) pointed out, while the role of the private sector as supplier has to be strengthened.

Figure 3.1: LGRDD is gradually phasing out while the role of the private sector gradually becomes stronger



LGRDD

Private Sector

Communication means to prompt the creation of an effective supply system are workshops for LGRDD District staff, workshops for retailers, a fair (Sibi-fair?) or seminar for retailers and manufacturer, billboards stressing the affordability and availability of latrines, radio-spots (affordability and availability) and leaflets with the same information, special information packages for retailers to promote latrines and inform consumers.

3.3 ACTIVITIES AND PLANNING

In order to achieve the first result (establish linkages) the following activities have to be undertaken:

- a.1. assess feasibility of role of private sector (supply of latrines (and water facilities); willingness to pay study; define time-frame/planning);
- a.2. identify possible retailers for latrine hardware and information transmission in each District;
- a.3. training of these private entrepreneurs;
- a.4. develop information packages for retailers to promote latrines and inform customers;
- a.5. establish (initial) linkages between retailers, manufacturer and consumers;
- a.6. Gradually increase the price for latrines as the private sector enters the market.

¹⁵⁾ Policy Paper, W&S Section, LGRDD, 1995 (draft)



The second result (distribution system) can be achieved by:

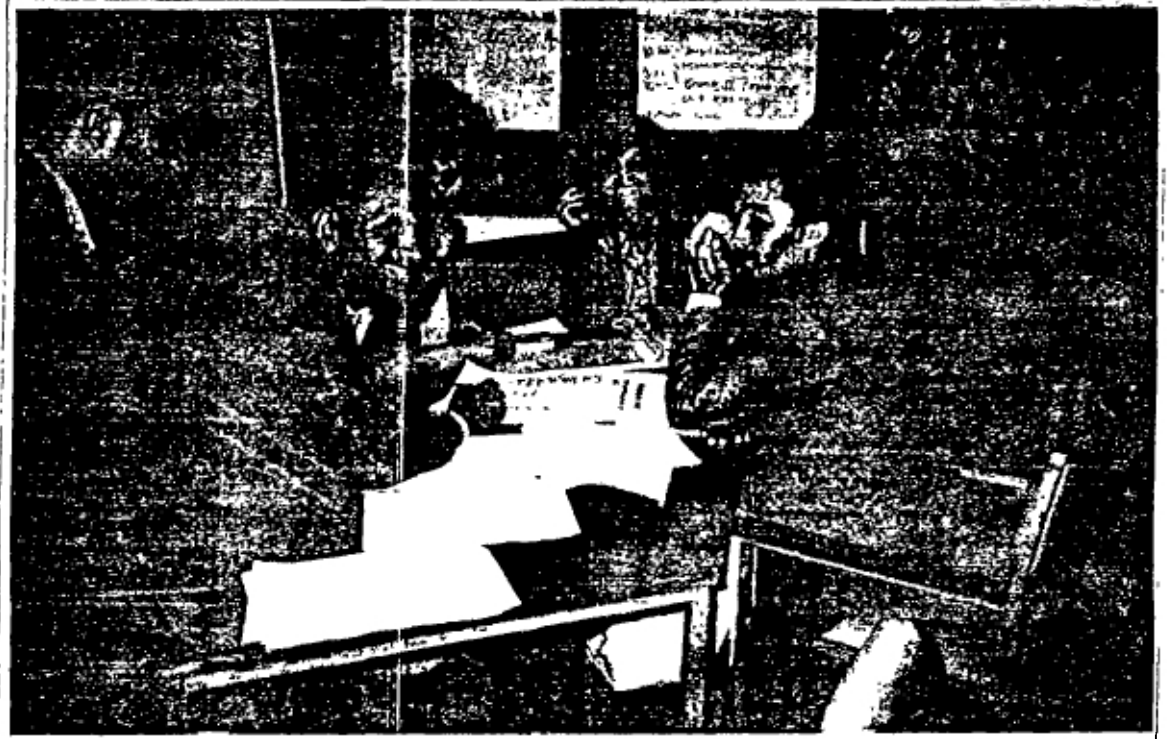
- b.1. creation of distribution system of latrines in the Districts (already undertaken by the Section right now);
- b.2. training of LGRDD District staff as sanitation promoters; increase motivation of LGRDD to promote latrines;
- b.3. training of LGRDD District staff in latrine construction (continued);
- b.4. training of mistries in latrine construction and latrine user education;
- b.5. support low cost sanitation (exchange of experiences on technical options (see 1.b.)).

The active involvement of suppliers in latrine promotion can be stimulated through:

- c.1. suppliers receive training in latrine promotion, especially with regard to transmission of information/ education to future users;
- c.2. follow up and monitoring activities are carried out by the Water and Sanitation section.

The planning of these activities is given in the planning chart presented in chapter 5.

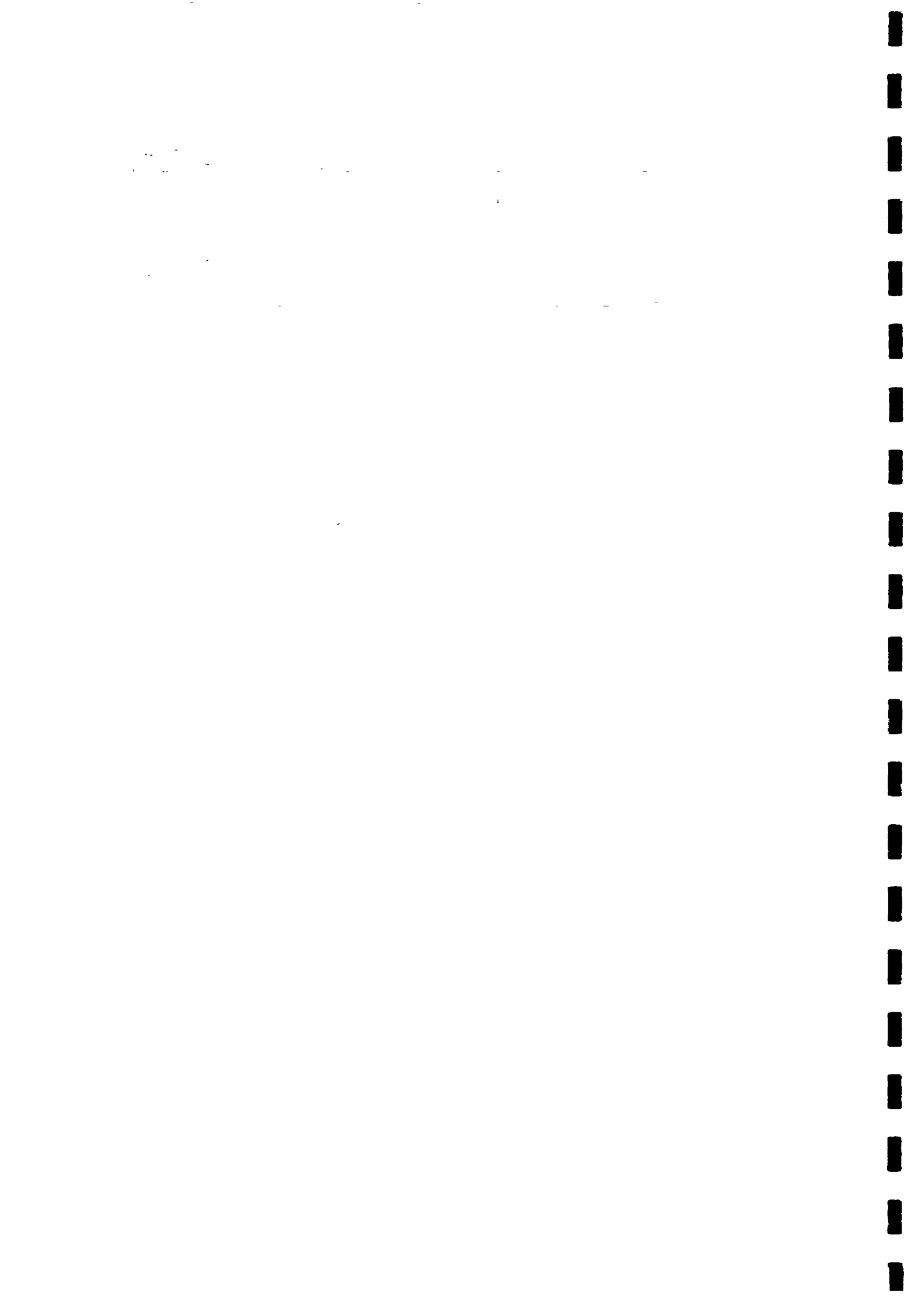




The Water and Sanitation Section of LGRDD is enjoying the media game while formulating a media programme



HERC's video production centre



4. PUBLIC AWARENESS/ COMMUNICATION PROGRAMME

4.1 PROBLEMS

The demand for latrines among the rural (male) population is extremely low as Part I of this report has already pointed out. This is caused by a number of interlinked problems, which were already partly presented in chapters 2 (political commitment) and 3 (supply side). The following causes for a weak demand directly affect the target groups themselves:

- limited dissemination of information regarding affordability and availability of latrines;
- limited outreach of services;
- rural men do not see the need for latrines;
- rural women have no decision making power in deciding for latrine facilities;
- beneficiaries lack knowledge on latrine operation and maintenance;
- rural men and women are not aware of affordability of latrines;
- rural men and women are not aware of availability of latrines at LGRDD, private sector or other projects;
- rural men and women lack knowledge about the linkage between diarrhoea and safe disposal of human excreta;
- poverty;
- socio-cultural and status related reasons which make people disapprove of latrines;
- low priority among district LGRDD staff.

4.2 OBJECTIVES, TARGET GROUPS AND COMMUNICATION CHANNELS

The objectives of the public communication programme have been formulated as follows:

- to establish an increase in the demand for latrines of at least 2% per year;
- target groups use and maintain latrines effectively.

The direct target group of the promotion campaign is rural men, because men decide on the investment in latrines. With regard to the second objective women, men and children will be target groups.

Results of the programme are:

- a. to create awareness about the need of a latrine for each family;
- b. to inform about the feasibility of constructing a latrine;
- c. to promote actual use of latrine, also by children and men (targets for behavioural change to be defined after base line study);
- d. to promote hand washing and the use of soap (increase of behavioural change to be defined after base line study).

Due to the limited capacities of the Water & Sanitation Section such as lack of staff, expertise and financial resources, only a limited mass media campaign can be started during 1995. For 1996 a fullfledged mass media programme should be budgeted for and qualified staff like a communication or media expert should be recruited timely by LGRDD. Due to these limitations the focus will be on increasing the demand for latrines in 1995, while in 1996 a general hygiene education component can be added to this (safe latrine use).



For 1995 the following media mix has been selected:

- central is the interpersonal communication of LGRDD district staff (ongoing)
- supported by the following audio-visual and graphic media:
 - billboards (June, July ongoing)
 - loudspeaker in bazaar (July, August)
 - radio: BBC drama and song (August)
 - cartoon (August, ongoing)
 - banners (June till October)
 - already existing PR material (poster, leaflet)
 - newspaper (August, September).

Billboards, banners and announcements in the bazaar will attract peoples attention on the latrine issue (warming up). The BBC has offered to include some of the latrine and hygiene education messages in their drama story. These will be elaborated in the reinforcement programmes. A cartoon will support these radio education activities. Agreements has to be made with Radio Quetta to translate the reinforcement programme in other languages (Brahvi and Baloch), because the BBC programme will be only available in Pashtu and Dewari. Through BBC's programme the Section has the opportunity to test the effects of the radio programme in the field: in 1996 the lessons learned from this experience will contribute to the mass campaign and radio messages of 1996. These promotional activities will be supported by visuals such as leaflets and posters. Newspaper advertisements will inform the public about the affordability and availability of latrines (where, how, for which prices).

The following figures visualizes the central role of LGRDD (interpersonal communication) and the supportive media.

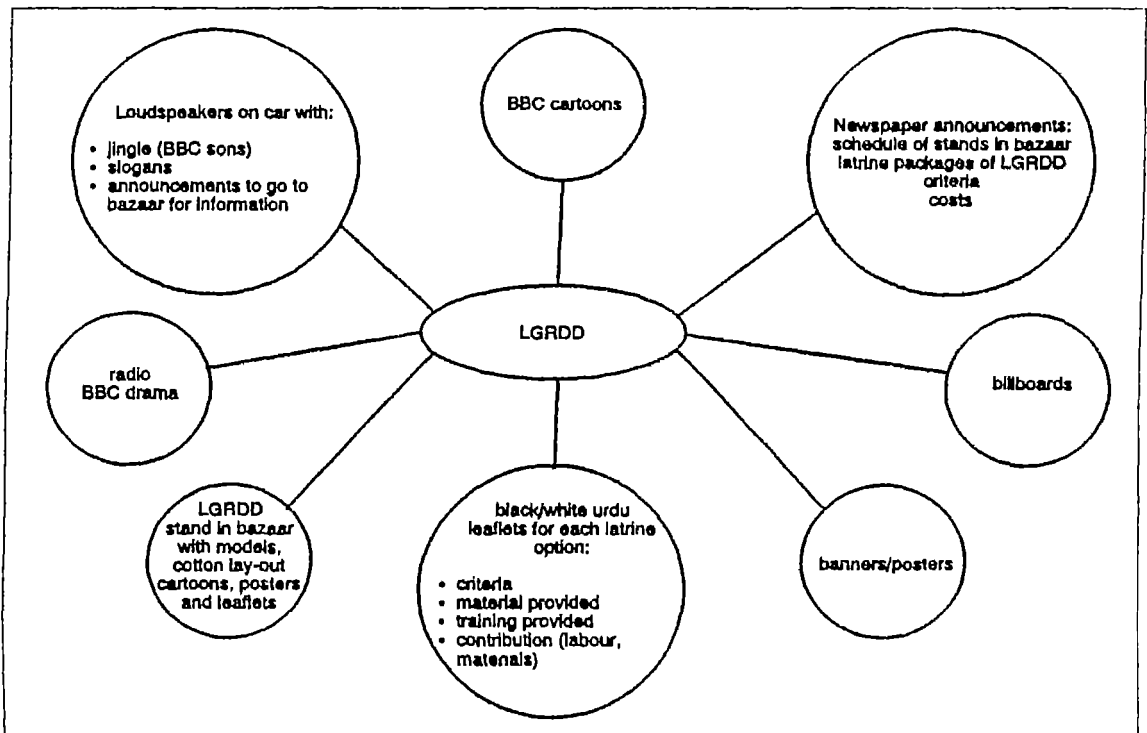


Figure 4.1: Media mix for the 1995 latrine promotion campaign



In 1996 the campaign will be more intensive and collaboration with UNICEF, AURAT Foundation, Ministry of Health and other development projects should be strengthened. Free publicity through the BBC education programme will continue, but at the same time the Section will induce radio programmes on latrine and hygiene with the above mentioned organisations. Preparations and protocols have to be formulated with Radio Quetta and other collaborating agencies.

Other promotional activities, such as newspaper columns and newspaper cartoons, a drawing contest for schoolchildren, school radio programmes, theatre and social drama, mobile cinemas (educative videos), special radio programmes for women, the input of mullahs or other influential people, a hygiene campaign to be organized by university students (communication or sociology) should be further explored.

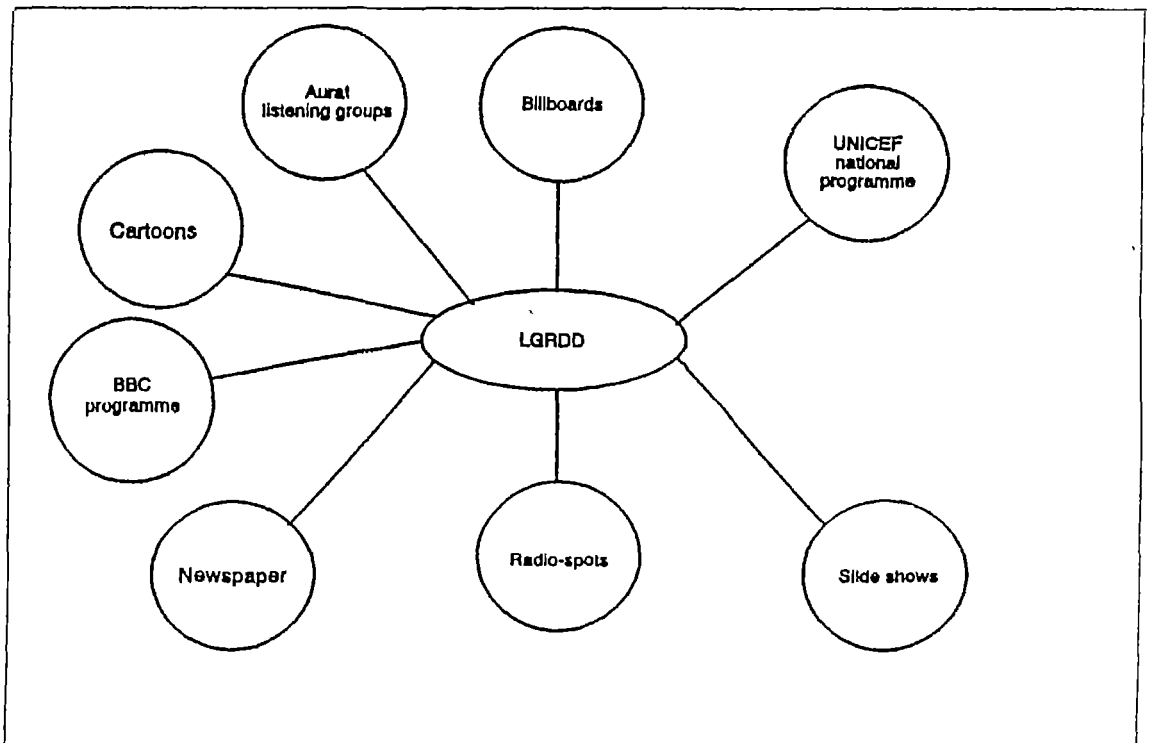


Figure 4.2: Media mix for the 1996 latrine promotion campaign

4.3 ACTIVITIES AND PLANNING

A preparatory phase is needed during which the following activities have to be undertaken:

- formulation and (field)testing of key messages for latrine promotion;
- assessment of present level of hygiene behaviour in selected areas (base-line study);
- assessment of communication and adoption processes for the major ethnic groups in the Province (study);
- establishing a working relationship with Radio Quetta,
- establishing coordination meetings with development projects, NGO's etc, with the aim to formulate the 1995 and 1996 campaign (see also paragraph 2.3.);
- to identify opinion leaders and peer groups (see also paragraph 2.3.);
- recruitment of communication/media expert with the W&S Section/LGRDD (grade 17)



In order to create awareness about the need of a latrine for each family the following activities are planned:

- a.1. identify messages and formats for billboards, banners, leaflets and loudspeakers;
- a.2. prepare and test dummies (billboards, banners and leaflets);
- a.3. define distribution network for these materials (supply loudspeakers),
- a.4. display and distribute materials;
- a.5. brief LGRDD (or mullahs?) on loudspeaker announcements;
- a.6. execute media activities;
- a.7. monitor effectiveness of materials.

After this phase the public needs to receive more specific information on the affordability and availability of latrines as well as how to use and maintain the latrine (b. and c.) for which the following activities have to be carried out:

- b.1. preparation and testing of materials for LGRDD stand in the bazaar;
- b.2. planning of stand-activities, distribution of LGRDD stand;
- b.3. preparation and publication of newspaper articles, interviews, etc.;
- b.4. development of messages for latrine promotion through the BBC programme;
- b.5. development of the reinforcement programme together with BBC;
- b.6. development of cartoon;
- b.7. radio transmission;
- b.8. monitoring of transmission (radio), newspaper message reception, etc.;
- b.9. assessment of effects of campaign (post study).

Preparatory and promotional activities with regard to hand washing and other hygiene behaviour, have to be defined during 1995 on the basis of the results of the baseline study. This study should indicate key hygiene education messages and expected outputs. A first analysis has been made in August 1993.¹⁰⁾

As outlined above, the public campaign will have a starter phase (1995) after which a fullfledged programme will be launched during 1996:

phase I: 1995

- objective: create awareness on the need of having a latrine and increase in demand for latrines;
- target group: rural men
- media mix: interpersonal communication, billboards (June, July ongoing):
 - billboards (June, July ongoing)
 - loudspeaker in bazaar (July, August)
 - radio: BBC drama and song (August)
 - cartoon (August, ongoing)
 - banners (June till October)
 - already existing PR material (poster, leaflet)
 - newspaper (August, September)

¹⁰⁾ BRUWAS: short mission report, August 1993, IWACO.



phase II: 1996

- objective: safe latrine use by whole family
- target group: rural men and women
- media mix:
 - central is the interpersonal communication of LGRDD district staff (ongoing)
 - billboards
 - radio: specially developed spots, BBC hopefully in Urdu
 - UNICEF campaign nation wide on radio, t.v. and more
 - AURAT: prepare material for their listener groups
 - newspaper.

On the following pages the proposed interventions are presented in a logical framework, describing goals, objectives and results.



LOGICAL FRAMEWORK FOR THE 1995 MEDIA CAMPAIGN

	Intervention	Objectively verifiable indicators
Global objective	Decrease in mortality and morbidity of rural population of Balochistan	
Specific objectives	Increased demand and coverage of latrines in rural and semi-urban Balochistan by 2% per year.	
Results	<p>1¹⁷⁾. Advocacy</p> <p>1.a. a uniform policy on latrine promotion (e.g. no subsidy) established;</p> <p>1.b. Regular coordination on latrine promotion activities established;</p> <p>1.c. Political commitment and involvement of influential persons in latrine promotion established in Balochistan.</p> <p>1.d. AD's direct and motivate their district staff to boost the latrine programme;</p> <p>1.e. planners have increased budget and staff allocations for latrine programme;</p> <p>1.f. LGRDD image improved (article Aab);</p> <p>2. Social marketing <u>A: establish linkages:</u></p> <p>a.1. assess feasibility of role of private sector (supply of latrines (and water facilities); willingness to pay study; define time-frame/ planning;</p> <p>a.2. identify possible retailers for latrine hardware and information transmission;</p> <p>a.3. orientation of these private entrepreneurs;</p> <p>a.4. develop information packages for retailers to promote latrines and inform customers;</p> <p>a.5. establish (initial) linkages between retailers, manufacturer and consumers;</p>	<p>1.a + b + f. LGRDD/Water and Sanitation Section roles in policy formulation and coordination accepted;</p> <p>1.a. uniform policy accepted, minutes of meeting;</p> <p>1.b. coordination planning schedule followed/ minutes of meeting;</p> <p>1.c. Latrine advocacy by influential persons on radio, t.v., newspapers;</p> <p>1.d. Meetings held. Increased field activities on latrines (monitoring sheets),</p> <p>1.e. annual budgets show increase in financial allocation for latrine prog.</p> <p>a.1. report</p> <p>a.2. retailer network published</p> <p>a.3. training evaluation available</p> <p>a.4. information packages available and distributed</p> <p>a.5. correspondence, order forms available</p>

¹⁷⁾Numbers refer to advocacy programme (1), social marketing programme (2) and the public communication programme (3);



	Intervention	Objectively verifiable indicators
	a.6. Gradually increase the price for latrines as the private sector enters the market;	a.6. price announcements in media
	<u>B: distribution system:</u>	
	b.1. creation of distribution system of latrines in the Districts ;	b.1. latrine hardware and information packages available in districts (stores);
	b.2. training of LGRDD District staff as sanitation promoters;	b.2. training programme and evaluation,
	b.3. training of LGRDD District staff in latrine construction (continued);	b.3. ditto
	b.4. training of mistries in latrine construction and latrine user education;	b.4. ditto
	b.5. support low cost sanitation (see 1.b.)	
	<u>C: social marketing of latrines:</u>	
	c.1. training of suppliers in latrine promotion (social marketing);	c.1. retailers invest in social marketing for latrines;
	c.2. follow up and monitoring W&S promotion activities in Districts;	c.2. monitoring reports;
	3. Public awareness	
	Preparatory phase:	
	- formulation and (field)testing of key messages for latrine promotion;	- test report
	- base-line study;	- study results available
	- assessment of communication and adoption processes for the major ethnic groups in the Province (study);	- study results available (information flows)
	- work agreement wit Radio Quetta;	- agreement available/minutes of meetings
	- establishing coordination meetings with development projects, etc;	- minutes of meetings/meeting plan available
	- to identify opinion leaders and peer groups;	- list with person names; persons contacted;
	- recruitment of communication/media expert.	- expert recruited
	3 Public communication	
	<u>A: create awareness</u>	
	a.1. identify messages and formats for billboards, banners, leaflets and loudspeakers;	a.1. messages listed
	a.2. prepare and test dummies (billboards, banners and leaflets);	a.2. test report available
	a.3. define distribution network for these materials (supply loudspeakers);	a.3. + 4. distribution system defined and operational (planning sheets)
	a.4. display and distribute materials;	
	a.5. brief LGRDD (or mullahs?) on loudspeaker announcements;	a.5. minutes of meeting



	Intervention	Objectively verifiable indicators
	<p>a.6. execute media activities;</p> <p>a.7. monitor effectiveness of materials;</p> <p><u>B; specific information: affordability and availability and O&M of latrines:</u></p> <p>b.1. preparation and testing of materials for LGRDD stand in the bazaar;</p> <p>b.2. planning of stand-activities, distribution of LGRDD stand;</p> <p>b.3. preparation and publication of newspaper articles, interviews, etc.;</p> <p>b.4. development of messages for latrine promotion through the BBC programme;</p> <p>b.5. development of the reinforcement programme together with BBC;</p> <p>b.6. development of cartoon;</p> <p>b.7. drama + reinforcement programme broadcasted;</p> <p>b.8. monitoring of transmission (radio), newspaper message reception, etc.;</p> <p>b.9. assessment of effects of campaign (post study);</p>	<p>a.6. + 7. field reports/monitoring sheets</p> <p>b.1. test report available</p> <p>b.2. stands available and operational in districts</p> <p>b.3. newspapers, magazines</p> <p>b.4. BBC informed about messages (correspondence) + messages in drama transmitted</p> <p>b.5. + 7. reinforcement programme in the air</p> <p>b.6. cartoon distributed/available in villages</p> <p>b.8. + 9. test reports</p>



5. BUDGET AND PLANNING

5.1 INDICATIVE 1995 BUDGET

An indicative budget is presented below for each component of the communication strategy (including the 1995 media campaign). Costs are based on 1994 prices. However, some of the costs are not yet included, such as the costs for 'air time' for radio transmission. The costs of these media activities have to be agreed upon between the W&S Section and (e.g.) Radio Quetta during the second quarter of 1995.

Advocacy programme

The advocacy programme requires a video to be made. The video will be shown in the Quetta Office of the Water and Sanitation Section. Therefore, investments in video equipment will be needed as well. Latrine promotion brochures will involve production costs (design and printing) and will be distributed to project officials, politicians, etc. The W&S Section has to decide whether the costs for the meetings and field trips have to be paid from the W&S Section field budget or an additional budget has to be defined..

video production	400.000 Rps
video equipment	50.000 Rps
1000 brochures (urdu)	16.000 Rps
5-6 coordination meetings (refreshments) (ad 1000 Rps each)	6000 Rps
1000 copies latrine policy (est. 10 Rps each)	10.000 Rps
5 field meetings for politicians, etc.	
• TA/DA	?
• transport	?
AD-meetings (5 meetings in Quetta and/or Districts)	?
• TA/DA	
• transport	
newspaper articles	free publicity
Aap articles	free publicity
interviews	free publicity
	=====
Total costs	Rps



Social marketing

The costs for research, such as the study on entrepreneurs and retailers, are not included in this budget. It is foreseen, that a consultant will carry out this study (funds are already allocated to additional consultancy inputs, such as an economist/ private sector specialist).

orientation of private entrepreneurs (1 pilot training of 1 day in 1995/ 10 retailers participating)	
• refreshment	Rps
• transport	Rps
• orientation/ training materials	Rps
7 workshops for LGRDD District staff (minimum 3 districts participating):	
• refreshments	Rps
• transport	Rps
• TA/DA	Rps
• training materials	Rps
Training of mistries in latrine construction (on the job)	
• refreshments	Rps
• training materials	Rps
	=====
Total costs	Rps

Public awareness campaign

The costs for research, such as the study on communication and information flows, the adoption process and the identification of opinion leaders and peer groups, are not included in this budget. Either the recruited LGRDD media expert together with the staff of the W&S Section will carry out these studies or some communication students of the University of Balochistan will execute the research.

55 banners (one in each subdivision)	22.000 Rps
10 billboards	117.000 Rps
Leaflets for announcement latrine price increase (100.000 = 4% of male population, ± 30% of literate men, urdu and Pashtu and/or Baloch)	500.000 Rps
20 pilot bazaar stands (15 subdivisions/ price to be determined)	? Rps
1000 posters ad 45 Rps each	45.000 Rps
pilot investment 15 loudspeakers (price to be determined)	? Rps
BBC cartoon (60 Rps each, total 5000 cartoons)	300.000 Rps
BBC reinforcement programme ('15 minutes/ 2 languages): to be determined	? Rps
newspaper articles/ magazines (free publicity)	- Rps
Option: pilot radio spots (8000 Rps production/ 5 x a day during 1 week = 35000 Rps + 8000 Rps)	43.000 Rps
	=====
Total costs	Rps



The budget for 1996 has to be assessed yet. Total cost will depend on the agreements for cost sharing made with other development projects (costs for radio spots, air time, etc.), the cooperation with the UNICEF national campaign, the agreements with Radio Quetta (and BBC?) and the choice for additional media, such as slide-shows, mobile cinema, theatre and audio-cassettes (listener groups, such as organized by Aurat Foundation).

5.2 INDICATIVE PLANNING¹⁸⁾

The indicative planning sheet below will be discussed with the Management Team of the Water and Sanitation Section of LGRDD. Timing of activities can be changed by the team (postponed). However, the **interlinkage** between activities, especially between the advocacy and social marketing activities on the one hand and the public awareness campaign on the other hand have to be maintained. A critical time-path has to be observed between the creation of the supply and the demand side in order to prevent loss of credibility: the formulation of a uniform latrine policy, the orientation of the entrepreneurs on the marketing of latrines, the role of LGRDD District staff and the public awareness activities are critical activities in this sense.

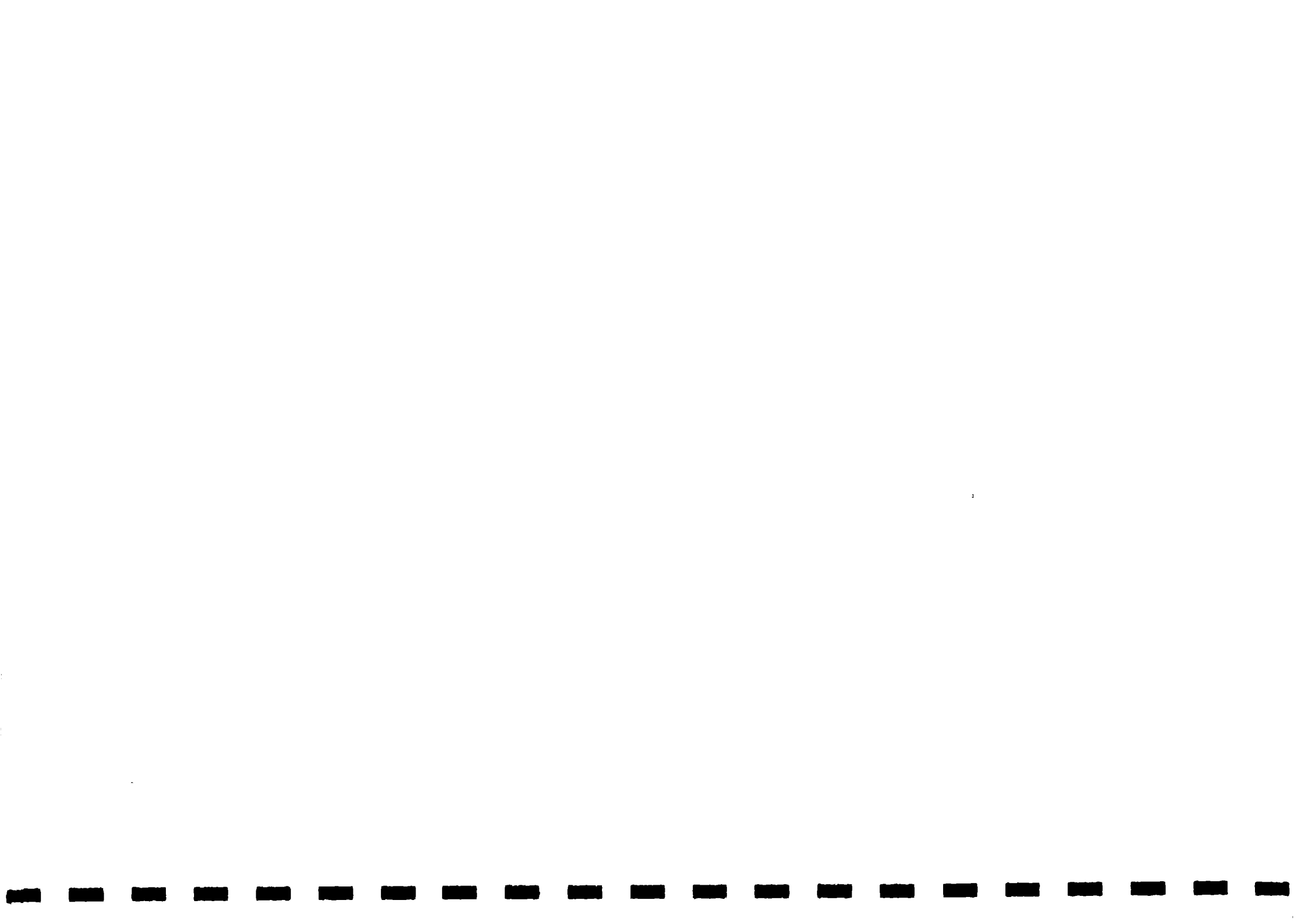
The recruitment of a media expert within the Section is required within short notice. A profile and job description for the media expert is presented in Appendix 9.

¹⁸⁾Planning sheet will be discussed and adapted with the W&S Section Management Team



N° Activity:	Responsible person	1995																		Sources of Verification
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	
Advocacy - a uniform policy on latrine promotion (e.g. no subsidy) established; - Regular coordination on latrine promotion activities established; - Political commitment and involvement of influential persons in latrine promotion established in Balochistan. - AD's direct and motivate their district staff to boost the latrine programme; - planners have increased budget and staff allocations for latrine programme; - LGRDD image improved (articles AAb);	CTA/AD-W&S Section				X															
	CTA/AD-W&S Section				X			X		X				X			X			
	CTA/AD-W&S Section/LB ³⁾					-	-	-	*	-	-	-	-	-	-	-	-	-	-	
	CTA/AD-W&S Section P&D													-	-	X				

³⁾LB = Lydia Braakman/ HS = Hamayoun Sabir/ SA = Shakeel Ahmad/ GC = Gellius Cremers/ ML = Michel Leenders/ HL = Harold Lockwood/ TP = Tasleem Paracha





IWACO B.V., Division International Projects

<p>3. Public awareness</p> <p>Preparatory phase: -formulation and (field)testing of key messages for latrine promotion; -base-line study; -assessment of communication and adoption processes for the major ethnic groups in the Province (study); -work agreement wit Radio Quetta; -projects, etc; -to identify opinion leaders and peer groups; -recruitment of communication/media expert</p>	<p>LB/TP/SA</p> <p>LB/TP/SA / LGRDD media expert</p> <p>ditto</p> <p>CTA/HS CTA/HS</p> <p>LB/SA/TP</p> <p>ACS/HS</p>				<p>X</p>		<p>X</p>																				
---	--	--	--	--	----------	--	----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--





IWACO B.V., Division International Projects

<p>B: specific information: affordability and availability and O&M of latrines:</p>	<p>LGRDD</p>																			
<p>b.1. preparation and testing of materials for LGRDD stand in the bazaar;</p>	<p>media expert</p>																			
<p>b.2. planning of stand- activities, distribution</p>	<p>W&S Section</p>																			
<p>b.3. LGRDD stand preparation and publication of newspaper articles, interviews, etc.;</p>	<p>LGRDD media expert/HS</p>																			
<p>b.4. development of messages for latrine promotion through the BBC programme;</p>	<p>LGRDD media expert/ LB/HS</p>																			
<p>b.5. development of the reinforcement programme together with BBC;</p>	<p>ditto LGRDD media</p>																			
<p>b.6. development of cartoon;</p>	<p>expert + BBC</p>																			
<p>b.7. drama + reinforcement programme broadcasted</p>	<p>ditto</p>																			
<p>b.8. monitoring of transmission (radio), newspaper</p>	<p>ditto</p>																			

b c a success effects



APPENDICES



APPENDIX 1

Terms of Reference



In the framework of the Balochistan Rural Water Supply and Sanitation Programme a mission has been planned which will look into the following matters:

- development of a mass media programme;
- the project's gender approach;
- the hygiene education programme;
- assistance to the Associate Expert, Mrs. Lydia Braakman;

Mass media programme:

The distribution of W&S facilities and hygiene education activities will benefit from a mass media approach: (future) beneficiaries can be informed about facilities (distribution, project conditions, operation and maintenance of systems), the women's component, awareness raising on hygiene matters, etc. The mission will have to define the set-up and execution of such a mass media programme, the starter-messages, manpower and budgetary requirements and planning of an activity schedule.

Gender issues:

The project is currently using a full fledged approach in the 5 core districts. In the non-core districts a modified approach is sometimes used, which implies that the gender approach is carried out in a limited way. However, as gender-issues have the project's full attention, the mission will investigate other ways to include a (limited?) gender approach in the non-core districts and defining the pre-conditions for project activities (priority setting).

Hygiene education:

Evaluation of progress and problems in the hygiene education programme, also in relation to the gender issues mentioned above.

Assistance to Associate Expert:

The mission will review the activities with the Associate Expert and give support to her where necessary. This will be defined during the first days of the mission.

The mission will take place between 14th of January - 12th of February 1995.



APPENDIX 2

Itinerary



28-1-1995: Saturday

Analysis of field results;
Preparation of interviews;
Review of documents;
Meeting with Marida Nonberg (tel: 442933).

29-1-1995: Sunday

Analysis of field results;
Preparation of interviews;
Review of documents;
Meeting to formulate preliminary conclusions;
Adjustment of workplan;
Interview with Mr. E. Zigterman of PATA project on mass media;
Interview with Mr. Abid Ali (Lahore: 042-7585731/5834809) on mass media experiences.

30-1-1995: Monday

Departure for Islamabad
15.00 meeting with Mrs. Zana Sayeed, UNICEF-Islamabad (tel: 219567);
20.00 h: meeting with Mrs. Saskia Bakker of BUESP; (F7-3, street 4, house 5a);
video Pata project.

31-1-1995: Tuesday

09.00 meeting with CIDA, Mr. Siddiqui, National Health Laboratory, EPI Cell, (Checkzazat, 3 km from Rabat Dam) (tel: 240544, ext: 3145).

Meeting with Royal Dutch Embassy (to be confirmed: 214336);
13.00 h: meeting with Mr. Jamid Shah, Huerkada, 17/83 street, J 64, Embassy Road, Islamabad: to be confirmed.

1-2-1995: Wednesday

Departure for Peshawar, 08.15
Meeting with Mr. John Butt, programme manager of BBC, Peshawar; (0521-842320)
Meeting with Mr. Sayid Hamid, station manager, BBC Peshawar;
Meeting with Mrs. Tertia Jansen, International Rescue Centre;
Fauzia Afzar (219710)/215398 (ex-AURAT)
Call Rafiq for other newspapers

2-2-1995: Thursday

09.00 h: Meeting with Health Education Resort (experience with video);
Meeting with Mrs. Fauzia Afzar field coordinator womens section, AURAT (ask Saskia);
Departure for Islamabad.

Dutch Embassy courtesy visit;
11.00 h Meeting with Mrs. Claudine Helleman of BUESP, Primary Education Programme, Iqbal University (256886) (My Residence, 7th Avenue, 51-813218);
Meeting with Mr. Rifat, project manager BUESP.

3-2-1995: Friday

Return to Quetta;
Reporting.



4-2-1995: Saturday

Reporting;
Review of Documents.

5-2-1995: Sunday

09.00 h: meeting with Mrs. Rifat Gilami (835422): Aurat-Quetta;
13.00 h: meeting with Mr. Zafar Mirza, director of Quetta Broadcasting company + tour,
15.00 h: meeting with Mr. Daut Qasi of educational NGO PAPER (825686 r/ 835999)
Reporting;
Meeting with W&S Section team;
Management team meeting;
Meeting to formulate preliminary conclusions;
Adjustment of workplan.

6-2-1995: Monday

Preparation of project coordination meeting (BRSP, BMIAD, etc.);
Check with Hamayoun for costs and procedures for use of billboards.

7-2-1995: Tuesday

Preparation media game and debriefing session with other development projects in
Balochistan;
Management team meeting: female involvement and hygiene education in the modified
approach;
Reporting.

8-2-1995: Wednesday

10.00 h: Meeting with BMIAD, BRSP, FAO, UNICEF, Marida Nonberg, Aurat;
Reporting.

9-2-1995: Thursday

Debriefing to W&S Section;
Reporting.

10-2-1995: Friday

Reporting

11-2-1995: Saturday

Departure for Amsterdam

12-2-1995: Sunday

Arrival at Amsterdam Airport.



APPENDIX 3

**A: Mass Media Debriefing by W&S Section
B: Programme of Meeting**



1. Presentation by the W&S Section: options for mass media in Balochistan (Linda)
 - Quetta: projects, NGOs, radio
 - Chagai: field trip, 5 villages, men and women
 - Islamabad: UNICEF, Iqbal Open University, National Health Laboratory, Hunerkada training centre
 - Peshawar: BBC, HERC, GTZ
 - outcomes inventory (overhead sheet of table, explanation heading and options)
2. Our choices for this phase and next
3. Briefing: radio drama of BBC Peshawar 'New Life, New Home' (Lydia)
 - drama (3 episodes each week, pashtu and dari, topics)
 - reinforcement programme (interview, mini drama, song)
 - cartoons
 - cooperation with projects (UNESCO, ICRC, UNIFEM, ODA, UNDCP, UNICEF)
 - message delivery: 2 monthly meeting with all these projects to discuss and sharpen the messages
 - link to next point: brainstorming session, we will formulate messages on sanitation to deliver for the BBC
4. Brainstorming session: development of hygiene education messages (Linda & Lydia)
 - identification themes (white board in big group)
 - selection theme safe latrine (explanation this meeting, follow-up)
 - development of messages reasons to have and to have not yet a latrine (group work, output on cards)
 - prioritise messages (group same messages on one card, order these cards in priority)
4. Future action (Linda)
 - messages will be tested and send to BBC
 - outcomes will be briefed back
 - interest in mass media report?
 - future coordination?

INVITATION

DATE: 8 February 1995

TIME: 10.00 am

VENUE: W&S Section, 11-A Chaman Housing, Quetta

PARTICIPANTS: UNICEF, BMIAD, FAO Upland Conservation, BRSP, AURAT, radio specialist Marida Nonberg

OBJECTIVES: 1. Sharing information regarding media use in Balochistan
2. Coordination of hygiene education messages in Balochistan

AGENDA

1. Presentation by the W&S Section:
options for mass media in Balochistan
 2. Briefing: radio drama of BBC Peshawar 'New Life, New Home'
 3. Brainstorming session: development of hygiene education messages
 4. Future action
 5. Closure
-

PS Please prepare and take along the following:

1. Those messages which are important to transmit to your target groups in Balochistan. These will be used during the brainstorming session (point 3 of agenda).
 2. Costs (investment & operational) of media use in your project (posters, radio spots, drama et cetera)
-

Please contact us in case you will not be able to participate:
Linda Reijerkerk en Lydia Braakman, phone: 827675

OPTION	PRICE (indicative)	AUDIENCE	EXPECTED EFFECTS				ADVANTAGES	DISADVANTAGES
			awareness	knowledge	attitude	behaviour		
Radio: spots (song, interview) drama	Rs 8000 for spot Rs 1000 for once broadcasting Rs 15.000 for drama Rs 2500 for once broadcasting	people who have access to radio (about 60 % in rural Balochistan)	XXX	XX			Less expensive than T.V. More specific/local information possible. More languages possible.	Not visual. Depending on the radio-broadcasting time and programmes.
Audio cassette (with radio)	Rs 1000 for cassette player production costs?	listener groups		X	XX	X	Can have high impact	Easy to damage. No quality control. Need of trained group promoters. Low coverage.
loudspeaker announcement	depends on equipment	in bazaars, from mosques, on a car	XX				Effective in mobilizing people. Low cost.	Little control on quality of message. Less accessible for women.
leaflet (black white)	5 Rs	literate people: ♀ 2 %, ♂ 15 % in rural Baloch.	X	X			Low cost, easy to produce, easy to transport	Uncontrolled distribution. Need of distribution network. Only literate people.
brochure (colour)	16 Rs		X	XX				
cartoon	60 Rs		X	X				
Newspaper	40.000 for half a page in Jang	people who can read and afford to buy (about 5 % in rural Balochistan)	X	XXX			Relatively cheap, can be done in different newspapers. Very useful to give more detailed information.	Not popular in rural areas.

1. Debriefing about mass media options in Balochistan

OPTION	PRICE (indicative)	AUDIENCE	EXPECTED EFFECTS				ADVANTAGES	DISADVANTAGES
			awareness	knowledge	attitude	behaviour		
posters	45 Rs each	people visiting public places	XXX				inexpensive, easy to make. Requires limited time to prepare and use. Easy to transport.	Deteriorate rapidly. Can confuse audience with too much or too little information. Less accessible for women. Dependence on capacity distribution network.
banner	400 Rs	people visiting public places	XX				inexpensive, easy to make, easy to transport	deteriorate rapidly, coverage unknown
bill boards	11.700 each	travellers on connecting roads	XXX				accessible for all by-passers attracts attention because of big size	Expensive to produce, not too many possible. Less accessible for women.
slides	30.000 Rs for 1 set equipment	up to 100 people	X	X	X(X)		Dramatised, less expensive than film or video, excellent way to bring distant things to audience and to show time sequence. Battery-operated projectors available. Local photos easily made.	Easy to damage, easy to get out of sequence and project upside down. Requires projection equipment, electrical outlets or batteries, darkened projection area and trained staff. Quality standard is unknown.
video	400.000 Rs for the video 50.000 for equipment (?)	up to 30 people, group can be bigger if more t.v. sets are used		X	X(X)		Dramatic and gets the audience's attention Shows motion and therefore helps explain step-by-step, and time sequence very well.	Very expensive, requires expensive equipment. Difficult to transport and operate (electricity). Only smaller groups possible.
theatre drama puppet show	10.000 Rs (?) for the play, training actors 10.000 Rs for one performance	up to 100 people	X	X	XXX		Dramatic, can be adopted to area and audience. Does not require electricity or expensive equipment.	Low coverage, requires much time to produce and train, restrictions for female audience.
mobile van	1.500 000 Rs. for the car and equipment, video and slide show	up to 100 people 2 shows a day 3 days a week	XX	XX	XX		All the advantages of slide and video, own power supply. Mobility.	Low coverage, very high operational and running costs
T.V.	400.000 Rs (?) free airtime ?	people who have access to television (about 15 % in rural Balochistan)	XXX	XXX			Dramatised and gets the audience's attention. Shows motion and therefore helps explain step-by-step	Expensive in production and broadcasting. Not all languages possible. Only general information. Restrictions for women to watch.

Discussion points during the presentation of these media:

- Gender issue: until which extent are women informed through their husbands in rural Balochistan
 - depends on the area
 - is controlled, husband is gate keeper, selects the topics, amount of information
 - is biased, because men can put their own opinion inside
- Effect of newspaper:
 - bigger than expected in the sense that the one literate person will tell the others (the trickle down effect)
 - smaller in the sense that rural men only very occasionally buy a newspaper (tribal problems, political issues)

Extra information brought forward:

mobile van: several organizations have experience with this media, like family planning, population department and UNICEF (bad experience: very costly and not effective)

banners: 1 to 5 meter cost about 400 Rs

billboards: probably more expensive, depending on size, steel, wood, reinforcement, poles
UNICEF has used billboards in EPI programme

slides: experience of Aga Khan in Karachi, health education in slum areas

2. The choice of mass media for the Water & Sanitation Section

phase I: 1995

objective: create awareness on the need of having a latrine and feasibility to build one

target group: rural men

media mix:

- central is the interpersonal communication of LGRDD district staff (ongoing)
- billboards (June, July ongoing)
- loudspeaker in bazaar (July, August)
- radio: BBC drama and song (August)
- cartoon (August, ongoing)
- banners (June till October)
- already existing PR material (poster, leaflet)
- newspaper (August, September)



APPENDIX 4

Mass Media Training



3. Which role can mass media play in the W&S Section?

It is estimated that at present only 2 % of the rural population of Balochistan have access to good sanitation facilities. Compared to the coverage of safe water supply which is estimated on 30 %, the figure of sanitation coverage is much lower.

One reason for this low figure of safe latrines is the low status which is related to the latrine. As well the LGRDD staff, as the village men are easier motivated to put effort in handpumps than in latrines. Explicitly, only the village men are mentioned and not the women. One remarkable outcome of working in the rural areas with men and women in the past year is the difference between male and female motivation for latrine programme. In general men are very reluctant to invest effort and money in latrines. Initially for them a latrine does not offer many advantages. Most of the time men are working in the fields, where it is easy to squat anywhere. Moreover, they admitted to be shy to go to the latrine within the compound, because the women can watch them going there. For women on the other hand, the situation is totally opposite. A woman spends most of her live time within the four walls of her compound. In many areas, she is not allowed to go outside to relieve herself during the day. Either she has to wait until it is dark, or she has to use a corner in the compound. It goes without saying that both options are very uncomfortable and unhealthy. No wonder that the women are extremely motivated. Nevertheless, they lack the power and the money.

Another factor involved is that a significant majority of the rural population lacks information about the affordability and availability of the low cost sanitation options currently being promoted by the W&S Section.

These lessons learned from the past working experience of the W&S Section in Balochistan, created the idea to launch a mass media campaign to promote the construction and safe use of latrines. The demand thus created could help the LGRDD staff in the districts to mobilize villagers to construct a latrine for their families.

At the same time the LGRDD staff will have to be motivated to be ready to answer the demand. First of all they have to be informed and convinced about the need of this campaign. Secondly they need to be actively involved in disseminating the messages in their sub-divisions.

MASS MEDIA TRAINING WITH W&S SECTION**1. Introduction: what is mass media and what can be the effect of mass media?**

Mass media include wall posters, radio, television, cinema, magazines, video, books, loudspeakers, etc. The main characteristic they share is that they are public and that they do not involve direct face to face interaction. Mass media are particularly useful to create awareness and for sharing simple facts. They are less likely to help change attitude and behaviour, unless combined with or reinforced by interpersonal communication.

4 phases to mobilize people

- 1 = awareness / urdu ??
example: latrine is a facility which can be an option for your family
- 2 = knowledge
example: what are the advantages and disadvantages of a latrine
- 3 = attitude
example: advantages are more important than the disadvantages
- 4 = behaviour
example: people go to have a latrine constructed

2. Exercise: put the following table together

CHARACTERISTICS	MASS MEDIA	INTERPERSONAL COMMUNICATION
speed to cover large population	rapid	slow
accuracy and lack of distortion in sending the message	high accuracy	easily distorted
ability to select particular audience	difficult to select audience	can be highly selective
direction	one-way	two-way
ability to respond to local needs of specific communities	only provides non-specific information	can fit to local needs
feedback	only indirect feedback from surveys	direct feedback
main effect	awareness, increased knowledge	changes in attitude and behaviour

Outcome of the brainstorming session on messages

Reasons why people have a latrine		Reasons why people have not yet a latrine	
privacy	for relieving themselves	custom/tradition	men are ashamed to go in front of women
	for bathing		people are not used to relieve themselves inside compound
	purdah for women	religion	dirty place should not be near the house
religion	cleanlines	afraid of inconvenience	smell
	water for wazu		noise
	for children, keep in view		back splash
convenient	during bad (rain, cold) weather	price	too expensive
			expect for free
	during night	materials	not available
	during illness, pregnancy	lack of water	
	close by	lack of awareness about	convenience of latrine
	easy to use		hygiene of latrine
	easy to clean		low costs of latrine
hygiene	helps to keep environment clean	not felt as a need	
	no smell		
	no flies		
	prevents diseases		
status symbol	social pressure		
	exposure to use of latrines in town		
low cost	appropriate options		

Messages for rural women:

Latrine is a need for every woman

Latrine need is purdah too

For latrine, invest less for more comfort

Latrine facility is every human beings need

Use of latrines helps to prevent from sickness

Messages for rural men:

latrines at home protects from rain and cold

construction costs of latrine is only Rs. 10,000

- not more than your health
- don't sell your live cheaper


pour-flush latrine decreases diseases and suits the tradition

save your time by using a pour-flush latrine

pour-flush latrine is good for the family use

wash your hands with soap before eating and after using the latrine

use locally available material for latrine and make your life easy

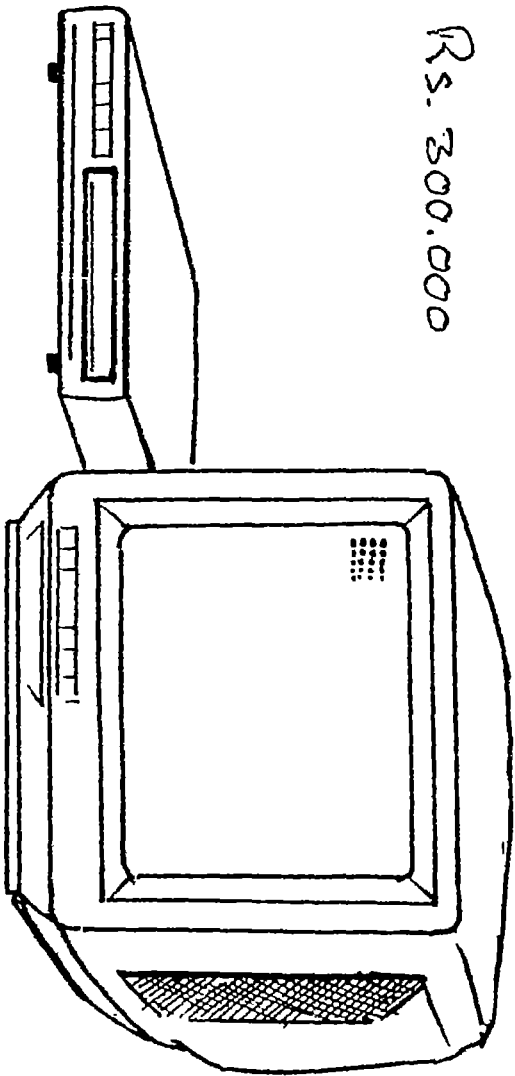
 Most of these messages were originally written in urdu. Especially with phrasing slogans it will be important to do this directly in the local languages!

APPENDIX 6

Indicative Messages for Latrine Promotion

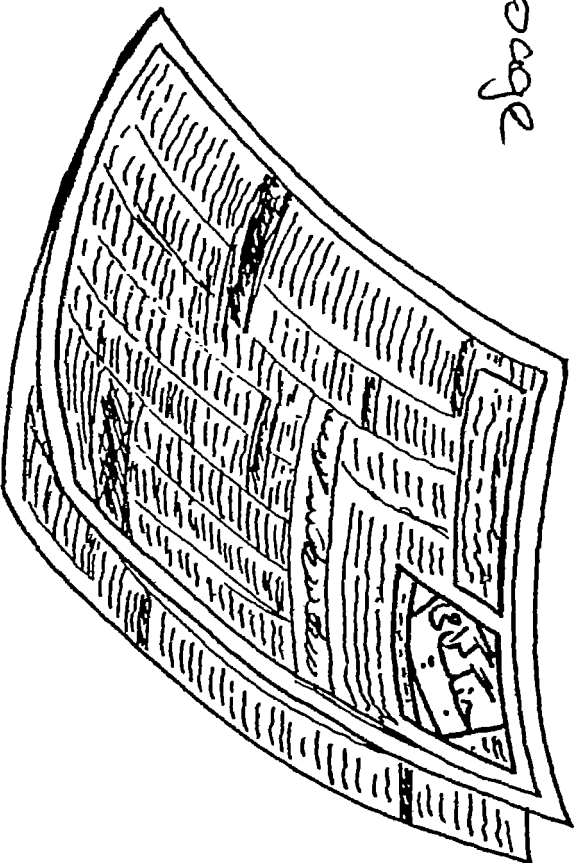


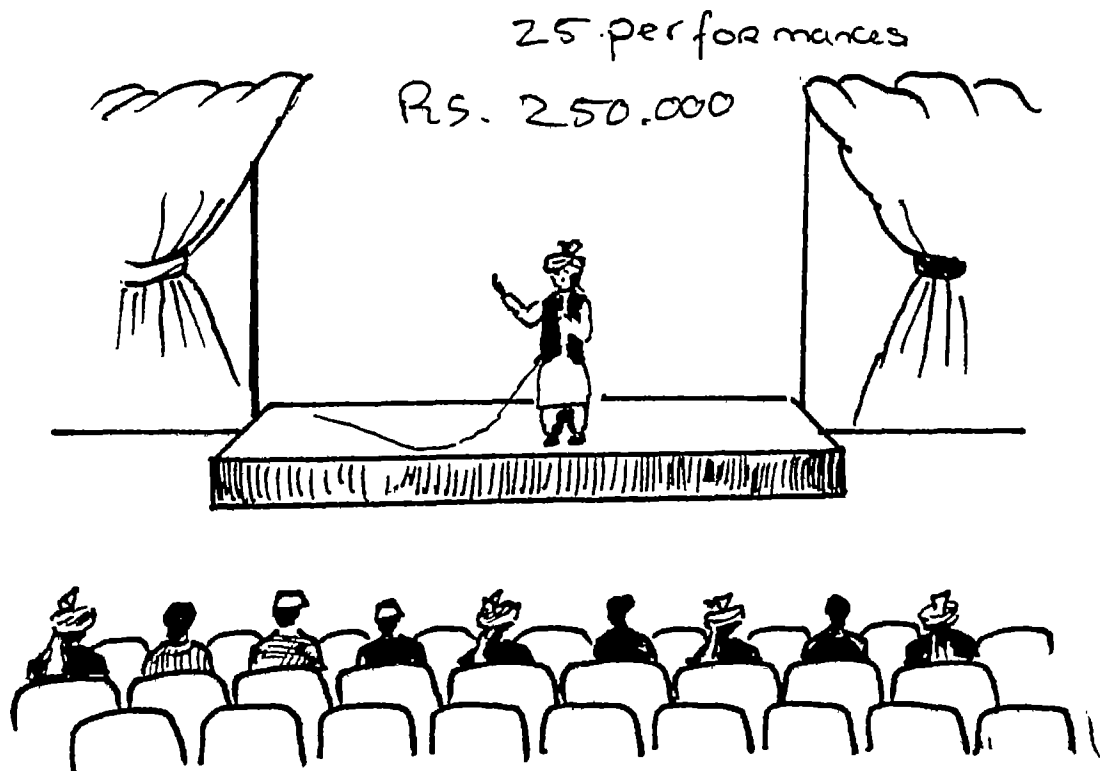
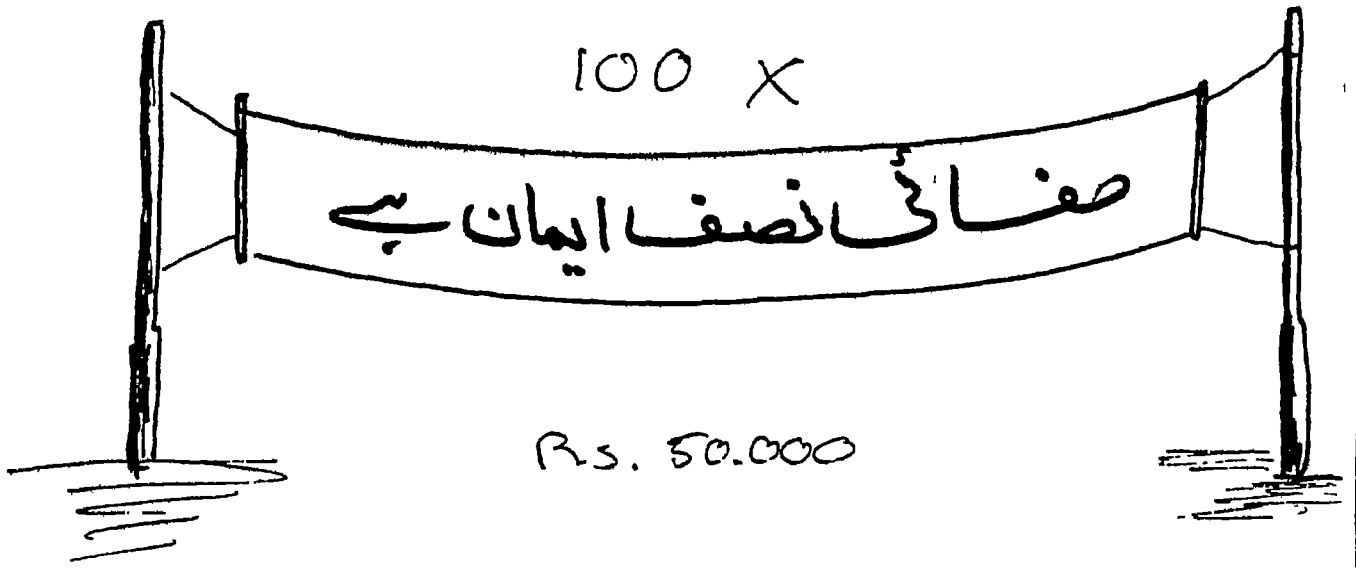
Rs. 300.000



20.000 Rs

14 page

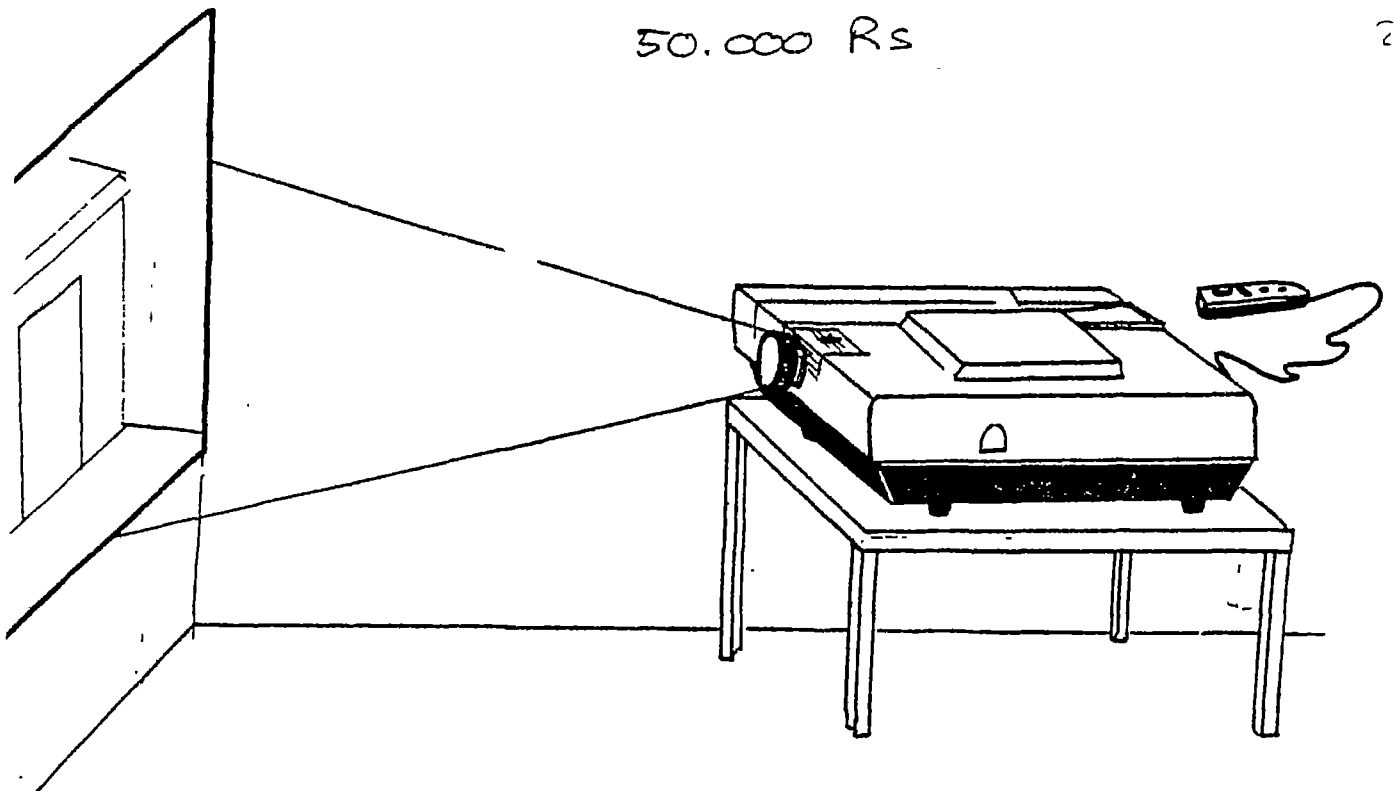




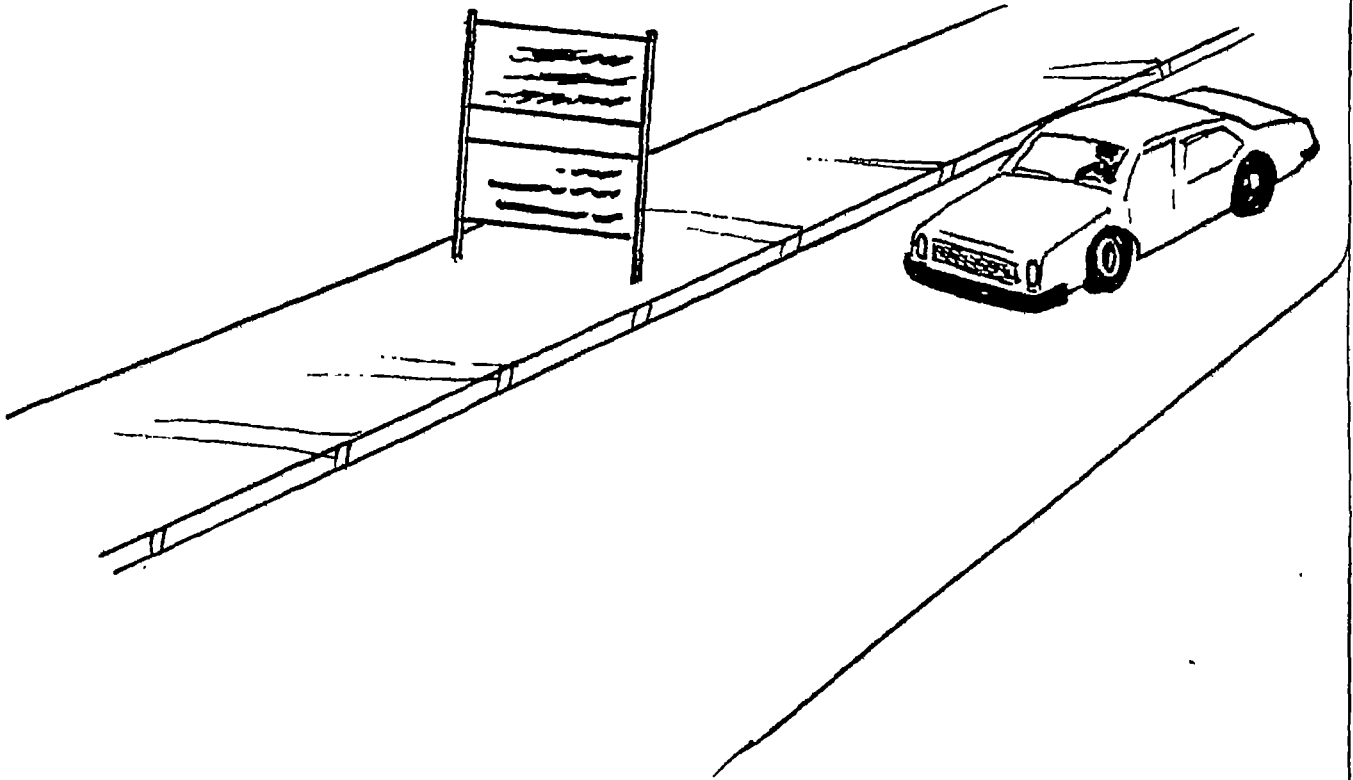
50 x = 10.000 Rs

50.000 Rs

20

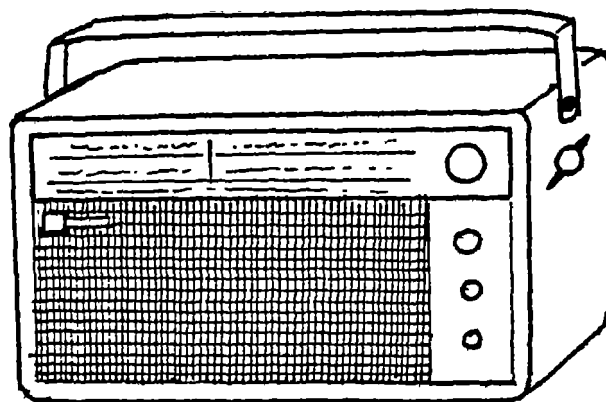


10 X \Rightarrow 50.000 Rs



Drama

120.000



2

Execution of Mass Media game

Objectives of the campaign:

60 % of the male rural population in Balochistan knows about the need of having a latrine

25 % of the male rural population of Balochistan is convinced to get a latrine

Make the most effective mass media mix for the W&S Section, following these steps:

Step 1:

Select those options which best reaches the mentioned target group:

Step 2:

Choose out of the already selected options those media which will be most effective in raising the target group awareness about the need of having a latrine

Step 3:

Available budget for the campaign is Rs. 500.000

Available time to cover all districts in Balochistan is one year

Are your selected options feasible within this time and budget limits? If not, look for another mix.

6. Outcome of mass media game

	poster	banner	bill board	leaflet	brochure	news paper	loud speaker	radio
group 1	500	200	10	10,000	10,000	¼ page	150	200 spots
group 2	1800					2x ¼ page	100	200 spots
group 3	500			30,000	5,000			200 spots
group 4	2500					4x ¼ page	100	200 spots
group 5	700		40					200 spots

Some groups explained how the different media can reinforce each other. Others combined these mass media already with the LGRDD interpersonal communication and distribution network. One group put the different methods in a effective time planning.

MASS MEDIA SHOP

BUY YOUR MEDIA TODAY!!!

COMMUNICATION MEDIUM	PRICE	INCLUDED/PACKAGE
POSTERS	Rps 5000	100 POSTERS
LEAFLETS	Rps 50.000	10.000 LEAFLETS
BANNERS	Rps 50.000	100 BANNERS
BILLBOARDS	Rps 50.000	10 BILLBOARDS
BROCHURES	Rps 25.000	1000 BROCHURES
NEWSPAPER ADVERTISEMENT	Rps 20.000	QUARTER PAGE
LOUDSPEAKERS	Rps 10.000	50 LOUDSPEAKERS
THEATRE (GROUP)	Rps 250.000	25 PERFORMANCES
SLIDE-SHOW	Rps 50.000	1 PROJECTOR + SHOW
RADIO		
• SPOTS (3 min)	Rps 250.000	200 SPOTS (50/month total 4 months)
• DRAMA (20 min)	Rps 120.000	
VIDEO	Rps 300.000	1 VCR set + VIDEO TAPE

4. Introduction to mass media game

OPTION	AUDIENCE	ADVANTAGES	DISADVANTAGES
posters	people visiting public places	inexpensive, easy to make. Requires limited time to prepare and use. Easy to transport.	Deteriorate rapidly. Can confuse audience with too much or too little information. Less accessible for women. Dependence on capacity distribution network.
banner	people visiting public places	inexpensive, easy to make, easy to transport	deteriorate rapidly, coverage unknown
bill boards	travellers on connecting roads	accessible for all by-passers attracts attention because of big size	Expensive to produce, not too many possible. Less accessible for women
slides	up to 100 people	Dramatised, less expensive than film or video, excellent way to bring distant things to audience and to show time sequence. Battery-operated projectors available. Local photos easily made.	Easy to damage, easy to get out of sequence and project upside down Requires projection equipment, electrical outlets or batteries, darkened projection area and trained staff. Quality standard is unknown.
video	up to 30 people, group can be bigger if more t.v. sets are used	Dramatic and gets the audience's attention. Shows motion and therefore helps explain step-by-step, and time sequence very well.	Very expensive, requires expensive equipment. Difficult to transport and operate (electricity) Only smaller groups possible.
theatre drama puppet show	up to 100 people	Dramatic, can be adopted to area and audience. Does not require electricity or expensive equipment.	Low coverage, requires much time to produce and train, restrictions for female audience.
mobile van	up to 100 people 2 shows a day 3 days a week	All the advantages of slide and video, own power supply. Mobility.	Low coverage, running costs.
T.V.	people who have access to television (about 15 % in rural Balochistan)	Dramatised and gets the audience's attention. Shows motion and therefore helps explain step-by-step.	Expensive in production and broadcasting. Not all languages possible. Only general information. Restrictions for women to watch.
Radio: spots (song, interview) drama	people who have access to radio. (about 60 % in rural Balochistan)	Less expensive than t.v. More specific/local information possible. More languages possible.	Not visual. Depending on the radio-broadcasting time and programmes.
Audio cassette (with radio)	listener groups	Can have high impact	Easy to damage. No quality control. Need of trained group promoters. Low coverage.
loudspeaker announcement	in bazaars, from mosques, on a car	Effective in mobilizing people. Low cost.	Little control on quality of message. Less accessible for women.
leaflet (black white)	literate people: ♀ 2 %, ♂ 15 % in rural Baloch.	Low cost, easy to produce, easy to transport	Uncontrolled distribution. Need of distribution network. Only literate people.
brochure (colour)			
cartoon			
Newspaper	people who can read and afford to buy (about 5 % in rural Balochistan)	Relatively cheap, can be done in different newspapers. Very useful to give more detailed information.	Not popular in rural areas



APPENDIX 5

Mass Media Game



APPENDIX 7

Theory

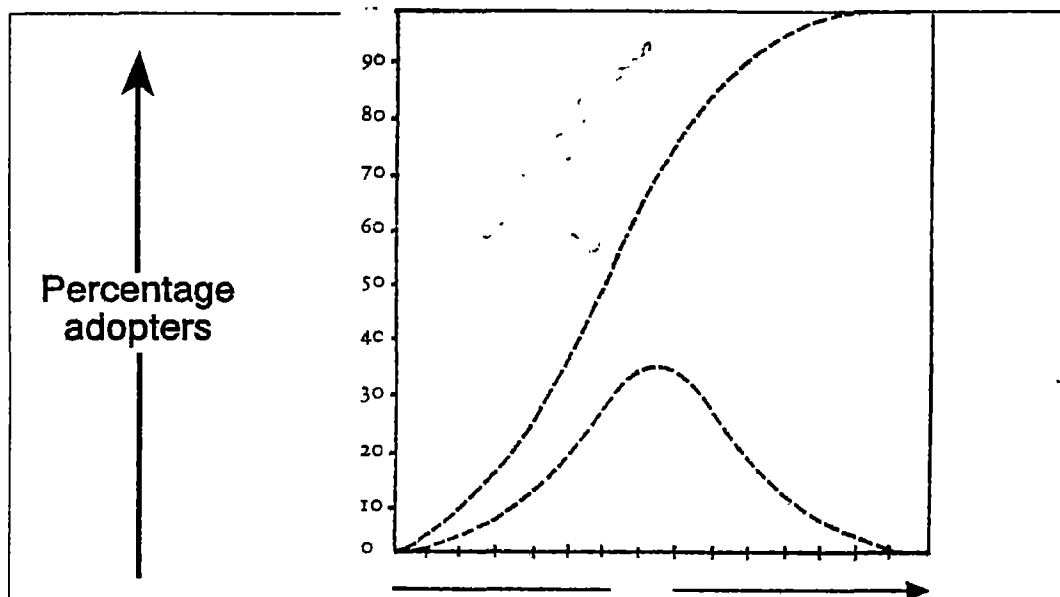


An adoption-index of these categories show the following frequency:

Categories	Frequency
1. innovators	2.5%
2. early adopters	13.5%
3. early majority	34%
4. late majority	34%
5. laggards	16%

And as a graph:

Frequency-curve showing rate of adoption in time:



For more reading on communication and adoption process:

E.M. Rogers & F. Shoemaker: Communication of Innovation, New York, 1971.

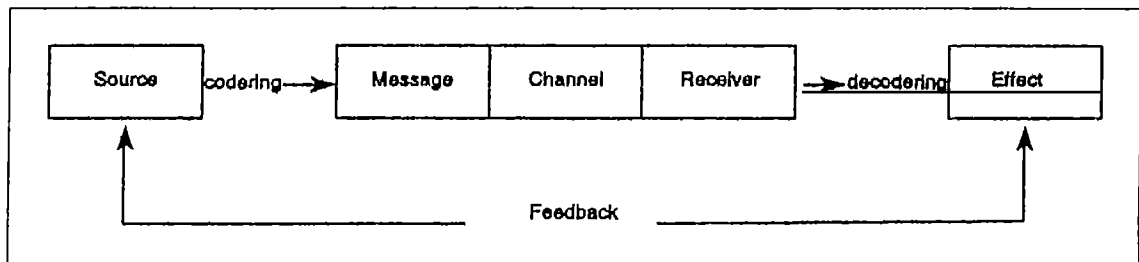
1. COMMUNICATION PROCESS

The communication process distinguishes the following elements:

- sender;
- message;
- channel;
- receiver;
- effect.

The process can be described as follows: somebody has an idea which he wants to share with somebody else. First, he has to translate this idea into a **message**. For this purpose the idea has to be 'coded' into symbolic meanings. The **sender** than sends the message by means of a **communication channel** to the intended **receiver**. The receiver than 'decodes' the message and in this way he 'gets' the idea on which he can take action (or not if he wishes so): the **effect** of communication. This model is called the so-called SMCRE-model: the Source-Message-Channel-Receiver-Effect model.

This process can be presented with the following figure:



2. ADOPTION PROCESS

Research has shown, that it takes a while, between the time people first **hear** about an innovation (for instance a new latrine) and the moment they also **adopt** the innovation or apply the novelty (a new behaviour, a latrine, a new car, etc.).

Some researchers distinguish different phases in this process, the so-called adoption process: from becoming aware to decision making to adoption. Rogers (1971) distinguishes different 'functions', which have to be passed during the adoption process:

- knowledge: becoming aware of the innovation, getting information;
- persuasion: forming a positive or negative attitude with regard to the innovation,
- decision making: accepting or rejecting the innovation;
- confirmation.

Not everybody is 'ready' at the same time to be persuaded, to make a decision or to adopt the innovation. One can distinguish people who introduce the innovation themselves (the innovators), those who are (usely) more quickly than others, who are always the first to adopt an innovation: the early adopters. A third category are the early majority (bulk of people who follow). A fourth category is the late majority. The laggards are those people who are the last ones to accept an innovation.

APPENDIX 8

Literature



APHA

Using Radio, series 1, number 1 of the Primary Health Care issues. By: American Public Health Association, Washington, September 1982.

Balachandra Kurup.K. Jeevadhara (Fountain of Life).

Report on the evaluation of radio, broadcast on protected water supply and environmental sanitation, January 1991.

BBC

- Preliminary Questionnaire for "New Home, New Life"
- Audience Evaluation in Quetta (1994);
- Cartoon (1994)
- Script Development Notes, "New Home, New Life", Episodes 163-174 (February 1995).

IRC

Just Stir gently, the way to mix hygiene education with water supply and sanitation, IRC, Technical Paper Series, no. 29, 1991.

NIH-CIDA

- Formative evaluation of EPI radio messages, NIH,-CIDA Communication and Motivation project, Islamabad, June 1990.
- Media usage survey, NIH-CIDA Communication an Motivation Project, Islamabad, Pakistan 1990.
- Communication Channels in Baluchistan for the Promotion of EPI, Volume 1. NIH-CIDA Communications Project, Year of publication unknown, Lahore/Karachi.

PATA

- Video Scheme Development Process "Making water work".
- Contract for development of extension material (video)
- Leaflets and brochures with the video "Making water work".
- Script for preparation of video "Making water work".

Woerkum, C.M.J. van

Massamediale voorlichting: een werkplan. Boom Meppel, Amsterdam, third edition 1989.

WASH

Developing and using audio-visual materials in water supply and sanitation programs, WASH, Technical Report no. 30, Washington, December 1984.

WHO

- Pakistan Health Education Survey 1991-1992, World Health Organization, Ministry of Health, GOK, Islamabad
- Pakistan Health Education Survey 1991-1992, Summary Report, World Health Organization, Ministry of Health, GOK, Islamabad

WSHHS

Information on prices of drama, radio-programme



APPENDIX 9

Profile for Media Expert



FUNCTION:

- Media expert, responsible for the formulation, implementation and monitoring of the communication and public relation activities of the Water and Sanitation Section.

POSITION:

- The media expert will be member of the Water and Sanitation Section of LGRDD. The media expert will be answerable to the Assistant Director of the Water and Sanitation Section.

TASKS:

- Formulate the Section's communication strategy for 1996;
- Formulate a Public Relations Plan for the Section (1995-1996);
- Plan information, education and communication (IEC) activities which support the (field) activities of the Section;
- Develop IEC materials to be used by the Section, LGRDD District staff, etc.;
- Implement and monitor IEC activities;
- Implement and monitor Public Relation activities;
- Train members of the W&S Section and others in communication activities;
- Build up a network with communication centres, radio stations, newspaper agencies and others which are relevant for the activities of the Section;
- Coordinate with the different Divisions/ Sub-section of the W&S Section;
- If necessary, coordinate communication activities with other development projects, NGO's, government institutions;
- Report monthly to the Head of the W&S Section;
- If necessary, the candidate will be assisted by short mission Communication Expert (consultant).

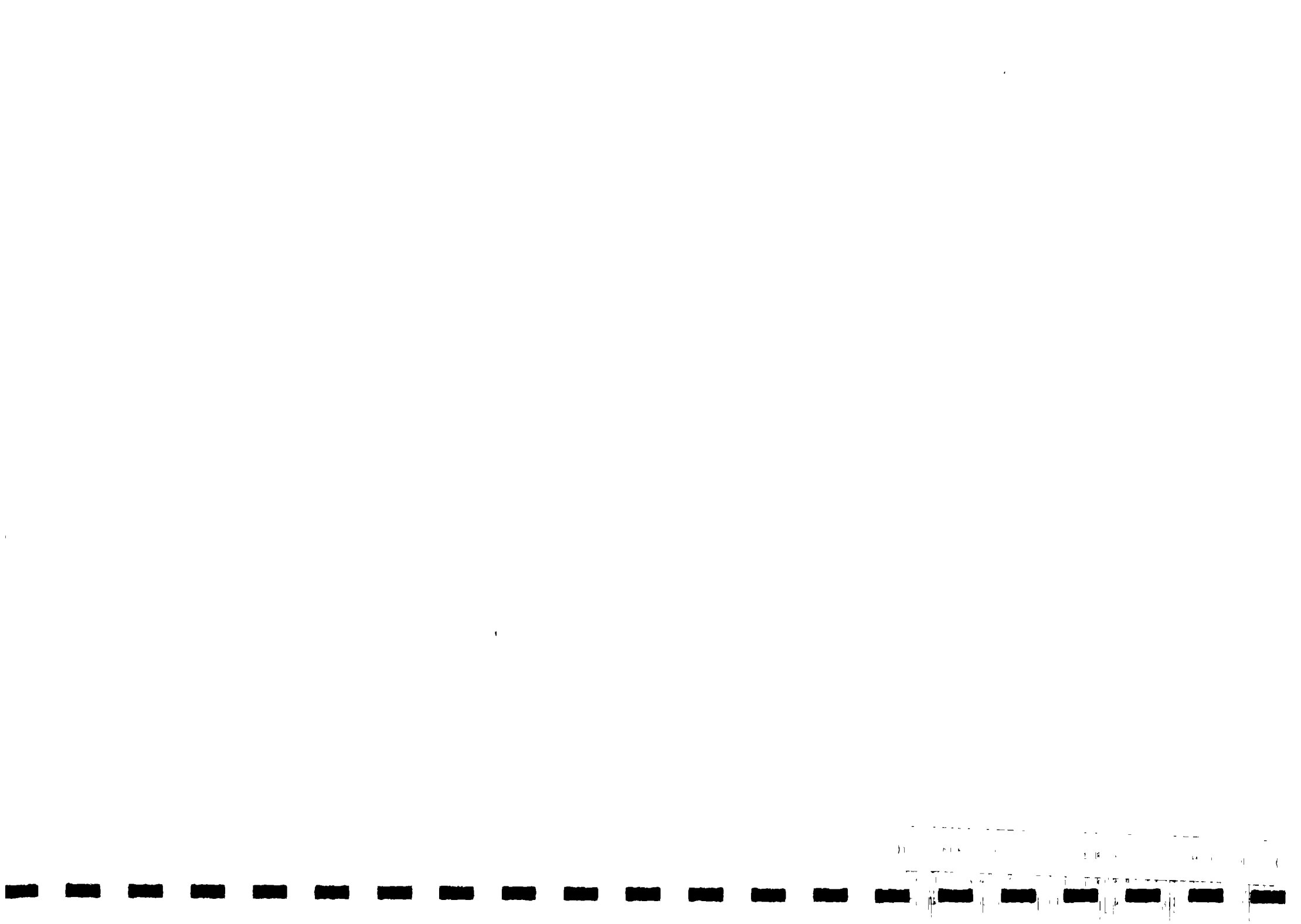
PROFILE:

- University degree (MA) in communication studies, sociology or anthropology;
- The candidate preferably has some years of experience in the field of communication & extension activities;
- Fluency in english, urdu and at least one of the other major languages in Balochistan (Pashtu, Baloch, Brahui);
- the candidate has a practical approach; he or she knows to 'translate' theory into practice: e.g. communication theory into activities which are relevant for the Section;
- grade 17.



APPENDIX 10

Hal Ahwal



HAL AHWAL

Hal Ahwal is an Arabic word and literally means the narration of news. It can be described as the latest news which the traveller is bound to communicate on the request of the host or the person he meets with (Gazetteer 1986).

Although the practice of orally exchanging information from person to person is common in all agricultural based societies all over the world, Balochistan seems to be a special case. Hal ahwal is not an informal activity. Hal ahwal is clearly laid out in rules and regulations and reflect the power relations within the society. All tribes in Balochistan use the custom for hal according to their own rules and organizational set-up.

The hal receiving and giving is learned as part of the socialization project from childhood.

Any newcomer is obliged to give hal in order to be accepted as a guest. Hal starts with customary greetings and continues with a wide range of topics like health of people, government activities, tribal affairs, crops, animal prices, rain and grasses. Only one topic is never covered, reference should never be made to a wife of female relatives.

Most of the information communicated by the stranger may be checked from other similar previous accounts and credibility as well as social status of the stranger is stabilised in this way. The hal is not only used by travellers or newcomers, but anybody from the family who has come back after some time.

Every person is bound to follow the rules of receiving and giving the hal strictly. Tribes are socially ranked and members of tribes with a lower status have no rights to receive hal in the presence of members of socially higher tribe. The true test to social rank is the right to take news, also within the same tribe. Because of his social status a sardar does not give hal in detail to a social inferior person.

In case men are present, women will never receive hal from the guest directly. Nevertheless in Baloch tribes it is possible for a woman to receive hal from a guest in the case that both her husband and other male family members are absent.

The custom of hal is still prevalent in the rural areas of Balochistan for exchange of information among the people. Due to modernization, electrification et cetera, mass media is also playing a role in informing people. Nevertheless it can not (yet) replace the hal which compresses a wide range of detailed local information about the latest happenings within the tribal locality.

References:

- Gazetteer: The Gazetteer of Balochistan District Series, Loralai. Gash-e-Abad, Quetta and District of Kharan, 1986
- Karim Nawaz: Hal Ahwal (unpublished)

