REPUBLIC OF ZAMBIA

MINISTRY OF EDUCATION

BASIC EDUCATION SUB-SECTOR INVESTMENT PROGRAMME (BESSIP),
SCHOOL HEALTH AND NUTRITION(SHN) INITIATIVE,

INFORMATION, EDUCATION AND COMMUNICATION(IEC) STRATEGIC MEDIA ADVOCACY CAMPAIGN

Compiled by Gershom Musonda (Mr)
IEC Expert

August, 2001

TABLE OF CONTENTS

- INTRODUCTION

- BACKGROUND TO SCOPE OF WORK

- OBJECTIVES

- ACTIVITIES

- CONSTRAINTS

- MEASURES TO OVERCOME CONSTRAINTS

- EXPECTED OUTCOMES

- TIME FRAME

- WORKPLAN

- BUDGET

- INTENSITY GRAPH

INTRODUCTION

1.0 The School Health and Nutrition (SHN) Initiative is a sub-component of the Basic Education Sub-Sector Investment Programme (BESSIP) under the Ministry of Education. BESSIP is aimed at enhancing the learning process in schools and making education more relevant to lives of children.

1.1 SHN which was abandoned in the late 1970s has been revisited as being key in the effective education of children. The basic understanding here is that good health and nutrition among school pupils results in quality basic education children receive, hence the re-introduction of SHN.

1.2 The effective implementation of SHN and BESSIP in general, requires active involvement of stakeholders and strengthening linkages within their group as they interact to achieve the primary goal. One of the essential tools needed to enhance the performance of SHN is an effective communication campaign to popularize the initiative and rally everyone concerned behind it.

1.3 There is therefore an urgent need to market SHN properly through the print and electronic media and use of non- traditional modes of communicanication, thereby advancing the SHN agenda in the public arena.

1.4 It should be noted here that free media coverage for SHN will not be enough and thus this initiative should also benefit from the fruits of in-house publications, paid advertising and media programmes to guarantee total success.

2.0 BACKGROUND TO SCOPE OF WORK

2.1 There has been a number of publications on SHN since the project was re-introduced recently. These include speeches at meetings and seminars, news reports, radio documentaries and officials reports. This however is not enough and a broad media advocacy campaign is needed to help achieve the SHN goal. This will be done in two ways, namely, helping the Ministry of Education (MOE) as the owners of SHN under BESSIPto share information with the public, counter those opposing its SHN vision and embrace the creative process of getting messages out.

2.2 MOE through this SHN-IEC Media Advocacy Campaign will establish its own symbols and labels to reframe public policy debate. The SHN-IEC campaign therefore, needs to treat the media as a force for change and public good.

3.0 OBJECTIVES

3.1   To sensitize the public on the SHN initiative through different mass communication tools, including the internet.

3.2   To use the media as a two-way channel of communication between MOE-SHN and Communities.

3.3   To sensitise school-going children on issues of health and nutrition so that they in turn, will share the knowledge with families and communities.

3.3   To publicise SHN as the most cost-effective way of making available basic information on health and nutrition in the community.

3.4   To position SHN issues as public concerns meriting strong and appropriate national policies and community action.

3.5   To reinforce public awareness on the adverse effects of poor health and nutrition on school- going children and the community.

3.6   To involve the public as citizens supportive of children's good health to improve their performance at school.

3.7   To encourage teachers and parents carryout regular health checks on children and play a key role in the administration of basic drugs and food supplements for the young ones at school and at home.

3.8   To make available information on SHN in schools, school resource centers, libraries as a way of increasing knowledge on the subject in the learning process.

3.9   To position SHN as a multi-faceted initiative requiring the support of the general public on a long and sustainable basis.

3.10   To make SHN issues as primary ones on the day-to-day news agenda in the media and develop interest into the subject amongst specialist reporters and writers.

4.0   ACTIVITIES (Scope of Work)

4.1   Conduct of 26 English Radio Programmes on ZNBC Radio 2.

4.2   Conduct of 26 Local Language programmmes on ZNBC Radio 1
for each of the 7 major languages (Bemba, Luvale, Kaonde, Nyanja,
Tonga, Lozi, and Lunda).

4.3   Conduct of 10 Television Programmes.

4.4   Media liason making SHN news in current affairs.

4.5   Use of Theatre groups to perform at Central Places and public gatherings.

4.6   Production of an Education Manual on SHN.

4.7   Production of a Monthly SHN News magazine.

4.8   Production of SHN posters, fliers, brochures and car stickers.

4.9   Production of Community Videos and Audeo Documentaries as teaching aids.

4.10   To create and manage an SHN website.

4.11   Conduct consultative meetings on SHN with Focal Point persons.

4.12   Field visits to research, gather information for publications and assess impact of
the IEC Media Campaign.

5.0   CONSTRAINTS

5.1   Limited funds
5.2   Limited transport and communication facilities.
5.3   Poor Radio and Television reception in most parts of the country.
5.4   Limited access to media by most local communities due to poverty which makes
it difficulty for families to afford radio and TV sets, newspapers and publications.
5.5   Illiteracy among some residents in communities.
5.6   Traditional values and myths which continue to contribute to poor health and
sanitary practices among school children and children in communities.

6.0 MEASURES TO MITIGATE / OVERCOME CONSTRAINTS

6.1 Co-operation with SHN Focal Point Persons and sharing limited facilities.

6.2 Transmission of Radio and TV programmes during prime time.

6.3 Orienting Journalists to the SHN initiative and regular liason with them.

6.4 Use of local languages in Radio and Television programmes, magazine, posters, fliers, brochures.

6.5 Use of local theatre groups.

6.6 Production of media alerts on time, raising issues affecting people in the project areas, use of prominent personalities when need arises, using Focal Point persons as authority on SHN in their areas.

6.7 Use of Schools a centers for community action and support, and sources of information on health and nutrition for communities.

6.8 Co-operation with other Government Ministries like Ministry of Health, Ministry of Information and Broadcasting, Ministry of Agriculture and the Education Broadcasting Services Department (MOE) in the production and transmission of programmes and materials.

7.0 TIME FRAME

6 months initially, September 2001 - February 2002 (to be on-going for the period of SHN initiative)

8.0 EXPECTED OUTCOMES

8.1 Public awareness, understanding and acceptance of SHN.

8.2 Extensive media coverage of SHN as a public interest issue.

8.3 Enhanced community debate on SHN issues.

8.4 Enhanced active community involvement in SHN at all stages of the programme.

8.5 Availability of SHN education materials for school children, researchers and the public.

8.6 Quick adoption and implementation of the SHN National Policy.

8.7 Increased school pupils enrolments and reduced failure rates, cases of absentees and drop- outs.

8.8 Increased knowledge and awareness on SHN issues in communities and an increase in behavior- change towards good health conduct among the public.

8.9 Cleaner school environments and proper care for water, health and sanitary facilities.

8.10 Schools becoming centers for provision of free, cheap and accessible health information and essential medical drugs.

8.11 A general understanding of the current Educational Reforms by the general public as having links to community support and involvement.

8.12 Informed communities taking own measures to prevent, reduce and eradicate common diseases among children.

8.13 To encourage school authorities take measures to sustain SHN.

9.0 Work Plan and Summary Budget for September 2001 – February 2002

Objective Strategy	Activity	Period	Inputs	Expected Results	Indicators
To raise public awareness on SHN through the Media	1. Conduct Radio/ TV programs. 2. Media liason. 3. Production and distribution of materials	Sept 2001 To Feb 2002	1.Media debate. 2. Costs to produce and transmit Radio/TV Programmes. 3. Costs for Printing and distribution of materials. 4.Technical support.	1. Increased public awareness and interest in SHN initiative. 2.Extensive media coverage of SHN programme. 3. Media interest in SHN. 4. Adoption of SHN policy by Government	1. Production of Radio/TV programmes. 2.SHN news and Media Reports. 3. Official Policy Statements. 4.Community debate. 5. Availability of approved SHN Policy document.
Build capacity of schools in effective planning and management of SHN education programmes	1.Provision of SHN school manual and other education literature. 2.Training of Teachers and Staff in production of SHN communication and teaching aids	Sept 2001 To Feb 2002	1.Supply of SHN educational materials. 2. Training costs. Technical support. 3.Field trips	1.Availability of SHN education materials in schools, libraries, community. 2. Improved health of school children. 3. Increased attendance rates by pupils. 4. Reduction in number of drop-outs and absenteeism	1. Availability of SHN education materials in schools, resource centers and the community. 2.Development of SHN programmes and materials in schools.
Improve quality of SHN education through provision of teaching aids and materials	1.Provision of SHN school manual and other education literature. 2.Training of Teachers and Staff in production of SHN communication and teaching aids. 3.Production of Media programmes and communication materials	Sept 2001 To Feb 2002	1.Supply of SHN educational materials. 2. Training costs. Technical support. 3.Field trips 4. Conduct of Radio and TV programmes.	1.Availability of SHN education materials in schools, libraries, community. 2. Improved health of school children. 3. Increased attendance rates by pupils. 4. Reduction in number of drop-outs and absenteeism	1. Availability of SHN education materials in schools, resource centers and the community. 2.Development of SHN programmes and materials in schools.
					Turn Over......

9.0 Contd....					
Objective Strategy	**Activity**	**Period**	**Inputs**	**Expected Outcomes**	**Indicators**
Reinforce knowledge of SHN teachers to improve their service and manage stress (including that relating to HIV-AIDS) within and outside the school	1.Training teachers in use of low-cost learning materials, pedagogical skills, gender issues, stress management using effective communication aids. 2.Follow-up training meetings.	Sept 2001 To Feb 2002	1.Training costs. 2.Field trips. 3.Technical support	1.Teachers more interested in SHN education. 2.Effective management by teachers to cope with stress and HIV-AIDS within and outside the school.	1.Availability of local communication and teaching aids. 2.Strong SHNprogrammes in schools
Reinforce SHN knowledge and practices among pupils as agents of behavior change at school and in the community	1.Provision of SHH manual in schools and resource centers. 2.Provision of communication materials in schools and resource centers. 3.School visits.	Sept 2001 To Feb 2002	1. Field trips. 2. Distribution costs. 3.Research	1. Community support for SHN and health for all children. 2. More children enroll in school until end of primary cycle. 3.Parents more positive towards SHN education for both boys and girls. 4.More meaningful learning experiences for all school going children.	1. Availability of SHN teaching and communication aids in communities. 2.Community debate on SHN
Technical support: IEC Expert to initiate, implement, monitor and evaluate progress	Technical support by IEC Expert	Sept 2001 To Feb 2002	1.Technical costs. 2. Field trips. 3.Meetings	1. Development of Media Campaign Plan. 2.Effective implementation and management of media Advocacy programme. 3. Good SHN public relations. 3.SHN website done/hosted.	1.Media Campaign Plan available. 2.Media programmes produced. 3. Education and communication aids and materials available. 4.SHN website available and hosted for public access.

10.0 BUDGET

Item	Description/ Justification	Amount (ZMK)
1.	Conduct of a 26-series English Radio SHN Programmes on Radio 2 @ K7, 967.134.50	7, 967, 134.50
2.	Conduct of 26- series Local Language SHN programmes @ K7, 967, 134.50 each X 7 Major languages	55, 769, 941.50
3.	Conduct of 10 SHN Television Programmes @ K14, 395, 218. 75	14, 395, 218. 75
4.	Contracting theatre group to perform at public functions K500, 000 per act X 5 performances	2, 500, 000.00
5.	Production of SHN School manual K 26, 846, 646.75 for 6000 copies	26, 846, 646.75
6.	Production of SHN Magazine @ K13, 232, 737.20 for 6000 copies per monthly edition X 6 months.	79, 396, 423. 20
7.	Production of A1 multi-colored SHN posters @ K for 10, 000 copies @ K 28,973,772.75	28, 973, 772.75
8.	Production of SHN Brochures @ K 2, 309, 072. 40 for 20, 000 copies	2, 309, 072.40
9.	Production of SHN car stickers@ K2, 737, 120.00 for 20, 000 copies	2, 737,120.00
10.	Production of 4 Video and 4 Audio teaching aids @ K 2, 000, 000 each	16, 000, 000.00
11.	Internet Connectivity, Creation and hosting an SHN Website @ K 2, 000, 000	2, 000, 000.00
12.	Transport, food and lodge to facilitate research, news gathering and meetings @ K2, 500, 000 per month X 6 months	15, 000, 000.00
13.	Allowance for IEC Expert @ K9, 375, 000 per month X 6 months	56, 250, 000.00
	TOTAL	310, 145, 329. 85

APPENDIX I (a)

Developing Intensity through effective Media coverage of the SHN initiative

KEY STEPS AND ACTIONS

Step One
IDEA CONCEPTION AND FORMULATION
Activities attract attention of local communities, the media, Non-Governmental Organizations, co-operating partners, academia – these should be the ones sharing a common concern to exchange views, identify goals, plan activities, learn and grow together by force of the SHN initiative and interest it has generated.

Step Two
THE IDEA IS PUT ON THE AGENDA
Stakeholders emerge to speak out on the SHN and stimulate debate and analysis. Debate helps SHN implementers to consult, listen and educate on possible solutions (through meetings, workshops, seminars, professional journals and magazines, popular articles, speeches to a wide variety of audiences. Popular theatre is also useful here as a non-traditional mode of communication.

Step Three
SHN AS AN ISSUE IS RIPE FOR POPULAR ACTION
Public debate intensifies, policy makers are influenced, SHN becomes a local issue, a wake- up call is sounded calling everyone to support the initiative in the long term process of public advocacy. Gains and defeats are acknowledged and implementers build on these to achieve the ultimate goals of SHN.

APPENDIX I (b)

Graphical representation: Intensity Build-up for the Media Advocacy Campaign

3. Extensive media
coverage, prime
time media coverage

3. Wide media coverage

**INTENSITY
OF
PUBLIC
AND
MEDIA
INTEREST**

3. Beat Reporters from local media

3. Local media coverage,
columnists, special reports

2. Specialised, technical
publications

1. Grassroots Communication
tools and linkages

TIME AND STAGE OF SHN MEDIA ADVOCACY CAMPAIGN