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REPUBLIC OF ZAMBIA

REPORT ON THE SHORT COURSE ON
PREPARATION AND PRODUCTION OF
GUIDELINES AND OTHER
COMMUNICATION MATERIALS, HELD IN
LUSAKA 25 - 28 JULY 1989

organized by :

Piped Supplies for Small Communities (PSSC) Project,

- Department of Water Affairs, Ministry of Water, Lands & Natural Resources,
- Ministry of Health,
- Department of Social Development, Ministry of Labour and Social Services.



PROJECT SUPPORTED BY:
THE INTERNATIONAL WATER AND SANITATION CENTRE (IRC)



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Mr. C.R.W. Kayombo,
Director of Water Affairs,
giving the opening speech
for the course



Course participants with Mr. C.R.W. Kayombo, Director of
Water Affairs



Mr. T. Chisanga, Deputy Chief Health Inspector, lecturing on examples of guidelines from the Ministry of Health



Mr. E.P. Katati, Commissioner for Social Development, lecturing on training material from the Department of Social Development



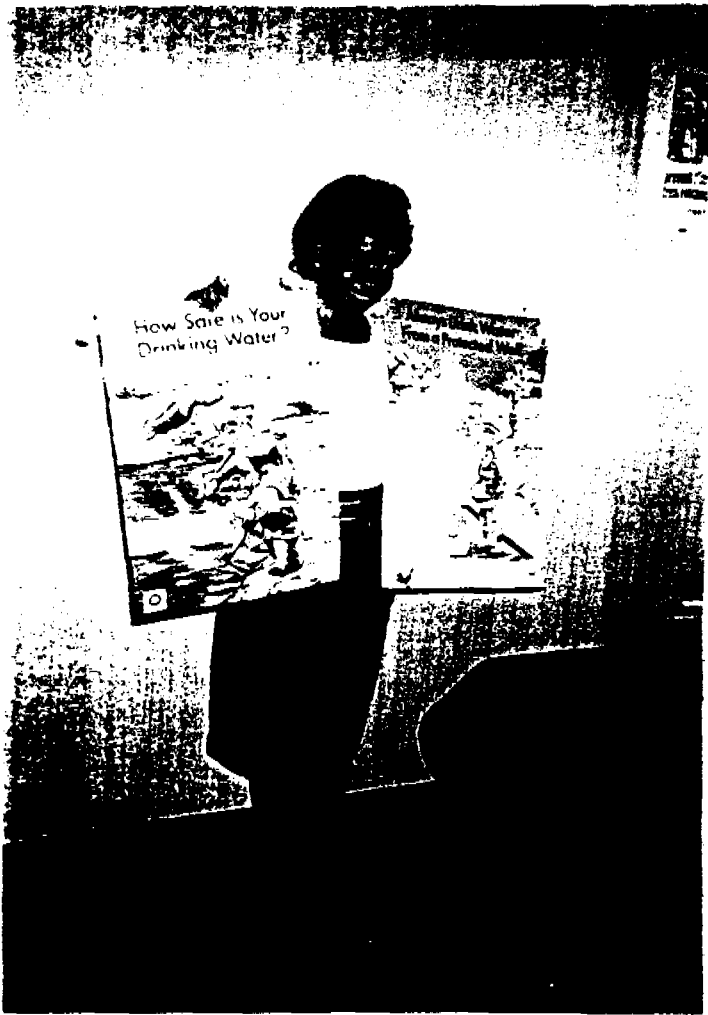
Dr. E. Mumba, Head Department of Adult Education from the University of Zambia, course coordinator, and Mr. K. Kamalata, Department of Social Development, course supervisor, preparing a session. On the right Mr. T. Chisanga, Deputy Chief Health Inspector, one of the lecturers in the course.



Mr. M. Chimuka, Project
Manager of the PSSC
Project, speaking about
his work for the project

Mrs. E.M. Sendeme,
Department of Social
Development, course
participant, showing
some of the material
she uses in her work.





Miss A.B. Mwanakaoma,
course participant, showing
educational posters used
in a water and health project.

Mr. L. Mande, Chaimana
College, speaking as a
course participant about his
experience with the
preparation of manuals.



1.0 INTRODUCTION

The Department of Water Affairs in the Ministry of Water, Lands and Natural Resources conducted a short course on the preparation and production of manuals, guidelines and other communication and training materials for community based water and sanitation projects from 25 - 28 July, 1989.

The course was organized and conducted under the auspices of the Piped Supplies for Small Communities (PSSC) Project.

The PSSC Project is coordinated by the Department of Water Affairs. The Department of Social Development, the Ministry of Health, Ministry of Decentralization, and the University of Zambia (TDAU) are all members of the Project Management Committee.

One of the main objectives of the PSSC Project is to promote the application of knowledge and experiences gained in the project at policy level and in other projects. For this purpose, guidelines and manuals on relevant subjects e.g. methodology for community participation in water supply; operation, maintenance and financial management; health and hygiene education; sanitation should be an integral part of the project. Production of visual aids can further support dissemination of the community-based approach emphasized in the PSSC Project. Other similar projects would benefit from such information, while others with such information should share it with projects with similar goals.

The PSSC Project Team has experienced difficulties in preparing draft guidelines and other materials. The information contained in these guidelines has to reach various target groups such as officials and project staff at the national level, community development and health workers at district, and community levels. Hence, the short course was designed to assist in the preparation and production of such materials. The workshop was attended by the three participating departments: Health, Social Development and Water Affairs.

1.1 Purpose

The purpose of the short course was to enhance and build on skills and confidence of national staff to initiate, develop, and produce guidelines, manuals and other communication and training materials for community-based water and sanitation project.

1.2 Objectives of the Course

The major objectives of the course are:-

1. to identify and develop appropriate step-by-step methods for preparing and producing written materials and visual aids in Zambia.

2. to step up a tentative workplan and time schedule of specific activities which would be necessary to prepare and produce guidelines, manuals and other materials within the framework of the PSSC project.

In order to attain these objectives, participants of the course:-

- a. identified a productive sequence for the preparation and production of guidelines, manuals and other materials;
- b. briefly discussed possibilities and constraints in Zambia for the production of written communication and training materials and visual aids;
- c. compared experiences of the participants in preparing and producing written communication and training materials and visual aids;
- d. reviewed and discussed relevant examples of manuals, guidelines and other materials produced in Zambia and/or in other countries;
- e. identified appropriate resources persons, requirements and opportunities for external support.

1.3 Official Opening

The Director of Water Affairs, Mr. Kayombo officially opened the workshop. In his address, he emphasized on the change in emphasis from the earlier, PSWS project which concentrated on the setting up of ~~demonstrations~~ alone without producing manuals and guidelines. As a result, both field workers and beneficiaries have been left with no materials to refer to. In order to overcome this constraint, the PSSC project organized the workshop to expose participants to knowledge, skills and ideas on the preparation and production of manuals, guidelines and other communication materials.

The Director, did however, unveil one of the problems faced in the production of materials being the language problem in Zambia. The production of these materials in seven different languages would make the exercise a very expensive one. He urged all participants of this workshop to acquire skills of writing a manual at the end of the workshop. He explained aspects of the PSSC project which include: water supply, sanitation, hygiene education, and community participation.

2.0 "IDEAS ON HOW TO DEVELOP A MANUAL"

A step-by-step sequence for preparation of and production of guidelines, manuals and communication and training materials for community-based water supply projects was presented by Ms. Boesveld, consultant from the International Reference Centre (IRC). She emphasized on what kind of a manual we need and stressed on the importance of making decisions on what kind of manual and on the criteria for deciding on the type of manual.

2.1 Definitions

Clarifications were made on the following: guidelines and manuals.

Guidelines are steps which guide you through action - what material, personnel and problems and solutions.

A Manual is a handbook which combines guidelines on several aspects of one topic.

Several communication materials may be used in water and sanitation projects. These include reports, guidelines, manuals, pamphlets and brochures, posters, exhibits and displays, slide shows, video films, movie talks, radio talks, television features and theatres.

Several criteria exist for selecting communication materials.

These may include some of the following:-

- (a) What kind of a project
- (b) Subject of project
- (c) Target group
- (d) Social cultural factors of the community
- (e) Availability of funds, resources and materials
- (f) Level of technology
- (g) Language to be used in the guidelines and manuals

Other resources required for producing communication materials relate to the knowledge, experience and skills of persons who can prepare and produce the materials. The workshop focused on developing and strengthening knowledge and skills of participants of the workshop to enable them to write and produce guidelines and manuals. The following step-by-step sequence in the preparation and production of guidelines, manuals and other communication materials was presented and discussed.

1. Identification of target group
2. Defining the objectives
3. Determining the content
4. Writing
5. Deciding on the form of presentation
6. Pre-testing
7. Editing
8. Production
9. Distribution
10. Evaluation

A close relationship exists between subject matter and the target group. Sometimes one manual can be used by project staff the extension worker, and the community. At times, it becomes necessary to prepare separate manuals for each category of target group i.e. project staff, extension workers and for the community. The figure that follows is an example of selecting subject area in the production of manuals for particular target groups.

2.2 PROJECT FOR IMPROVEMENT OF WATER SUPPLY AND SANITATION WITH
COMMUNITY PARTICIPATION

Subject and target groups for manuals

Subject	T A R G E T G R O U P S		
	Project Staff	Extension Workers	Community
- general project methodology	x		
- methodology for community participation	x	x	
- water supply technology	x		x
- need for clean water	x	x	x
- sanitation aspects	x	x	x
- health aspects	x	x	x
- simple maintenance of water points			x
- simple book-keeping			x

Discussions were held on experiences of participants with a view on possibilities and constraints in producing written materials and visual aids. Each participant studied the document on "Ideas on How to Develop a Manual" provided by Ms. Boesveld. Participants were divided into three groups. Each group presented major constraints they experienced to the large group. These were later set up into categories following the ten steps and others that are not included in the sequence. The following are the major constraints identified by the group:-

2.3 Problems identified according to steps

1. Identification of Target Group

- target group sometimes unclear or becomes unclear in course of time.

2. Defining Objectives

- target group should be able to afford what is being recommended
- low level of literacy
- language

3. Determining the content

- message unclear
- low level of literacy
- language
- lack of knowledge among urban population (elites) of cultural values of rural target populations

4. Writing and Illustration

- message unclear
- message sometimes overstressed
- language
- lack of knowledge among urban populations of cultural values of rural target populations
- difficult to find good illustrators

5. Deciding on form of presentation

- presentation unclear:
 - layout bad
 - printing bad
- different languages
- lack of knowledge among urban populations of cultural values of rural target populations

6. Pre-testing

- problems with pre-testing
- language

7. Editing

- difficulties in proof-reading
- difficulties in typing manuscripts
- time lag in production (between writing, editing, and printing)

8. Production

- inadequate printing centres
- poor distribution
- too limited amount of copies which is related to conception of marketing (charging for manual)

9. Distribution

- poor distribution

Other Categories identified:

A. Budget

- lack of funds
- lack of material, machines and transport
- lack of incentives to produce manuals

B. Personnel

- lack of well trained personnel
- lack of incentives to produce manuals
- difficult to find good illustrators
- lack of information on how to produce manuals
- lack of time for writing and promotion of manuals
- afraid to be criticized

C. Infrastructure

- lack of materials, machines, transport
- lack of coordination among various government agencies and organizations

D. Organization

- lack of well trained personnel
- lack of funds

3.0 PRESENTATIONS OF EXISTING MATERIALS

3.1 Materials from Ministry of Health

The Deputy Chief Health Inspector presented some existing manuals, guidelines and communication materials from the Ministry of Health. In his paper, Mr. Chisanga recognized the fact that participants to the workshop on the preparation and production of manuals, guidelines and other communication and training materials were professionals who were preoccupied with how best they could translate their knowledge into action by end users of that technical knowledge they possess. Whether it be to a water engineer, social workers or health official, water and sanitation feature prominently as important areas of his routine work. The significant contribution to the general improvement of the quality of life in the community, these two components are visible. He further argued that the extent to which they are available has a direct bearing on the quality of life enjoyed by the community. He stressed the importance of involving

communities when conducting water and sanitation programmes in order for communities to utilize and maintain the facilities at a later stage. He gave examples of the pit latrines which are not usually utilized after they have been constructed because communities have not been convinced of their utility. Involving communities during all stages of a particular project ensures that communities value facilities offered to them.

The preparation and production of manuals and other communication materials on water and sanitation should involve full and effective participation of the community. It is helpful to find out work within available knowledge in a community. Materials so produced should be simple, easy to understand and use clear language. Materials should be interesting to capture the imagination of the user. Communication materials are produced with a target group in mind so as to address its particular needs and expectations. He further explained how visual aids, such as posters and other communication materials are used to aid the learning process of users. Water and sanitation communication materials should be able to do the following:-

1. explain the dangers implicit in polluted water and poor sanitation.
2. motivate communities to take appropriate action at their level.
3. give skills on how to protect water against contamination, and construction of Ventilated Improved Pit Latrine (VIP)
4. give skills on how to maintain water installations such as hand pumps.

In his presentation, the Deputy Chief Health Inspector did recognize the inter-sectoral approach in planning programmes for rural communities as is the case for the PSSC project.

3.2 Material from Department of Social Development

The Commissioner for Social Development, Mr. Katati presented a paper on the role of the department to communities and how materials are used to inspire people's participation in communities. The Department has actively participated in the UN Decade for Safe Water Supply by coordinating with sister departments:- Water Affairs, and Ministry of Health.

He emphasized that water and sanitation are basic human needs but water is not always readily available in some parts of the country.

People must be convinced in order for them to participate in a project. For people to manage water supply served they must be involved from the beginning so that they feel the water point is theirs and so are able to maintain it and keep the place clean.

People's participation can only come if people have the knowledge and skills. Community workers use different kinds of manuals to teach people various aspects of their lives, functional literacy, and health education etc. Although

the department produces a lot of manuals, guidelines, and posters, it has some problems.

Major problems identified by the Commissioner are:-

- (a) lack of funds
- (b) lack of skilled personnel
- (c) lack of machinery, cameras, etc.

He concluded his presentation with the announcement that the department would launch a National Literacy Campaign during the Fourth National Development Plan.

3.3 Examples from Participants

Participants from the Department of Social Development presented communication material which they produced such as manuals used in their functional literacy activities. The department of Water Affairs presented materials from the Western Province water project called WASHE which utilizes posters and pictures to identify community problems. Pictures and posters from Health and a non-government agency were presented. Other materials from Malawi were presented by Ms. Boesveld.

4.0 GROUP ACTIVITIES

In an attempt to identify appropriate methods for preparing and producing written and visual aids in Zambia, participants were divided into three working groups. Each group was given a different task to work on.

4.1 Activity 1

Group 1: The project wants to identify people's need for improvement of their water supply and at the same time make them aware of possibilities for this improvement and perhaps also of the necessity of safe and clean water.

Members: Mr. D. Ng'ambi
Mr. I.J. Mbeve
Mrs. Simasiku
Dr. E. Mumba

Group 2: The project wants to set up water committees (once there is an agreement on need for improvement of the community's water supply).

Members: Mr. K.L. Kamalata
Mr. A. Hussen
Mrs. C. Maliyani
Mr. R. Banda

Group 3: The project wants to introduce improvement of sanitation and sanitary habits.

Members: Mr. Chimuka
Mr. Mande
Ms. Mwanakaoma
Mrs. Sendeme

In order for the groups to develop guidelines/manuals for the above activities the following steps were taken just for the exercise.

Step 1: Identify subject and key target group

Step 2: Define objectives of manual

Step 3: Make a rough outline of the content defining a sequence of steps to be taken and/or relevant issues; state illustrations. Keep in mind needs and background of the target group.

Step 4: Make a rough outline for the presentation of text and illustrations to give an idea of how your manual will look.

Groups were made with representation from each organization.

Group 1 activity was not understood by members of the group, however they did come up with some good ideas. The other groups worked well on their assigned topics. All groups indicated that they faced a number of problems in trying to perform the exercise. The following problems were discussed:-

1. lack of time
2. disagreements among members on best approach
3. members felt that they were far removed from the task in terms of their work e.g. engineers
4. it was difficult to set priority of items
5. it was difficult to think of content and illustrations

4.2 Activity II: How to organize the preparation and production of your Manual

Participants were given another exercise to do in their respective groups. The following topic was given to all the three groups. In doing the exercise, they continued with the topic on Activity I.

1. Make an outline of or list of:-
 - necessary work to do in connection with preparation and production of your manual.
 - the people who will do this work or are responsible for it. (look in the paper "Ideas on How to Develop a Manual, section 2).

2. Make a plan for editing the manual

(look in the paper "Ideas on How to Develop a Manual" step 7).

3. Make a plan for producing the manual - layout
- printing (look at examples of manuals)

(look at the paper "Ideas on How to Develop a Manual" step 5 and 8).

4. Make a plan for distribution.

Participants worked diligently in groups until they completed the exercise. They came up with very good ideas on organizing the preparation and production of manuals.

During the group work activities participants encountered the following problems and made suggestions for possible solutions.

4.3 Problems and Suggested Solutions in Organizing the Preparation and Production of Manuals

<u>Problems</u>	<u>Suggested Solutions</u>
1. Task not clearly defined	1. Make sure task is clearly defined
2. Structuring content	2. Clear idea of topic and expertise - look at examples of manuals
3. Target group not defined	3. Target group needs to be clearly defined
4. Get drowned in details	4. State all details and identify priorities
5. Time	5. Proper management of time and money
6. Sometimes locked up into area of specialization	6. Team work, openmindedness is required

- | | |
|---|---|
| 7. Lack of experience in production of manuals | 7. Participants encouraged to read more books, attend seminars and workshops to interact with experts |
| 8. Reliance on experts | 8. Do it yourself approach |
| 9. Convincing donors of necessity of manuals in a project | 9. Production of manuals to be included in project proposals. |

5.0 WORK PLAN FOR PSSC PROJECT TEAM

One of the objectives of the short course was to develop a workplan for producing specific manuals for the PSSC Project. Participants discussed the possible workplan with experiences gained from group activities. The following steps were identified:-

1. Restudy the three rough outlines for manuals that have been produced by the three working groups during the workshop, in order to assess their usefulness for the Project and the possibilities for further development of their content and for production. The Project Team was urged to start work on this issue as soon as possible.
2. Identify existing communication materials from government institutions and other agencies, to assess their usefulness for the PSSC Project. This was felt necessary to avoid duplication of activities. The Project team was urged to work closely with District Councils in order to identify the need for manuals at the proposed sites.

3. Identification of the need for specific manual to support project work at the proposed sites. As soon as new project sites are confirmed, the Project Team will start discussions with District Councils and District extension workers to assess needs for specific training and communication materials which will enable the extension workers to support Project activities.
4. Identification and utilization of existing organizations at the new Project sites, to involve them in the preparation of manuals, particularly in pre-testing. As soon as the new Project sites are confirmed, the Project Team will identify existing community organizations to generally involve them in Project activities, and at a later date, especially in the development of manuals.
5. Some basic data on the communities at the proposed Project sites will be necessary to facilitate project planning and implementation. This information will also be useful as background for the preparation of manuals in order to answer some questions on social and cultural acceptability of the contents and illustrations of the manuals. Some issues related to water supply and sanitation as well as knowledge and experience of the community are needed.

5.1 Follow-up Course on pre-testing of manuals

In discussing the various steps in preparing and producing a manual, it became apparent that participants lacked skills in the preparations and especially in pre-testing and evaluating manuals. Problems of proper editing were treated somewhat superficially due to time constraint. It was, therefore, decided to hold a follow-up course which will concentrate on pre-testing method, combined with a pre-testing exercise in the field. Participants will analyze results of the field testing and incorporate results in the draft of manual, and in editing. The manual or manuals, which will be drafted by the Project team for the PSSC Project will be used as a basis for pre-testing and editing activities in the course.

Participants in the proposed short course should be the same as in the previous workshop on preparation and production of manuals and guidelines. Additionally, some Zambian specialists in lay-out, design and illustrations could be asked to present ideas on forms of presentation and help with pre-testing design and illustrations.

A programme for the course has been tentatively set up as follows:-

- 2 days discussion on methods
- 1 day pre-testing in the field
- 1 day analyzing field data
- 1 day editing and finalizing

The follow-up course should be held in six months time during which the PSSC Project Team will have produced a draft manual.

The Project Team will as soon as possible present a proposal for the course to the PMC Project to IRC.

6.0 WORKSHOP EVALUATION

An evaluation questionnaire was administered to eleven participants of the workshop. In responding to the question on whether the preparation for the workshop were adequate, 70 percent said the preparations were adequate. Asked whether the information about the workshop were passed in time, 60 percent indicated that information was not passed in time.

Objectives and workshop

90 percent of respondents agreed that objectives of the workshop were clearly explained and understood at the beginning of the workshop. In responding to whether workshop objectives were met, 90 percent agreed that the workshop did achieve its objectives.

Skills in writing manuals

Only half of participants said that they had previous training in the preparation and production of communication materials of any kind. All participants agreed that all topics were relevant to the general item "information sharing" in piped water supplies and sanitation activities. Seventy percent of respondents did indicate that topics were clearly explained.

Topics be be included

Only 40 percent of participants indicated that they would have liked other topics to be included in the workshops programme.

Among the topics that should have been included are:-

1. Communication skills (2 participants)
2. Team effort in Production of manuals (1)
3. Formation of sanitation committees

Group Activities and Course Material

All participants (100 percent) agreed that they benefited a great deal from working in groups and doing exercises. All participants also agreed that all the materials which were used in the course were useful, also some did indicate that they needed more specific instructions on manual production (preferably step-by-step guide with illustrations on layout, working etc).

Asked whether there was need to provide more materials, many (100 percent) indicated that the materials which were given were enough. However, materials on community involvement would have been useful.

Knowledge and skills gained

All participants (100 percent) indicated that they had gained enough knowledge and skills to enable them start preparing and producing manuals for water and sanitation activities. Many also said that they would definitely be in a position to share with others in their work places the knowledge they gained from the workshop especially in meetings and seminars.

Duration of workshop and follow-up workshop

All participants (100 percent) indicated that the time given for the workshop was not long enough in terms of acquiring more skills and information on the production of manuals. All participants said that they would like to attend a similar workshop in future in order to gain more skills. Asked when the next workshop should be held, 50 percent indicated in 4 months time and the rest in 6 months time.

General comments

Participants indicated that the workshop was an eye opener and will help them start writing manuals. Others said it should have involved writers from Kenneth Kaunda Foundation and District Councils.

APPENDIX A

List of Participants

<u>Name</u>	<u>Address of Organization/Department</u>
Mr. Robson Banda	Department of Social Development P.O. Box 31958, Lusaka
Mrs. M. Boesveld (resource person)	IRC, International Water and Sanitation Centre P.O. Box 93190, 2509 AD The Hague The Netherlands
Mr. M.K. Chimuka	Ministry of Health P.O. Box 51, Chongwe
Mr. Adam Hussen	Department of Water Affairs P.O. Box 50288, Lusaka
Mr. K. Kamalata (course supervisor)	Department of Social Development P.O. Box 31958, Lusaka
Mr. S. Kuhn	Department of Water Affairs P.O. Box 50288, Lusaka
Mrs. C. Malijani	P.M.O. Box 37136, Lusaka
Mr. L. Mande	Chainama College P.O. Box 33991, Lusaka
Mr. I. Mbewe	Department of Water Affairs P.O. Box 910029, Mongu
Mrs E. Mumba (course co-ordinator)	The University of Zambia Centre for Continuing Education P.O. Box 32379, Lusaka
Miss A.B. Mwanakaoma	B. Colquhoun and O'Donnell Consulting Engineers (Rotary sponsored) P.O. Box 31943, Lusaka
Mr. Douglas Ng'ambi	Department of Water Affairs P.O. Box 50288, Lusaka
Mrs. E.M. Sendeme	Department of Social Development P.O. Box 31958, Lusaka
Mrs. A.I. Simasiku	Department of Social Development P.O. Box 31958, Lusaka

APPENDIX B

Programme

Tuesday, 25th July 1989:

- 08.00 - 09.00 Arrival of participants
- 09.00 Opening
by Mr. C.R.W. Kayombo, Director of Water Affairs, Chairman of PSSC Project Management Committee.
- 09.15 - 10.15 Session 1
Introduction
Identification aims and objectives of the Workshop, by Mr. K. Kamalata, workshop supervisor.
Introduction of participants by themselves.
- 10.15 - 10.30 Coffee
- 10.30 - 12.15 Session 2
Identifying a productive sequence for the preparation and production of guidelines, manuals and other materials. The sequence will be used as a framework for all subsequent discussions, by Mrs M. Boesveld, IRC Consultant.
- 12.15 - 14.00 Lunch Break
- 14.00 - 15.30 Session 3
Overview of possibilities and constraints in producing written materials and visual aids by Mr. K. Kamalata.
- 15.30 - 15.45 Tea
- 15.45 - 17.00 Session 4
Discussion on experiences of participants with a view on possibilities and constraints in producing written materials and visual aids.
Discussion leader: Dr. E. Mumba, Workshop Co-ordinator.

10.15 - 10.30 Coffee

10.30 - 12.15 Session 10

Development of appropriate methods (group exercise no. I)
Step-by-step outline and group discussions
Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

12.15 - 14.00 Lunch Break

14.00 - 15.00 Session 11

Development of appropriate methods.
Step-by-step outline and group discussions continued.
Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

15.30 - 15.45 Tea

15.45 - 17.00 Session 12

Development of appropriate methods.
Group reports. Drawing together of various ideas and approaches.
Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

Friday, 28th July:

08.00 - 09.00 Arrival of participants

09.00 - 10.15 Session 13

Summary of findings so far, by Dr. E. Mumba
Organizing the preparation and production of manuals (Group exercise no. II)
Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

10.15 - 10.30 Coffee

10.30 - 12.15 Session 14

Organizing the preparation and production of manuals (Group exercise no. II) continued
Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

12.15 - 14.00 Lunch Break

14.00 - 15.30

Session 15

Finalising Group exercise no. II. Setting up a tentative workplan for specific products within the framework of the PSSC project.

Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

15.30 - 15.45

Tea

15.45 - 16.30

Session 16

Discussion on general follow-up of the workshop.

Evaluation

Discussion leader: Dr. E. Mumba/
Mr. K. Kamalata

16.00

Closing

Official closing: Mr. S.T. Chisanga

17.30

Reception.

APPENDIX C

SPEECH DELIVERED BY DIRECTOR OF WATER AFFAIRS (MR. C.R. KAYOMBO
ON THE OCCASSION OF OPENING THE WORKSHOP ON PREPARATION OF
COMMUNICATION MATERIALS FOR PSSC PROJECT 25TH JULY, 1989
PAMODZI HOTEL - LUSAKA, ZAMBIA

COMRADE CHAIRMAN, THE CO-ORDINATOR DR. MUMBA, RESOURCE EXPERT FROM
IRC MS MARY BOESVELD, INVITED GUESTS, FELLOW PARTICIPANTS, LADIES
AND GENTLEMEN.

I AM PLEASED AND GRATEFUL FOR THE PRIVILEGE YOU HAVE ACCORDED ME
TO COME AND OFFICIATE AT THE FIRST EVER WORKSHOP ON THE PREPARATION
OF COMMUNICATION MATERIALS FOR PIPED SUPPLIES FOR SMALL COMMUNITIES
PROJECT IN ZAMBIA ON BEHALF OF THE PROJECT MANAGEMENT COMMITTEE FOR
PSSC AND INDEED ON MY OWN BEHALF, I WISH TO WELCOME ALL PARTICIPANTS
AND RESOURCE PERSONS TO THIS WORKSHOP ESPECIALLY COMRADE MARY BOESVELD
FROM THE INTERNATIONAL REFERENCE CENTRE (IRC) AND DR. ELIZABETH MUMBA
FROM THE UNIVERSITY OF ZAMBIA WHO WILL BE CO-ORDINATING THE DELIBERA-
TIONS OF THIS WORKSHOP. COMRADE CHAIRMAN, THE THEM OF THE WORKSHOP
IS "PREPARATION OF COMMUNICATION MATERIALS FOR WATER AND SANITATION
SECTORS". I BELIEVE MOST OF YOU IF NOT ALL OF YOU ARE INVOLVED
IN ONE WAY OR THE OTHER IN YOUR ORGANISATIONS IN THE PROMOTION OF
WATER AND SANITATION ACTIVITIES. COMRADE CHAIRMAN, LADIES AND
GENTLEMEN, THE MAIN OBJECTIVES OF THIS WORKSHOP IS TO SHARE IDEAS,
KNOWLEDGE AND SKILLS IN THE PRODUCTION OF COMMUNICATION WHICH
INCLUDE MANUALS, GUIDELINES AND VISUAL AIDS FOR WATER AND SANITATIONS
ACTIVITIES, AND IN PARTICULAR, FOR PIPED SUPPLIES FOR SMALL
COMMUNITIES PROJECT IN ZAMBIA.

ALLOW ME COMRADE CHAIRMAN TO BRIEFLY EXPLAIN ABOUT THE PSSC PROJECT
IN ZAMBIA, IT IS A JOINTLY RUN PROJECT BY THE MINISTRY OF WATER,

LANDS AND NATURAL RESOURCES AND CO-ORDINATING MINISTRY THROUGH THE DEPARTMENT OF WATER AFFAIRS, THE MINISTRY OF LABOUR AND SOCIAL SERVICES THROUGH THE DEPARTMENT OF SOCIAL DEVELOPMENT, THE MINISTRY OF HEALTH, THE MINISTRY OF DECENTRALISATION, AND THE UNIVERSITY OF ZAMBIA. IT IS AN INFORMATION DEVELOPMENT SHARING AND DEMONSTRATION WATER AND SANITATION PROJECT SUPPORTED BY THE INTERNATIONAL REFERENCE CENTRE (IRC) WITH FUNDING FROM THE NETHERLANDS GOVERNMENT. IT WAS SPECIFICALLY DESIGNED TO LOOK INTO THE PROBLEMS OF SMALL PIPED WATER SUPPLIES BY PROMOTING AND APPLYING NEW INFORMATION ON PLANNING, ORGANISING, IMPLEMENTING AND MANAGEMENT OF PIPED WATER SUPPLIES AND PARALLEL ACTIVITIES OF SANITATION AND HYGIENE IN BOTH RURAL GROWTH CENTRES, AND THE LOW INCOME URBAN AREAS WITH SPECIAL ATTENTION ON COMMUNITY PARTICIPATION, SUSTAINABILITY AND FLEXIBILITY.

COMRADE CHAIRMAN, THE EARLIER PROJECT KNOWN AS PUBLIC STAND POST WATER SUPPLIES (PSWS) LACKED COMMUNICATION MATERIALS FOR BOTH THE FIELD WORKERS AND THE BENEFICIARIES. AS A RESULT, MUCH OF THE KNOWLEDGE, SKILLS, AND EXPERIENCES DRAWN FROM THE PROJECT WAS NOT DOCUMENTED THEREFORE, DIFFICULT TO BE APPLIED WHEN THE PROJECT WAS PLANNED TO OVERCOME THIS CONSTRIANT IN THE PIPED SUPPLIES FOR SMALL COMMUNITIES PROJECT.

COMRADE CHAIRMAN, TENTATIVELY THE PSSC PROJECT WILL HAVE ACTIVITIES IN FIVE SELECTED SITES. THESE ARE: CHILONGA IN NORTHERN PROVINCE, MKUSHI AND KAPYANGA IN CENTRAL PROVINCE, LUSITU IN SOUTHERN PROVINCE, AND A PERI-URBAN AREA AROUND OR WITHIN LUSAKA PROVINCE. YOU ARE

AWARE THAT ONE OF THE PERMANENT CONSTRAINTS IN ZAMBIA IS THAT OF LANGUAGE. THERE ARE SEVEN OFFICIAL LOCAL LANGUAGES AND THE AREAS I HAVE METNIONED WILL NEED TRANSLATED MATERIALS IN RESPECTIVE LANGUAGE AREAS AFTER HAVING WRITTEN THE MANUALS AND GUIDELINES.

ALLOW ME MR. CHAIRMAN TO INDICATE THAT ZAMBIA NEEDS ENOUGH QUALIFIED PEOPLE IN THE FIELD OF WRITING. AT THE MOMENT, THE COUNTRY HAS VERY FEW SUCH PEOPLE THEREFORE, ANY EFFORTS MADE TO INCREASE THE SKILLS AND KNOWLEDGE IN THIS FIELD IS VERY MUCH WELCOME IN ORDER TO SUPPORT WATER AND SANITATION ACTIVITIES AS WELL AS OTHER DEVELOPMENTAL ACTIVITIES IN THE NATION. I ONLY WISH THAT MORE PARTICIPANTS WERE INVOLVED IN THIS WORKSHOP AND THAT MORE TIME COULD HAVE BEEN ALLOWED TO THIS IMPORTANT AND RARE WORKSHOP. HOWEVER, I HAVE NO DOUBT THAT THIS WORKSHOP WILL BE FOLLOWED BY ANOTHER ONE IN THE NEAR FUTURE IN ORDER TO CONSOLIDATE WHAT PARTICIPANTS WILL LEARN FROM THIS WORKSHOP.

COMRADE CHAIRMAN, THE PARTY AND ITS GOVERNMENT IS GRATEFUL TO IRC AND IN PARTICULAR THE GOVERNMENT OF THE NETHERLANDS FOR ITS GESTURE OF FRIENDSHIP IN SUPPORTING ZAMBIA IN ANY DEVELOPMENT ASPECTS INCLUDING THE PROVISION OF CLEAN SAFE WATER AND SANITATION THROUGH THE PSWS AND PSSC PROJECTS. AS FOR MY FELLOW PARTICIPANTS, I WISH TO THANK YOU ALL FOR HAVING FOUND TIME TO COME AND SHARE YOUR EXPERIENCES IN THIS WORKSHOP. I HAVE EVERY HOPE THAT YOU WILL WORK HARD TO ACCOMPLISH THE TASKS BEFORE YOU IN THE FOUR DAYS YOU WILL BE HERE AND THAT THE KNOWLEDGE AND SKILLS YOU WILL GAIN FROM THIS WORKSHOP SHOULD BE PUT TO PRACTICE IMMEDIATELY AFTER THE END OF THE WORKSHOP. I HAVE EARLIER ON SUGGESTED THAT EACH ONE OF YOU SHOULD BE ABLE TO

WRITE EITHER MANUALS, GUIDELINES OR BE ABLE TO DEVELOP SOME VISUAL AIDS IN ORDER TO INFORM THE FIELD WORKERS AND THE COMMUNITIES ABOUT LOCAL DEVELOPMENTAL ACTIVITIES IN THEIR AREAS SUCH AS THE PIPED SUPPLIES FOR SMALL COMMUNITIES PROJECT IN ZAMBIA. COMRADE CHAIRMAN, IT IS NOT MY INTENTION TO SPEAK AT LENGTH, INFACIT, I AM NOT A PUBLIC SPEAKER AS SOME OF YOUR ARE. I ALWAYS FEEL COMFORTABLE AS A PARTICIPANT INSTEAD OF ADDRESSING FELLOW WORKERS ON A SUBJECT THEY HAVE VAST EXPERIENCES IN. WITH THESE FEW WORDS, I WISH TO DECLARE THE WORKSHOP ON THE PREPARATION OF COMMUNICATION MATERIALS FOR PIPED SUPPLIES FOR SMALL COMMUNITIES OFFICIALLY OPENED.

THANK YOU.

APPENDIX D

SPEECH TO BE DELIVERED BY THE CHIEF HEALTH INSPECTOR MR. S.A. GOMA
ON THE CLOSING OF THE WORKSHOP ON PREPARATION AND PRODUCTION OF
COMMUNICATION MATERIALS FOR PSSC PROJECT IN ZAMBIA 28TH JULY, 1989
RIDGEWAY HOTEL.

Cde Chairman,

The Co-ordinator of this Workshop Dr. Mumba

The Co Co-ordinator Ms Mary Boesveld, from the International
Reference Centre

The Supervisor of this Workshop Mr. K. Kamalata

Invited Guests, Ladies and Gentlemen.

I am indeed happy to have this opportunity of officiating at this closing ceremony, for this important and first ever Workshop on the production of communication materials for the Piped Supplies for Small communities Project in Zambia. These materials are the manuals, guidelines and a variety of visual aids. As you are already aware, the PSSC Project is a joint project involving the Ministry of Water, Lands and Natural Resources, the Ministry of Health, Ministry of Labour Social Development and Culture, the Ministry of Decentralisation and the University of Zambia, the nature of activities in Water and Sanitation are based on inter-sectoral working relationship in order to achieve better results.

Cde Chairman, the theme of your workshop was "Production of Communication materials for the Piped Supplies for Small Communities project in Zambia" and the two main objectives for which you worked hard to achieve were: to identify and develop appropriate step-by-step methods for preparing and producing written materials and visual aids, and to set up a tentative workplan and time schedule of

specific activities which would be necessary to prepare and produce manuals, guidelines and other materials within the framework of the PSSC project.

This task, I am reliably informed, had not been attempted at all in the earlier project known as the Public Standpost Water Supplies, and the main reason was that project staff had not been trained to produce such materials. This is a fact because writing is a specialised activity which can only be carried out properly by those who have the knowledge and skills on preparation and production of relevant materials for Water and Sanitation Sectors. Therefore, it was realised that some kind of training should be conducted for the project team members and other workers from the Participating Institutions who are involved in one way or the other in the preparation and production of communication materials for various target groups.

Cde Chairman, the PSSC Project concerns itself with the provision of clean and potable water and good sanitation aspects and the improvement of these are regarded as the end results. The main emphasis of the project is however "INFORMATION SHARING". That means that any experiences, knowledge and skills gained during the course of the project should be widely applied to as many other projects as possible within project areas and the country as a whole.

Allow me, Cde Chairman, to specifically refer to this Workshop which is ending today, that it is a pre-requisite for the PSSC Project Team

and indeed for the participating institutions to give the right information to both extension workers and the communities in those selected project areas before, during and indeed after the physical completion of the project activities. This, I am afraid, has not been the case, because of what I earlier on said. I am glad to learn from the Organisers that all the participants have acquired some rudimentary knowledge and skills in the field of communication materials preparation and production and have further drawn out a workplan and time schedule. This has been mainly due to your commitment and tireless efforts put into the discussion and deliberations at the Workshop. For this, I wish to sincerely thank you. However, you have just been exposed to the complex subject of writing and producing materials for writers in all respects. To this end, I am calling upon you all to go and put into practice what you have learnt at this workshop.

Cde Chairman, I do realise that there are many constraints which all organisations are faced with such as lack of financial resources, lack of properly trained personnel, lack of transport, lack of equipment and indeed lack of printing facilities. These are problems of any developing nation, but it would be unrealistic to go on mourning without making frantic efforts to find some solutions. I am happy to learn that this workshop also looked at these constraints and has come up with various possible alternatives. May I therefore, appeal to you all to go back to your Organisations and report the suggested possibilities in order

for you and your workmates to discuss further as to how the possibilities can be implemented.

Cde Chairman, the Party and its Government has many National Plans which we should be able to carry out and one of the major aspects in the country is to educate the communities in all aspects of life. This is our task as workers and as leaders to see to it that every Zambian is reached with a proper message as to how he should organise himself for self-reliance. It is important to do this by using various methods and the one method we are gathered here for, is to reach these Communities through the written materials and of course discussion. I say so because it becomes very difficult for any group or community to carry out development activities without knowing why they should do so. In this regard, I wish to commend the method of involving the people from the start to completion of any project. Community participation is therefore a very important component in the PSSC project and I have no doubt that the four major areas of concern were identified in which communication materials are required. These are:-

- (a) Technical aspects, (b) Management, (c) Community participation and (d) Health and Sanitation.

Cde Chairman, Ladies and Gentlemen, I am happy that this workshop has achieved its objectives and that the right people came to attend from relevant institutions. To you participants, I wish to simply say, well done and go flat-out to prepare and produce the necessary materials.

Last but not the least, I wish to thank the International Reference Centre through you Ms. Mary Boesveld for the support and indeed for funding the PSSC project and this Workshop. I thank Dr. Mumba, who willingly accepted to be Co-ordinator of this workshop despite of her busy schedule of work at the University of Zambia where she is Head of Adult Education Department.

I wish to thank the Organisers for a job well done and to advise them to make a follow-up of this workshop in the near future.

My thanks go to the Workshop Supervisor Mr. K. Kamalata who is at the same time the Adviser to the PSSC Project Team for his advisory and organisational services he rendered to the holding of this important workshop. I thank all participants for finding time from their busy offices to come and attend this workshop and also to thank all those who have been directly or indirectly involved in the Organisation and running of this workshop.

With these few remarks Cde Chairman, it is my honour and privilege to declare the workshop on the preparation of communication materials for PSSC Project officially closed.

THANK YOU